

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -2-

DATE 11/10/38

Our School Department covers a great many of the State Teachers Conventions, where we have a booth and a display of our books. BETTER BASKETBALL has been at each one, although we cannot economically possibly cover them all.

Do not worry. The book is being actively re-marketed and pushed and should do exceedingly well. The next three months should show excellent sales. From July 1 to November 1, we have sold almost 600 copies and for the first few days of this month, about 100 more. We feel that an excellent record, particularly in the light of the higher unit cost of the book and because of the fact that this Fall throughout the country has been exceedingly poor for mail orders. In many many meetings with the various publishing houses, many of them have told me that their mail order sales are off at least 50%.

With kindest regards,

Sincerely yours,

CWM:MK

