

March 12, 1956

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

Dear Jim:

On a day off and trip to further promotion of D and D I followed through on previous contacts at Walla Walla.

I find my sources there evincing more interest in the book, and willing, when they get a chance to look it over, to perhaps increase their orders.

Additionally I completed tentative arrangements with Mr. Leroy Soper of the Walla Walla Book Shop, 116 S. Second St., for a book party.

You may send him, at normal time which I assume is 90 days before publication, 250 to 500 copies of the circular on which he will affix his stamp.

Mr. Soper, as you know, acquires copies of your publications through regular purchase arrangement. He has had only incidental success with book parties. I believe I have convinced him that the Indians, not the author, will make this one a success, and that mutual cooperation with my assistance of mailing suggestions and invitations, will make the visit beneficial to him. He inquired as to when reading copies would be ~~available~~ available, and I am confident will increase his order at that time.

Sincerely

Click Relander

Mr. J.H. Gipson, president,

March 12, 1956

The Caxton Printers

Dear Jim:

Separate letters enclosed covering separate subjects. Again, I am enclosing the yellow slips, not with specific orders but to show the field covered. The follow ups are paying off and I am confident, will be more productive in the future or nearer publication time.

For instance, I receive a letter of appreciation from Warren Baldwin of the John W. Graham Co. Book Department, Spokane and assuring me that "we are taking up the matter of circular with Caxton Printers and are asking for several thousand for distribution."

Shields Book and Stationery, Inc. Pasco, if they are not down, should receive ~~250~~ 500 circulars with blank for their stamp. They are moving into a new location at Pasco, through which store orders are handled. Their Richland store, where the girl in charge of books is very energetic and exceptionally adept at book parties can be depended upon to make arrangements for books on "consignment" at the proper time.

In that connection, as at Moses Lake and elsewhere including "alla Walla, I will probably be making luncheon club appearances and occasional night appearances with the Indians.

I know that all the follow up, back checking, providing pictures for displays, artifacts, tule mats etc. for window displays will result in larger orders near to publication time and you can evaluate them as they come in.

Holbrook's Columbia is going great guns. All the stores I have contacted have sold over 50 copies of it, compared with 10 to 15 copies of the customary Northwest Book.

I'm no Stewart Holbrook by a long stretch of the imagination, but Drummers and Dreamers will certainly be placed before the people much more directly than Columbia, and besides, there will be the actual personages, the Indians, and the big dam project to help it along.

The two-week tour will certainly be crammed full of appearances, all tied into feeding directly into the book store outlets.

If I provide the copy and picture to illustrate the invitation, would you be in a position to make this "at cost" or close to it? In some instances I will be sending these out direct, and in others, like at Pasco and Kennewick, where the energetic book handler for Shields has developed a good mailing list of 500, she will attend to most of it. (they've already hit around 70 Columbias I understand).

If you don't have the opportunity to fool with the invitation, I'll get it turned out here on my own like much of my other promotion, trusting that the extra returns in sales will show up, somewhere along the line to some small credit.

Sincerely

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