

Family Reading Club NEWS

ARCTIC MOOD

THE APRIL
SELECTION



by
Eva Alvey Richards

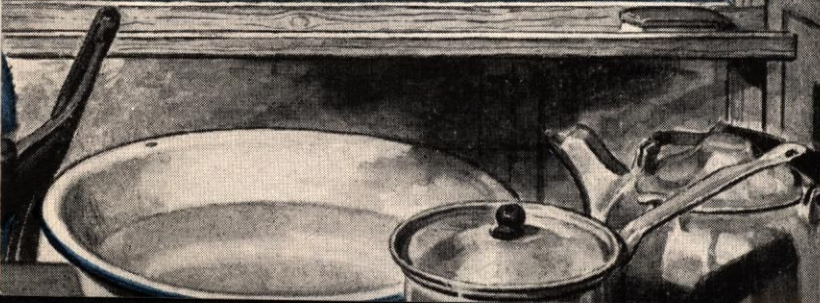


*The Only White Woman in an Arctic Village, Eva
Spent an Unforgettable Year Among the Eskimos*

ARCTIC MOOD

By EVA ALVEY RICHARDS

As EVA watched the *Boxer* sail away beyond the frozen horizon, her heart was filled with misgivings. She knew these were but momentary, yet the enormity of the step she had taken overwhelmed her—in spite of her fine courage and high spirit of adventure. The little ship symbolized so much. It was Eva's last link with home and family—with civilization itself—and as it





receded into the distance, until it seemed a tiny toy boat, she struggled to blink back the tears that welled in her eyes, and to swallow the stubborn lump in her throat. Then she bravely straightened her shoulders, and forced her attention to the immense pile of luggage of every description which had been loaded on the shore. Already the Eskimo natives were dragging it to the schoolhouse, a sprawling little structure that was to be her home for the coming year.

It had all been so sudden. Only a little more than a month ago she had received her appointment to the Alaska Division of the Native School and Medical Service—with assignment to the Eskimo village of Wainwright on the Arctic coast. In simple language, she was to serve for a year as teacher, doctor and nurse to the forty Eskimo families who lived in this little village of low mounded igloos snuggled close to the tundra.

The days following her appointment were the most frantic Eva had ever spent. Think of shopping for an entire year in less than two weeks! Every need had to be anticipated—not only clothing and recreation, but *food* as well! There would be no convenient corner grocery store in Wainwright. What a consignment of eatables she finally gathered together—tinned, dehydrated, powdered, evaporated, condensed, compressed, and preserved! And the salesladies in Seattle's department stores had thought she was mad when she bought a huge supply of heavy

There was no need for Tooruk to aim carefully, for the sky was black with ducks.

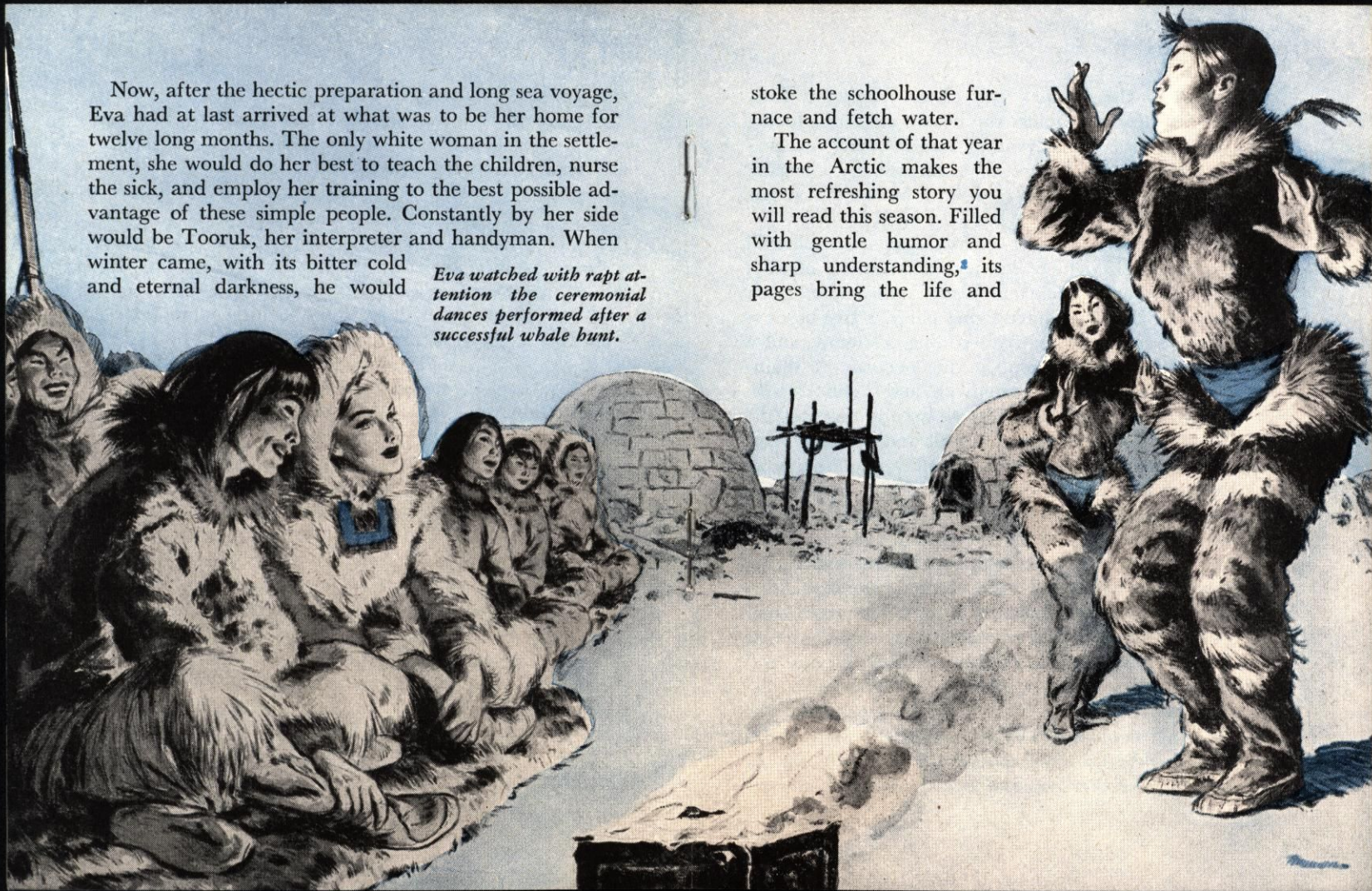
woolen undergarments—during the hottest part of July.

Now, after the hectic preparation and long sea voyage, Eva had at last arrived at what was to be her home for twelve long months. The only white woman in the settlement, she would do her best to teach the children, nurse the sick, and employ her training to the best possible advantage of these simple people. Constantly by her side would be Tooruk, her interpreter and handyman. When winter came, with its bitter cold and eternal darkness, he would

Eva watched with rapt attention the ceremonial dances performed after a successful whale hunt.

stoke the schoolhouse furnace and fetch water.

The account of that year in the Arctic makes the most refreshing story you will read this season. Filled with gentle humor and sharp understanding, its pages bring the life and



philosophy of the Eskimo very close. Waging a daily struggle for survival against the hostile elements, facing the constant threat of starvation, and knowing few material comforts, the Eskimo is a surprisingly cheerful, jovial fellow, with a delightful sense of humor and strong religious feelings.

You will love and thrill to Eva Richards' splendid story, a story highlighted by vivid descriptions of such exciting incidents as whale and walrus hunts, an influenza epidemic, an Eskimo Thanksgiving party, a trip by dogsled into the interior, a native wedding ceremony, and a vital coal-mining expedition. During her stay at Wainwright, Eva also acted as midwife and public health authority, teaching the children—in addition to the ABC's—the fine art of taking a bath and combing their hair. She manages to convey the full flavor of life among the Eskimos—life in both its brutal and cheerful aspects. Her book contains many fascinating illustrations which help to make the story all the more real.

Here, indeed, is a book to appeal to all readers, regardless of age or literary taste, for it is as informative as it is amusing, as moving as it is true. We recommend ARCTIC MOOD as the next selection, confident that members everywhere will find it a source of pleasure and enlightenment.

Selling in the publisher's edition for \$4.00, Family Reading Club members may receive ARCTIC MOOD at the regular low members' price of only \$1.89.



About the Author of

ARCTIC MOOD

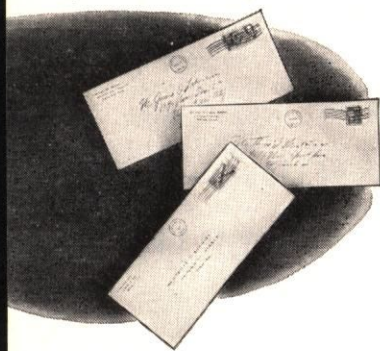
EVA ALVEY RICHARDS



ALTHOUGH SHE WAS BORN IN HUDSON, WISCONSIN, Miss Richards' parents moved to the wilderness of northern Minnesota when she was very young. With the Indian children, she walked three miles through forest and muskeg country to attend an Indian school established for the Chippewas of the Fond du Lac Reservation. In this way she came early to her understanding and appreciation of native people.

A few years later her family made the longer trek to Seattle, where Miss Richards knew her first longing to visit Alaska, an ambition she at last realized.

Married and the mother of a son and daughter, she has been engaged in child welfare work, and holds a diploma from the New York School of Design. She still lives in Seattle, and when she is not writing books, she keeps herself busy sketching Eskimo and Indian lore for use in the grade schools, and painting floral designs.



LETTERS FROM MEMBERS

"I was thrilled to know that your January selection is *Pioneer Preacher*, for the Reverend G. C. Berryman, father of Opal Leigh Berryman, performed our marriage ceremony in the pioneer days of West Texas. He rode, in his buggy, from Robert Lee to Ballinger, where we were married in my home, the Pioneer Pearce Hotel. Our honeymoon was also via a buggy and team. Reverend Berryman was a wonderful man, and we are so anxious to read the story. We hope to celebrate our golden wedding anniversary in June."

—Mrs. W. L. H., Snyder, Texas

"Your selections are exceptionally fine, and although the pocketbook of a student is slim, I find it hard to refuse any of your books. Keep up the good work. The more we flood the market with a higher type of literature, the less room (and the less taste) there will be for trash."

—R. M. E., Philadelphia, Pa.

"Although I am 88 years young this week, I am still interested in the best things of life, among them good books. I can truly recommend the Family Reading Club as offering excellent selections for the entire family to enjoy."

—Mrs. C. M. S., Norwalk, Ohio

"I would like to add my word of praise for your choice of good books, and if proof is necessary, I would say that I have never refused a book since joining the Family Reading Club. Enclosed is check for my *twenty-first* book."

—M. B. L., Waterbury, Conn.

"I always attach the paper jacket to the book with scotch tape, and find it helps to keep the books clean. When my Family Reading Club selections are finally returned to me by their many borrowers, the jackets are ready for removal, but the books themselves are unsoiled."

—L. T. D., St. Petersburg, Fla.

"It's a miracle to me how you do it. By 'it' I mean, of course, the Family Reading Club selections, always filled with and emanating good old American ideals!"

—Mrs. F. L. R., Troy, N. Y.

"I have never enjoyed a book more than I did *The Red Chair Waits*. It certainly proved to be a tonic for tired nerves."

—F. M. W., Arrington, Va.

"*The Red Chair Waits* is the best yet."

—F. L. T., Houston, Texas

*Here are some previous club selections
still available to members at only \$1.89.
To order, use special card enclosed.*

PEACE OF MIND (#476)

By Joshua Loth Liebman \$2.50

Blending the eternal truths of religion with the deep insight of modern science, here is the book that has brought happiness to millions of people, guiding them in freeing themselves from life's many complications.

SOUTHERN CROSS (#538)

By Brigid Knight \$3.00

Set against the vivid background of South Africa, this engrossing story covers fifty years in the life of Elizabeth Hugo, a woman torn between love and loyalty, who makes a fateful, heartbreaking decision with rare courage.

LIVE A NEW LIFE (#452)

By David Guy Powers \$1.96

Concise, direct, and packed with examples, this enlightening book outlines a concrete method for stimulating, creative living, and for achieving a happier, more productive way of life.

PIONEER PREACHER (#511)

By Opal Leigh Berryman \$3.00

The inspiring story of a gallant little family that traveled to the wilds of Texas at the turn of the century to establish a church in the midst of the lawless cattle country. Told with warmth, humor and deep sympathy.

