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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

LONDON
ALDWYCH HOUSE, W.C.2.

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November 24

1 9 3 7

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

Dear Dr. Allen:

I acknowledge your first letter of November 22 concerning the mail order activity which I had mentioned. It may be true that more coaches and boys will buy the book just before Christmas but I should judge that would be more or less bookstore sale rather than by mail order. Our experience over long years has proven that mail orders during December are not very numerous and we generally do little of it. It is our opinion that the mail order during January and February should be most satisfactory.

I, too, wish the book had been out a bit earlier and it would have been had it been a smaller volume with less illustrations and less complicated. However, it was impossible in the light of those facts and because of our heavy schedule as well.

I might mention that our Sales Department has already been in touch with Lowe & Campbell and their chain of stores and has received orders from all of them.

The book will be ready the end of next week and we will start to ship then, although the exact publication date will not be until the 10th.

In your second letter of November 22, I think your method of handling the bookstores in Lawrence a good one. It will save us a trip and with your close contacts you will probably do a better selling job than we would.

Your order for 125 copies, I am placing on file and it will be shipped you immediately upon publication, by Express, which would be much faster than