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# McGraw-Hill Book Company, Inc.

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November 10  
1938

Dr. Forrest C. Allen  
Department of Physical Education  
University of Kansas  
Lawrence, Kansas

Dear Dr. Allen:

I am acknowledging your letter of November 2 which has been delayed because I have been out of the office considerably lately on many important Book Association matters. Please excuse the seeming neglect.

In accordance with your request, I am sending you twenty-five each of the enclosed sample circulars, which about exhausts our present supply but a new supply will be ready within the next few weeks.

I did not think it necessary to answer our August correspondence because our Advertising Department have pretty nearly followed your suggestions made at that time.

Nothing, of course, was done in August and September because they are very poor mail order months, particularly in the college and school fields. Then, too, we wanted to let the start of the football season as well as the busy period of college opening pass by before we started campaigning.

During October, our College Department sent out almost 10,000 circulars to every Department of Physical Education and our special list of coaches. Our School Department now has on the way out a campaign of almost the same number to all the high schools of any size in the country, for the attention of both Libraries and Athletic Departments. Then, too, they have had advertisements on your book in many of the athletic papers and our efforts, of course, will be continued.