

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

Sept. 19, 1955

Dear Jim:

Enclosed are two more orders. Both are entitled to the dealer discount although one is listed as the Washington State Historical Society. They have a considerable book department, good displays and during the entire year draw a large number of persons interested in history. A slip only on one is attached:

The orders-

Washington State Historical Society, 315 North Stadium Way,
Tacoma, Washington 6 (six) [Dealer discount]

Columbia Book Store, 1335 George Washington Way, Richland, Washington,
5 [five]

You will note no doubt by scanning the orders that there are not too many Washington dealers as yet. But a good groundwork has been laid and they'll come pretty solid, some 25 to 35 of them with from 2 to 20 copies at the proper time. Moreover, in all cases special effort has been made that the original order is not the final one, there will be follow throughs and I have developed contacts that will see that they are kept properly stocked. They'll be reminded of it by not only letters but clippings of publicity showing how the Indians are doing.

I think you will agree that many sales are lost because the dealer sells out the few copies he has, thinks he is lucky to get rid of them and doesn't re-order.

In the case of Drummers and Dreamers the dealer can't afford to run short because he knows he has sales. He is already learning this from requests for orders dribbling in to him and these all with the knowledge and understanding that the book is not coming out until next year.

Both Churchill's and Broads have had requests for advance orders for D and D and are writing them up, now. Even without publicity, speeches etc. a day doesn't pass but what I'm approached with someone all ready to place an order. I know for a certainty now that the Broad advance order will be increased by a minimum of 25 and perhaps double that, but will mark time until a couple of months.

I'm also ready now to toss orders into the laps of dealers at Spokane, Seattle and Portland. My system is to give these to dealers who will cooperate, reorder when they run out and keep punching when the book is first issued.

Meanwhile my master list keeps growing.

Sincerely

Click Relander