

Mrs. Helen B. Wilson,

Aug. 18, 1956

Carl K. Wilson with

Rhodes of Seattle

Second and Union, Seattle, Wash.

Dear Mrs. Wilson:

While I may be in Seattle within a few weeks, I thought it best to write concerning the forthcoming tour for Drummers and Dreamers.

Within a week or 10 days, I should have a supply of invitations, like the one attached, printed up for your use. There will be about 400 of them, as the publisher sent me only so many. These could go out in some store mail at the appropriate time.

I myself will send out close to 300 of these to select Seattle and area addresses I have. These are addresses built up over a long period of time, such as historical society, collectors, etc. There may be some duplications, but it will be few.

The second circular is a specimen. It is one the publisher will provide with your imprint on it in lots ~~over~~ of 1,000 or over. These are now being sent out to some Northwest stores that deal with the publisher. I would suggest that you, if you have need for these kind, tell me at once how many and I will rush it along to the publisher and encourage him to get them to you as quickly as possible. I don't know your mailing setup, but inasmuch as Rhodes is the only Seattle store in which I am appearing as "on tour" or for a book party, you may wish to give this the works. The little personalized invitations

are followups to selective purchasers or potential purchasers.

The publisher will publish adds concerning the book itself in the Seattle papers, about a week before publication I believe, but these will mention no store of course.

So, your own advertising could be cued in direct to the appearance.

The information on the invitation reads:

Book Department  
Rhodes of Seattle

Second and Union

Thursday, October 11 1 to 3 p.m.

I will see that you have large photographs for proper display in time, and will see that you have an Indian photograph and other material to pick out pertinent information for any store advertising that might appear.

The Seattle newspapers, I feel, will use suitable publicity at the proper time, and perhaps some before. These will include stories concerning the Indians, Priest Rapids Dam etc. I have a couple of tentative invitations to appear on Seattle TV programs which I am trying to get lined up, as the contacts materialize, for the evening of October 10, when we will come in from Seattle. Our only appearance in Tacoma is at Rhodes.

I limited these, giving exclusive to Rhodes and the Carl K. Wilson outlets in all cases possible, excepting one (Spokane) but have seen nothing from the publisher to indicate that orders have been placed to eventake care of the book party.

I know this from tentative surveys. It is going to move. I have not sampled Seattle yet, but have one voluntary order from a collector there, to be turned over to you.

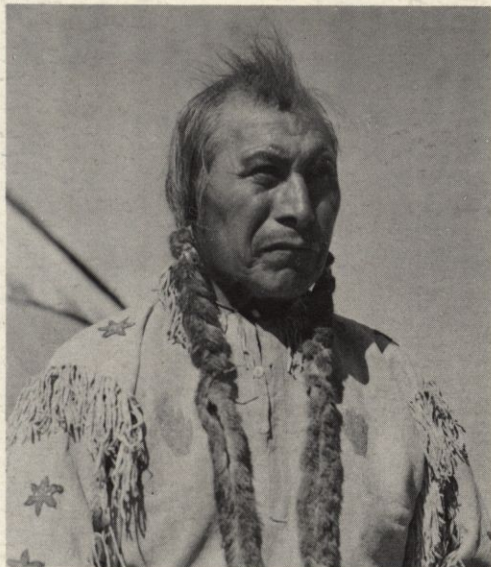
If you would, please call the proper person at the Carl K. Wilson Co. and see if their order has been placed. They get 50 per cent discount

on 100, and 40 on less than that.

Sincerely

Click Relander





PUCK HYAH TOOT

Parents are invited to  
bring their children.

Photographers will be  
made welcome.



Your invitation to meet

THE WANAPUM INDIANS OF  
PRIEST RAPIDS

Puck Hyah Toot (Johnny Buck), the Last  
Prophet, and others of this nearly extinct  
people, accompanied by the author, at

BOOK DEPT  
RHODES OF SEATTLE  
2nd & Union  
Seattle, Wash.

While they last: Lithographs of the full-  
color jacket design of the book

DRUMMERS AND DREAMERS

Wide margins, suitable for framing, painted  
by E. B. Quigley, Portland, Oregon.

CLICK RELANDER