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McGRAW-HILL BUILDING

330 WEST 42ND STREET

NEW YORK, N.Y.

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April 10th
1 9 3 9

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

I am addressing this answer to your letter of April 5 to Lawrence, Kansas, figuring that you will stop off there after you leave San Francisco.

I note with interest that you have been speaking on basketball on the Coast and all such publicity does naturally help the sale of BETTER BASKETBALL. There is no question, too, that even if you wandered over the country for many years mentioning BETTER BASKETBALL, there would always be some who had not heard of it. That would probably include the BASKETBALL BIBLE as well.

We will be glad to welcome you here at the New York office to discuss more sales plans. I plan to be away the first week in May but Kelly and Egner will look after you.

As pointed out before, with all the advertising and many thousands of circulars which have gone out on BETTER BASKETBALL over the past year, the market should be pretty well covered. However, there are a high percentage of people who never read advertisements or books even though they talk a lot about such things. However, your idea for an attack from a different angle may have merit.

Sincerely yours,

CWM:MK

