

November 22, 1937.

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

Dear Mr. McGraw:

I am writing this after lunch, following the letter that I dictated this morning.

I called on one of the haberdasheries down town, Carl's, and told them about the book proposition. In fact, I showed them your letter regarding the discount, and they were quite enthusiastic, although of course they rather hesitated on the purchasing of books unless they were sure of their sale.

There is a book shop here called The Book Nook, another bookstore called Keeler's, and another called Rowland's. Then we have another haberdashery here in town, Ober's. Carl's would sell the most books because they have the student trade.

Here is my angle that I wish to present to you, and if it is satisfactory, then I will contact these people and allow them to have some extra books to decorate their windows. I thought that we would order 125 copies in our name, sent to Forrest C. Allen, 801 Louisiana Street. I would go to each firm here, show them your letter so that they would be sure of their discount, and then I would sublet these books to the bookstores, allowing them to have a dozen or more for window decoration. Of course, you would charge Forrest C. Allen and Bess E. Allen for the total 125 books and we would pay for them. I figures in this way we could get some in each window for display purposes and it would boost the book materially in this town.

It is a sure-fire proposition for them because they would only pay for the books that they sold, and we would take back the books that were unsold. I could easily dispose of these books through individuals who desire them at coaching schools, or other single orders when they write me for a single book. Many of them want me to autograph a book for them, and in this way I would have them on hand and could send them without any delay. Of course, I would sell them for the regular price so that it would not interfere with any of the other arrangements of the retailers.