

Brister Book Shop,
Centralia, Wash.

July 16, 1955

Dear Dealer:

I am pleased to enclose an advance circular of my forthcoming book Drummers and Dealers, now being prepared for spring publication.

I am doing this in the hope you will wish to advance order a few copies at this time, thus giving the publisher an estimate of the number of books to publish and myself an idea of reaction.

If you customarily deal directly with Oaxton, with a Oaxton salesman or with a jobber and you note it on the margin of the circular, the order will be properly cleared. In any respect you will receive a 40 per cent dealer discount.

My contacts throughout the state indicate there are several persons in your area interested in material of this nature. If I determine that you are preparing to stock this book, then I will be in a position to suggest to them that they purchase directly from their local dealer when I am in contact with them.

I sincerely hope you will care to order at this time. Return of the circular to me will help me get my own preparations for publication out of the way before publication date and work cooperatively with local dealers in various communities.

Most Sincerely

Click Relander

Carlisle's,
214 E 2nd St.,
The Dalles, Oregon

July 16, 1955

Book Dept.

Dear Sir:

I take pleasure in sending you an advance circular of my forthcoming book, Drummers and Dreamers, being prepared for spring publication.

I am doing so in the hope you will wish to advance order at this time, thus allowing me an estimate of the advance reaction and permit me to work out a well-rounded promotion and personal contact campaign with the additional promotion of the publisher.

I am writing personally, too, because the book contains much local history, information on The Dalles Dam, the entire picture of river development, a sculpture of my friend, Chief Tommy Thompson of the Wyampum or Celilo Indians, Alice Slim Jim Charley of the Cascades etc.

If you customarily deal with Caxtons direct, some jobber or salesman, and so note on the margin of the circular, the order will be placed to the credit of that individual or concern. In any respect you will receive your dealer's discount.

My extensive contacts with historical groups show me there are many persons in your area who would be vitally interested in this publication and an advance order will allow me to work out my further contacts to recommend that purchases are made through local dealers.

If you have use for a small supply of these circulars I will see they are provided in due time. I would appreciate hearing from you and assure you of full cooperation. Sincerely

Click Relander

Corl's Book Shop
5th and Madison Sts.,
Corvallis, Oregon.

July 16, 1955

Dear Sir:

I am pleased to send you at this time an advance circular of my forthcoming book, Drummers and Dreamers, now being prepared for spring publication.

It is my hope that you will see your way clear to advance order some copies at this time. If you deal directly with the publisher, his salesmen or some other concern, you could so note on the margin and proper credit will be given with return by me of the order to the publisher.

My contacts with historical groups and others indicates there are several persons in your area who would be interested in this material. By knowing you are stocking the book, even at this stage, it will permit me to make recommendations that they purchase through their local dealer.

I will be most happy to cooperate in any manner you would suggest.

If you have use for a small supply of circulars, I will see that they are sent you at the proper time. Meanwhile I would appreciate hearing from you, which will permit me to work out a proper promotion campaign that will be of benefit to you.

Most Sincerely Yours

Click Relander

Cressey's,
864 Willamette, Eugene, Ore.

July 16, 1955

[Book Department]

Dear Sir:

I take pleasure in enclosing an advance copy of a circular of my forthcoming book, Drummers and Dreamers now being prepared for spring publication.

It is my hope you will wish to advance order at this time. If you deal directly with the publisher, his salesman or with some other concern, and so note it on the margin, due credit will be given. In any respect you will receive the dealer's discount. Caxtons operates under a returnable agreement.

My extensive contacts with historical and other groups indicates there are many persons in your region who would be vitally interested in this book, and by knowing you will be stocking it, it will then be possible for me in future contacts and promotion to recommend that they make purchases directly through their local dealer.

If you have use for them, I would be glad to send you a small supply of circulars at the proper time.

By working out contacts at this time with dealers I will be able to get my promotion in shape. I assure you of full cooperation in any way you may suggest and will appreciate hearing from you.

Sincerely

Click Relander

Ellensburg Book and Stationery Co.,
419 Pearl, Ellensburg, Wash.

July 16, 1955

Dear Dealer:

I am enclosing a copy of a circular of my forthcoming book,
Drummers and Dreamers.

I am doing this because I am sure you will conclude it is a very desirable item to stock through advance order in preparation for spring publication. I do not know whether you order directly through the publisher, his salesmen or secure your books from Graham's at Spokane or elsewhere. But a notation on the margin of the circular will result in crediting it to the proper place. In any respect you will receive the customary dealer discount.

This book I am sure will be of more than ordinary interest at Ellensburg because of the close connection of the principal people, the Wanapums of Priest Rapids, with Priest Rapids Dam.

I found high interest in the Wanapums when we appeared at an Ellensburg Chamber of Commerce luncheon a few months ago. And if you think it could be worked out to your advantage, I am sure the Wanapums, who were closely connected with the early occupants of the Kittitas Valley and I would arrange to put Ellensburg on our book tour through the state when the publication is issued. It is necessary at this time to start preparations so itinerary etc. can be worked out.

I am also working up an extensive list of persons in this region including Ellensburg, who would be interested in the book, and by knowing you plan to stock it or are stocking it through advance order, I

in a position to recommend that they make purchases directly through their local dealer.

At time of publication I am to be provided with lithographs of the four color cover by E.B. Quigley, western artist. These will be wide margin, suitable for framing and will be given away to those coming into the store. Besides advertising, to be taken care of by the publisher, announcements will be sent out of the visit of the "Anapums to Ellensburg and the fact that one of the lithographs is awaiting them at your store. In these and other ways I will cooperate. It may be that you will wish a supply of circulars yourself and these will be provided in due time upon notification.

I believe at this time that you may wish to order at least five copies. And as publication time approaches, stories are published and other contacts are made, I am convinced that you will be ordering more to prepare for the actual publication.

By knowing of an advance order, I will be permitted to work out the promotion campaign to the benefit of both of us.

Sincerely

Click Relander

Erickson's Stationery Co.,

July 16, 1955

Redmond, Oregon [Book Department]

Dear Sir:

I am pleased to send you at this time an advance circular of my forthcoming book, Drummers and Dreamers now being arranged for spring publication. An actual date is to be set by the publisher before long.

It is my hope that you will wish to advance order some copies at this time.

If you deal directly with the publisher, his salesman or some other concern, you could so note on the margin and proper credit will be given with return by me of the order to the publishing firm. This gives me an idea of the reaction and permits the publisher to estimate the number of books to be published.

My contacts with historical groups and others indicate there are many persons in your region who would be interested in material of this nature. By determining at this time that you are stocking the book it will permit me to make recommendations in later promotion directly with them to make their purchases through their local dealer.

I will be happy to cooperate in any manner you suggest, but it would be advantageous to both of us that I could mention specifically to my other contacts, that you will be stocking the book.

If you have use for a small supply of circulars I will see they are sent you at the proper time.

Most Sincerely

Click Relander

Eriksen's Stationery Store,

Bend, Oregon.

[Book Dept.]

July 16, 1955

Dear Sir:

I am sending a copy of an advanced circular of my forthcoming book, Drummers and Dreamers, now being prepared for spring publication.

I am hopeful after scanning it you will see that it is a desirable book to advance order at this time. If you deal directly with the publisher, his salesman or some other firm, a notation on the margin will result in placing credit where it is due when I forward the order to the publisher. In any respect you will receive your dealer's discount.

I do not know whether there is a connection between your firm and that at Redmond, but suspect there is. I have also written them.

My contacts with numerous historical and other groups shows there are several persons in your area who would be vitally interested in this sort of publication. By knowing you are stocking the book, which is returnable under agreement under which Caxtons operate, it will permit me to prepare in my future extensive promotion in your region to make recommendations ~~thx~~ that purchases be made through the local dealer.

If you wish a small supply of circulars, I shall see they are sent to you in plenty of time. Meanwhile I will appreciate hearing from you which will permit me to work out a proper promotion campaign that will be of benefit to both of us.

Most Sincerely

Click Relander

Everett Book and Stationery Store,
2944 Colby St., Everett, Wash.

July 16, 1955

Dear Dealer:

I am enclosing a copy of an advance circular of my forthcoming book, Drummers and Dreamers, now being prepared for spring publication.

I am hopeful after looking it over you will conclude to advance order at this time. If you deal directly with the publisher, his salesman or some other firm, a notation on the margin will result in placing credit where due when I forward the order to the publisher. In all respects you will receive the regular dealer discount and Caxtons operates under a returnable agreement.

By knowing you are stocking the book at this time, it will permit me to prepare in my future extensive promotion to recommend to those in your region with whom I have contact and know are interested in material of this nature, that they make their purchase directly through their local dealer.

Should you wish a small supply of the circulars, I will see they are provided to you at the proper time.

