

November 22, 1937.

Mr. Curtis W. McGraw,
McGraw-Hill Book Co.,
330 West 42nd Street,
New York City, N.Y.

Dear Mr. McGraw:

Thank you for your good letter of the 19th instant. I will write you in detail regarding your letter in the next day or two.

At the present time, you mention that after the first of the year a special two-page circular will go out to the subscription list of both the Scholastic Coach and the Athletic Journal. From December first until Christmas will be the time that more coaches and boys will buy this book. If this material comes out after the first of the year I am afraid that the sales will be slowed up until next year on this particular type of buying.

I realize that by completing the manuscript on July 5th it was entirely too late for your people to get out the book to hit the peak sales this year. October and November would have been the months to have done that. However, I still figure that by getting it out on July 5th it was a wise thing to do, even though we will not get the sale this year like we would have had if I had gotten the manuscript out earlier.

I cannot see why this pamphlet material was not anticipated because all the manuscript has been in long enough to have flooded the bookstores just prior to the distribution of the book. However, I presume that you had too many similar details to handle, and it is just one of those things in a big publisher's existence.

Thank you for the Basketball Bible list which you have returned.

Very sincerely yours,

FCA:AH

Director of Physical Education.