January 5, 1938.

Mr. O. A. Cruce,
Coach, Arlington High School,
Arlington, Texas.

Dear Coach Cruce:

Thank you for your very good letter of January 2 concerning our former meeting at a coaching school at Texas Tech in the summer of '32. It was very nice of you to say the nice things that you have said.

Mr. Cruce, I have just written a new book, "Better Basketball". I believe it is the last word in basketball, and I am sending you some pamphlets published by McGraw-Hill Book Company, which tell of the book. I am also sending you a short description of the contents as I have sketched it off for your perusal.

The book sells for $4.00 and if you would care to mail me a check for that amount I will be glad to autograph the book and send it to you, prepaid by parcel post.

This very definitely explains the stratified transitional man-for-man defense with the zone principle and it takes up everything in basketball from A to Z.

You will notice that this book is very much larger than most texts. It is 6 by 9, has 490 pages, and is beautifully illustrated, as well as very comprehensive. I believe this is worth $4.00 of any basketball coach's money.

Awaiting your reply with pleasure, and assuring you I am very happy to get your letter, I am

Sincerely yours,

Varsity Basketball Coach,
Director of Physical Education.

FCA:AH