

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -2-

DATE 11/24/37

Parcel Post of Freight. As to what discount you allow the various stores, we really are not much interested except for the regular bookstores, who should be allowed our regular discounts as given you in a previous letter. On that regular scale, the discount we allow you will be 41%. I take it that you would like us to bill you direct rather than charge your royalty account.

Things have been coming so thick and fast that I got behind and am just now finding time to answer your first letter of November 17. In that letter you mention small ads in various State High School Athletic Journals. I will take this up with our Sales Department and if they think well of it, get in touch with the men you mention. However, it is a dangerous precedent for us because with so many other books in their field, they will be continually pestering us and some hard feeling is liable to crop up. College papers, particularly, we shy away from because of that latter point.

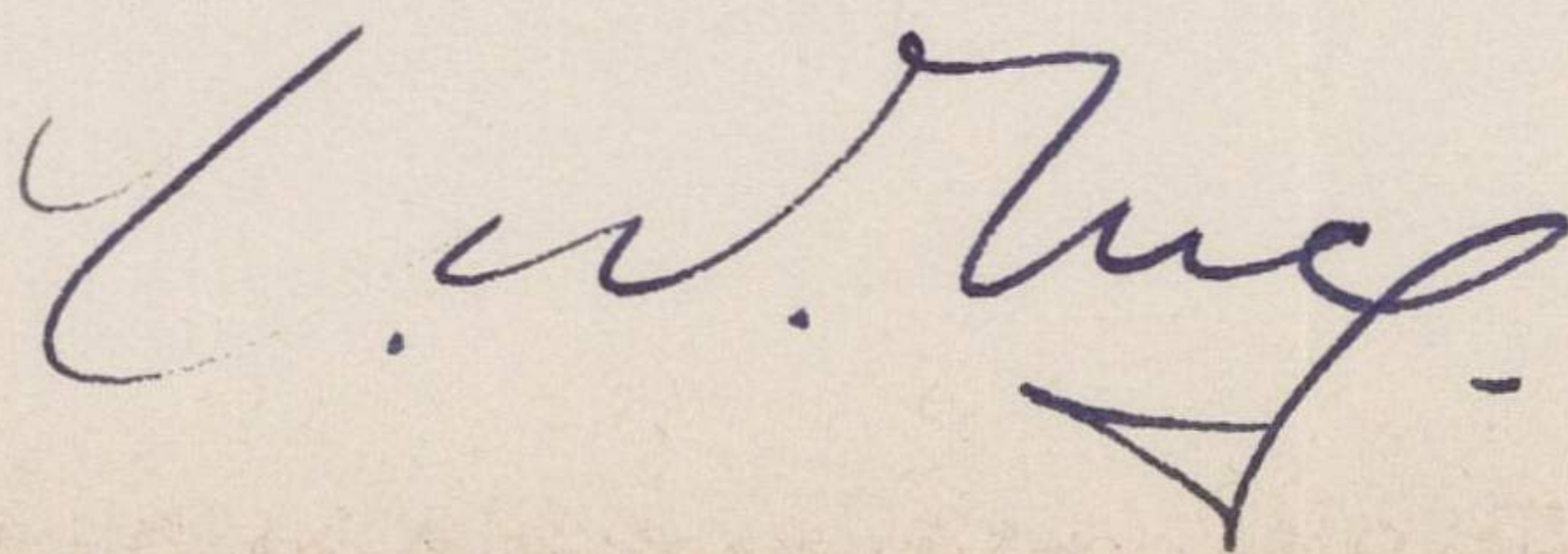
I note the letter from Major Griffith and see that you will write something for him on the new tip-off rule. If you can get the book mentioned, of course, it will be fine. Advertisements have already been scheduled for December and January with the Athletic Journal and they will get a review copy as well.

The Athletic Journal did publish Lambert's book on Basketball but that was several years ago and they did not have great success with it. According to them, it should have gone to a regular publisher.

I also note the list of people who helped you with the book and I will send you the number of copies as listed so that you may autograph them and forward them to the various people involved because you have given no addresses for them.

In your second letter of November 17 you tell us that you have sent Major Griffith the article that you wrote in BETTER BASKETBALL and he will give credit to the publisher and author. You, of course, have permission for this and you can tell Major Griffith he can run it when he pleases.

Sincerely yours,



CWM:MK