

Oct. 26, 1955

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

Dear Jim:

Orders attached are on separate sheets since they
include pertinent information for your possible
guidance or suggestion.

Sincerely

Click Relander

Advance order

Drummers and preamers

W.B. Doell,

6 North Wenatchee Avenue,

(Ten) 10 copies

Wenatchee, Wash.

Does business with Caxtons.

Agreeable to book party.

Agreeable to window display and has contact to augment display with selection of Indian artifacts.

Has under consideration requesting , at proper time, small supply of circulars on which he will use his stamp.

This contact wishes to wait until nearer publication time, but is pretty sure advance order will be substantially increased.

Advance order

Drummers and Dreamers

Snyder Stationery

119 B Southwest

(Seven) 7 copies

Ephrata, Washington.

Has not done business with Caxton. Operates typical combination store with comparatively small space devoted to books. Sells "considerable" Binsford and M Americana.

Is unfamiliar with book parties. This contact will require considerable assistance in lining up such a party, close cooperation from the author etc.

Suggest letter pointing out advisability of stocking some Northwest items from Caxtons for the Christmas gift trade. (Same point I made)

Comment: Since Ephrata is the headquarters of the Grant County PUD that is constructing the Priest Rapids and Wanapum Dams, and since construction permit should be forthcoming by mid November, this contact will suddenly realize importance of book. PUD has just completed \$400,000 building at Ephrata, has large staff of administrative personnel interested in Drummer and Dreamer purchase. Several of these will be encouraged before long to make advance orders through this store and when later contact is made by me I am sure advance order will be increased or they will conclude to increase it prior to publication.

Contacts of this type, who have never had book parties or have had poor success with poorly handled ones that lacked publicity, personal contacts and invitations are the type I will "back up" by having supply of books along with me, 25 to 50 for them to fall back on.

Letter to contact should point out returnable phase.