I would appreciate the ring from you which in turn will permit me to work out an extensive and proper promotion campaign that will be of benefit to both of us.

Sincerely Yours

Click Relander

July 16, 1955

Frazier Book Store,
227 S. Main St.,
Pendleton, Ore.

Dear Sir:

I am enclosing a copy of an advanced circular of my forthcoming book, Drummers and Dreamers now being scheduled for spring publication. Since this book contains much history of your region generally and specifically and considerable about the old Umatillas, Pahouse, etc. I am sure you will find it a desirable book to handle.

I am hopeful you will return an advance order at this time. In case you deal directly with this publisher, his salesmen or some other firm, it would only be necessary to note that on the margin of the circular and due credit would be given.

My contacts with numerous historical and other groups in your region show me there are many who would be interested in this book. Knowing that you are stocking the book will permit me in the future promotion to suggest to them directly that they make their purchases through their local dealer.

Should you wish a supply of circulars, please notify me and I will see they reach you in plenty of time. Meanwhile I will appreciate hearing from you after which I will be permitted to work out a promotion campaign that will be of mutual benefit. I shall be happy to cooperate in any manner possible.

Sincerely Yours

Click Relander

Gabel and Gabel,
878 Market St.,
Ohehalis, Washington.

July 16, 1955

Dear Sir:

I am enclosing a copy of an advanced circular of my forthcoming book, Drummers and Dreamers now being scheduled for spring publication.

I am hopeful that you will wish to advance order at this time and am confident you will find the book desirable for those delving in Northwest history.

In case you deal directly with the publisher, his salesman or another firm, it would only be necessary to note that fact on the margin of the circular and proper credit would be given. In any respect you would receive the customary dealer discount, and Caxtons operates under a book returnable agreement.

By knowing you have placed an order, I will arrange my publicity to recommend to numerous contacts in your region to make their purchase directly through their local dealer.

Should you wish a supply of circulars, please notify me and I will see they reach you. I would appreciate hearing from you so I can proceed with my promotion plans in a manner that will be mutually beneficial. I have much to do, hence have to get going on the project now so I will be clear nearer time of publication.

Sincerely Yours
Click Melander

J.E. Gable Book and Art Store,
Hood River, Oregon.

July 16, 1955

Dear Sir:

I am enclosing a copy of an advanced circular of my forthcoming book, Drummers and Dreamers now being scheduled for spring publication.

Since this book contains much history of your region generally and specifically (and the photograph of my sculpture of a Cascade Indian woman) I am sure you will find it a most desirable item for your store.

I am hopeful you will return an advance order at this time. In case you deal directly with the publisher, his salesman or some other firm, it would only be necessary that you note that on the margin of the circular and proper credit will be given. In any respect you will receive a dealer's discount, and Caxtons operates under a book return agreement.

My contacts with numerous historical and other groups in your region and with individual residents that there are many who would be interested in this book. By knowing now that you are stocking the book when it is ready, I will be permitted to arrange my promotion so that in all contacts the recommendation will be made that purchases be made directly through the local dealer.

Should you wish a supply of circulars, please notify me and I will see they reach you in plenty of time. Meanwhile I would appreciate hearing from you so I can work out my campaign and contacts in a way that will be of mutual benefit.

Most Sincerely

Click Relander

Judd's Bookstore,
1309 Hudson,
Longview, Wash.

July 16, 1955

Dear Dealer:

I am enclosing a copy of an advanced circular of my forthcoming book, Drummers and Dreamers now being scheduled for spring publication. I feel that it will be a desirable item for you.

I am hopeful you will wish to advance order at this time .

In case you deal directly with the publisher, his salesman or another firm, it would only be necessary to note that fact on the margin of the circular and proper credit would be given. In any respect you would receive the customary dealer discount. Saxtons , as you no doubt know, operate under a book returnable agreement.

By knowing you have placed an order I will arrange my promotion to recommend to contacts in your region to make their purchase through their local dealer.

Should you wish a supply of circulars, please notify me and I will see they reach you in plenty of time.

I would appreciate hearing from you so I may proceed with promotion plans that I am sure will be mutually beneficial. There is much to do and I wish to be clear nearer time of publication.

Sincerely Yours

Click Relander

July 16, 1955

Lipman Wolfe & Co.,
521 S.W. 5th Ave.,
Portland, Ore.

Dear Sir:

I am enclosing an advanced copy of a circular of my forthcoming book, Drummers and Dreamers now being scheduled for early 1956 publication.

