

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

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DATE 11/19/37

As I have said before, we will also be in touch with Lowe & Campbell and you need not bother yourself or waste any time on the promotion.

After the first of the year, a special two page circular will go out to the subscription lists of both Scholastic Coach and Athletic Journal. It will also be sent to our purchasers lists of sports books. I suppose the total mailing will be around 50,000. We will also get many of the larger bookstores to mail circulars as well by furnishing them said circulars. Before the first of the year, our salesmen will have called on most of the important bookstores in the country, or their department will have been in touch with them by correspondence.

In the second letter of November 15, I have received the copy of The Coach from Lowe & Campbell and read it with much interest as well as passed it around here at the office.

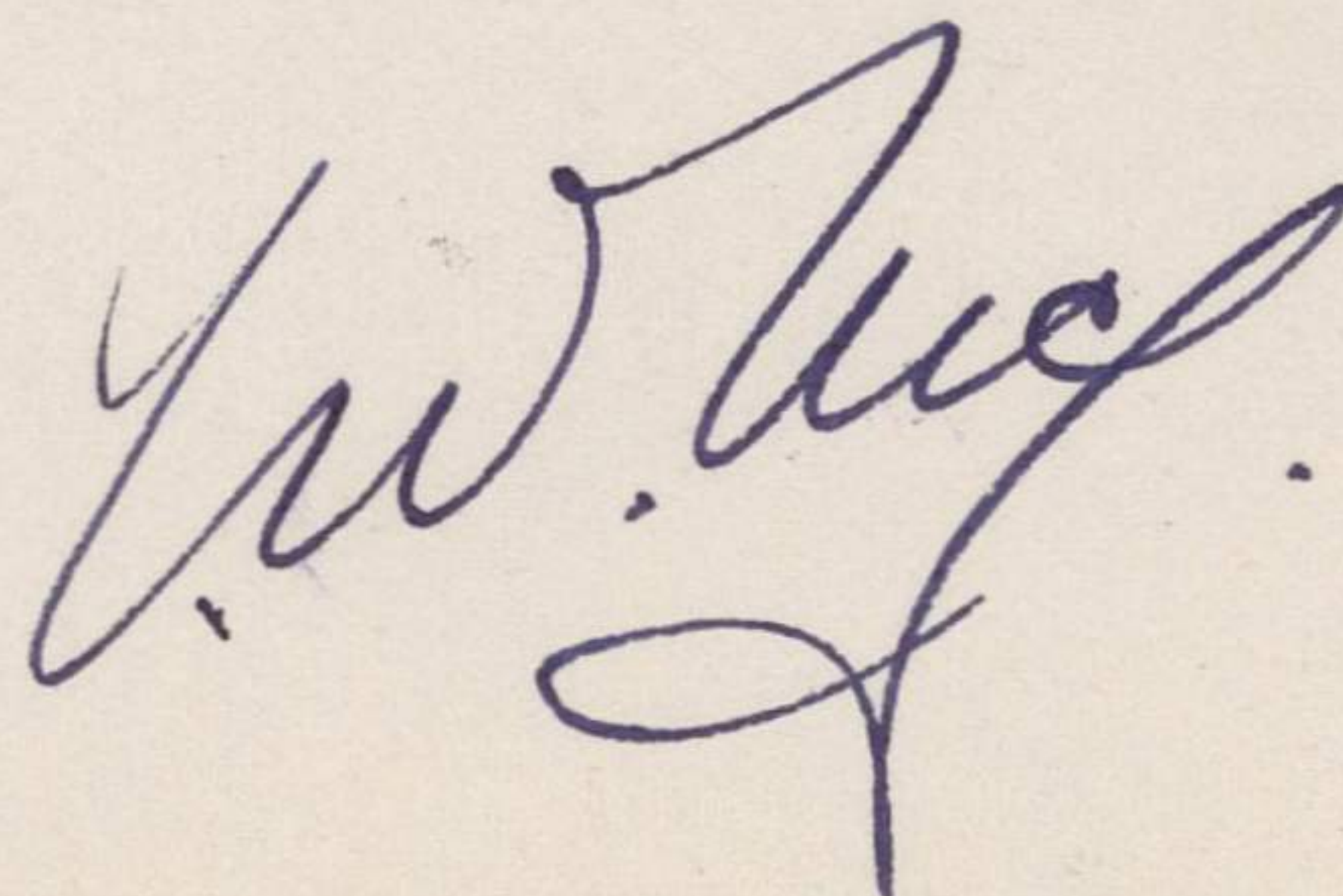
I note you have seen the write-up in the Scholastic Coach and Herb McCracken has promised me a much larger and more detailed one as soon as he receives the finished book. It will no doubt appear in the January issue.

I will check and make sure Mr. McBride's name is on our list to receive a complimentary copy, for a good review in the Kansas City Star will help.

You also tell me that you will send me a list of the boys who helped with the photographs in the book and I will await your convenience on this.

I will also have our salesmen go into the Lowe & Campbell stores in various sections of the country as outlined on Page 5 of the last issue of The Coach.

Sincerely yours,



CWM:MK