

Mr. Joel E. Ferris,  
Spokane and Eastern Branch  
Seattle First National Bank

Sept. 22, 1955

Dear Joel:

Thanks for your note of Sept. 21.

I had expected to have a publication date long before now, but it's not yet assigned. I know only as in the past that publication is to be in spring or early summer of '56.

Meanwhile I keep pegging along at getting my mailing lists lined up for city by city pending the time the Indians and I invade the various cities at the time of publication. These will be Seattle, Portland, Spokane, Pullman, Walla Walla, Elensburg probably, Ephrata-- because of the dam tie-in, and Pasco and Richland.

The book was listed on the nation-wide trade list again last month and I hear from far and near.

The publisher in cases like this where the author does not pay for having the book published, like 99 per cent of the Northwest Books these days are handled, isn't kept informed of book sales, number to be published etc. The publisher has sent many carbon copy letter ~~acknowledgements~~ acknowledgements of dealers I have contacted because they are ones I am familiar with, in New York etc. for orders and these, plus others I have forwarded, amount to around 500 copies. That seems to be a good start.

I will need your help in Spokane when the time comes and will

6



appreciate it very much. I'll have some 200 and more good names in Spokane to invite to meet the Indians and receive one of the lithographs of the Quigley painting that will be used on the cover. Mrs. Hess of Graham Co. said they would be handling the book, so did Pelitier of Clarks and I suppose also the Crescent but none of them have yet sent in their advance orders so I can forward them to Caxtons and line out my swing through the state.

There's really a lot of work to be done on that line. Of course I don't have to, but Caxtons have no big promotional staff and books have to be promoted that way now to move. I don't intend to let it die on the limb.

A couple of weeks ago I went to Pasco and Walla Walla and five stores there ~~were~~ put through advance orders which I forwarded and can now go ahead with working a couple of them in on a visit with the Indians. I'll also do some speaking at Pasco and Highland and probably at Walla Walla.

I'll keep you posted on developments and probably will be seeing you at some historical conference before there's much you can do at Spokane.

The publisher has ~~some~~ a few hundred libraries and stores that have standing orders in with them for books, every one published. So the stores, like Graham's, probably just wait until the book is sent. The live dealer will become alert to the possibilities before that time, I am sure. Right now I am getting toward the point where I am loaded to the gills for the book tour which can only be made during the one period. It will be hard enough to get the Indians together and it couldn't be repeated. It isn't easy to get them to promise to bring along their sacred ceremonial relics that Smowhala used at Priest Rapids, but that is the way it is shaping up now.

Many thanks again for your kindness.

Sincerely

Click Relander