

Mr. Fred Shields,
Shields Book and Stationery Store,
Pasco, Washington.

Sept. 4, 1955

Dear Mr. Shields:

I must apologize again for calling you at home, but I did so merely to expedite plans for the approaching Drummers and Dreamers. While it will not be issued until next spring or early summer, I am sure you understand how it is necessary to get things lined out at this stage of the game so everything can fit together into a properly working schedule.

I am writing now as I promised to and hope that after consulting your book manager at the Richland store you can at this time indicate to me the approximate number of books for advance order which I would send in one of my letters to the publisher with an explanation of the general plans,

I have no idea myself but I would say that there is as much or more specific material in the book for your area as Yakima--although it is not a strictly localized book--. It seems to me that somewhere around 10 for each store would be proper. I do know that the Wanapums will be much in the news before publication time. I know also they make a good impression. [Without getting into the book we appeared at the Ellensburg Chamber of Commerce luncheon last fall and it was rated the best program they had in many years] I don't profess to be a speaker but can get by, having made state convention speeches, Federated Women's Club appearances, in fact some 30 to 40 talks last fall and winter and had

turn down many. My addresses were never the same but fit the local occasion concerning history. I was able to do that because of my extensive research.

I have also built up an extensive "Mailing List" and have many --perhaps 200-- from the Tri -Cities area. These are persons interested in Indians, arrowhead hunting, historians etc., and persons who buy the type of material at hand.

It is my plan to work in closest cooperation with dealers. Any communications with them advise them to order through their local dealer. In the event of a "personal appearance" like in Mind, I will have several hundred lithographs of the cover, made on wide margin and suitable for framing. The invitations will invite the people to come and meet the Indians and obtain a free lithograph of a Quigley painting. I am sure you are familiar with his work. These would be given out to those who came, whether they purchased or not.

The three extra treaty centennial booklets I left you may use as you see fit. If you sell them at \$1 each you can refund me 60 cents each on them, a check made out to the Yakima Tribe, and I will obtain replacement copies. If you wish to give one with each advance order from one of your customers, you may do that and they would cost you nothing. I obtained a small supply to show dealers that Drummers and Dreame s could be moved in advance. Everyone knows their patrons and there are always a number of fans for such material.

I do hope you have a chance to drop me an indication of an advance order so I may proceed with my comprehensive promotion plans. As you know Caxtons has little facilities for such promotional work and I happen to be in a position to help out.

Sincerely Yours

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