

Sept. 26, 1956

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

Dear Jim:

Welcome home and am glad you had an enjoyable trip. It was an unusual opportunity and a great experience no doubt.

Were I not completely swamped on my afternoon and night shift "promoting" Drummers and Dreamers I would sit down and write a carefully phrased letter, expressing my first impressions of the top quality job produced by Caxtons. It comes up and far exceeds every expectation and is most certainly something to be proud of.

I think it is a remarkable example of teamwork, work of an organization made up of people who take pride in their handicraft and talents. All phases of the book seem to fit into the pattern and it most assuredly stands out in topography, color reproduction of the jacket, the handling of the material, pagination, engraving, the final polish to the editing.

Understanding out too is the fine cooperation of the business exchange of letters that allowed this extensive operation. You most assuredly have done a very hard chore in attending to your numerous correspondence with me, and during your absence your son gave excellent service.

In regards to the review list, I realize it is a large one, and it could have been pared down a little. But the way things are breaking, I think it well worth taking a chance on.

As I wrote, Commissioner Glenn L. Emmons is touring all tribes in the nation now, notifying them of their impending termination and providing government service to the tribes to enable them to get out of the welfare class and stay there when the government goes out of the Indian business.

In Drummers and Dreamers Caxtons presents material from Emmons on that very program he emphasized on his three-month long tour--health, education and economic development.

To Drummers and Dreamers in the story of these few people is the story of all Indians now. The book is more timely than any dealing with any major world wide subject by a major publishing house, and it is not too strong on the campaign but gives both sides. It is remarkable from that standpoint, failing only in that it does not have a fast moving plot. But that is the truth of it and plots cannot be interwoven in such books.



Puck Hyah Foot's death was such a climax and received such major plays in Northwest papers, the Associated Press, byline stories from me, etc. etc.

The last photo, showing him picking out his tombstone will find news stories as weeks roll on, showing the rock moved from the island and to the graveyard...and some of them will be on the Associated Press wirephoto.

And, if the government and the Senate and Congress changes the policy of termination, as may be likely when the tour is completed, Drummers and preamers will be in a select class of accomplishment.

Back to the reviews: Just as an example that the connections I had, just friends etc. and in other cases not even acquaintances are rallying to the promotion----

The Wenatchee paper, which I put on the list, telephoned me this morning long distance. The ME had finished reading the book, liked it and wanted me to send three or four large photos for use in his handling of his story on the review. Several out of town newspaper men have come in to interview me and they are counting on articles with two to four photos! There will be no book in the Northwest in many years that has had the promotion, that is coming naturally, as Drummers and preamers so in the final analysis it is up to the readers, what they think of it, up to the writing, how I have written it.

My final request for the review copy to be sent to a TV program at Seattle I hope has been filled. If not, let me know and I will draw one from my books when they arrive and send it. It was to be sent to Prof. A. Keller, University of Washington, Department of Romance Languages and Literature. I am on his TV show, an hour long show over the educational channel, the night of Oct. 11 at 6 o'clock, and am being worked into a morning adult program (TV). At Ephrata, the Grant County Historical Society is holding their annual meeting on the occasion of our visit, there will be a luncheon for newspapers and radio (and us) and a night assembly in the PUD auditorium where we will honor the PUD and they will honor us. And things are just really starting to click. So, I must beg off now and dig in. I'm not worried about the sales, they will come or they won't, but the book will be firmly implanted. And friends are working in California etc. too.

The lithos have arrived, or at least some of them, I haven't checked them out yet. I've provided Bert Broad with \$30 advertising money and he will add the same amount or more, and has TV program lined up here and there will be paper stories. I've also been making some good speech dates..as many as I care to fill here, and have about 15 to 20 signed up on my two week tour! Without your fine help, this would not have been possible. It has turned into quite a combination, as I told you it could be developed into, a couple of years ago. I just hope the book comes up to it.

Don't overlook any chance for any national digests etc. because of the nation-wide Indian situation. It is boiling underneath. It is ripe for any alert mag. that is on its toes.

Sincere Regards

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