

1212 N. 32nd Ave .  
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Mr. J.H. Gipson, president,  
Caxton Printers, Ltd.  
Caldwell, Idaho.

July 17, 1954

Dear Jim:

I have sent by Railway Express the Quigley painting for the cover of Drummers and Dreamers. And I trust it meets with your approval. If it's okay from the technical standpoint, I am sure you will agree it has been quite a time since you've had a horse picture as authentic, full of life, etc.

The end papers are coming along. I've checked out a preliminary sketch and unless something ties up the work, they should be finished before long and will also be sent.

In time, the Quigley painting, which I insured for \$300 because he has gone from \$45 and \$60 a painting to \$300 to \$800 in actual sales, lends itself to something else, which I will take up with you:

1-Use of the color plate alone on the back of stationary for my numerous promotion letters

2-Prints of it, without the title, to be included in the several book parties throughout the valley, at Seattle and perhaps Portland. Most of them, you will remember, I am "promoting" myself, or will. First: I get my friends in the various places to work. 2-I send letters out to other people, personal invitations. 3-I get ads and publicity stories placed. 4-The ads include offer of print gifts.

This is just something to think about.

Also, guess you have noticed that the senate passed Priest Rapids

and it is making banners on papers in this section! The president has yet to sign it, but that's a foregone conclusion, since it is the first of the Partnership Plan dams, \$364 million. Even the Pacific Power and Light Co. came out yesterday with announcement they were tying into it, to help build it, as a guarantee to the Grant County PUD and the others! The state is still interested in building it. 'Tis rumored that it will set off ~~Oh~~ a greater clamor before the public power commission at the hearings than Hells Canyon. Maybe not. If not, it will go sailing through, the first of its kind in the nation and a definite assurance that at long last, the government is going out of the dam building business! That is something to have a tie in like the book has. It is all covered in there too! That is something no other publisher will have on hand for several months, although before long, there should be magazine articles, radio accounts etc. on it all over the country.

Of course if Quigley wasn't my friend, I couldn't get a painting like I have submitted to you.

I am more than ~~am~~ amazed by the many good tie-ins that have developed and are developed. I still maintain, that it has been a long while, before such has been the fortune of the writer and publisher, which, in the case of the type of book involved, is very lucky. And I still maintain, you will be surprised at the reception it gets. Would that I had been a better writer!

kind regards

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