It is my hope you will see proper to advance order at this time. In case you deal directly with the firm, its salesmen or some other firm, a notation on the circular will assure that proper credit is given. In any respect you will receive dealer discount as is customary and as you may know, Caxtons operates under a returnable contract.

Knowledge that you are preparing to stock the book through advance order will permit me in an extensive promotion campaign to advise potential purchasers to acquire their book through their local dealer. The book will be advertised in Portland and because the people and subject is in the news and will be more so in the future, I am confident it will be well publicized besides the concerted promotion.

I wish to get lined up on this in advance so I will be clear nearer to time of publication and would appreciate hearing from you so I may proceed along suggested lines that will be beneficial to both of us.

Sincerely Yours

Click Relander

*Has special customers
I will list to them
when Book is out -*

Mr. Fred Lockley,
4227 S.E. Stark St.
Portland, 15, Oregon.

July 16, 1955

Dear Fred:

I am enclosing a few circulars of the forthcoming book, Drummers and Dreamers. While it will not be published until spring or early summer, 1956, I am hopeful that by your knowledge of the book business you can perhaps arrange for a few advance orders to help get the thing moving. It will have extensive promotion later and in due time, but right now there is necessity for some advance orders to get it into action.

I think the actual publication date will be set before long, but it occurred to me that with your wide contact among a certain type of purchasers, you yourself would see your way clear to advance order a few copies.

If you do, would you please drop me a line so I can kinda keep my finger on the situation.

I'll also send more circulars as needed. And if you have need of a certain supply, let me know and I'll see they are provided in due course.

Hope things have been going well with you. Haven't been to Portland for some time, but when I get this moving along, no doubt I'll be down that way to get more concentrated effort out on the book all around. I'm confident it's a good Northwest item and should, in spite of other conditions, have a fair demand among our Northwest followers.

Sincerely
Click Relander

Lowman and Hanford,
522 S. Washington,
Olympia, Wash.

July 16, 1955

[Book Department]

Dear Dealer:

I do not know whether or not you acquire your book stock through the Seattle office or not. So I am sending circulars and a personal letter.

In event you do not, or if you order through the publisher or his salesman direct, a notation on the margin will credit your desires to the proper source.

The advance circular of my forthcoming book, Drummers and Dreamers is sent to encourage you to advance order at this time, although the book is not scheduled for publication until spring, 1956.

My numerous contacts with residents of your region indicate they will be in the market for the book.

Knowing that an advance order has been made at this time, or that you are indicating to the Seattle office your need to be stocked with this book when it is published, I will be permitted to continue my promotion plans whereby these potential buyers will be advised to procure their book through their local dealer. I am sure that will be advantageous to both of us, so am confidentially awaiting a reply at your convenience.

Most Sincerely

Click Relander

Mc^Bee's,

July 16, 1955

324 W. Broadway,

Moses Lake, Washington.

Dear Dealer:

I am enclosing a copy of an advanced circular of my forthcoming book, Drummers and Dreamers now being prepared for spring or early summer 1956 publication.

There is so much to be done to prepare for proper promotion etc. that I thought it desirable to write at this time.

It would be desirable, too, to place an advance order at this time. In case you deal directly with the publisher, his salesman or another firm it would only be necessary to note that fact on the margin of the circular and proper credit would be given. You would, in any respect, receive the dealer discount. And as you may know, Caxtons operates under a returnable agreement.

As you know, the "anapum Indians about whom this book is written-- although it contains much other history such as place names around your region and the mid-Columbia, are much in the news. They will be more so with development of the hydroelectric projects at Priest Rapids.

By knowing you have placed an order--and I am confident you could dispose of more than five copies--I will arrange my promotion to recommend to contacts in your region that they make purchases direct through their local dealer.

Should you wish a supply of circulars, please notify me and I will see they are provided at the proper time.

My list of historical and other contacts in your region is considerable. I neglected to say that the dealer discount is 40 per cent.

I had intended to come to Moses Lake , but will not be able to do so for the present, so am writing in order you will know of the upcoming book.

I would appreciate hearing from you so I may proceed with promotion plans that I am sure will be mutually beneficial. One of these would be a swing through the region with the Wanapums themselves, a book party if such is desired, etc. In connection with the, the publisher will provide me with lithographs of the fine four-color cover, a western scene, (Indian Horse Race) and letters or cards of invitations sent out to residents of your region who would be potential buyers of the book, also advertising, would invite them to come in and get a free copy of this lithograph which would be suitable for framing.