BRIDE OF FORTUNE (#503)

By Harnett T. Kane \$2.75

The entire rise and fall of the Confederacy are pictured in moving scenes in this romantic account of the marriage of lovely Varina Howell, the Natchez belle, and Jefferson Davis, one of history's great leaders.

THE RED CHAIR WAITS (#472)

By Alice M. Huggins \$2.75

Betrothed to a man her parents had chosen, a man she could never love, pretty Shu-lan fought an age-old tradition with all her strength. A love story for young and old, set in modern China.

Family Reading Club • Mineola, N.Y.

PRINTED IN THE U.S.A.



bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

April 13, 1949

Yakima Daily Republic
Click Relander, City Editor
Route 3 - Box 149
Yakima, Washington

Dear Mr. Relander:

Thanks for the nice stories which you mailed us April 10th on ARCTIC MOOD. These were very well done, and I want to congratulate you.

Won't you look over the enclosures, which include our spring and fall lists of 1948 and our spring and summer list of 1949, and let us know just what books you would like to have us submit for possible review? We'll gladly send any or all of them down to you, with the understanding that the books which you find you cannot review, for any reason, will be returned to us.

Most of our books are made in small printings; we still employ many hand processes, and production costs per volume are simply terrific, and for that reason we have to be careful about sending review copies.

May we suggest that you instruct us to add your name to our general list to receive future catalogs, with the idea of writing us for review copies of books which we announce for publication?

The literary work that you have in contemplation sounds interesting. We shall be glad to take a look at your manuscript when it is ready for the publisher, which I presume won't be for many months or probably many years. At the present time we are bogged down. We got far behind during the war in meeting our commitments.

With every good wish, we remain

Yours truly,

The CAXTON PRINTERS, Ltd.



J. H. Gipson, President

JHG:NM

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The CAXTON PRINTERS, Ltd.
CALDWELL, IDAHO

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Yakima Republic
Chic Relander, Editor
Yakima, Washington

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Check	Quantity	Catalog No.	Description	Price	Amount	
	1		Review copy of Richards ARCTIC MOOD			
<div> <div>CHECKING LIST</div> <div>WAIT FOR INVOICE BEFORE YOU REMIT</div> </div>						
<div> <div>WAIT FOR INVOICE BEFORE YOU</div> <div>PAY, PLEASE</div> </div>						

DO NOT WRITE BELOW THIS LINE



THE CAXTON PRINTERS, LTD.

OF
CALDWELL, IDAHO

take pleasure in submitting this book
for review.

Richards ARCTIC MOOD

Price \$ 4.00

Publication Date March 28, 1949

We will appreciate clip sheets of the review
when they are available.

65Xc

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

June 15, 1949

OFFICE OF THE PRESIDENT

C. Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

I think the review of LOUIS ROTH, which accompanied your letter of June 13th is a fine one. Thanks for sending the clipping. We received from the PI a tear sheet that contained the Roth story in it, and we appreciate your kindness in getting it for us.

It will be very nice indeed if Life Magazine runs the story about Judy, the girl who is taking over Louie's training act.

Yours truly,

The CAXTON PRINTERS, Ltd.



J. H. Gipson, President

JHG:ew

65Xc

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

June 27, 1950

Mr. Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

Thanks for your June 23 letter.

We find upon investigation that the date set for my appearance before the Rotary Club in Yakima is August 23.

Let me know at your convenience if it is going to be possible to make an appointment for that or possibly the preceding day with your Indian friends. I should like to meet them.

I hope, too, of course, that we can get together for at least a brief visit.

If you want any material for publicity about my appearance, let me know what you would like to have. I can send photos, mats and other material.

With very best regards, I remain

Yours truly,

The CAXTON PRINTERS, Ltd.

J. H. Gipson

J. H. Gipson, President

JHG:lh

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

June 7, 1951

Mr. Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

This is dictated in reply to your letter of June 4, and is to tell you that I am sorry to be obliged to advise that I remember your name and some past correspondence, but I cannot locate it. Did you write from a different address from the address to which this letter goes, and did you have a pen name, as so many authors do?

If you will give me the information requested, I will be happy to have it, because we like to have our files in proper order.

With reference to color photography, excellent reproductions of color from color negatives can be made for book publishing.

Good oil paintings can also be reproduced satisfactorily.

The manuscript about Smohalla, the Dreamer, which you described in your letter sounds interesting.

About all I could tell you in this letter, Mr. Relander, would be to suggest that you get your manuscript in shape for the publisher and submit it to us. We will then give you further suggestions regarding illustrations, if we find that your work is something we could publish.

The circular attached tells something of our problems and policies.

Yours truly,

The CAXTON PRINTERS, Ltd.

J. H. Gipson, President

JHG:lh

bxc
THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

June 8, 1951

Mr. Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

You know we have so darn many files in an organization of this sort that when you get old and forgetful, as did the writer of this letter, it is not surprising that there is an occasional slip.

It took an efficient typist to call my attention to the fact that the past correspondence with you was in connection with your position as city editor of the Yakima Republic and Herald.

By the way, if you are still connected with the paper and want books for review, won't you look over List No. 61 enclosed, and check the order blank and return the blank if you would like to have some.

Your letter of June 6 is before me, and I want to congratulate you on the splendid sculpture of the Indian head. You sent me photographs. It looks like a grand piece of work, although I don't pose as an art critic, and the Indian who posed for the picture is undoubtedly an outstanding physical specimen.

I certainly would enjoy visiting the Indians with you, and if I can get over your way for the huckleberry feast I will advise you well in advance.

With every good wish, I remain

Yours truly,

The CAXTON PRINTERS, Ltd.

J. H. Gipson
J. H. Gipson, President

JHG;ljp

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

July 31, 1951

Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

Thanks for your letter of the 27th. I only wish that I could be with you August 5, but that isn't possible. I haven't been feeling too hot of late, and about all I can do is meet the August 23 date which I have with Rotary.

At that I will probably have to fly down or come down on the bus--the train schedules are impossible--and then return very soon.

I do hope, of course, that I will get to see you when I come to your city.

I am enclosing a photograph, press releases, etc., for you to use in working up your story, and naturally I will be happy to see the newspaper set-up when I am in Yakima.

I am sorry about the illness in your family.

I know all about the difficulties in the vacation season. It is a nightmare to us here.

With every good wish, I remain

Yours truly,



J. H. Gipson

JHG:ljp

P.S. I would like to have the material I am sending returned, of course.

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

August 13, 1951

Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

It was kind of you to send back the clippings which I forwarded to you, and I am sorry that it doesn't seem possible that we will have a personal meeting when I come to Yakima August 23.

Most certainly I shall make a real effort to see the plant and to meet the members of the staff and the publisher.

Alas, I won't be able to take my vacation to the coast. The pressure upon me is so great that I will have to make the trip to Yakima with the sole purpose of addressing the Rotary meeting. One gentleman from Portland and one or two others have expressed a wish to hear my talk, and may be down and meet me there.

With every good wish, I remain

Yours truly,

The CAXTON PRINTERS, Ltd.



J. H. Gipson, President

JHG:ljp

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

August 17, 1951

Mr. Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

I expect to reach Yakima on or before 4:10 p.m. August 22, and will be registered at the Yakima Hotel.

If you would notify Miss Anthon and Don Goodall and ask them to give me a ring there, I should be happy indeed to see them. I hope it will be possible for me to visit your plant, and meet your publisher, of course. It will be pleasant, too, if you are there.

Yours truly,

J. H. Gipson
J. H. Gipson

JHG:lh

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

August 25, 1951

Mr. Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

I was sorry that I didn't get to see you when I was in Yakima. A friend gave me a part of your issue of August 21 containing your story of the huckleberry festival. The paper was mutilated, however, and if I could impose upon you to send me a clip sheet containing that and any other stories that you have published recently, I would be glad to have them.

I visited your plant, and Miss Anthon showed me through. You have got a wonderful setup there, sir. As I stated in my talk, I doubt if there is a better plant in America. There are lots that are bigger, but I have never seen one that was so splendidly designed, and erected without regard to cost for the convenience and efficient working of the staff.

I hope the reaction to the talk was not too bad. If your newspaper commented on it, I would be glad to receive tear sheets, of course.

Yours truly,



J. H. Gipson

JHG:ljp

WJC

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

August 31, 1951

Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

Thank you so much for the clips which accompanied your letter of August 28. I was glad to have the copies of your Indian articles, particularly. I will save them in your folder so that if you ever want them they can be called for.

I was sorry that I couldn't meet you personally when I was in Yakima, but of course I understand the circumstances. The members of the staff who were in town showed me every courtesy, and I certainly enjoyed going through your magnificent new plant. As I told the Rotary members, it is the finest newspaper plant that I have ever seen--not the biggest, but the finest from every standpoint for the comfort and convenience of the workers and the utmost efficiency of output.

I hope sometime I shall be able to get over to attend the Indian huckleberry festival. I would enjoy doing that.

I am glad that the talk wasn't received too badly in Yakima.

Good luck to you in connection with your manuscript.

As ever,



J. H. Gipson

JHG:ljp

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

March 4, 1952

Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

Thanks for your good letter of March 3, and for the very nice story about McWhorter's HEAR ME, MY CHIEFS!. We will be glad to have a few extra copies if you could spare them, and to look at the reproduction of one of the paintings by Mr. Quigley. We will return this to you as you request.

I am doubtful about the possible publication of a volume reproducing his paintings which would be profitable, as to be effective this work would have to be done in full color, and would be fearfully expensive.

If you can get him to do one or two authentic paintings, however--one for the jacket, we will say, of your contemplated book, and another to be used as a frontispiece--that would be fine.

No, Caxton books are very rarely underwritten. We dislike the publication of books which are underwritten, as almost always we sustain heavy losses on these. We only permit authors or others to help with the publication of books where we feel that the book is one that deserves publication but where our funds are not adequate.

I should make clear to you, Mr. Relander, that we have never operated our publishing department with the hope or idea of making profit, but we publish books because we love them and want to encourage western writers. The funds with which we operate our publishing departments are drawn from the profits of other departments.

Many books are offered to us for publication which are beautifully and tenderly written, but are of a nature that make improbable the volume of sales that we would have to get to make a book a profitable publishing venture, and in such cases where we are satisfied that the author can risk his funds without financial embarrassment if he loses them we do accept grants-in-aid.

However, every publisher accepts grants-in-aid. I remember, for instance, the first three volumes of my brother's monumental history, THE BRITISH EMPIRE BEFORE THE AMERICAN REVOLUTION, were issued by us at our own expense without a grant-in-aid. Knopf later decided that he would like to take on the series, and as we felt that they would do better in the way of publicizing the different volumes than we could they brought out the subsequent volumes. The university with which my brother is connected--Lehigh--has, I believe, made Knopf a grant-in-aid for every volume that he has published.

We do not under any consideration publish a book simply because the author can

DATE March 5, 1952

pay for it.

Of course a great many people have their books privately printed. We privately print anything that an author offers to us, providing it doesn't conflict with a Federal or State law, but those books are never listed in our catalogs.

We can't, of course, say just what the possibilities would be on your own manuscript until it is in our hands and has been given a reading.

I expect, by the way, to be in Yakima again. I am to speak before the Pro America group of women April 25, and I hope at that time that we shall meet.

Will you give my best regards to the boys--Dean Guie and King Torgensen and the others?

As ever,



J.H.Gipson:ljp



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

March 8, 1952

Mr. Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

The reproduction of the painting by Quigley "RESERVATION ROUND-UP", which you were kind enough to send, reached my desk yesterday, and I have looked it over. It is a fine piece of work, and Mr. Quigley is to be congratulated.

Most certainly, any illustrations he would prepare for your book would be very acceptable, if they compared at all with "RESERVATION ROUND-UP."

Yours truly,

The CAXTON PRINTERS, Ltd.

J. H. Gipson, President

JHG:lh

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

March 14, 1952

Mr. Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

This is in reply to your letter of March 10, and is to tell you that I shall hope to have a visit with you when I come to your beautiful city to talk to the Pro America women April 25.

I think that we may safely make a date for dinner with you and some of your Indian friends that evening, but I won't be absolutely positive about this until I know a bit about my plans for getting to Yakima and back. One of my friends thinks he would like to drive down and if he does, I presume he will want to stay over in Yakima that evening and come back the next day.

Of course, I would love to visit the reservation with you, and if the commitments of the friend who is to bring me down are such that we can do this, we will plan it.

I am afraid, Mr. Relander, that my visit is going to be rather hurried until after the campaign.

