

Mr. Joseph E. Ballou,
Assistant to the President,
The Caxton Printers Ltd.
Caldwell, Idaho.

Aug. 18, 1956

Dear Mr. Ballou:

For your information, and as a check list against "orders placed" I am sending you the book tour schedule for Drummers and Dreamers.

The way is left open for addition in a couple of places, but I will try to hold it as it is. I am now in the process of preparing invitations for many of these, although a few will send out their own.

I have not yet received any indication on credits for orders showing that the Carl K. Wilson Co. has placed an order that will take care of them at Tacoma and especially Seattle. This is the company I have worked on. They have exclusive in Seattle, where I am sending out 300 invitations for good contacts, and have a couple of orders on hand to turnover to them. In a letter to that store today, the outlet at Rhodes, I pointed out they should check and see that the order has been placed, 50 per cent discount for 100 over, etc. I also pointed out that I did not know whether they had ordered circulars or not, and if not, they should let me know immediately.

They are carrying the Drummers and Dreamers tour in their store advertising. I have TV appearances at Seattle, and early in September have been invited to be on the big annual program of the Seattle Free-lancers, the writers themselves, so I have no fears but that our appearance there will be well publicized, what with my newspaper friends, the Priest Rapids Dam dedication or rather ground breaking ceremony, appearance at the University (in the making) etc.

And since the store in Ephrata, the PUD headquarters did not confirm, I served notice on them late last week that while I made every effort to obtain a confirmation, I would not be able to keep any tentative date if one did not come forward by such and such a date. Some of these stores have just not had anything like that, and don't want to get mixed up, although they knew all they had to do was provide the store, the invitations, publicity, advertising etc. would be handled at no expense or trouble to them in any way.

The PUD at Ephrata is giving us a luncheon and there will be three newspapers and two radios represented there! And there will be another function of some type in which the Indians and the high PUD officials and the Merritt-Chapman contractors etc. will get together. This will be held perhaps in the PUD auditorium. So I am at loss to see why any store doesn't see a wonderful opportunity in a place like that.

I made my debut locally on the book at the Lions Club luncheon Friday. It was attended by 125 persons. They were very enthusiastic. Besides, although I did not have the Indians with me, they rated the speech the best for months they have had. Some guests, relatives on vacation, approached me afterwards and wanted to know where they could get it. They were from Los Angeles, Oregon, San Francisco etc. So I told them of certain stores there like Dawson's, Newbegins, Howell's etc. that were stocking it.

I have no fear now after that reception that the book will move here in the valley and outside as well. It has an appeal, a few Indians the big project etc.

Incidentally the contractor at the Dam, where ground breaking will be held after Labor Day and the Indians and I will be on the program, is a big concern. They have hundreds of boats, barges, etc. all over the world, India, Venezuela, Colombia, were the ones who raised the sunken Normandie, have 18 subsidiary companies and own 11 steel mills. They have built two dams in the west now and came west to take over the construction field. They have many men of high caliber in Ephrata like the PUD.

Would you check and see if I am down for either 25 or 50 books to be sent as "withdrawals" I made an early suggestion along that line. But I can see now that when we go to Ephrata, or some of these stores that order none or just a few, I should be in a position to help out. I would have no compunction now, in the case of Ephrata, of selling direct from the withdrawals when we reach there, although I suspect that you will get some frantic calls from Snyders, Ephrata, before we reach there late in our tour.

These situations I have mentioned aren't "strained" relations. I know too much about public relations to let them get that way. It is just plain "uneducation" so I just write them off and go ahead about the others. But I know how it will end up, they'll come rushing around at the last moment when I can't do a thing to help them, and will be protected by being on the record.

Other orders from Seattle should be in, such as Hartman's and the Paper House at Moscow should have placed an order by now.

Sincerely

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