By hearing your reaction at this time, and obtaining scattering advance orders, I will be permitted to proceed with the extensive plans. Later, what with proof reading etc. I will be too busy to work on this important phase of the publication and promotion.

Very Sincerely

Click Relander

Meier & Frank Co.

July 16, 1955

Morrison & Fifth Sts.,

Portland, Oregon.

[Book Dept.]

Dear Book Department Head:

I am enclosing an advance circular of my forthcoming book, Drummers and Dreamers and am hopeful that if you have not already done so, you will advance order at this time.

I do not know whether you have an arrangement with Maxtons or not for some of their books as published, but it would be advantageous to you, I am sure, to indicate an advance order now. If you do not, I will forward any order to them, and if you wish a salesman etc. credited, note on the circular margin and it will be taken care of.

By knowing you have placed an order, I will arrange my promotion to recommend to contacts in your region that they acquire their copies through their local dealers. And should you wish a supply of circulars, please notify me and I will see they reach you in plenty of time.

I was recently asked to write several sections and edit a 30,000 word illustrated publication for the Yakima Nation. This dealt with the Yakima Treaty. I have a few copies on hand and if you wish one, please notify me to whom it should be sent and I shall be most happy to send it with my compliments.

I would moreover appreciate hearing from you so I may proceed with promotion plans that I am sure will be mutually beneficially. The publisher has told me the book will be advertised in Portland. I am sure it will have considerable publicity as publication time approaches.

Sincerely Click Relander

Letter 8-55
see how long it's been out "Book 14"
perhaps at library discount

July 16, 1955

The Librarian,
National Library,
Ottawa, Ontario, Canada

Dear Librarian:

By separate mail and to the same address I am sending you a copy of the recently published "1855-1955 The Yakimas", published by the Yakima Indian Nation in recognition of its Treaty Centennial with the United States.

The Yakimas asked me to write several sections for this publication and to edit it, which was hurriedly done because of the time element. But perhaps there is some information that may be of use to your library and you may make disposal of the item in any way you wish.

I am also enclosing circulars of my forthcoming book, Drummers and Dreamers now being scheduled for spring publication by the very reputable firm of Caxtons, Caldwell, Idaho.

It is my hope that if you are interested in ordering this book, you will do so now. This will permit the publisher to estimate the number to be published, because as you know books of this type are of small publication.

Any advance order could be returned directly to me, thus giving me an idea as to advance reaction or returned directly to the publisher. In any respect you will receive the library discount.

Most Sincerely

Click Relander

July 16, 1955

Carl K. Wilson, Books,
926 Republic Building,
Seattle 1, Wash.

Dear Sir:

I am writing about my forthcoming book, Drummers and Dreamers for which an advance circular is enclosed. It is being scheduled for spring publication.

I am suggesting that you may wish to advance order at this time. Frankly I do not know how you operate, purchasing direct from Saxton, having a working arrangement with that firm for its books as issued, through its salesman or how. But by writing, I hope to be able to cooperate with you .

For instance, knowing that an advance order has been placed and that the book will be stocked in certain stores, I can then complete my promotion plans. These would of course include numerous contacts with a class of persons who are very good potential buyers. And it would be suggested to them that their purchases be made through their local store.

If for some reason you do not have an arrangement with Saxtons, you could return one of the circulars to me and it would be forwarded to them. In any respect I would appreciate knowing how many books you normally order in advance, which will help me too with completing promotion plans. This book will be advertised and publicized in your region.

I am enclosing clippings for your information. One of them deals with a Yakima Nation's authorized Treaty Centennial observance. I was asked to write several sections of this and edit it so was able to obtain a few

copies at cost. While this item is still available, I would be most happy to send you one with my compliments if you drop me a note.

You of course know that Caxtons operates with a 40 per cent dealers discount (50 per cent on purchases of 100 books published by that firm) and under a returnable agreement.

The Wanapums and I are also making plans to make a tour of the Northwest when the book is published next spring and would be available for book parties. By writing now, if you are interested, this would help work out a schedule.

Additionally, at time of publication, I will be furnished with lithographs of the four color cover (An Indian Horse Race scene) These will be without the lettering and with wide margins, suitable for framing. At places we appear, copies would be given away to those coming in the store, 100 to 200 copies for each store perhaps.

I would appreciate hearing from you so I may proceed with promotion plans that I am sure will be mutually beneficial.

Sincerely Yours

Click Relander