

Letter
Sent
7/28/56

July 27, 1956

Mr. Joseph H. Ballou,
The Caxton Printers Ltd.,
Caldwell, Idaho.

Dear Mr. Ballou:

In reference to your letter of July 24 concerning the review list addendum, wherein you note the apparant duplication of review copies to "the university of Washington;"

I believe that the two copies should be sent, one to Dr. Charles Gates, the other to Dr. Erna Gunther.

Dr. Gates is editor of the Pacific Northwest Quarterly, which is a state publication. He has the responsibility for the reviews for that publication.

Dr. Gunther, in her capacity as head of the Department of Anthropology and because of her connections with many ethnological and anthropological publications reviews for outside publications extensively.

It was my opinion after talking to Dr. Gates at one of our Historical Association Board meetings that a wider field could be covered in this instance pertaining to Drummers and Dreamers.

I am now spending my third evening on personal letters to these receiving reviews so their timetable can be arranged. Supplemental information will be included with the letters when they are mailed in several weeks. Each letter is a different situation and many are with contacts that will lead into advance stories, features etc. before publication, as well as the actual reviews. Suitable photographs are provided where I know the situation to require them, and I am well satisfied that the planning, contacts etc. put into this will result in a better publicity campaign than anything I am familiar with. Some of the contacts include news commentators on large networks, others with feature writers who are also reviewers and I have amassed a large amount of suitable clippings pertaining to Priest Rapids, Indians etc. to accompany the letters.

Sincerely Yours

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