

May 26, 1956

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

Dear Jim:

Enclosed are specimens, for your corrections and suggestions;

1-Copies of advertising for your use in connection with publication in the metropolitan papers. You have been provided with "drum" and "fan" cuts to make these distinctive.

2-Copy of advertising I will myself place in "local" papers in connection with the book tour starting October 6 at Yakima. This will be done at no expense to your firm.

I am sure you might have some suggestions and changes to make and I will be happy to receive these and make my own project conform to yours. The local advertising will be placed to time my appearance in the various places, and will be tied into the store where the appearance is being made.

Regarding your note concerning duplication of selling, you need have no fear on that account. Of course it is fair for your salesman working the field, as you outline it. However I do not think that pertains to the Carl K. Wilson account which so far as I can determine, if it materializes, is strictly mine. You yourself noted that that firm had never handled Caxton books. They have too many books to deal with to give much attention to correspondence etc. I presume, yet I am still offering my well conceived cooperative plan to the various outlet stores, as per copies of letters sent you.

Many of the stores do not yet realize that they are having something good tossed into their lap. In most cases I will receive cooperation from various strong local organizations, historical societies, newspapers, TV stations etc. in their own communities, things which they themselves can not normally gain. So I am sure as things progress they will see their opportunity. I have already reached the situation where I will be compelled to turn down numerous speaking engagements, appearances etc. for lack of time.

My address in Pasco before the Chamber of Commerce luncheon last week was very well received. It was broadcast at night and the tape recording was taken into the schools there. Although it was a historical awards presentation, it was hinged on Drummers and Dreamers!

Sincerely

[Enclosure. 26 May 56]

DRUMMERS AND DREAMERS

by
Click Relander

A significant book of Northwest
history about an outstanding yet
little known Indian leader

From your dealer or the Publisher

by the
The Simply told story in narrative style
of Smowhala, the Prophet of Priest Rapids,
and his nearly extinct Wanapum band, ~~and Indians~~ how
they were influenced by ~~the release~~, Fort Simcoe, the
great dams on the Columbia, and neighboring tribes.
~~A story of all Indians for all Americans~~

Footnoted and indexed

-----Pages

-----pages illustrations

On sale October 6

(Caxton Sig.)

DRUMMERS AND DREAMERS

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Click Relander

A significant book of Northwest
history about an outstanding yet
little known Indian leader

From your dealer or the Publisher

The Simply told story in narrative style
of Smowhala, the Prophet of Priest Rapids,
and his nearly extinct Wanapum band, ~~and how~~ how
they were influenced by the Palouse, Fort Simcoe, the
great dams on the Columbia and neighboring tribes.
A story of all Indians for all Americans

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The Simply told story in narrative style
of Snowhala, the Prophet of Priest Rapids,
and his nearly extinct Wanapum band ~~and how~~ how
they were influenced by the palouse, Fort Simcoe, the
great dams on the Columbia and neighboring tribes.
A story of all Indians for all Americans

Footnoted and indexed

-----Pages

-----pages illustrations

On sale October 6

(Caxton Sig.)

DRUMMERS AND DREAMERS

BY
Click Relander

^{New}
A significant book of Northwest
history, ~~enriched with new material~~

From your dealer or the Publisher

A simply told story in narrative style of
Smowhala, the Prophet of Priest Rapids and his
nearly extinct Wanapum band...how they were
influenced ~~by~~ and influenced neighboring tribes...
the great hydroelectric dams on the Columbia and
Fort Simcoe

-----Pages

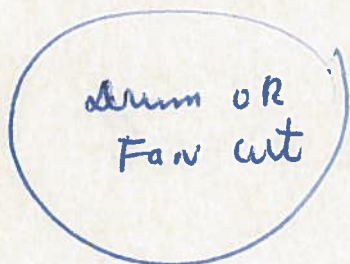
-----Pages Illustrations

On sale October 6

Caxton Signature

Copy suggested for your approval to be placed by myself in local papers
~~which~~ in connection with tour. These will not include Portland, Seattle,
~~or~~ Tacoma or Spokane.

Meet the Wanapum Indians of Priest Rapids



Read about the nearly extinct
band in

DRUMMERS AND DREAMERS

-----Pages -----Illustrations

A significant new book of
Northwest history.

Indians and author, Click Relander at

[Store Name Address]

October ----- [Hours]

[Lithographs of the full-color jacket design of the book
by E.B. Quigley, while they last]

Published by The Caxton Printers Ltd., Caldwell, Idaho

OK

[Approval of advertising of this type, with
corrections made by Caxtons requested]