

August 21, 1944.

Mr. H. M. Larsen,
Treasurer's Office,
McGraw-Hill Book Company,
330 West 42nd Street,
New York, N.Y.

Dear Mr. Larsen:

Having most pleasantly remembered our communications of January 21 and 24, 1944, I am writing you with the hope that I can get matters adjusted so there will be no recurrence of our slight difficulty that happened when the billing clerk incorrectly issued an invoice of a previous date on my book, "Better Basketball".

I wish that you would kindly send me sixty (60) copies of "Better Basketball" at the usual discount rate. Please send this either by express or by parcel post in small numbers, according to the best rate obtainable.

I was one of the instructors at the Iowa High School Athletic Association Coaching School, at Boone, Iowa, from August 15 to 19. I am sending you a copy of the coaching school program. While teaching basketball and theory and practice of athletic injuries, about a fourth of the coaches in attendance ordered my book. I am autographing the books and mailing them from here.

There is one point that I desire to express; namely, that there are so many new coaches in the country due to the war situation, that it is my opinion an advertising program on the book, Better Basketball, will pay big dividends because of this large turnover. I also hope after the war that we can get a nice cover on the new books. It is my opinion that this book will sell after the war quite freely because we will have a great number of returning service men taking up their jobs. And too, our book is the last standard text by a coach who is still coaching the game.

Mr. McGraw and I had a contract that a number of office copies were to be given me from time to time so that I could autograph them and give them to newspaper men and important individuals in attendance at these schools. Bud Parnell, pitcher for the Pirates, Pie Trainer, former manager of the Pirates, and Lew Fonseca, former Chicago White Sox coach, and representatives of the American League were all in attendance giving their baseball efforts to the high school coaching association. A number of key men have asked me for autographed books as a professional courtesy, and if you would send me ten author's copies to be autographed to my professional and business associates, I would appreciate it greatly.

Very sincerely yours,

FCA:AH

Director of Physical Education,
Varsity Basketball Coach.