

November 15, 1937.

Mr. Curtis W. McGraw,
McGraw-Hill Book Co.,
330 West 42nd St.,
New York.

Dear Mr. McGraw:

I am writing you in a confidential manner to find out what price you give wholesale firms on the book.

While I was talking to Royer, of Lowe and Campbell, last summer he stated that they were to buy at 40% off. Of course, I understand that buyers of smaller amounts will not get that price, but many times I can sell small firms the idea of handling this book if there is enough profit in it for them.

We have two firms here in Lawrence that I thought I could interest in selling the book. This book should have a large Christmas sale because many parents will want to buy it for their youngsters. I thought I could interest them in stocking a window here in Lawrence, and maybe elsewhere.

As I contact these people they talk about the book, and I can be one of your salesmen who would expect no profit only the profit I get from the royalty and the pleasure I get from boosting the book. While I will not divulge the price that you will give them, I will encourage them to write you and have you make them the proposition.

If you think this will be of any benefit to you, I will be glad to hear from you.

Very cordially yours,

Director of Physical Education.

FCA:AH