

Aug. 6, 1955

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

Dear Jim:

Am enclosing another order memo, and an addendum.

I guess I need a thorough refresher course as salesman or something, as questions keep arising which need answering.

One relates to orders of 100 books, concerning a dealer who re-sells to libraries, schools etc. like Bert Broad, Yakima,

He wishes to place an advance order for 100 books on the basis of 50 per cent discount on that amount. I had talked to him several times and then, by appointment for a more thorough talk, explained how I was cooperating.

He said that he was sure that this order would be increased before publication date. If this discount holds true in his case, I believe an additional 20 or 25 books will be included in a follow up order within a matter of weeks.

I am including it on the order memo, subject to your decision.

I would assume that if the 40 per cent discount holds true, the order would be substantially reduced, but having noted the operations of his store, Gills etc. I see no difference, except perhaps in volume handled, and in the "textbook" line.

Sincerely Click Relander

Orders, subject to approval of publisher for Drummers and Dreamers

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Broad's, Books and Stationery, 22 North 2nd st., Yakima,  
Washington. (lot of 100, 50 per cent discount ?) 100

E.W. Latendorf, Mannados Bookshop  
714 Madison Avenue, New York 21, N.Y. (five copies, first ed.) 5

[These to be autographed if possible]

Fox Book Company, 1123 Commerce, Tacoma 2, Tacoma, Wash. 3  
(Three Copies)

Joseph E. Doctor, Box 33, Exeter, Calif. (one copy) 1  
[Check July 23 on SFN Bank LA, Exeter Branch \$6.00 enclosed]

M.G. Hitchcock, White Swan (six copies) 6  
[Check No. 1539 on Oppenish Bank SFN enclosed, \$36.]

[See order addendum ]



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Order Addendum for Drummers and Dreamers

Click Relander

[These represent a variety of situations that you will know how to handle. I have created a "Follow Up " ledger for later contacts as needed]

~~Mr~~ W.H. Lowdermilk & Co., 715 12th St., N.W., Washington 5, D.C.

Parke P. Jones. "...many thanks for the copy of The Yakimas you sent us... We should like to have one copy of Drummers and Dreamers for examination and possibly more copies after seeing it..."

[Comment: As you know Lowdermilk is a big dealer in government documents, rare books and out of print items for researchers, libraries etc. Many attorneys and others connected with Indian material resort to their service. They however do not go in extensively for new books. The reference "for examination" puzzles me. I believe D and D will move a little there and also that they may list it on their very good catalogue when it is available. They have mentioned to me previously they would. So I assume this is not an advance order, and that the solution may be to put them down for a copy and bill to me, then I follow through, reclaim the book or have them send you additional orders.]

Maurice Bergman, studio representative, Universal Pictures Company Inc., 445 Park Avenue, New York 22, N.Y. (This is research library)

"...Thank you for your pamphlet The Yakimas. I am sending it to our Studio Research Department. As to your new book, Drummers and Dreamers, you may place an order for us and have the bill sent to Universal Pictures Company Inc. and I will see that a check is quickly sent to you.)."

[Comment: Suggestion was made that I hoped he saw fit to authorize acquisition of D and D for the research library. It was clearly pointed out publication was not contemplated until spring, or thereabouts]

Drummers and Dreamers order addendum.

Wm. Kaye Lamb, national librarian, National Library, public Archives Building, Ottawa 2, ~~Quebec~~ Ontario, Canada.

"...thank you for your letter of July 16 and copy of The Yakimas... I happen to have been born and raised in British Columbia so the booklet relates to a region that I know well and have enjoyed looking through it.

"When it is ready I shall be glad if you will ask the Caxton Printers to send us a copy of Drummers and Dreamers... \$6 less library discount. Please ask the Press to send the book to us with an invoice in duplicate addressed to : National Library of Canada, Public Archives Building, Ottawa, Ontario."

[Comment: You will note this is one of the Canadian sources I mentioned to you. You have written to your Canadian representative about them possibly being in the market for Caxton books.]

Eastern Washington State Historical Society, 2316 West First St., Mrs. Florence Reed, president.

"...We shall place an order with Caxton right away..."

[Comment. This was another personal contact. She said at first to send her an advance order blank and she would rather order through me. I suggested direct with you. This is definitely library]

Some of my friends in libraries such as Oregon State Library, Provincial Archives, Victoria, B.C. (Willard Ireland, archivist), State of Washington Library, Olympia, Wash. have replied to a sampling of library letters that they have standing orders for Caxton books. I am holding up all my library dispatches until receipt of list so I may weed out duplications and not interfere with any that have standing orders. You may rest assured this list will be treated most confidentially



I have also had the experience of a few replies from samplings to individuals from my master list--still in process of building---that they say "...you may put me down for two copies" or "you may order one copy..." and I would prefer to secure this through my local dealer, such and such.

I have followed through, turning the order over to the dealer, sending him additional blanks from my stock, suggesting he is in a position to obtain other advance order from known purchasers of such material , that I will route similar orders his way, and pointing out ~~strongly~~ clearly that his original order was for 5 copies and it would be wise to be adequately stocked or rather that he might wish to increase his advance order on the basis of demonstrated interest in the book.

I have sent the Fox company at Tacoma (order enclosed) an adequate supply of advance blanks. They wish to help by making advance contacts, have placed an order for three copies as ~~@@@~~ a starter and before going further with their local contacts that come into the store, wish to determine if I will come by at publication time to autograph. This I am working on, and this is the thing that ties into the lithographs and the follow through invitations.

I've got out enough sampling now to have a better idea of which way I'm going. I'll keep plugging along, but don't expect a "deluge" of orders. I am confident however that when there is a definite publication date set I can go to work with good results. I have a follow up list that is growing of those advising me to advise them when the book is scheduled or published. And they are all sound citizens, with money and collections of Indian material etc.