

October 21, 1940

Mr. Curtis McGraw  
McGraw-Hill Book Company  
330 East 42nd Street  
New York, New York

Dear Mr. McGraw:

I had a Masters Coaching School this summer at the University of Texas; also one at Topeka, Kansas sponsored by the Kansas State High School Athletic Association. The year before I was at Georgia Tech in Atlanta, Georgia, and at each one of these groups I have asked the question, "How many have my text, Better Basketball?" After the class is over, invariably a group of fellows come up and want to know where this text can be purchased. I tell them, of course, and then when basketball season starts I get a follow-up from a great number who have been in my coaching school asking that I send them the text, which I do. You can see by checking up my orders with your firm that I individually sell a great number of these books.

In the teaching profession there is a complete turnover of teachers every eight years; in the coaching profession, I believe with reasonable thinking, this could be lowered almost 50%, or say there is almost a complete turnover every four years. I am wondering if there has been any special solicitation by your corporation of Better Basketball in the last year. With so many new coaches coming in I feel as if there is a possibility of placing this text before these coaches in a different way.

I confess that I do not have a definite suggestion, but I am passing on what information might be valuable should you contemplate any additional advertising. Last year our basketball team won the Western National Collegiate title by defeating the University of Southern California. We lost to the University of Indiana for the National title in the game played in the finals of the National Collegiate in Kansas City on March 30. We grossed \$22,600 in the clear, and \$10,000 net on the tournament. I thought you might care to use some of this additional data which we could give you should you decide to carry out an advertising venture.

There are other interesting angles to this play-off series. We tied with Missouri and Oklahoma for the Big-Six title; then we played it off at Wichita, to packed houses, to see which team would be eligible to represent our Fifth District against the Oklahoma Aggies, who were the winners of the Missouri Valley Conference. We played this game at Oklahoma City and filled their municipal auditorium to overflowing, and we won it in an over-time game. Then on March 22 and 23, the University of Southern California and the University of Colorado, Rice Institute and the University of Kansas met. Kansas defeated Rice and Southern California defeated Colorado. Then we were successful against the University of Southern California, 42 to 41.