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# McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 West 42nd Street

New York, N.Y.

CABLE ADDRESS  
"MCGRAW HILL" NEW YORK

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October 16  
1939

Dr. Forrest C. Allen  
University of Kansas  
Lawrence, Kansas

Dear Dr. Allen:

I have your letter of October 9 asking for a list of purchasers of BETTER BASKETBALL. The question of such a list is not that we do not want you to have it or would not give it to you if we could obtain it, but it is the fact that to compile such a list is a tremendous job.

If you will consider that we bill between 1,500 and 2,000 orders a day, and, of course, such orders are spread over our whole list of almost 2,000 titles, you can better visualize the problem.

Each billing number is posted to the individual title's stock card which means that we would have to search out each individual billing ticket among all the half million or so tickets which have accumulated since your book was published.

It can, of course, be done but it would take an individual at least a week's time to find all the tickets and then make a typed list from the names and addresses on the tickets so found. If we only had a few titles, such as is probably the case with the Smith-Grievess Company, it would be one thing but it is something else with the volume involved.

One of the firms which sell a goodly quantity of BETTER BASKETBALL is Lowe & Campbell but they buy many other of our titles as well and hence at the moment I do not know the exact quantity of BETTER BASKETBALL they have taken, but it probably has been around 400 or 500.

I am not sure that I see the point as to how it would help to more intelligently correspond with people who have bought the text, but I will try