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Professional & Reference Book Division

McGraw-Hill Book Company



1221 Avenue of the Americas
New York, New York 10020

September 12, 1973

Mr. Larry D. Miles
Sedgefield
Route 5, Box 840
Easton, Md. 21601

Dear Larry:

I got your notes and made sure that your correct address now appears in the Royalty Department records.

You may receive a duplicate shipment of the books in which case you can either return the box or pay for both.

The study questions are temporarily out-of-stock and I want to explain the situation to you. When you originally proposed the idea of the study questions, I am sure both of us looked upon it as a promotional device to help sell books in the Academic Market. Don Horton, who is responsible for exploiting this market, went beyond our original intention and had enough study questions printed up so they accompany promotion pieces he mailed to the College Market. Presumably, everyone who would have needs for the study question and would be interested in the book now has a set in hand. However, it appears we will need more sets of the questions and this is what we are doing:

We are "publishing" the questions formally and they will appear in our Trade Order List as a separate editorial product. We will make the questions available free to anyone adopting or using the book in courses. I am sure you will be pleased with this news.

There has been some talk here about the GSA rule on value analysis for billing. Next time I make a mailing to Architects, I will tuck in your book to see what reaction we get. Although I haven't read your book completely, I think it emphasizes more on production processes rather than on billing.

• Best regards

Sincerely,

John Stockwell
Product Manager

JS:md