

1212 N.32nd Ave.
XXXXXXXXXXXXXXXXXXXXX

Mr. J.H. Gipson, president,

April 15, 1955

Caxton Printers, Ltd.,
Caldwell, Idaho.

Dear Jim:

Glad to hear that Gordon is back in circulation--not because of my own situation, but because it shows he is improving. Hope he is coming along fine.

I can well understand how things go in the publishing business. Newspaper costs, advertising revenue and other elements, though apparently different, are quite similar.

Certainly your idea for "advance orders" has very good possibilities with my own potentialities! I have numerous angles along that line, personal contacts here and at some distance, some good friends etc. And my ability to tie into something and stick with it I believe would surely give it a good test.

My earlier letters show that I recommended against an advertising schedule covering some places. But I still hold to a few "in the trade", San Francisco Chronicle, Spokane, Portland and Seattle: These because of assurance that there would be good publicity in those areas and it should go hand in hand. However that is the ultimate, "at publication" and has no bearing at this time.

It would appear to me that suitable circulars would not be needed for about two months or longer. You know that it will take considerable planning and work on my part to get my connections "solid" so when I inaugurate such a blitz, it will be done smoothly and with the benefit

of some of your experience in that specific line.

It would moreover forestall any publication in a parallel field because it is long overripe.

I have a couple of other things cooking that if things go well might meet with your approval.

One involves the Treaty Centennial in June. In this I have been asked by the Yakima Tribe to help with issuing a Centennial Booklet which may turn into a 48 to 64 page well illustrated history of the treaty, the Yakima Nation etc. It in no way duplicates D and D. But say for instance I obtain a few hundred of these and they were made available as "premiums" to selective people (I have a widespread list on that score), it would certainly be a good test.

And there is still the matter of Quigley's cover: Printed up on good paper and without title, offered in the same manner and used as a backer-up at autograph parties throughout several cities. This painting is on the dam site and with P.R. dam coming in for much publicity soon, it should be a natural. It should also be remembered that Quigley has reached a high status and the lithos of a Portland firm each Christmas are much sought after. I can't see how that with a fair advance sale and a follow up like that, ~~with~~ with the Indian characters accompanying me to the book stores could miss. It takes things like that now to put sales over. Combined with timing, selective advertising and real publicity, I have very confidence it will be successful.

I go to Priest Rapids Saturday and Sunday for traditional feast and to meet Dam planners and others --will sleep at the mat long house, the only suyapo among the Indians Saturday night. On April 30 I have been notified to come to Tacoma "at state expense" in line with a nomination as curator of the Washington State Historical Society and there are many other events coming quickly and in succession, all building for the best. I presume it best to keep the nomination quiet for the present.

Sincerely, and with best regards

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