

November 9, 1939.

Mr. C. W. McGraw,
McGraw-Hill Book Co.,
330 West 42nd Street,
New York City, N.Y.

Dear Mr. McGraw:

Last August I had part in a coaching clinic in Atlanta, Georgia, and since then I have been receiving requests from coaches in that state in regard to my book, "Better Basketball". I am enclosing copies of some of these letters so that you may have specific information.

You may recall that last January 23 I wrote you that I expected to be in Atlanta in the summer at this coaching school and suggested that if your salesman could cover this territory at that time it might be a good chance to boost the sale of the book. On January 25 you replied that you were passing the information on to your sales department, and added, "I know they will cover the situation adequately."

If you will pardon my saying so, in my opinion the sale of this book should be handled differently from the ordinary school textbook. The coaches are the ones interested in the book, and they should be approached in a manner different from the way a salesman would approach a professor.

I find this true all over the country, and am constantly getting inquiries from people who do not know where they can secure the book. I just wanted to pass this situation on to you as definite evidence that the books have not been distributed in all sections.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.