

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

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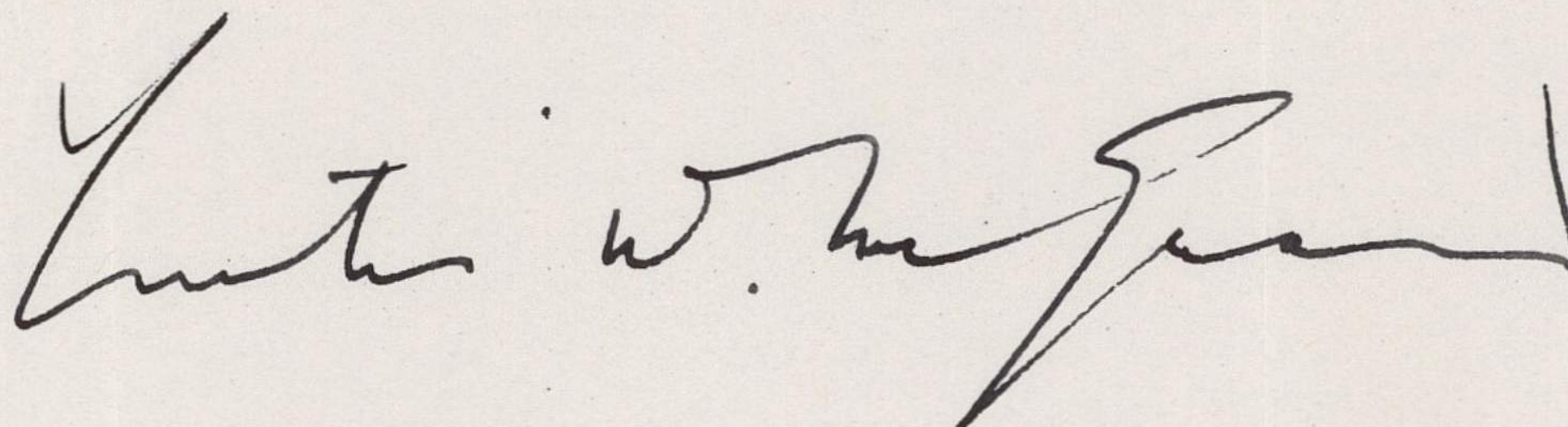
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mentioned it on every trip since the book was published in covering the general bookstores of the country. They have also written to every sportings goods house, sending circulars as well, of which they have a list. Even with all the above, we are actually not going to catch everybody who might be a prospective purchaser.

It would seem to me that the promotion coverage has and is being accomplished as well as it is humanly possible to cover it in a reasonably economical way, and the promotion will be continued.

I have mentioned to you before the reasons why such a book cannot sell as well in these times as fifteen years ago, but the results have been and will continue to be respectable and it is our feeling that the book has received every attention. Naturally, coaches are the primary market but we cannot call on every one. We have mailed many circulars to every coach who is on any available list, but we cannot make all of them read their mail.

Sincerely,



CWM:MK