

Feb. 14, 1957

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

Dear Jim:

Regarding letters to dealers and Drummers and Dreamers...

I believe it should be sent to a selected list of Oregon dealers, unless you know that the J.K. Gill company setup is such that is "blankets" the field. Even at that, I think it should be sent to half a dozen to a dozen Oregon dealers, Salem, Albany, Eugene, Bend, Pendleton, and a few places like that.

I do not know the extent of Washington dealers, but I see no reason that there should be a charge for this. The letters will or should be fundamentally the same as approved, but will have a varied application such as inclusion of groups I am familiar with that would assist the dealer in distributing a few circulars; direct news tie-ins; knowledge of local application etc.

If you will remember, I covered the book reviewers, or some 60 to 70 of them in this manner, and believe it was effective. And with your continued determination to push D and D, will be happy to do the same with the circular information.

Sincerely Click Relander