

1949 order

Mr. Le Roy Soper,
Walla Walla Book Shop,
116 S. Second st., Walla Walla

Sept. 4, 1955

Dear Mr. Soper:

I am sorry that you were absent when I was through Walla Walla Saturday.

I left you a copy of 1855-1955 The Yakimas, for your personal collection. This was a publication I was asked to edit for the Yakima Tribe. I wrote three sections and had but 12 nights to get it into shape, so I am not too proud of it.

I wanted also to talk to you about my forthcoming Drummers and Dreamers which will not be out until early next summer or spring. This is strictly not a vanity publication.

Since you have the only new and rare book store in Walla Walla, and since I am going to make a swing through the Northwest with these very unusual Indians, the last of their race, I wished to talk to you about an appearance at Walla Walla. It is my desire to cooperate with dealers to the best of my ability.

I am soliciting advance orders, which will help the publisher estimate the number of books to publish. He does not wish to fall short, nor to end up with a large supply, although of course I have not been told of his general plans.

It is necessary at this time to get an idea as to advance orders, etc. so plans can be worked out. I cannot wait until later this winter because I will be snowed under with other activities.

If I know that dealers have advance ordered so many copies--which I forward to the publisher and he acknowledges, then I am able to proceed with my promotion plans, am able to turn business toward the dealers, and can suggest in my various contacts etc. that purchases be made through the local dealer.

I am sure that I will be making some speaking engagements in "alla Walla, since I have already rejected invitations for appearances at gatherings of more than usual consequence. These I will line up for proper timing with any book signing appearance I make there.

I know the history of "book parties" and realize that the success of any depends upon cooperation between the dealer and author.

In the case of Walla Walla, I have a large mailing list of customers or good potential customers from that area, persons who buy such material and are interested in such things.

At the time of publication I will be provided with a large supply of lithographs, wide margins suitable for framing, of the four color cover which is the scene of an Indian horse race.

At the time of any signing appearance, invitations would go out to these people inviting them to come in and meet the Indians and to obtain a free copy of the lithograph.

I will also have available, for loan, large photographs, 18 x 20 or even larger, and possibly Indian artifacts, feather fans etc. for placement in windows as displays prior to issuance of the book. These would be eye catchers for general material of the nature as well as Drummers and Dreamers.

I hope you see your way clear to indicate an advance order of perhaps five copies at this time. But please drop me a note promptly so I may continue with my promotional plans. I will not be able to change them later.

Hope you like the treaty item. You might also memo me the price

Sincerely,