I have appointments now to speak in Spokane on the 9th before the Republican Women, at a noon luncheon, in Pullman, Washington, that evening before a general gathering of Republicans, and in Walla Walla the 10th for a noon luncheon. I also speak the 16th in Ogden, in addition to the appointment in Yakima.

Yes, if you can send fifteen or twenty tearsheets covering the HEAR ME, MY CHIEFS! story, we would like to have them, but I want to pay for them. I would like to send one to each of our salesmen and agents.

With every good wish, I remain

Yours truly,

J. H. Gipson

J. H. Gipson

JHG:lh



THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

March 20, 1952

Click Relander
Republic Publishing Co.
Yakima, Washington

Dear Mr. Relander:

It was kind of you to send the 20 tear sheets from your issue of March 2 covering your splendid story on McWhorter's HEAR ME, MY CHIEFS! Thank you very much indeed, and if you will let me know the charge I will have a check sent you promptly.

With very best regards, I remain

Yours truly,


J. H. Gipson

JHG:ljp

bx

THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

April 8, 1952

Mr. Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

It is good to have your letter of March 30, and I want to thank you for the extra copies of the McWhorter story. It was a good one.


As you will see by acknowledgment K43557, an order has been entered to send you a review copy of the book, which we expect to publish July 10.

We hope to be able to send a copy thirty days prior to date of publication.

The probabilities are that I shall have a very hurried trip to Yakima, as I was named delegate to the National Convention at Chicago at our Republican Convention recently, and the delegates put me on the Resolutions Committee.

I would like, of course, to meet some of your Indian friends. I will let you know just as soon as I have definite word.

Yours truly,


J. H. Gipson

JHG:lh

[Enclosure. 8 Apr 52]

No. K 43557

The CAXTON PRINTERS, Ltd.
CALDWELL, IDAHO

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Ship to

Click Relander, Route 3, Box 149

Bill to

Yakima, Washington

Date Shipped

Check	Quantity	Catalog No.	Description	Price	Amount	
	1		copy McWhorter: HEAR ME, MY CHIEFS: For Review in Yakima Herald & Republic (July 10, 1952 at \$10.00)			
<p style="text-align: center;">ACKNOWLEDGMENT WAIT FOR INVOICE BEFORE YOU REMIT</p> <p style="text-align: center;">Not yet published. Your order will be kept on file and shipment will be made as soon as books are available. Thank you.</p>						
<p style="text-align: center;">WAIT FOR INVOICE BEFORE YOU PAY, PLEASE</p>						

DO NOT WRITE BELOW THIS LINE

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

April 28, 1952

Mr. Click Relander
Route 3, Box 149
Yakima, Washington

Dear Mr. Relander:

It was good to have the privilege of meeting you after all of this correspondence, and I hope we get better acquainted.

You will note attached the copy of the letter written S. I. Anthon, together with a copy of the mailing piece mentioned. I am sending this to you, thinking that you might be interested in having some of the items for comment.

They will be gladly sent to you, of course, without charge.

We look forward to receiving your manuscript as soon as Dr. Hodge has returned it to you.

Be sure to drop me a note so that I can give it a personal reading before a publishing decision is reached.

Incidentally I hope you remember to give Miss Anthon the copy of my Spokane talk-- I gave you the tear sheets from the Congressional Record containing it to hand to her.

With every good wish, I remain

Yours truly,

J. H. Gipson

J. H. Gipson

JHG:ljp

WAC

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

May 8, 1952

Click Relander
Route 3, Box 149
Yakima, Washington

Dear Click:

Thanks for the clippings which you sent in your good letter of May 5, and thanks for the letter.

If you can look out the other items in which I was mentioned, particularly the two editorials that appeared commending my efforts, and send me clips, I would greatly appreciate it--as many particularly of the two editorials as you can get for me.

I do want to visit Yakima sometime when I won't be run ragged. I would like to see Virgil McWhorter's spread, meet some of the Indians, and see your work. Just when that can be done I don't know.

When you get done with the "Last Prophet" I would like to have a picture of that piece of work, if you please.

My very best regards to you.

Yours truly,



J. H. Gipson

JHG:ljp

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THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

May 16, 1952

Click Relander
Route 3, Box 149
Yakima, Washington

Dear Click:

Thanks for the clips sent in your letter of May 12, and particularly for the nice review of JOE MEERK.

I am looking forward to the time when I can spend a leisurely day in Yakima with you, seeing you work and meeting some of your Indian friends.

As ever,

J.H. Gipson:ljp

STRAIGHT MORE BOND

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157c

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

June 23, 1952

Click Relander
Route 3, Box 149
Yakima, Washington

Dear Click:

I appreciate very much indeed the clippings from the issue of June 19 which accompanied your letter of the 20th--clippings from the Yakima Herald and Republic dealing with the platform--and I wish you would thank Dean Guie for bringing this to public attention.

I am glad you approve my ideas for a short platform.

I note with interest and appreciation the further information you give about your manuscript, and your literary work generally.

I will try not to let the convention get me down, but frankly I will be glad when it is over, Click. I leave the 25th from Caldwell. I shall join Governor Len Jordan of Idaho in Denver, and we will talk to General Eisenhower. I will go on through St. Louis for a conference with Southern Jeffersonian Democrats in that area, and then to Indianapolis where I speak July 1 before the Rotary Club. Then on to Chicago the evening of July 1 for a meeting with the Resolutions Committee, who will write the Republican platform.

As ever,



J.H.Gipson:ljp

[Enclosure]

65Xc

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

August 11, 1952

Click Relander
Route 3, Box 149
Yakima, Washington

Dear Click:

Thanks for your good letter of July 28.

The young lady handling the manuscripts tells us that DREAMERS AND DRUMMERS, and the photographs to illustrate it, have been received and acknowledged.

The manuscript will go to our readers, and when we have their reports which we anticipate in 60 to 90 days--we are far behind with our reading as it is--we will write you again.

As you suggest in the letter, an introduction by Dr. Hodge would help.

I appreciate your writing us so fully. Your five page letter will be considered at our editorial conference which we hold on important manuscripts.

Thanks for what you have to say in the closing paragraph of your letter about my political activities. I am not sure, Click, that I sent you the enclosed statement. It gives my views on what happened at the convention, and my position in the presidential race for 1952. Possibly your editors and your publisher, Ted Robertson, would be interested in looking it over.

As ever, my best,

J.H.G.

J.H.Gipson:ljp

A STATEMENT
by
J. H. Gipson, Sr., of Caldwell, Idaho
on
THE REPUBLICAN NATIONAL CONVENTION

Those who play the political game should realize what it is. It is hard, rough and tough--a knock-down and drag-out business in which no holds are barred. Like war, the objective is to win, and to win by using almost any means.

At the recent Republican National Convention in Chicago, we had an excellent demonstration of these facts.

Never were the pressures greater on the delegates, and never was the power of big business, of the international bankers and of the great mass circulation magazines more clearly demonstrated.

Most of the great daily papers supported the General and supported him effectively.

Almost without exception these groups were supporting the candidacy of General Eisenhower.

To the right of the New York delegation, which sat immediately in front of Idaho, was a box in which were constantly either the principals or the representatives of the great New York financial interests, and they were in constant communication with that delegation.

The General is a popular military hero, with plenty of money available, and it was easy to get a flood of telegrams and telephone calls, letters and mailing pieces from all over the country to every delegate whose support could be influenced by popular opinion.

In addition to this powerful support, the General had active backing of at least twenty Republican governors, including those of the largest and most populous states--New York and California and Pennsylvania. California is named because the solid vote of that State was cast against the Taft cause in the fateful move to change the rules of the Convention.

The State machines were backing the General with all of the force and power they could command, and to favor Taft meant political suicide, ostracism and the loss of state jobs and state contracts.

Tremendous economic and business pressures were likewise exercised by the great banking houses, and by big business generally.

This Convention battle has been represented as a struggle between the liberal and conservative forces in the Republican party. It was more than that. It was also a battle between the interventionists and global do-gooders on one side, and the libertarians and nationalists on the other.

The worst thing about the Convention's decision is that it will prevent the people from having any opportunity to vote for or against our present catastrophic foreign policies, because the group that triumphed are generally regarded as supporting them.

--#2

My short post card size platform got short shrift in the meeting of the Resolutions Committee. "Magnificent", they all said, "but not politics." As a result, the platform adopted was much like the last, only twice as long. It represents a fine job of drafting and most of the statements contained in the platform are subject to any interpretation one desires to place on them. It is a workmanlike job of political double-talk, designed to appeal to all groups and all men.

The Convention, for the first time in 92 years, overrode, in the cases of the contested delegates, the decisions of the Republican National Committee, composed of two representatives from each state, and of the Credentials Committee, made up of one man from each state.

I carefully read the brief prepared by the Eisenhower forces in Texas, and there is no doubt whatever but that they were entitled to more delegates than the Taft-dominated Texas State Convention gave them; and there is also no question but that the 33 to 5 division made by the National Convention failed to preserve the equities. Taft should have been given at least 12 or 15 more of the delegates.

It is my belief that a majority of the delegates to the National Convention felt, in their hearts, even though they were forced to oppose him, that Senator Taft would have been the best nominee and the best president. That was the feeling of the Idaho delegation. The decision of the Convention was against us.

Regardless of the means by which the nomination of the General was brought about, and it must be borne in mind that had the Taft managers been able to exercise the same pressures they would have been exercised in behalf of his candidacy. Every thinking, patriotic American must realize that the time has come to change our national administration, and that any change must be for the better.

General Eisenhower, whom I met personally on several occasions, is a fine, patriotic, able, outstanding American. He does not pretend to be a politician; he left the convention strategy entirely in the hands of his astute political managers, and he cannot justly be held responsible for their actions or for the support of objectionable groups or persons. His running mate, Senator Nixon, is one of the best and most fearless of the younger Republican members of the Senate; he was responsible more than any other one man in public life for the unmasking and indictment of Alger Hiss.

When any party has been in power for twenty years, it is time for a change, and if the serious breach which now exists in the Republican Party can be healed, a Republican triumph is to be confidently anticipated.

It will be my task between now and November 4th to do all that I can to heal this breach and to work for the election of Eisenhower and Nixon.

J. H. Gipson, Sr., Caldwell, Idaho
Delegate to the late Republican
National Convention in Chicago

July 14, 1952

b7c

THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

August 25, 1952

Mr. Click Relander
Route 3, Box 149
Yakima, Washington

Dear Click:

Your letter of August 22 brought us clippings from the New York Times of July 29 and the Columbia Basin Herald of June 12, and the two photos of your fine pieces of sculpture, on which I want to congratulate you.

I presume that these two photos and the map you sent constitute the material to be added to DRUMMERS AND DREAMERS. There was nothing else enclosed with the letter as it reached my desk.

It would seem that the map--that part of it covered by your story should be enlarged and we could use it for an endsheet design for DRUMMERS AND DREAMERS. Will you let me know if the original drawing from which the plate was made would be available for that purpose?

With reference to the children stories, this is a pretty tough time for juveniles. We will gladly give a reading to the manuscript which your friend is preparing if he decides to submit this to us. The circular attached tells something of our publishing problems and you may wish to send this to him.

Yours truly,

The CAXTON PRINTERS, Ltd.



J. H. Gipson, President

JHG:lh

158c

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

September 12, 1952

Mr. Click Relander
Route 3, Box 149
Yakima, Washington

Dear Click:

You sent in your letter of September 10 a money order for \$4.50 covering the cost of the return of your manuscript DREAMERS AND DRUMMERS.

The manuscript ^{manuscript is} ~~places~~ in the hands of our head reader, who does not live in Caldwell.

It was sent to her promptly on its receipt last August, and we have not yet had our report, nor do we anticipate it for another thirty days. As long as the manuscript is with her, we would like to have it remain there until she can get over it and submit her report.

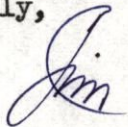
We can have her express it direct to you when she finished the report, or right away, if you feel it should be returned without further delay.

The cheapest method of handling the manuscript would be to send it by express, and we can have the expressman collect the charges when he delivers it to you and therefore, this \$4.50 remains to your credit. Shall we send you our check to cover?

Of course, you understand that the reader's report will not in any way prevent you from revising the manuscript, and we will follow your instructions and ask the reader to return it immediately if you advise us that you wish this done.

The letter was an interesting one, and I do hope our readers' reports and our canvass of general conditions will be such that we will be able to offer you a satisfactory contract for publishing DRUMMERS AND DREAMERS.

Yours truly,



JHGipson:lh

bx

The CAXTON PRINTERS, Ltd.

acknowledge receipt of your manuscript

DRUMMERS AND DREAMERS

This will be referred to our readers, and when we have their reports, to be anticipated within 60 or 90 days under normal conditions, you will hear from us.

We have endeavored to tell, on the inside pages of this note, something of our publishing problems and policies. This information may be of interest to you.

**Click Relander
Route 3, Box 146
Yakima, Washington**

**Manuscript and Photos
received 8-8-52**

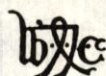
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"Books from the Rocky Mountains"

1949 Caxton Books



WJC



THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

INFORMATION FOR AUTHORS WHO CONTEMPLATE SUBMITTING MANUSCRIPTS

The Caxton Printers are always interested in outstanding work done by a writer who has not before published, but you must know and understand that, generally speaking, books are not accepted by us primarily because we think they will sell, but because they should, in our opinion, be published. Hence, we may reject titles which may have sales possibilities, and bring out in preference books which show real literary, or at least promise of literary, achievement on the part of the writers, and books whose authenticity cannot be questioned, and which we think will provide important source material for the sociologists, the historians, the students of our times, and the writers of the future.

With such editorial policies, our publishing is dependent upon the subsidies which can be given from other departments of our business, and hence, manuscripts which we deem deserving of our imprint must await their turn.

We are really most interested in serious fiction, authentic Americana, and unique juveniles, but are always willing to consider manuscripts falling in other classifications which are authentic and genuinely outstanding from a literary viewpoint.

We have in the past brought out a number of books of verse, and are really greatly interested in this type of literature, but frankness compels us to state that our experience in selling poetry has been so very discouraging that we have been compelled to restrict our output and are now confining ourselves to an occasional volume which we not only deem especially meritorious, but which seems to promise some chance of at least modest sales.

Authors should understand that it is probably more difficult to make The Caxton Printers' list than that of almost any other publishing house. Our policies limit us to the issuance of twenty-five books each year, and we now receive for reading almost one thousand manuscripts annually, doubtless because of the incredible amount of publicity which the reviewers of the country from coast to coast give the books which we publish and send to them for review.

It is, of course, impossible for us to say what can be done with any manuscript until it has been referred to our readers and we have their report.

Publishing has always been regarded as the most hazardous of commercial enterprises, even for the well-established firms, and under the best economic conditions. You can well imagine the present commercial hazard connected with the bringing out of books by this small house.

At the same time, the question of profit has never been foremost with us. When we established our publishing department our idea was then, and as a matter of fact, is now, to make a sincere and honest effort to assist worth-while writers, regardless of the financial phase of the venture, and while we haven't made money, we have probably at least helped to establish some literary reputations. We want to help, first, our worth-while Western writers; and secondly, men and women doing outstanding literary work in other parts of the country who are unable to secure recognition from the great publishing houses. In this effort we believe we have had some measure of success.

Our reading staff is a small one, and we always have a very great accumulation of manuscripts. A report from the readers is hardly to be expected, therefore, before from sixty to ninety days after receipt.

As soon as readers' reports are received, consideration is promptly given by our editors, and authors are advised.

Manuscripts should, of course, be typewritten on one side of sheets of paper 8½ x 11 inches in size, double spaced, with wide margins. The typing should be as perfect as possible. We cannot read from carbon copies. Please submit your complete manuscript—we do not pass on manuscripts from excerpts or synopses.



bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

September 23, 1952

Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

I don't know how I could have misunderstood your recent letter, in which you enclosed a postal note for the return of DREAMERS AND DRUMMERS, your manuscript which we now have under consideration, but I presumed from the letter that you wanted the manuscript sent back right away--presumably for some revision or something of that sort--and I wrote the outside reader who had it to send it back to you.

I am not sure that she has done this, but if she has, Click, will you please send it by prepaid express to her--Melda Ludlow, 5 Cascade Way, Mill Valley, California--and send me the express receipt and you will be reimbursed for the expense.

Thanks for the clips, and for the other information you give.

As ever,



J.H.Gipson :ljp

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THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

October 6, 1952

Mr. Click Relander
Route 3, Box 149
Yakima, Washington

Dear Click:

Did you receive back the manuscript, DRUMMERS AND DREAMERS?

The outside reader who had this was requested to send it to you when we misunderstood a letter which you wrote us sending funds for its return.

If it came to you, will you please express it to us charges collect?

We thought when we wrote you that the reader had not gone over it, but we today received the reader's report, and hence it won't be necessary to send it back to her.

Yours truly,

J.H. Gipson:ljp

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THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

October 7, 1952

Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

Thanks for the clips from the issue of October 5 containing the excellent review of HEAR ME, MY CHIEFS!. We can use 20 extra of these if you have them to spare, Click. We would like to send one to every one of our salesmen and sales agents.

We note what you have to say about the political situation. I think the General is doing better, and that if he gets in there and fights we are going to win.

As ever,

J.H. Gipson:ljp

*Click, would you like for review any of our
Libertarian Books ~~you~~ found in closed? They are
yours for the asking x*

Melda Ludlow
5 Cascade Way
Mill Valley Cal.

BRATTLEBORO VERMONT

NOVEMBER 1924



THE CANTON BRATTLEBORO

CHURCH



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

October 10, 1952

Mr. Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

Thanks for your letter of October 7 and for the extra clip from the October 5 issue of the Herald containing your review of HEAR ME, MY CHIEFS!

Our outside reader did return the manuscript DRUMMERS AND DREAMERS to you, and no doubt you have it. If you will express it to us charges collect, and at the same time send the express receipt covering the charges to you from the outside reader in Mill Valley, California, I will appreciate it.

I want to look over the manuscript myself, and have it read by another reader here.

As ever,

The CAXTON PRINTERS, Ltd.

J. H. Gipson, President

JHG:lh

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THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

October 11, 1952

Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

Thanks for your letter of the 9th, with the additional clips from your October 5 issue containing the very fine review that you did on HEAR ME, MY CHIEFS!.

We believe copies of these reviews in the hands of our salesmen will make an increased interest in the title.

We have also received your manuscript, DRUMMERS AND DREAMERS.

Please let us know what the express charges are on the shipment to you from our outside reader in Mill Valley, and the ^{again} express shipment from you to us, so that we can send you a check. We must ask you to do this because no other plan would be fair.

I will have our editor take a look at this, and I also want to go over it myself. Just as soon as we have finished our examination we will write you again.

Yours truly,



J.H.Gipson:ljp



THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

October 24, 1952

Mr. Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

Thanks for the clipping sent in your letter of October 22. I think with you that the investigation and work that has been done with the Yakimas by yourself and other local students will produce far more results than will be obtained by others who come in.

As ever,

J. H. Gipson;lh

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THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

December 6, 1952

Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

Our readers have gotten over DRUMMERS AND DREAMERS, and it has been considered at a conference of our editorial board.

You have some grand material there, Click, but the manuscript is going to need a prodigious amount of work—a reorganization to tighten the story a bit, and then it has got to be gone over almost word for word to make sure that the spelling, punctuation, hyphenization, capitalization, etc., are in accordance with the University of Chicago Style Manual which we follow.

After that is all done, before a good job of composition could be done, it will have to be retyped by an expert typist.

Our own editors are so far behind with their work, Click, that they cannot undertake this, but I believe that if you can find the time to do it that you can get in it satisfactory shape, but it is going to be a long, hard job.

We are holding the manuscript here until we hear from you, and as soon as we do hear from you I will ask our head editor to prepare a memo to guide you in doing what has to be done; that is, if you wish us to do that.

When the manuscript has been satisfactorily revised, and corrected and in shape for the linotype operators and printers, we feel that we will be in a position to offer you a publishing contract, but this is going to be a terribly expensive book to produce, and the returns that you will get from it and the returns that we will get from it will depend entirely almost to the amount of boosting that you can give it locally, because the main sales will be in the State of Washington—at least that is the report that our people give to me. I have looked it over, and I am inclined to agree with them. Of course, larger libraries and the specialists in the field will want copies, but we have got to plan a campaign that will give us a tremendous sale in your own territory, and I presume that the great Yakima Herald and Republic newspapers would be willing to help.

I should be less than frank with you if I didn't tell you that there is but limited probability of either you or your publishers getting adequate return for the effort that will be put forth in connection with this, Click. In other words, while you could make of it a book that will be a splendid piece of work in every way, it isn't going to be a popular thing that will sell, and the

THE CAXTON PRINTERS, LTD.

SHEET NO. 2

NAME Click Relander

DATE December 6, 1952

returns to the author and publisher, of course, as I stated above, depend upon the sales.

With very best regards, I remain

As ever,

J.H. Gipson:ljp



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WJC

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

December 10, 1952

Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

This is dictated in reply to your letter of December 8.

As you will see by acknowledgment No. L 21762, an order has been entered to return by prepaid express your manuscript, DRUMMERS AND DREAMERS, and I am accompanying this with a portion of reader's report of September 29, 1952, and a copy of a portion of the second reader's report of December 3, 1952, giving the reaction of these readers to the manuscript, and containing rather detailed suggestions for corrections, revision, etc.

I know, Click, that you have put thousands of hours of research in on this, and it represents a tremendous amount of industry.

You will find, Click, that it will be the devil's own job to get this manuscript in accordance with the University of Chicago Style Manual. You will simply have to examine it word by word, and make sure that all details of spelling, hyphenization, capitalization, etc., are in accordance with that Style Manual, and are uniform.

No one who hasn't been through an editing job of this sort can realize just what it means, Click.

We have had skilled editors work for six solid months on manuscripts no longer than your own, and these manuscripts were prepared, I might say, by doctors of philosophy who were trained writers, but in spite of everything there will be continual slips in the spelling of proper names, in the division of words, etc.

Your manuscript is one which we are hoping will live. By that we mean that while we imagine the sales will not be large in your lifetime or in my lifetime, it may well be something that the historian, the sociologist, the anthropologist of 200 years from now will eagerly consult, and we want it to be a credit to you and a credit to us.

Hence it has got to be as nearly perfect in these details as possible.

As regards the typing, you will note the circular attached containing instructions to authors has some suggestions. Be sure to have one carbon copy made when the original is typed. The typing has got to be by someone who can spell, and who knows the fundamentals of grammar, and it would be an extraordinary advanced

DATE December 10, 1952

typist in a business college that could do the job.

We will prepare and send to you an estimate on the cost of the dictionary shortly.

The manuscript has gone to my son Gordon for the preparation of this estimate.

As soon as we have received the manuscript back properly corrected and retyped in accordance with the recommendations of our readers, we will give you a contract for its publication on the usual royalty basis.

If there is additional information that we can give you do not hesitate to call on us for it.

As ever,



J.H.Gipson:ljp

GILBERT BOND



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

December 13, 1952

Mr. Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

You will find attached the estimate prepared by my son, Gordon, on a paperbound printing of the dictionary of Wanapum languages, which is enclosed with your manuscript *DRUMMERS AND DREAMERS*.

If you find it satisfactory, we will be happy to serve you.

Yours truly,

The CAXTON PRINTERS, Ltd.

J. H. Gipson, President

JhG:lh

QUOTATION

From

The CAXTON PRINTERS, Ltd.

312 Main Street
CALDWELL, IDAHO

Date.....December 12, 1952.....

To

Click Relander

Route 3, Box 146
Yakima, Washington

For

Terms.....see below.....F. O. B. Caldwell, Idaho.....Salesman.....mail.....

QUANTITY	DESCRIPTION	PRICE	AMOUNT
	Booklet: dictionary of the Wanapum, etc.		
	COMPOSITION AND FORMAT		
	Booklet is to be produced as a small 12mo volume, with a page size overall of 5 $\frac{1}{4}$ inches wide x 7 $\frac{1}{2}$ inches high. The text is to be set--the explanatory portion--12 point Garamond type on a 13 point slug. The type page is to be 22x34 ems. The dictionary section of the text is to be set 10 point Garamond solid.		
	Booklet is estimated at 36 pages, to be produced as a saddle stitched paper covered pamphlet.		
	PAPER STOCK		
	Paper stock for the text shall be substance 80, White Ibsen Eggshell or equivalent.		
	BINDING		
	The book is to be bound with paper covers of substance 65 Tuscan cover stock, colored to customer's selection, printed one color. Book to be saddle stitched, two stitches, and trimmed flush.		
500 copies			233 35
1,000 copies			265 95
	pages more or less than 36, add or deduct:		
	500 copies at \$4.40 per page		
	1,000 copies at \$5.35 per page		
	Author's alterations from text at \$5.00 per hour.		
	The above quotation does not include editorial work or mss. correcting. Where such services are desired, special arrangements must be made.		

2M 3-49 68672

The CAXTON PRINTERS, Ltd.

By.....*Gordon Sips*.....

QUOTATION

From

The CAXTON PRINTERS, Ltd.

312 Main Street
CALDWELL, IDAHO

Page 2

Date December 12, 1952

To

Click Belander

For

Terms F. O. B. Salesman

QUANTITY	DESCRIPTION	PRICE	AMOUNT
	<p>TERMS</p> <p>One-third on placing the order, one-third to be paid when complete page proofs, the balance due to be paid when printers ship to the author 10 copies showing completion of the work, at which time author shall remit balance due and give shipping instructions regarding the edition.</p>		

The CAXTON PRINTERS, Ltd.

By Gordon Simpson

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

January 8, 1953

Mr. Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

This is dictated in reply to your letter of January 3, and is to tell you that you may be a fast worker, but when you come to go over DRUMMERS AND DREAMERS literally word by word and make sure that it is in accordance with the University of Chicago Style Manual, you are going to find an awful lot of work there.

I am glad that you have a Chicago Style Manual. With reference to your inquiry on the second page of your letter about the spelling of the word "whisky" you are advised that whenever the University of Chicago Style Manual conflicts with Webster's New International Dictionary, the Dictionary is to have preference.

It would be best to have the manuscript typed in pica type.

Your idea as regards footnotes seems to be satisfactory.

It is quite all right to single space the manuscript to indicate quoted material. We will be glad to have you keep us in touch with your progress in shaping this manuscript up, and with very best regards, we remain

Yours truly,

The CAXTON PRINTERS, Ltd.

Jim

J. H. Gipson, President

JHG:lh

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FAC CONTENT USA



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

February 17, 1953

Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

I found your February 12 letter on my desk when I returned from a 30 day trip over the country, and am glad that you are making progress with the DRUMMERS AND DREAMERS manuscript.

Do, Click, make sure before it is typed, that you have gone over it word by word, and that the capitalization, spelling, hyphenization, punctuation, etc., are all in accordance with the University of Chicago Style Manual.

That is the only thing that worries me, because I know how difficult proper correcting of these manuscripts is from sad experience.

As ever,

J.H. Gipson:ljp

THOMORE BOND

STRAT

AG CONTENT USA

RAG

159c

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

April 8, 1953

Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

Thanks for Progress Report Three of April 5, and the press clippings which accompanied the report. I have read it with interest and appreciation.

I am hoping that DRUMMERS AND DREAMERS will reach us in tiptop shape, after it is retyped.

Please give my very best regards to the boys on the Yakima Herald, including, of course, your publisher, Mr. Ted Robertson.

As ever,

JH

J.H.Gipson:ljp

MORE BOND

STRATH

CONTENT USA

RAC COM

hxc

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

June 11, 1953

Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

Thanks for Progress report No. 3.

I hadn't seen the article in LIFE, and I appreciate your sending me the tear sheet.

I note that your typist is now at work on copying the manuscript, and appreciate your invitation to attend the Northwest History Conference. I am sorry but the pressure upon me is so great that I cannot attend these meetings as I would like to. The trouble is, Click, if I go to one I have got to attend quite a few.

We will give DRUMMERS AND DREAMERS a very careful reading, but the thing we have got to look at, Click, is the almost impossible situation that now confronts publishers generally, and the smaller publishers like The CAXTON PRINTERS in particular. Sales have been dropping steadily, and costs have been increasing steadily.

Just as soon as the manuscript is out of the road, ^{please} put your talents on ways and means of getting an adequate prepublication sale.

We have just about reached the point where it is absolutely imperative that we have a decent prepublication sale before we can even schedule ^{any} the book.

The situation is an absolutely fantastic one.

As ever,

Jm

J.H.Gipson:ljp

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

July 21, 1953

Click Relander
Route 3, Box 146
Yakima, Washington

Dear Click:

Thanks so much for the clippings which accompanied your letter of July 15.

I am acknowledging the letter now, and will read the clippings tonight when I have more leisure.

I haven't had much of a vacation this year, and probably won't get much, Click. This publishing business gets tougher and tougher--it seems almost impossible to get sales for our books without fantastic selling expenses.

I did have a nice visit with Dean Guie and the members of his party, and wish I had had more time with them.

I don't see the Seattle Times so I missed the material about Dr. Hodge.

As ever,



J.H.Gipson:luw

65Xc

THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO August 22, 1953

OFFICE OF THE PRESIDENT

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

We have noted the change of address in your letter of August 19, and shall look forward to receiving the revised manuscript DRUMMERS AND DREAMERS.

We are glad that you feel that developments are encouraging, and have read your letter with interest.

We understand fully, Click, that selling the book is the responsibility of the publishers, and what we are trying to get over to you is the fact that the publishers are having one hell of a time selling these fine works of Americana such as we are sure DRUMMERS AND DREAMERS will be.

We have never expected to make any money publishing books, but we did want to keep the deficits down to a modest figure.

The incredible increase of the cost of producing books, of advertising and selling them, and in the cost of doing business which has taken place since we started publishing--is now just about 300% of what it was then, and I agree it is an extremely serious situation for us.

We note what you have to say about Mr. Quigley, and I can honestly be glad, of course, to have him do the jacket for DRUMMERS AND DREAMERS if he is as capable as you say.

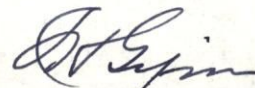
Naturally I would be happy to see you, Click, anytime when you come down here, but DRUMMERS AND DREAMERS will have to be gone over very carefully by our readers before a fast publishing decision is reached, and I'm not sure that we could give you any definite answer if you came to Caldwell.

This of course is an important and an expensive publishing venture, and we want to be sure that the manuscript ~~is~~ gone over most carefully.

With every good wish, we remain

Yours truly,

The CAXTON PRINTERS, Ltd.



J. H. Gipson, President

JHG:de



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

September 12, 1953

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Dam it, it is too bad that I almost never get to listen to the radio when I want to. Your wire of the 9th called attention to the Wanapum Indian program on nationwide Mutual broadcast, but unhappily I was tied up with appointments and couldn't get to the radio at that time.

I hope the program was a good one.

As ever, my best,

J.H.Gipsen:ljw

WXC

THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO September 17, 1953

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

It is nice to have your recent letter and to learn of the enthusiastic reception that was given the Wanapums broadcast.

We look forward to hearing from you in due time.

With very best regards, we remain

Yours truly,



J. H. Gipson:de



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

November 5, 1953

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

I see that your revised manuscript, DRUMMERS AND DREAMERS, has been received and acknowledged, and this letter is in reply to yours of October 26, and is to say that we will ask our head reader to get over it just as soon as possible.

It is going to be an awfully expensive thing to produce, Click, and we have got to figure ways and means most carefully.

With every good wish, I remain

Yours truly,

J.H.Gipson:ljw



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

December 17, 1953

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

This is about DRUMMERS AND DREAMERS. It has been gone over by our readers, and they feel that it should be published.

Now the problem is canvassing ways and means of seeing how we can finance this tremendous piece of work.

We are making an estimate on production costs, and will give some thought to what we can do.

I would like to have you give your very best thought to this problem of a pre-publication sale, and outline the program that you would follow if you were publishing.

We realize, Click, that the problem of sales is the problem of the publishers, and this is going to be an expensive book--it will probably have to be published to sell at \$7.00 or \$8.00 if we do the kind of job that should be done--and it is just hard to interest people in expensive books of this sort.

At any rate, hearty congratulations on a splendid job well done, and my very best wishes to you for the holiday time and for the New Year to come.

Yours truly,

J.H.Gipson:ljw

b7c

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

February 20, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for your good letter of February 19.

If you have an extra copy of that letter that you could send us, I would like to have it to forward to our advertising agents.

They have been working on a program for publicizing DRUMMERS AND DREAMERS, but we have had no report from them.

I hesitate to send without permission from the writers their letters out. If you have a copy of the letter, and it is okay with you to send it to our advertising agents, R. G. Montgomery of Portland, Oregon, please send it to us. If you haven't a copy we will send them the original letter with the request to preserve it carefully, and return it to us for our files.

I am very much interested in this work of yours. I do, however, realize the immense difficulties that will confront us in publishing it, and I want to have a program pretty well outlined before I sign the contract--a program that appeals to me as being a reasonable one that should produce results.

As ever,

J. H. Gipson

J.H.Gipson:ljw



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

February 25, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for yours of February 23.

We have forwarded a copy of that letter and a copy of the letter of February 19 to our advertising agents, R. G. Montgomery and Associates of Portland, as you will see by the letter attached.

We do hope they will be able to plan a realistic campaign for DRUMMERS AND DREAMERS.

This is a splendid piece of work, but it is going to be an expensive piece of work, and we want to be sure that the publishers do the best that can be done for it.

Just as soon as we hear from them, we will write you again.

As ever,

J.H. Gipson:ljw

[Enclosure. 25 Feb 54]

February 25, 1954

R. G. Montgomery and Associates
1126 S. W. 13th Avenue
Portland 5, Oregon

Attention: Wm. A. Montgomery

Dear Mr. Montgomery:

We are referring to the correspondence we have had with you, beginning December 22, regarding DRUMMERS AND DREAMERS by Relander.

Attached you will find copies of author's letters of February 23 and February 19.

I hope that the suggestions contained in these letters will be of assistance to you in planning a sales campaign for this splendid book.

Yours truly,

The CAXTON PRINTERS, Ltd.

J. H. Gipson, President

JHG:ljlw

WJC

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

March 6, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for your letter of March 3, and for your kindness in sending an extra copy of the letter, which I have forwarded on to our advertising agents in Portland, R. G. Montgomery and Associates.

I have heard from them and they hope to have their advertising suggestions ready to submit within the next week or two.

Yours truly,

J. H. Gipson

J.H.Gipson:ljw

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

March 13, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

We have received your letter of March 9th with the inclosures as stated.

We have filed the correction sheets with the manuscript, and our Editor will make the corrections when he goes over the manuscript. There will be no expense to you.

Thanks for the progress shot of your sculpture of the old Indian Chief's Bust. I like it very much.

You will note inclosed, the letter of March 9th from Richard G. Montgomery and Associates.

Please give their recommendations your thoughtful consideration. We have a copy of this letter, and you may retain this one for your files if you wish.

Write us, giving us the benefit of your judgement, Click, and then we will see what we can figure out in connection with DRUMMERS AND DREAMERS.

It is a fearfully expensive thing to produce -- one of those books which deserves our imprint and the imprint of any other publisher, but we are afraid that the audience it is going to command is going to be disappointingly small.

You see, we can't make a large first printing, and the production costs on a small printing are simply fantastic per book.

What do you suppose the sale would be if the book were priced, as we would have to price it, at \$6.00 or more?

Yours truly,

The CAXTON PRINTERS, Ltd.


J. H. Gipson, President

JHG:ew

[Enclosure, 13 mar 54]

RICHARD G. MONTGOMERY

AND ASSOCIATES

Advertising

1126 S. W. 13th Avenue - Portland 5, Oregon

March 9, 1954

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

Dear Mr. Gipson:

The material on "Drummers and Dreamers" is certainly interesting. By reading the correspondence, we have the impression that the book is becoming less technical and cluttered with each revision, which is, of course, an asset for any book.

Your patience is appreciated. I took the liberty of discussing the book and some excerpts from letters by the author with Dr. David French, Professor of Anthropology at Reed College. Dr. French has done extensive research on Indians in the Eastern Oregon area, knew the religion and tribe and was quite interested. Our discussion helped clarify several points.

From all appearances, the book is at least semi-technical. This does not mean, however, that there will not be general interest in the book, particularly in the central Oregon and Washington area. It does mean, we believe, that Mr. Relander may be a bit unrealistic in assuming that it will hit the same note as "Indian Legends of the Northwest." Though "Indian Legends of the Northwest" is a worthwhile work, it is apparently directed at a popular audience and "cleaned up" for popular consumption. Some of the original versions of these legends are not stories which would be readily accepted in most high schools, for instance. The moral basis for changing source material of this type is a question. Mr. Relander does not seem to be the type of writer who would distort the facts of life to make certain school teachers happy. Though the subject matter and approach of the two books differ greatly, we still feel that essentially "Drummers and Dreamers" is an Indian source book -- "Indian Legends", an Indian story book.

On the positive side, the greatest popular interest in the book would be, of course, in central Oregon and Washington, particularly because of the influence of this religion on the Nez Perce wars. Newspapers could undoubtedly be utilized to excellent effect in this area -- Portland, Seattle and perhaps San Francisco -- if accompanied by publicity, reviews and active personal follow-up by Mr. Relander. There is, of course, a good market for

Mr. J. H. Gipson
March 9, 1954

literature dealing with Northwest history. In this line the schedule should include the Oregon Historical Quarterly, Pacific Northwest Quarterly (published in Seattle), corresponding publications in California and personal direct-by-mail attention to bookstores such as The Old Oregon Bookstore in Portland and The Shorey Store in Seattle.

Besides these two markets -- the mass population in the immediate area and the history market throughout the Pacific Coast -- the three library journals, "Wilson's Library Bulletin," "The Library Journal" and the American Library Association publication could be used to advantage. Technical publications on anthropology and in the religious field should certainly be included. Because of his familiarity with the field, Mr. Relander will undoubtedly be able to suggest publications of value in this area. We feel a better job could be done by pin-pointing audiences in the manner outlined (even though the cost per impression is greater) than by mass media such as the three book review supplements.

If the book develops into one of general interest and is popularly accepted, schedules in the book supplements and various newspaper book pages throughout the country would be advisable.

We will be happy to submit a schedule including the types of publications mentioned, and their rates, when it is desired.

A carbon copy of this letter is enclosed, should you care to forward it to Mr. Relander.

Cordially,

RICHARD G. MONTGOMERY
and Associates

Wm. A. Montgomery
Account Executive

WAM:par

WJC

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

March 15, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks so much for the clippings which you mailed the 13th.

I am sure that these will be of value in publicizing DRUMMERS AND DREAMERS, and we will carefully file them so that they may be sent back to you should you wish them to be returned.

You will note the copy of our letter written March 13 to Montgomery in Portland.

Yours truly,



J.H. Gipson:ljw

[Enclosure. 15 Mar 54]

March 13, 1954

Richard G. Montgomery & Assoc.
1126 S. W. 13th Avenue
Portland 5, Oregon

Attention: Wm. A. Montgomery

Dear Mr. Montgomery:

Thank you for your March 9th letter, with reference to DRUMMERS
AND DREAMERS.

I expect the wise thing to do is to outline your program --
send us a schedule of advertising you would recommend for this.

Don't bother to draft the advertisements, but just send us the
schedule so that we can get an idea of the out-of-pocket
expense that you feel we should go to in connection with the
publication of this book.

As ever,

The CAXTON PRINTERS, Ltd.

JHG:ew

J. H. Gipson, President



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

March 19, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

This is in reply to your letter of March 17.

We will want, of course, the jacket design provided by Mr. Quigley. He is a splendid artist.

We are waiting word from our advertising agents, R.G. Montgomery and Associates of Portland, with a schedule showing the expense of the advertising.

With reference to Puck Hyah Toot, the Last Prophet, who is to participate, do you want us, when the contract is drawn, to provide that one third of the royalties go direct to him, or will you take care of that matter yourself? If you wish them to go direct to him, we must have his address, of course.

We have a second letter from you dated March 17 in which you give your estimate as to the possible sales, and additional suggestions.

With every good wish, we remain

As ever,

J.H. Gipson:ljw



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

March 27, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

The clippings which accompanied your letter of the 24th have been noted and filed.

We are expecting word any day now from our advertising agents with their schedule of advertising for DRUMMERS AND DREAMERS.

Just as soon as we hear from them, we will canvass ways and means, and will then be able to reach a publishing decision.

Yours truly,

J.H.Gipson:ljw



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

March 30, 1954

Click Relander
1213 N. 32nd Avenue
Yakima, Washington

Dear Click:

We should have thought of you in connection with review copies of HORSES ARE FOR WARRIORS.

Thanks for sending the copy of the letter that you wrote March 27 to the author.

As you will see by acknowledgment No. K 62148, an order has been entered to send you a review copy.

We hope it reaches you without delay and in good condition, and that you are pleased with it and can do a story about it in your fine papers.

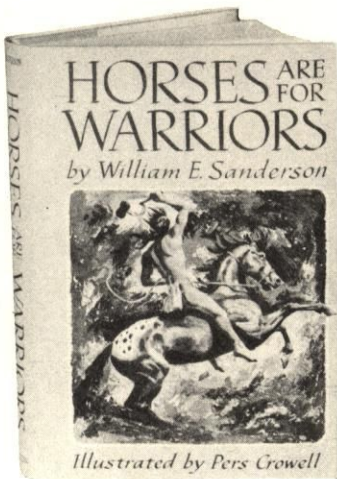
With every good wish, we remain

As ever,

J.H.Gipson:lj

P.S.: The circular attached tells about the book.

Published by THE CAXTON PRINTERS, LTD., Caldwell, Idaho



HORSES ARE FOR WARRIORS

William E. Sanderson

Juvenile—\$3.50

184 pages, large 12mo

One illustration in full color and
15 in black and white

There was not a more exciting event in the lives of our western Indians than the coming of the first horses. After the Pueblo Revolt of 1680 had released thousands of horses to the Indians, tribe after tribe met the challenge to a new way of life by adopting the strange new animals and making them their own. *HORSES ARE FOR WARRIORS* tells how the Nez Perces of the Wallowa country, in eastern Oregon, were introduced to their first horses when a raiding band of mounted Shoshone, traditional enemies from the south, attacked the village on the Wallowa. Lame Wolf, youngest of all the Nez Perce warriors, was deeply impressed by the speed of the fleet animals and by the ease with which the hard-riding Shoshone managed them. When a fugitive band of strange horses were driven into the Wallowa, Lame Wolf overcame his superstitious awe of the strange creatures and determined to own and ride them. He managed to hide the little herd in a remote valley and, with courage and great patience, learned the first principles of horsemanship.

With his friend Little Elk, Lame Wolf proves the value and usefulness of the new animals by raiding deep into Shoshone territory for more horses. The raid is doubly successful, for they rescue Antelope, a Nez Perce girl who had been captured by the Shoshone. Returning to the Wallowa with the stolen horses, they are cut off from the home village by massed ranks of Shoshone fighting men in a narrow canyon. In an exciting stampede of the horse herd they win through in time to join their own people in the battle which ensues. The climax of the story is reached when, in spite of all the handicaps and difficulties encountered, Lame Wolf succeeds in getting the horses accepted by his people.

Boys and girls, and many adult readers interested in the horse culture of the Old West, will enjoy this fast-moving story of the impact of the horse on the lives of a people. For all readers the book will have the fresh appeal of a new and intimate glimpse into the tribal life of the Nez Perces before the coming of the white man. All of the action is completely plausible and as historically accurate as the few known facts will permit. The reader will long remember the cool, patient courage of Lame Wolf, Little Elk's gay laughter, and the sly intrigues of a typical Nez Perce village. Lame Wolf's favorite horses are shown to be the foundation stock which made possible the huge herds of gay-colored and spotted war horses of the Nez Perces, the ancestors of our present-day Appaloosas.

The full-color jacket, endsheet, and chapter illustrations are the work of Pers Crowell.

William E. Sanderson, the author, has delved deeply into Indian legends as well as the white man's history in search of the material for his book. His knowledge of the subject matter stems from years of study in connection with his hobby, which is raising Appaloosa horses. He lives in Walla Walla, Washington.

Date

Send the following of
your book catalogs:

- ☐ Fall Catalog
- ☐ Spring Catalog
- ☐ Complete Catalog
(Trade List)
- ☐ Juvenile Catalog
- ☐ Alaskan Books
Circular
- ☐ Art Books Folder
- ☐ Dance Books Folder
- ☐ Libertarian Books
Catalog

SIR: You may enter my order for _____ copies of
Sanderson's *HORSES ARE FOR WARRIORS*, at \$3.50
the copy.

Ship by _____

Book post, express, freight

Enclosed find \$_____ to cover.

Send C.O.D.

Name

Street Address

City and State

[Enclosure, 30 mar 54]

No. K62148

The CAXTON PRINTERS, Ltd.
CALDWELL, IDAHO

M

Expense 6H

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Ship to

Bill to

3-30- 54

Date Shipped

Credit

Billed

Taken by

Ship by

When

Customer's No.

F. O. B.

L 3-27
bookpost

Check	Quantity	Catalog No.	Description	Price	Amount	
	1	Sanderson	HORSES ARE FOR WARRIORS For review to be published ACKNOWLEDGMENT WAIT FOR INVOICE BEFORE YOU REMIT 54 at \$3.50			WAIT FOR INVOICE BEFORE YOU PAY, PLEASE

DO NOT WRITE BELOW THIS LINE

WAC

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

March 31, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thank you so much for your letter of the 29th.

As you will see, we have sent it on to our advertising agents in Portland, R. G. Montgomery and Associates, and have written them in accordance with the attached copy.

We hope that they will get the lead out and get some figures to us before too long.

You understand, Click, there is no question about the merit of DRUMMERS AND DREAMERS. There is just the question of whether or not we have got the money to put in to the deal, under existing conditions.

We should have word from them soon.

Yours truly,



J.H.Gipson:ljw

[Enclosure 31 Mar 54]

April 1, 1954

R. G. Montgomery and Associates
1126 S. W. 13th
Portland 5, Oregon

Gentlemen:

You will find attached a copy of Click Relander's letter of March 29, with clipping enclosed, to be put in the file of correspondence regarding DRUMMERS AND DREAMERS.

We are eagerly awaiting your recommendations regarding advertising of this title.

Don't go to the trouble of preparing any copy, just give us your schedule of advertisements so that we can see what the cost is going to be, and if it is within our means.

Yours truly,

The CAXTON PRINTERS, Ltd.

J. H. Gipson, President

JHG:ljw

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

April 10, 1954

Click Relander
1213 N. 32nd Avenue
Yakima, Washington

Dear Click:

At long last we have received from our advertising agents their recommendations regarding advertising for DRUMMERS AND DREAMERS, and are sending with this letter a portion of their letter of April 7 which contained these recommendations--part of page 2, all of page 3, and part of page 4.

These are to be returned to us with your letter in reply.

We should be glad to have you go over these recommendations most carefully, and then give us the benefit of your final judgment as to sales possibilities if this program is carried out.

Yours truly,

The CAXTON PRINTERS, Ltd.



J. H. Gipson, President

JHG:ljw

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

April 12, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

I do appreciate the splendid review of HORSES ARE FOR WARRIORS which appeared in your issue of April 11, and your letter sending a number of clips. These will go to our salesmen and sales agents.

Thanks also for the other clippings enclosed.

As ever, my best,

J.H.Gipson:ljw



bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

April 15, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for your letter of April 13.

Contracts for the publication of DRUMMERS AND DREAMERS have been prepared, and you will find 4 copies attached. Please sign all 4 copies, have your signature witnessed on all 4 copies, and send them all to us. They will be executed here, and your copy will be sent you.

You will note we have put an October 15 deadline on everything. That will mean the material to illustrate the book--including the jacket and endsheet copy.

If you can't meet that deadline, please change it to the date when you think we can have all of this material in our hands, and just o.k. and initial in the margin to the right of the change.

I am assuming that you have before looked over our regular form contract, and that it is satisfactory. If I am mistaken in this, and you have not, please go over the contract most carefully so that you understand every clause, and write us for full information if there are any of the clauses that you do not understand or are not satisfactory.

We will want your help in drafting the copy for the typematter to be printed on the jacket, the copy for the circular, and for the copy for the library card and the copy for the listing in the Trade List, and will send you instructions about these after we receive the contract.

We hope that Bert Broad, who is a fine bookman and a darn splendid gentleman in addition to that, will go all out in support of DRUMMERS AND DREAMERS.

We would like to have him plan with you an autographing party the day of publication, and give this sufficient publicity so that he could sell at least 100 copies on that day, and we will divide with him the cost of the publicity--he to pay half and we to pay half.

We will, of course, provide him with ample circulars, and the advertising to be done in the local papers is, of course, to be done over his own signature, but we are to approve it before it is published, and to know the extent of our liability.

We hope this works out to our mutual satisfaction, and with very best regards, we remain

Yours truly,



J.H. Gipson:ljw

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

April 23, 1954

OFFICE OF THE PRESIDENT

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

We have the contracts which you sent us April 20, and regret that it is necessary to return them to you as we have typed in a new Clause 36, providing for the payment of one-third of the royalties to Puck Hyah Toot. Will you please okay on the right hand margin this clause #36, put your initials and the date on each copy, and then send them back to us.

We are going, of course, to price DRUMMERS AND DREAMERS as low as we can to turn out a first-class book.

With reference to paragraph 32, we wouldn't want to alter that. We hope that DRUMMERS AND DREAMERS will stay on our list for a long time, but if it is necessary to remainder, and you want to buy the plates, I don't think we would have any trouble whatever in getting together.

Paragraph 34 applies only to book publication, and not to magazine or newspaper articles, or pamphlets made up of newspaper or magazine articles.

I will ask my son Gordon to give you the full information you want regarding the dimensions of the book for the illustrations and the case of the book.

Yes, Click, you can send us now your check for one-half of the advance. Write a separate letter regarding that, and send 4 copies, please, so that one copy can be attached to each of the contracts.

We want naturally to get the Richland store and any other book stores lined up for autographing parties.

We haven't the remotest idea, Click, when we can bring DRUMMERS AND DREAMERS from the press, but it will not be until 1955. We are far behind in meeting our commitments, and are simply buried with commercial work and private printings. Everybody in America now seems to want a book done by Caxton's--a private printing--and our commercial business is tremendous.

It is lucky that this is the case because we have got to depend upon the revenues from our other interests to permit us to publish books.

With every good wish, we remain

Yours truly,



J.H. Gipson:ljw

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

May 1, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

You sent us with your letter of April 28 the signed and initialed contracts for DRUMMERS AND DREAMERS. They have been executed here, and your copy will be found attached.

You sent us also a check for \$100, being the initial payment on the purchase of copies.

I don't want to plow through the correspondence, and wish you would let me know how many copies of the book you have agreed to purchase, so that I can note that on our records.

Everything is okay as far as we are concerned.

With reference to the advertising, it is always of benefit to us where authors will take the time to prepare it just as is desired.

There are four pieces of literature that have to be prepared--the circular, the jacket, the library card, and the Trade List listing. To aid you in preparing these, we are enclosing the material for Winchell's HOME BY THE BERING SEA, which we will ask that you return to us.

If you could give careful thought to the drafting of this material for publicizing your fine book, and send the advertising as you would desire to have it in duplicate, it would be a great help to our publicity department in working it out. Of course the specifications will be left blank.

Generally when we write the advertising literature and submit it to authors, it is subject to so many revisions that we have adopted this plan as the preferable one--asking authors to prepare what they recommend for us.

With very best regards, we remain

Yours truly,

Jim

J.H.Gipson:ljw

WJC

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

May 10, 1954

OFFICE OF THE PRESIDENT

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

I think you will like MOSTLY ALKALI, and while it isn't customary to send out review copies of books long published, but we are gladly forwarding you copy as you will see by acknowledgment K62040.

I hope it reaches you promptly and in good condition, and that you will like it.

This was recently selected by the Westerners of Chicago, as one of the 10 outstanding books of Western Americana published during 1953 as you will see by the ring book sheet which with our descriptive circular is enclosed.

As ever, my best

J. H. G.

J. H. Gipson,

*Please mail back Ring Book sheet
after you have finished with it.*

No. K62040

The CAXTON PRINTERS, Ltd.

CALDWELL, IDAHO

M Expense LDB

Credit

Billed

Taken by letter 5-5

Ship by bookpost

When

Ship to Click Belander, 1212 No. 32nd Avenue, Yakima, Washington

Customer's No.

Bill to Date Shipped

F. O. B.

Check	Quantity	Catalog No.	Description	Price	Amount	
	1	Jocelyn	<p>MOSTLY ALKALI</p> <p>for review in the Yakima, Herald, Washington</p> <p>Published March 5, 1953 at \$10.00</p>			<p>WAIT FOR INVOICE BEFORE YOU</p> <p>PAY, PLEASE</p>

DO NOT WRITE BELOW THIS LINE



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

[Removed from Mostly Alkali, by Stephen Perry Jocelyn]
[unopened envelope]



Click Relander
1212 N. 32nd Avenue
Yakima, Washington

157C

THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

May 10, 1954

OFFICE OF THE PRESIDENT

Click Relander
1212 No. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for your letter of May 5 straightening me out on the number of advance subscriptions for copies of DRUMMERS AND DREAMERS.

Acknowledgment L31814 has been entered for \$300.00 of the books, and we will keep the order on file and ship the proper number of copies when the book is published, and we know what the best price will be.

Thanks a million, Click.

I'd forgotten entirely about our past correspondence in connection with this matter.

Congratulations on the award which you are to receive at the Washington State Press Club Banquet.

If there are any clippings that you can send me, please do so.

As ever,



J. H. Gipson:dr

[Enclosure, 10 May 54]

The CAXTON PRINTERS, Ltd.
CALDWELL, IDAHO

L N° 31814

M

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

5-10 Date: 54

Credit
Billed

Taken by letter 5-5

Ship by bookpost

When when published

Customer's No.

F. O. B.

Bill to

Ship to

Date Shipped

Check	Quantity	Catalog No.	Description	Price	Amount
			<p>Author places an order for DRUMMERS AND DREAMERS, amounting to net \$300.00, fob Caldwell.</p> <p>Books to be shipped cheapest way.</p> <p>Books to be billed at less 40%.</p> <p>Author is paid \$100.00 to apply on this order.</p> <p>The 50 years in the past to the 30 years of our business in the past.</p>		

WAIT FOR INVOICE BEFORE YOU PAY

WAIT FOR INVOICE BEFORE YOU PAY, PLEASE.



THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

May 18, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for sending me the folder regarding the awards given the members of The Yakima Daily Republic and Herald, and the press clippings.

I am glad to have all of this material, and will look the clippings over very carefully before I send them to our files.

Hearty congratulations on the awards, and please give my best regards to the member of the staff whom I have been privileged to meet, and to Mr. Robertson.

Yours truly,

J.H.Gipson:ljw



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

May 22, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for returning the advertising prepared for DRUMMERS AND DREAMERS, and for sending back the advertising material for HOME BY THE BERING SEA.

We will look this over as soon as possible, and will advise you if we feel that any changes are necessary.

I am not sure, Click, whether you wanted a review copy of MOSTLY ALKALI, or whether one has been sent you.

If you want one, let me know and one will come to you promptly.

With reference to the jacket for DRUMMERS AND DREAMERS, we are sending a jacket for OUR STATE: NEVADA which gives pretty accurate dimensions for the jacket of your own title.

This will guide you in connection with the design for the cover.

I think the best plan to follow in connection with the jacket painting is to prepare the painting just as you want it, and then make separation sheets--on second thought, I don't believe, in reproducing in four colors, we need any separation sheets.

With very best regards, we remain

Yours truly,

The CAXTON PRINTERS, Ltd.

J. H. Gipson, President

JHG:ljw

Primary colors
Red
Blue
Yellow
Black



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

July 6, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for your July 1 letter, with the material enclosed.

We will see that the corrections are carefully made.

I don't believe that it is necessary to go to the trouble of returning the manuscript to you.

It is good to learn that interest in your fine DRUMMERS AND DREAMERS is mounting.

If you will send the name of the editor of the New York Daily News, I will have an order entered to send a copy to him as soon as the book is ready.

It is good to know that the art work is shaping up all right.

I am glad that you saw the window display at Shorey's, and I understand from other sources that it was quite effective.

Yours truly,

J.H. Gipson:ljw

WJC

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

July 21, 1954

OFFICE OF THE PRESIDENT

Click Relander
1213 N. 32nd Avenue
Yakima, Washington

Dear Click:

Just a line to tell you that the jacket drawing for DRUMMERS AND DREAMERS has been examined, and has hearty approval.

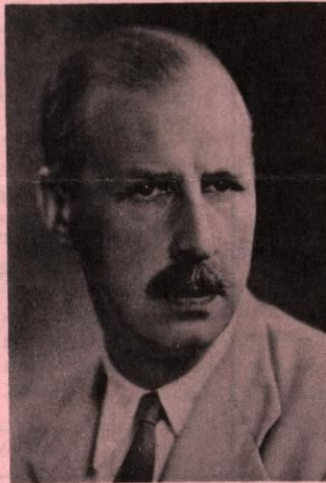
It will make a splendid jacket.

As ever,



J. H. Gipson:imi

A 1954 ADDITION TO THE CAXTON LIBERTARIAN LIBRARY



bx

BLACK BANNERS

Erik von Kuehnelt-Leddihn

Fiction—\$4.00

321 pages, small 8vo

BLACK BANNERS is a novel written in English by an Austrian of part Slavic extraction with a Prussian name. It has as its background the Austro-Bavarian border in the fateful summer of 1944, when the last effort of the German conservatives to strike against the tyrant ended so tragically. Not a "war novel," the book addresses itself to the world of our day. It contains the angry and frightening message of a journalist, historian, and scholar who has had a profound insight into the deeper implications of the drama of the mid-twentieth century.

"I expect BLACK BANNERS to be at least as controversial as LIBERTY OR EQUALITY," the author writes his publishers. "It expresses, after all, in a fictional form, what I wanted to say in a more theoretical way in my political treatise. Originally I wanted to add the subtitle 'A Moral Tract,' but, finally, I dropped the idea; the reader, frightened by such a label, could hardly guess that BLACK BANNERS is also a thriller. Yet, in spite of the disappointments experienced on the previous occasion, I have not given up hope to be properly understood and to get a timeless message across: the return to the simple virtues, the necessity to listen to God's Word, and the rejection of all moralizing in the plural. In the eyes of our Creator there is no such thing as *the Americans*, *the Germans*, *the French*—just millions of individual human beings, all unique, all irreplaceable, all in the possession of an intransferable destiny. Disregarding this hard, this sacred fact, the horrors of our darkest of all centuries will continue. . . .

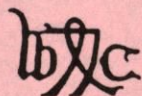
"BLACK BANNERS," says the author, "was written in 1945 in the United States. The outline of the fable is based on a dream. Still, this novel was written in a mood of fury and profound sadness. After my return to Europe in 1947 I changed only five or six lines. May the reader forgive the author his momentary despair, out of a sense of his helplessness, and may he, this time, judiciously read between the lines, discovering and accepting the symbols, such as the final embrace of Georg and Pat, which express the union of the two continents in understanding and affection, for which I have vainly fought for so many years."

Erik Ritter von Kuehnelt-Leddihn, born in Austria in 1909 and now living in the Tyrol, is a journalist, historian, student of theology, linguist, traveler, a scholar and a novelist of renown. He has taught in several colleges and universities, both in the Old and in the New World, and is well known as a lecturer in both hemispheres.

Books are delivered postpaid—transportation charges and guaranteed delivery at our expense where full price accompanies the order.

Ordered by _____ Address _____

Ship to _____ Address _____



The CAXTON PRINTERS, Ltd.

CALDWELL, IDAHO

Amount enclosed \$ _____ Date _____, 19____

Ship by:
(Indicate by X)

Rail Freight	Truck	Book Post	Express
-----------------	-------	--------------	---------

Ship When _____

Send the following of
your book catalogs:

- ☐ Complete Catalog
(Trade List)
- ☐ Spring Catalog
- ☐ Fall Catalog
- ☐ Alaskan Books Circ.
- ☐ Art Books Folder
- ☐ Calif. Books Catalog
- ☐ Check List
- ☐ Dance Book Folder
- ☐ Juvenile Catalog
- ☐ Libertarian Books
Catalog

(Quantity) _____

No. Copies Desired		Total
_____	Complete sets of Libertarian books (25 titles listed below)	\$60.00 \$ _____
_____	Alesen: THE PHYSICIAN'S RESPONSIBILITY AS A LEADER	\$.75 \$ _____
_____	Barnes: PERPETUAL WAR FOR PERPETUAL PEACE	\$ 6.00 \$ _____
_____	Edwards: TRUMAN'S INHERITANCE	\$ 1.25 \$ _____
_____	Garrett: THE REVOLUTION WAS (New York Edition)	\$.50 \$ _____
_____	(Chicago Edition)	\$.25 \$ _____
_____	Garrett: EX AMERICA	\$.75 \$ _____
_____	Garrett: RISE OF EMPIRE	\$.75 \$ _____
_____	Garrett: THE PEOPLE'S POTTAGE	\$ 3.00 \$ _____
_____	Jordan and Hazlitt: FREEDOM IN AMERICA	\$.25 \$ _____
_____	Kellems: TOIL, TAXES AND TROUBLE	\$ 2.50 \$ _____
_____	Lane: GIVE ME LIBERTY	\$ 1.00 \$ _____
_____	MacBride: THE AMERICAN ELECTORAL COLLEGE	\$.75 \$ _____
_____	Montgomery: THE RETURN OF ADAM SMITH	\$ 2.50 \$ _____
_____	Neill: THE ART OF CONTRARY THINKING	\$ 1.00 \$ _____
_____	Nock: LETTERS FROM ALBERT JAY NOCK	\$ 3.00 \$ _____
_____	Nock, OUR ENEMY, THE STATE	\$ 2.50 \$ _____
_____	Palmer: THE BRITISH SOCIALIST ILL-FARE STATE	\$ 6.00 \$ _____
_____	Prentice: HUNGER AND HISTORY	\$ 5.00 \$ _____
_____	Rand: ANTHEM	\$ 3.00 \$ _____
_____	Spencer: THE MAN VERSUS THE STATE	\$ 2.50 \$ _____
_____	Sumner: WHAT SOCIAL CLASSES OWE TO EACH OTHER	\$ 1.25 \$ _____
_____	von Kuehnelt-Leddihn: BLACK BANNERS	\$ 4.00 \$ _____
_____	von Kuehnelt-Leddihn: LIBERTY OR EQUALITY	\$ 6.00 \$ _____
_____	Ward: MAN TO MAN	\$ 4.00 \$ _____
_____	White: FIAT MONEY INFLATION IN FRANCE	\$.50 \$ _____
_____	Wittmer: THE YALTA BETRAYAL	\$ 1.25 \$ _____



THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

July 19, 1954

OFFICE OF THE PRESIDENT

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

I am dictating this in reply to your letter of July 17th, for while the Quigley painting for the jacket of DRUMMERS AND DREAMERS has not yet reached us, I have no doubt that it will be an outstanding work.

As I understand it, you would like to have extra prints lithographed on the back of your stationary, and also extra prints lithographed on separate sheets unprinted, and I think we should supply these to you.

If you will send us, therefore, your letterheads, we will get at the reproduction and put them on the back of the letterheads as soon as it is convenient for us to do so, and if you will let us know how many prints you desire on plain paper, we will try and provide those at the same time.

It is going to require a tremendous amount of work to put DRUMMERS AND DREAMERS over, and I am sure that you will do your best.

I am glad you called attention to the Priest Rapids Bill. I hadn't noticed that the Senate had acted on that.

As ever,

J. H. Gipson:imi

682C

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

July 22, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

We are returning in this letter the corrections which you sent us last March, and also those which accompanied your letter of July 1.

All of these have been made in the manuscript, and we are sending this material back to you with the suggestion that it be saved. We are afraid to keep it here for fear of a mix-up.

As ever,

Jim

J.H.Gipson:ljw

WJC

THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

July 23, 1954

OFFICE OF THE PRESIDENT

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

I hope I am never too busy to at least acknowledge the letters from my friends. Thanks for yours of the 21st, and for the material enclosed.

I am not sure that I have told you in previous letters that we are saving all of this, so if you ever want any of it returned, let us know and it will come back to you.

As ever,



J. H. Gipson:imi



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

August 3, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for the endpapers for DRUMMERS AND DREAMERS. We think that this will do a good job.

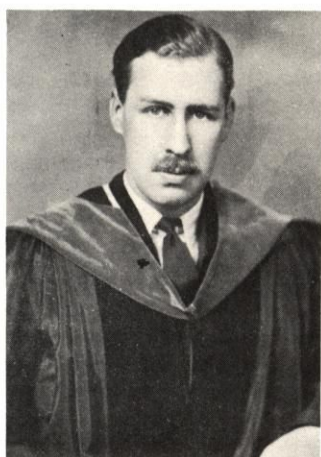
By all means, if your friend has an interest in DRUMMERS AND DREAMERS, and you can make the financial arrangement with him, we shall be glad to have him submit a sketch for use in connection with the advertising.

We are always glad to have your suggestions, old boy.

The circulars that we generally issue are like the one for BLACK BANNERS attached--the only art work being a picture of the author and/or of the book, but the sketch that you mention might be very effective.

As ever,

J.H.Gipson:ljw



bx

BLACK BANNERS

Erik von Kuehnelt-Leddihn

Fiction—\$4.00

321 pages, small 8vo

BLACK BANNERS is a novel written in English by an Austrian of part Slavic extraction with a Prussian name. It has as its background the Austro-Bavarian border in the fateful summer of 1944, when the last effort of the German conservatives to strike against the tyrant ended so tragically. Not a "war novel," the book addresses itself to the world of our day. It contains the angry and frightening message of a journalist, historian, and scholar who has had a profound insight into the deeper implications of the drama of the mid-twentieth century.

"I expect BLACK BANNERS to be at least as controversial as LIBERTY OR EQUALITY," the author writes his publishers. "It expresses, after all, in a fictional form, what I wanted to say in a more theoretical way in my political treatise. Originally I wanted to add the subtitle 'A Moral Tract,' but, finally, I dropped the idea; the reader, frightened by such a label, could hardly guess that BLACK BANNERS is also a thriller. Yet, in spite of the disappointments experienced on the previous occasion, I have not given up hope to be properly understood and to get a timeless message across: the return to the simple virtues, the necessity to listen to God's Word, and the rejection of all moralizing in the plural. In the eyes of our Creator there is no such thing as *the Americans*, *the Germans*, *the French*—just millions of individual human beings, all unique, all irreplaceable, all in the possession of an intransferable destiny. Disregarding this hard, this sacred fact, the horrors of our darkest of all centuries will continue. . . .

"BLACK BANNERS," says the author, "was written in 1945 in the United States. The outline of the fable is based on a dream. Still, this novel was written in a mood of fury and profound sadness. After my return to Europe in 1947 I changed only five or six lines. May the reader forgive the author his momentary despair, out of a sense of his helplessness, and may he, this time, judiciously read between the lines, discovering and accepting the symbols, such as the final embrace of Georg and Pat, which express the union of the two continents in understanding and affection, for which I have vainly fought for so many years."

Erik Ritter von Kuehnelt-Leddihn, born in Austria in 1909 and now living in the Tyrol, is a journalist, historian, student of theology, linguist, traveler, a scholar and a novelist of renown. He has taught in several colleges and universities, both in the Old and in the New World, and is well known as a lecturer in both hemispheres.

Send the following of
your book catalogs:

- ☐ Complete Catalog
(Trade List)
- ☐ Spring Catalog
- ☐ Fall Catalog
- ☐ Alaskan Books
Circular
- ☐ Art Books Folder
- ☐ California Books
Catalog
- ☐ Check List
- ☐ Dance Books Folder
- ☐ Juvenile Catalog
- ☐ Libertarian Books
Catalog

SIR: You may enter my order for _____ copies of
von Kuehnelt-Leddihn's BLACK BANNERS, at \$4.00
the copy.

Ship by _____
Book post, express, freight

Enclosed find \$_____ to cover.

Send C.O.D. _____

Date

Name

Street Address

City and State

(Caxton books are sent postpaid where cash accompanies the order—transportation charges and guaranteed delivery at our expense.)

bx

THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

August 6, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Mr. Relander:

We have your note of August 3rd regarding the correction on the end sheet map for your book DRUMMERS AND DREAMERS.

The correction that you indicate--elimination of the word Umatillas--has been made by our artist.

Cordially yours,

The CAXTON PRINTERS, Ltd.



Gordon Gipson, Treasurer

GG:imi

bx

THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

September 9, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for your letter of September 6, and for the material which you enclosed.

The typist who writes this will see that you are mailed by third class mail under separate cover 6 of our Trade List #75.

We will appreciate your using these for dealers who are disgruntled because of the short discounts that we used to give, and we are enclosing with this letter six of our dealer's discounts sheets. The discount is 40%, and the maximum discount that any trade book house gives, as far as I know, to dealers to on small orders.

The material that you sent will be carefully preserved.

We are making a note about the desire of Shorey's Book Store in Seattle for 1,600 of the advertising circulars when they are prepared, and will see that they are sent to them.

You must have had a nice vacation, Click, and I am glad that you had it. The pressure upon me has been so enormous that I haven't been able to take one as yet, and heaven only knows when I will get one. I have never been busier.

As ever, my best,

J. H. G.

J.H.Gipson:ljw

[Enclosure. 9 Sep 54]

Increased Discounts to Dealers



Dealer's Discount Sheet

Effective July 1, 1951

The CAXTON PRINTERS, Ltd., Caldwell, Idaho, will supply their publications to bona fide bookdealers under the following schedule of discounts:

(One title or assorted)

1-99 books40%

100 books or more, single orders.....50%

Books starred (*) in catalog and trade list are educational items and carry a discount of 20%.

Books symbolled with a dagger (†) in the catalog and trade list are items not published by The Caxton Printers, and carry the same discount as educational items.

Unless instructions to the contrary are given, books will be shipped the cheapest way.

Under our dealer's protection plan, books which are in perfect saleable condition and which have been purchased from us may be returned for credit on the basis of our charges, less 10% for handling, if received back within one year from date of our invoices.



July 1, 1951

bx

THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

September 29, 1954

OFFICE OF THE PRESIDENT

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for the remittance of \$50 which you sent September 28th, and thanks also for your good letter of the 25th and for the material which accompanied the letter--the additional corrections.

We will see that these are made.

With very best regards, we remain

Yours truly,

The CAXTON PRINTERS, Ltd.



J. H. Gipson, President

JHG:imi

bx

THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

October 1, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Mr. Relander:

We are writing with reference to the matter of illustrations for your book DRUMMERS AND DREAMERS.

We have on hand some photographs for chapter illustrations, and I see we also have on hand a painting by Quigley, which I understand is to be used for the jacket.

One other thing that we would like to have, of course, is an end sheet design, and for a book like DRUMMERS AND DREAMERS an excellent end sheet design would be a simple map of the Columbia River territory, indicating the locale of the book--the location of the original tribes of the Wanapum, and so forth.

Won't you endeavor to provide such a map?

It should be drawn double-page size--to a scale of 9" high by 12" wide, although of course it will be to the artist's advantage to work at least 2x in making the drawing--making it 18" high by 24" wide to provide for reduction in making the plate.

With very best regards, we remain

Cordially yours,

The CAXTON PRINTERS, Ltd.

Gordon Gipson

Gordon Gipson, Treasurer

GG:imi



THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

October 6, 1954

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Mr. Relander:

Thanks for your letter of October 3rd.

I checked in our art files, and find that you are correct--the end sheet maps as well as the jacket drawing are on hand.

We will make the corrections indicated in the manuscript as well as substituting the new picture for one previously sent.

With very best regards, we remain

Cordially yours,

The CAXTON PRINTERS, Ltd.

Gordon Gipson, Treasurer

GG:imi



THE CAXTON PRINTERS, LTD.

CALDWELL, IDAHO

October 26, 1954

OFFICE OF THE PRESIDENT

Click Relander
1212 N. 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for your letter of October 25th, and for the clipping and the list of corrections to be made in DRUMMERS AND DREAMERS.

We will take of the corrections, and are filing the clipping.

It is good to know of the interest which is being manifested, and I think you are wise to refuse these requests for speeches.

Let's wait until the book is ready, and then you can make a lot of speeches, and I hope sell a lot of copies of the book with every speech.

As ever,

J. H. Gipson:imi



THE CAXTON PRINTERS, LTD.
CALDWELL, IDAHO

OFFICE OF THE PRESIDENT

November 1, 1954

Click Relander
1212 North 32nd Avenue
Yakima, Washington

Dear Click:

Thanks for the clipping and the correction sheet which accompanied your letter of October 29.

The correction sheet has been put with the manuscript, and I have looked over the clipping.

We agree with you that DRUMMERS AND DREAMERS should be published soon--much sooner, Click, than we can possibly get to it I'm afraid, because our output of books has been slowed up materially by the terrific production costs.

I think I have explained to you in past letters that our publishing of books is financed by the profits of other departments of our business. Publishing has never been profitable with us, and we can only bring out books as funds are available from the profits of our commercial printing and binding, and from profits from our department devoted to the sales of school and office supplies and equipment and the State Textbook Depository.

We have gotten far behind, because the cost of producing books steadily increases, and the sales are steadily decreasing.

The problem is a very difficult one, and I want you to feel, Click, that it will be perfectly satisfactory to us if you investigate elsewhere to see if you couldn't find someone who can bring DRUMMERS AND DREAMERS out more promptly than we can.

You see we are publishing books to help authors, not to exploit them in any way, and it might be that someone else would be able to give you more prompt publication than we can possibly give.

It will be more than a year, from all indications, before we can schedule DRUMMERS AND DREAMERS.

Yours truly,

The CAXTON PRINTERS, Ltd.

J. H. Gipson, President

JHG:rm



CLICK RELANDER
Route 3, Box 146
Yakima, Washington



The CAXTON PRINTERS, Ltd.
CALDWELL, IDAHO