

December 8, 1938.

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

Dear Mr. McGraw:

This will acknowledge your letter of December first.

I am afraid that your special campaign to sell the book to Kansas coaches is too late to do any good this year. Most of them are well in their basketball season by this time. You will remember that my suggestion to you concerning this letter was sent in August, as we felt the campaign should have been started in September or October. Last year the book appeared on the market too late in the season to expect large sales to basketball coaches, and again we are late in appealing to these people.

You mention that this has been a particularly bad season for mail orders for books. I have not solicited any business personally, but coaches from all over the United States have written me this fall asking if I had a new book out which they could use in their teaching and coaching. They have not heard of "Better Basketball". Wherever I attend coaches meetings and physical education conventions I am asked this same question. So I feel that there is no excuse for the book not selling if the people know about it. There is a continual growing interest in the game of basketball, and people are becoming more and more enthusiastic about the game.

I shall be glad to see the material you are sending out to the coaches in this special campaign, but I still believe that it is so late in the season that the response will not be what it should.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH