

November 30, 1973

Professor E. M. Sparrow
Mechanical Engineering Dept.
University of Minnesota
Minneapolis, Minnesota 55455

Dear Professor Sparrow,

Thank you for your letter of 11/20. I am pleased to at last obtain a definitive, tentative decision with regard to obtaining ad space in the ASME magazines for The New Heat Transfer.

If I understand your letter correctly, the Committee decision was:

1. The Committee will not for a moment consider subject ads until they have the entire book in hand.
2. When the Committee has the entire book in hand, the book will be "examined" to determine if "everything appears in order".
3. If "everything appears in order", the Committee intends to edit my ad copy

I infer from your letter that you will be the book examiner and that the Committee will rely on your examination. As you may know, I am first publishing the book in soft cover, individual chapters. It would be possible for me to send you published chapters as they become available--or I could wait until all nine chapters are available in soft cover--or I could wait until the book is available in hard cover. Please let me know which of these three forms you prefer. My own preference is whichever form is likely to lead to the earliest permanent decision with regard to subject ads.

With regard to the Committee casting itself in the role of ad writer, we will have no problem on that score. I will submit my series of coordinated ads to the Committee and will accept their version sight unseen. My only requirement is that the ad state that it has been edited by the Committee and that it contain a reference to an unedited version of the same ad.

I am pleased that the Committee has not altogether dismissed me as a crank and that they/you soon will/may actually read/examine/study The New Heat Transfer.

Sincerely yours,

Eugene F. Adiutori

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