

Mr. J.H. Gipson, president,
Caxton Printers, Ltd.
Caldwell, Idaho.

July 18, 1955

Dear Jim:

Enclosed are some scattering orders that I've finally gotten around to getting together and submit.

I'll admit it's a little on the ragged side yet because reference to spring or early summer publication when they asked seemed to mostly kill the "pay as we go" policy.

However I'm sure all these will stick. They represent the spot check I referred to.

One letter is enclosed attached to the order of Dr. C.B. Coulter of the College of Puget Sound, Tacoma. Another note from him informed me that he was sure that when the book was out, it would be good for 8 to 12 copies there.

Mrs. Churchill, new at the game since death of her husband, Norman E. a few months ago, as soon as a publication date is set, will get to work on circulars when they are cleared and will attempt to re-order before publication. Churchill himself seldom ordered Caxton books until I encouraged him to do so a few years ago. He used to, then gave it up and was getting back into the mood slightly more when he died.

Bert Broad is tied up on vacation, working the floor while his help is gone. He and I will talk things over and I'll try and get him to go for 100 at the 100 lot rate. It may be that I can suggest he fill

our a 100 lot with some books already in print (for his Christmas trade.) He is strong on Christmas trade maintaining that he would order twice what he normally would. However, even with the word only getting around slightly he is receiving ~~xxxxxxx~~ inquiries.

I think it is too premature now to hit the mail lists that I am preparing. They are as good as any lists yet compiled and I am sure will come through with a worthwhile percentage, so I'd better mark time and having the dealer-field canvassed out---over 110 of them in fact--I can concentrate soon on the libraries.

My long suit in the dealer contact in the Northwest is that by knowing if they are advance ordering, it will permit me to recommend to my selective lists in their regions that they purchase through their local dealer. It will also be emphasized to the libraries that they should purchase through the salesman or firm they have dealt with etc.

My Seattle list, of very good prospects, is running around 200. That for Portland and Vancouver is as large. These are people of means mostly, who still have interest in the Yakima Valley, used to live around the White Bluffs country, knew the Indians etc. in the old days and ones like that.

directories

I am working up--in telephone number dddddd 0000s-- separate lists for the principal areas and towns. When all my master lists are compiled, I'll be in a position for instance of going to Spokane for a book party and sending out around 300 invitations to come to such and such, meet the Indians and get one of the lithographs. I'm sure nothing that extensive has ever been done 000 before. With a fair advance sale, I don't see how this can fail.

My problem now is to get this idea over to the handlers, show them how extensive and far reaching it is, so they'll get into the act too.

My own circularization, direct, will be "spot check" enough to get reaction but not kill off things for the dealer.

Sincerely Click Relander