

October 20, 1939.

Mr. Curtis W. McGraw,
McGraw-Hill Book Co.,
330 West 42nd Street,
New York City, N.Y.

Dear Mr. McGraw:

After reading your letter of the 16th instant, I see your problem. Really, those orders for ten or over are not the ones that I wanted. I wanted the individual orders because in Michigan, or California, or Georgia, or North Dakota, I get letters from people asking about the execution of certain plays. Without exception I sit down and write to those people and explain to the best of my ability the interpretation of the situation.

Then I know the people in the different localities. I am acquainted with their names. Later there will come inquiries from people in that section, or I will perhaps speak to a group either in physical education or on some academic subject, and generally an opportunity arises wherein I mention the fact that John Doe or Richard Roe had such and such a problem that he brought up in discussion of my text. I think it does promote the sale very definitely.

The full explanation in your letter caused me to see the impracticability of going through your files, and inasmuch as I wanted the individuals and not the listings from the firms, this will not help me out in my situation. For that reason I withdraw the request, and thank you for your offer. I fully understand.

Thanking you, and with best wishes, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH