

Mr. Joseph Ballou,
The Caxton Printers Ltd.,
Caldwell, Idaho

Aug. 13, 1956

Dear Mr. Ballou:

I have on hand a letter from Majel P. Scheer of the Carl K. Wilson Book Department, The Crescent Bookshop, 4th Floor, The Crescent, Spokane.

This is one of the numerous Carl K. Wilson accounts I have been after. Things seemed line up with them a month or so ago for taking on Drummers and preamers over their entire circuit, then it seemed to drift off into individual stores, even though I lined up and gave the Carl K. Wilson outlets preference in every city possible.

The letter states that five copies have been ordered for my book appearance there Oct. 15. That is a mighty small order for what I am doing to promote it, but I believe it best not to say anything and I will just go through with it.

Since I understand these outlets have not previously stocked Caxton books, although that might not be true at Spokane, I wish to be sure if your regular salesman has not figured it as his commission, that it is credited to me.

In this case for instance, I am mailing out 200 invitations to come into the Crescent etc. These are specially printed on stock provided by you. Advertising is being published in Spokane, and I am sure the paper there will have some good writeups before and at the time of my visit to Spokane.

Since my visit in Spokane is but for the one day, I lined out two appearances there. One is with the John B. Graham company and I am providing them fine service to, invitations mailed out, material for a window display such as large photos etc. Because I realize that company is an old time and good customer of Maxtons.

I suspect that the Crescent will be caught short and that will help you in the future. I already have a couple of Spokane orders to fill through some store there at the proper time.

I have also been invited to address the Spokane Rotary Club, and may accept that if my time and the club's time could be worked out before my appearance. Appearing there should jar them loose.

But I think that a kind of patience and quietness will make them see the light before publication date.

I will be much appreciative if you will check out the reported order of five. Jim G. and I have a perfect understanding as regards these cases where I overlap the salesman. I do not wish to infringe in his territory, only push the book.

Sincerely Yours

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