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# McGraw-Hill Book Company, Inc.

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October 25th

1 9 4 0

Dr. Forrest C. Allen  
Dept. of Physical Education  
University of Kansas  
Lawrence, Kansas

Dear Doctor Allen:

I have your letter of October 21 asking certain questions about the promotion of BETTER BASKETBALL and giving me the most interesting picture of your basketball season and the play-offs for the title. My congratulations to you even though a bit late and best wishes for the coming year. I knew in a hazy sort of way that you were pretty close to the top last Winter and I agree with you that basketball throughout the country certainly holds the very high interest and attendance of the public, in fact, basketball many years ago passed football attendance by a considerable margin.

Of course, I have known that the coaching turnover particularly among the smaller teams is great but I did not think it as much as you pointed out which was surprising.

In checking with our Promotion Department, I find that during the year BETTER BASKETBALL has been included in six mail campaigns as well as several advertisements. The main circular used was the full-page one which you have and a few of our other sport books were included as well. They pull pretty well too!

During the first part of November, Mr. Egner tells me that he is having another campaign using the "Scholastic Coach" and "Athletic Journal" as well which should pretty well cover directly all of the newer coaches. There is no question about it but that no matter what book is published, you are always going to find some people who haven't heard of it even though it is in their line and has been placed right under their noses. The book is selling well and the next campaign should help some more.

With kindest regards,

Sincerely yours,

*Curtis W. McGraw*

CWM:HML