

1212 N.32nd Ave.
XXXXXXXXXXXXXXXXXXXX

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

April 24, 1955

Dear Jim:

Enclosed are photographs, as requested. Additional prints will be sent within a short time.

Regarding the number of advance advertising sheets for pre-orders that I would need, I would have use for 2,000. This would be the approximate number of direct contacts to be made through my own lists that I have been compiling.

However, if I obtain lists from the Pacific Northwest History Conference, Washington State Historical Society and similar lists, for selective mailing, I would need another 750.

I do not know from the correspondence whether you would wish me to make any contact with any dealers for their own mailing purposes, so will not until I hear from you. I have in mind Shorey in Seattle and another Seattle contact and some also at Portland. But not knowing how this would enter into your relationships with them it is best to wait for instructions.

I recall that Mr. Todd at Shorey's wished to obtain material of that nature, and I am, at the proper time, providing him with exhibition material in the line of giant size photos and artifacts.

Broad's in Yakima might be a little different. I will be working closely with him, even to a little advance advertising when the original announcement is made. Copy of this will be submitted for your approval

and of course there will be no sustaining on your part in this case. Broad has a regular advertising schedule which will be timed with some local publicity and a little help on my part and I naturally assume that he will wish to participate in the sales in this instance.

As for the California dealers who would use a limited number of such advertising sheets I have four in mind there that I know I can rely upon. I think their selective lists of "potentials" would not run more than 100 each. But here, until upon advice from you, I'm afraid I must await developments.

The sums mentioned 2,000 plus a possible 750 additional are for selective historical lists, contacts that will go out directly from me.

As for the "Quigley" litho" later I would assume that it should have at least a five to six pica margin and it is also possible it should have a small picture of Quigley painting the picture on the bank with about 100 words about him and the book on the back.

The needs in this would be say 100 for each of eight to ten "personal" appearance with the Indians at book stores. The advertising in this case would mention 100 such and such to the first 100. (free).

Here again I must abide by your better judgment. And for your guidance, the advertising would be taken care of without obligation on your part and again following a set pattern that you have approved, as to wordage.

Prospects for the Yakima Treaty Centennial book are very good. I have in mind swinging some 300 copies of these if possible. It will be a choice little item and may include as many as 35 photos and many little drawings.

I go to Tacoma this weekend for the State Historical Society board and annual meeting and to Spokane May 6-7 for the Pacific Northwest History conference.

Sincerely

Click Relander