

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

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DATE 10/20/37

I also acknowledge your letter of October 16 enclosing your letter to Mr. Hyland, who now tells me that everything is in order and the various cut dummies, etc. are in hand or en route.

I understand now the reason for your listing the BIBLE and your other book, which I had not thought of previously. I note that you will tell Smith-Grievess that it should be declared out of print at an early date. You might ask them, before you tell them to declare it out of print, how many copies they have on hand so that we can find out the situation if they attempt to dump them on the market at a low price. However, if they only have a few hundred, I really think it will make little difference and I would not worry about it in any way. Will you get a letter off to them soon about this.

I realize that there might have been up to the present, a little confusion as to the date of publication for BETTER BASKETBALL because in some of our earlier advertisements we were not sure of that date. Except for a few advertisements which have already appeared in September and October, there has been little publicity or advertising as yet concerning BETTER BASKETBALL. As soon as we come near the publication date, this will increase. We are now getting up our advertising copy and the November advertisements and promotion material will carry the publication date. We have had to be somewhat indefinite in earlier advertisements because one never knows a few months in advance, any exact dates.

As to people like Alex Taylor, Lowe & Campbell, Spalding, etc., we do not try to promote the book by mail but actually have salesmen call. They rarely buy before they see the real book. That is particularly true of the New York stores.

It would waste too much time to send you our copy of what we plan. You may rest assured our copy writers and advertising people are perfectly capable of handling the situation.