

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

May 31, 1955

Dear Jim:

This will acknowledge receipt of three packages of Drummers and Dreamers circulars, and two letters written May 27 pertaining thereto.

They look mighty good to me.

I would suggest that any of the reprints, of those for dealers, should include three brief references, even to deletion of some of the descriptive material to compensate for space:

1-...and for whom the Grant County PUD has named one of the proposed Priest Rapids dams, Wanapum.

2...Introduction by Dr. F.W. Hodge.

3...Cover by E.B. Quigley, Portland, Oregon.

Now I must ask your advice before proceeding, since I don't want to miff a single thing.

I recall that you emphasized that money was not to be accepted, because it entailed numerous inquiries from the purchasers.

Am I to assume that the C.O.D. line is to be used?

I will have to rely upon your experience and advice as to my approach. My lists and contacts are going to be extensive and far-reaching, but having been a book purchaser for many years, and realizing that these contacts have not the same viewpoint on buying, it would seem to me that the "64 question they would ask would be "when?" especially in a "6 book class.

It would seem, too, that the many small dealers to be contacted and who are lining up good, would gain the idea that they would get the order through their contact, the order would be sent direct to Caxton by the purchaser and they would be left with no sales profit.

Hope you can also clarify "procedure" as to small dealers, the ones who have five to fifteen Indian material purchasers, or even fewer.

There is no problem of getting the circulars into the proper hands of a good potential proven on basis of past purchases. There is no problem that these "anapums have not developed a human interest following and that these potential buyers are definitely interested in their story. The problem is just a little more clarity for the benefit of the purchaser. Otherwise these will just remain idle until there is something actually out. My problem is to obtain the advance. These, especially the libraries that I am familiar with, and there are many of them, etc. might be tempted to just "mark" time for three or four months. The result would be that you would feel they are not coming through, whereas the opposite would be the case.

I'm sure that with a little briefing from you, based on past experience, I'll be able to get into it with the proper psychology that will get results. I'm not asking you to give me the magic word, just some ideas, and you can rest assured it will get the full and complete works like no Caxton book, and few others, has received. No one has had the benefit of the very good lists I have, the product is good, and publicity, timing etc. are right.

I'll be leaving for California now about this time next week. By mid-July contacts, actual potential purchasers, will be well under way and dealers will be lined out.

Thanks for your prompt delivery of the circulars and accept my gratitude for your good interests. I won't let you down.

Sincerely