

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

Dec. 27, 1955

Dear Jim:

Enclosed are cuts and one rough draft of a suggested advertisement submitted for the use of your advertising department.

Enclosed, too, are proofs of cuts to be used in my own advertising which will be paid for by myself and which will include Yakima and various smaller towns. This will be tie-in advertising in connection with the book tour. These advertisements will be two and three column advertisements, and will perhaps be placed twice, once three weeks before the tour and once at time of visit. In many of the contacts made, the dealers have their own advertising schedule which they will use to augment my own advertisements.

I am sending a rough sketch of the smaller advertisement for use in Portland, Seattle, Spokane and one of the library journals.

I presume you would want to place these advertisements September 30, one week before publication date of October 6. These would be in the Sunday sections. I assume too that the size of the ad should be no smaller than three inches. These papers will all carry stories concerning the book. For your expenditure I am sure you will have a suitable coverage.

In case you do not have a record of the advertising rates, they are attached.

I hope this material will be of some assistance to you, because coupled with my personal contacts, mail invitations etc. and publicity, it will work out for a very good publicity campaign.

Sincerely

Click Relander

The previously unfold
Story of a Ramsus
Indian leader
Smswhala ~~at~~ the Phsphet
of Priest Rapids -

Drummers and
Dreamers
~~a news~~

A story of All Indians for all Americans -

At your dealer -

or From the Publisher -

Cartons Printers LTD.

Caldwell, Idaho.

Publication date Oct 6.

86-

Advertising rates in metropolitan papers etc. for Drummers and Dreamers.

Portland Oregonian \$9.80 an inch. Sunday Col. or book page.

Portland Journal \$8.40 an inch. Sunday Col. or book page.

Seattle Post-Intelligencer \$6.86 an inch, daily col.

Seattle Times \$7.28 an inch. Sunday book page. (important)

Spokesman-Review \$6.30 an inch. Sunday book or magazine section. (important)

A.L.A. Bulletin 1/3 page \$18.45

And possibly, because it is relied upon by libraries all over the West, the San Francisco Chronicle \$10.50 an inch. (This is the only San Francisco or West Coast paper to be considered outside of Portland, Seattle and Spokane. No doubt the Chronicle would be of material benefit.

For your guidance, the Yakima advertising will run a minimum of \$40; Walla Walla, Wenatchee, Ephrata, Moses Lake, Pasco, Kennewick, The Dalles, Ellensburg etc. will run at least \$10 each. These I will take care of, and will send you sample copy in time for your approval, or look see.

Click Relander

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

Dec. 27, 1955

Dear Jim:

Attached are two token orders from Mr. John Knaide . He operates one store in Seattle and is partner of a second at Spokane. He ,too, is sure that as publication date approaches he will wish to increase the orders. I think it highly likely that one of the book appearances will be made at the Spokane store by the Indians and myself.

I am "working" over the Carl H. Wilson Co. Mr. Wilson, whom you may know, has been in the east and will not be back for a time. I have had former contact with him. As you may know, this company provides books to some 150 or more store outlets. Wilson himself has the book department franchise I understand in such stores as Rhoades at Tacoma, Seattle, the Crescent at Spokane etc. I am approaching Mr. Wilson on the idea of 100 book lots at the 50 per cent discount. Don't think he will come across until fairly close to publication date, but if he doesn't, his stores will be left out because I will have good outlets in direct competition with many of them.

I have also completed arrangements with the Bon Marche and its Northgate store at Seattle for a book party there with the Indians and with Frederick and Nelson at Seattle. Their orders will not be placed until closer to publication time. It is likely that one and perhaps both will put in downstairs windows for Drummers and Dreamers.

Some of the orders from these stores, and those at Spokane and Portland, will come to you direct. They are all willing to go, but just don't do business by sitting down and placing advance orders too early, even when they know a publication date. That same situation pertains to some California concerns and some in Chicago and elsewhere.

In about a month I shall be making contact with a cross-section of the libraries. These I plan to work hard, and although it will only be a cross section, I am confident that with a little boost Drummers and Dreamers will have a wide appeal with libraries, not only in the Northwest but all over.

orders and request for circulars attached:

Sincerely

Click Relander

[Enclosure, 27, 1955]

Drummers and Dreamers

Click Relander 12/27/55

Token orders and requests for circulars at proper time.

John Knaide

821 East Pine St.,

Seattle

5 copies

250 circulars at proper time

Dean Gilbert,

Inland Book Store,

S. 110 Post,

Spokane 4, Wash. (ordered by Knaide)

5 copies

250 circulars at proper time