

Oct. 21, 1956

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

Dear Jim:

You might recall that my contract with you for Drummers and Dreamers, included at my request, that one third of the royalties of Band D be paid to Puck Hyah Toot or Johnny Buck in exchange for his promise to help me promote the book on a book tour, secure articles for display etc.

I don't know how you will arrange it now, but neither he nor his family did this for me (arrange for securing mats, baskets etc.) these I had to purchase, and from the family too.

Then his death prevented him going on the trip as he had promised and this was the definite stipulation with him. There was no provision made that this become then payable to members of his family, distant relatives. He wanted any money used as a memorial. This was done during the trip.

I do not think anything else is necessary on this, since the suggestion was mine and since it is myself who must continue to see that any memorial to him is carried out. This is being done to a greater extent than he had expected. It has already been done far more so.

Will you please correct your records accordingly.

Sincerely

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HOTEL



SEATTLE, WASHINGTON

Oct. 21.

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

Dear Jim:

Home from the book tour I am waiting for my mail to catch up with me and until it is forwarded from various hotels, I will keep you posted on other developments.

I sincerely hope your salesman or salesmen are now capitalizing on all the publicity I have worked out for Drummers and Dreamers. During my tour I have addressed a minimum of 6,000 adults and 12,000 high school and junior high students; made several television appearances and the stories and reviews, combined with your advertising, the cooperative advertising, and my own has reached an undetermined number of people. And I have personally generated numerous news stories. As these clippings accumulate, I shall see you receive copies of them.

According to my records, and to be sure of later records, I wish you would check on the following. Use your own judgment as to what is proper and just as to "orders." Meanwhile letters you no doubt have written and that were forwarded with extensive other mail to Wenatchee and Kennewick should be returning to Yakima. It did not catch me there. When I will be able to get things straightened out.

1-~~In~~ route to Ephrata I visited my contact at Vantage, which is not a Caxton sales contact. The visit was hurried, since I was trying to keep a series of dates, and I asked that they be sure and order, immediately! On my return I found that they had placed an order for 12 more copies, have not yet received the invoice for six sent. This account is under the name of Tom Stockdale, (Harry Ankeny) Museum, Vantage, Wash., and since they maintain a book sales, are entitled to the regular 40 per cent discount (as is the case with Maryhill.) Ankeny leases the museum as I understand from Stockdale who lives at Vantage and owns several business interests there and is the Standard Oil Distributor. Their purchases will taper off with winter, but with spring, will pick up and I wish to see they are well stocked because of their proximity to the dam, and I will keep an eye on them, to be sure of that.

2-At the Crescent, Spokane, I was assured that they would order at once to be stocked for Christmas. I had told them I had declined a "token" order from the Carl K. Wilson Co. at Seattle, telling the book dealer there I thought it best to leave the number up to the Spokane outlet. The Crescent book purchaser agreed that the book would be a good Christmas item, and hold out after that.

3-Mrs. Hess at Graham's considered their book party a "sell out." Since it was too late to obtain a store purchase number and order, she assured me that an order sufficient for the Christmas trade would be placed.

4-At Ephrata I drew capacity crowds to the dinner and the meeting following in the PUD Auditorium. Since I did not know for sure whether I would have backup books with me by then, I had written and telephoned the Whites to be sure and place their order directly with you. I had written them that earlier but White had not done so, so the order was telegraphed in (she also operates the telegraph station) for 15 books. And she too will place a follow through order since she was sold out.

4-At Ephrata I contacted Snyder's, a book store that had neglected to get on the band wagon. Mrs. S. was at the dinner, very friendly and said she just missed the boat. I had obtained a "token" order from her earlier and she is to reorder for Christmas, but is rather lax to attend to details because of all her other work.

5-At Moses Lakes, the Columbia Book Store, Vista Village, we almost wiped out their supply of 40 books. This store is managed by Reith, but is owned and supplied by Miss Anna Peck of the Columbia Book Store, 1335 George Washington Way, Richland. She had placed the token order and was to place a "sizeable" order contingent on working out the book party at Moses Lake which I did. Reith said the book were sent direct by the publisher, so I have no way in knowing how many she ordered upon publication, since Richland and her area was a hot spot and had good publicity and advertising which I assisted in, there.

(For your information, and very confidential, in the months ahead Reith expects to acquire the Moses Lake Store) So I gave him a good briefing on your stock and type of books for his Northwest section.)

I would appreciate it if you would check the "orders" mentioned, and leave it to your determination as to any DeD credit I receive for them. In all cases of course, they were contingent, like Washington State College and also the Paper House, Moscow, Idaho, on the book parties. We gave them a good show, got good publicity for them, and they, with few exceptions, cooperated wonderfully. The token order and later order also applies to Soper and the "alla alla Book Store.

Follow through stories in the various cities, photos, and layouts like the review in the Seattle Times today and the Oregon Journal (2 col. head story) and over half a page of pictures, are things that will keep the book moving that it has been introduced in the manner we did.

Additionally I misplaced one envelope of forwarded mail. I hope it will be returned to me from one of the hotels. I recall it contained clippings of an editorial from the Baltimore Sun, leading the book review column and starting off "This very good book.." referring to Drummers and Dreamers. When I get things like this rounded up, I will see you have copies. If the odds and ends of stores can be stocked, and from what dealers tell me, D and D will be outselling any B and M book, Oklahoma U Press etc. before many weeks. I am counting on the stories to jar loose some of the dealers who just choose to ignore some books and let them die. They do that because they have friends connected with papers who usually attend to "reviews" etc. In this case, others, usually of higher authority like city editors etc. are taking over. There can be no resentment, because the editors recognize news and came after it. I was merely available at the proper time with the proper people and the news, and you can't top that.

Sincere appreciation for your fine backup etc. Hurriedly.

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