

July 25, 1955

Mr. J.H. Gipson, President,  
The Saxton Printers, Ltd.,  
Caldwell, Idaho.

Dear Jim:

With reference to the order request of Dr. C.B. Coulter, College of Puget Sound, appearing on your records as No. L37601, will you please enter it to be sent to Dr. Coulter and bill me at this time, direct.

Upon receipt of the payment you may acknowledge receipt of the order to him. This payment will be returned from me to Saxtons, directly.

I do not like to handle many cases like this, but I'm in this to help you add up every advance copy possible in a thorough and businesslike manner

I never count chickens before ~~their~~ they are hatched either, but Dr. Coulter has informed me that once the book is issued, he knows of some eight other copies that will be disposed of.

Click Relander

Mr. J.H. Gipson, President,

July 25, 1955

Caxton Printers Ltd.,

Caldwell, Idaho.

Dear Jim:

Separate letters have been sent to clarify various questions concerning orders and other matters pertaining to Drummers and Dreamers.

In answer to letter under date of July 23, they are dealt with categorically.

1-In reference to commission on Weigelt Bros. No. L37600. Please adjust this so the salesman is credited with his share. Mr. Gus Weigelt told me a Caxton salesman called on him in season. He offered to order two books. I asked him to await some clipping material I was sending and then order. The order was for twice the normal and he and I are both satisfied that after introduced at The Dalles, it will move more copies.

2-Your letter in reference to introduction by "Dr. F.W. Hogg" notes the possibility of a misspelling on the revised circular. Your copy of your letter to Mr. Dawson spells the name correct, Hodge. I am sure the revised circular which I returned spelled it correctly. It is one of the reasons I wished the change. Dr. Hodge is considered the outstanding authority on the American Indian.

In regard to these commissions, as well as there is an understanding now, it doesn't matter in the long run. I suspect there will be many adjustments in favor of your salesman (or salesmen) at the conclusion. You know how these advance sales run. You have a basis for comparison. After a time, check them over with him and where there is an infringement



or overlap, make the adjustment in his favor. He knows his sources too.

You will have to do as you deem proper for a job being done. Like in the case of Dawson. I got busy on him via letter before I left, informing him I'd drop in if there was the opportunity. He replied that he ~~was~~ was accepting the book about which there had been previous correspondence, and that he had placed an order etc. after receiving the letter.

The same was true with Todd of Shorey's, one of your old customers. He wrote that he was advance ordering 10 copies. Now, Mr. Todd is going to have a big display of pictures, Wanapum craft etc. in his window, he'll also have the "Wanapums and I" descending on him, when the book is published, coupled with the invitations to come in, meet the Wanapums, get a copy of the Quigley lithograph etc. I don't believe he advance orders 10 ~~xx~~ copies of each Caxton book, and I don't know what the situation will be if he wakes up when the book is out and say 30 customers want it that he hasn't contacted by his own circulars.

I think it to my advantage at this time to know how these cases are handled, where book parties are held, so the dealer is not caught short while the book is hot, and one and all will agree that is the time for the sales.

Besides the Yakima party I am sure there will be others at Seattle, Ellensburg, Richland, Pasco, Walla Walla, Portland etc.

My yet incomplete city by city lists of persons with money, who buy this type of material, and who in many cases are on NO list, is building up every night. That is what I am concentrating on.

My latest estimates run ~~for~~ at 400 select names for each Portland and Seattle. However I am confident that D and D will sell as strong at Ellensburg, Ephrata, Spokane, Pasco, Richland and Yakima as at either Seattle or Portland.



I'm still "spot checking" because my personal experience here has shown and proven that only a comparatively small number of individual advances and a small number of store advances can be secured now as compared as when a publication date is actually on the form and as compared with a still greater number when the book is actually out.

I can't hit this too hard now and I believe you will agree. I've got to give it just enough push to get it rolling.

I have many acquaintances in key positions. At least four of these have written me that their institution is putting through some additional orders, and that they have a standing order in for every Caxton book. These additional orders to meet special needs and a wider field than envisioned are what I am counting on.

I have had people come into the office where I work, who have picked up an inkling of the book from some dealer and pulled out their money to pay for it, only to say, when they found that delivery could not be immediate, that they'd wait.

So I'm going slow in order that I won't stub my toe.

Before my library contacts go out full force, I need to know how many libraries you have standing orders from, for all your books. I have a lineup of over 400 libraries. Potentially over half of them should be good. But whether they all operate in the same manner or not, and advance order, I can not say. So I don't want to wreck the whole library field with one fell swoop.

Good places like Pasco, Richland, Walla Walla, Ephrata, Moses Lake and Ellensburg I am delaying contacting until I have a chance on my day off to make a swing through that area. And days off are scarce now because of vacation.

So I'm doing a job at the extra special list, getting my lines out for the good assists coming up at proper time in the main cities in the way of publicity and in the final analysis, to tie in where I have the book parties. Portland, Seattle and Spokane I recommend that

there by advertising.

I have letters on hand soliciting stories on these "anapums from the magazine writers for these papers.

It is the smaller papers I'll be taking care of myself, as in my original communication. But the advertising I contemplate will be submitted to you beforehand for your approval. This will include Yakima, Pasco and Richland; Ellensburg, Ephrata etc.

Some of the contacts I am establishing with dealers, far from here, are places that they tell me do not customarily handle Oaxton books. They are willing to give them a trial, and that is something too. The far-removed dealers do wish to give it a trial, but won't sit down and order a dozen or so. In fact many wish to wait until it is ready for publication. But I'll get enough lined up to show that it will move at the proper time. And I do not agree that it is the type of material that is of a narrow and limited field. Nor do I mean it will move out fast and furiously. But it will move and thanks to you and your kind advice and patience, too.

I'll be sending in some more orders in about a week.

Sincerely

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

July 25, 1955

Dear Jim:

In reference to your L37603, for The Maryhill Museum of Fine Arts, Maryhill, Wash., and your letter of July 23 to the museum, I note that the order has been entered for 1 (one) copy of Drummers and Dreamers.

A check of my records shows that this was for 12 (twelve copies) and this is indicated on my carbon copy of List of Orders 5/18/55.

To eliminate undue correspondence and valuable time I am sending you this letter and a carbon copy of it to Mr. Clifford R. Dolph, director. I am sure when you check the order slip, you will see that is the case

If you correct your records at this time, I am sure that is all that will be necessary.

Sincerely

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