

November 12, 1940

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

Dear Mr. McGraw:

Last week I spent my time in speaking before the Northwestern Ohio State Teachers Association in Toledo, and later in the week at the Wisconsin State Teachers Association in Milwaukee. I also attended administrative meetings in Chicago, Illinois.

Mr. Arthur Morse, of the Intercollegiate Athletic Association in Chicago, asked me if I would mail him an autographed copy of my book. I find it very embarrassing at times when I run into these fellows to turn them down. Upon several occasions I have autographed personal books that I purchased from McGraw-Hill and Company rather than to write and ask you to okay this or that complimentary copy. For the past year I have sent out several copies. It is necessary that I have them here to autograph them and when I write you and have you send it to them, then they mail it to me and after I have autographed the book I mail it back.

At both places, Toledo and Milwaukee, when the keymen at these meetings announced my book, the publisher of it, etc., and when they showed me other courtesies they naturally said, "Would you kindly send me an autographed copy"?

I quite agree with you that these fellows do not need to take anything for their nerves. They have plenty of it, but yet at the same time I am faced with a problem of promoting the book in the best possible way, and frankly I believe that a book well placed at times does not do any harm; especially when they are in a position to help in the distribution of it. For that reason if you would care to send me four or five copies to be used where I can do the most good with them I would appreciate it.

We had very large gatherings at all of our meetings, and I told them, of course, that I was not selling the book, that the same lecture I was giving could be found in my book, Better Basketball, in fuller detail; that while I could only touch on a part of the subject, I had it definitely worked out by photograph, exposition and diagram in the text. I have a letter