

JAMES H. MCGRAW, JR.  
CHAIRMAN OF THE BOARD

MARTIN M. FOSS  
PRESIDENT

JAMES S. THOMPSON  
VICE PRESIDENT

CURTIS W. MCGRAW  
VICE PRESIDENT AND TREASURER

WILLIAM E. HAWKE  
SECRETARY & ASST. TREASURER

# McGraw-Hill Book Company, Inc.

McGraw-Hill Building  
330 West 42nd Street  
New York, N.Y.

CABLE ADDRESS  
"MCGRAW HILL" NEW YORK

LONDON  
ALDWYCH HOUSE, W.C.2.

ASSISTANT VICE PRESIDENTS

CURTIS G. BENJAMIN  
COLLEGE DEPARTMENT

FRANK L. EGNER  
MAIL ORDER DEPARTMENT

JOSEPH A. HYLAND  
PRODUCTION DEPARTMENT

HUGH J. KELLY  
TRADE DEPARTMENT

May 5th  
1939

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

Dear Dr. Allen:

I hardly know how to answer your letter of April 27, for after so many letters on my part concerning the sales record of BETTER BASKETBALL, you still overlook them and also have the feeling that sales should have been better. You also intimate that the so-called scarcity of sales is due to lack of promotion.

I am not going back again and enumerate all the various amounts of promotion that the book has already had. May I say that it has had much more than the average of our books and we still feel the record of sales of 3,554 copies to May 1, in a little more than a year, is very satisfactory.

In your feeling you are not taking into account the difference in times between now and fifteen years ago. You are also not taking into account all the competition of other basketball books which are on the market now and were not on the market when your BASKETBALL BIBLE was published. High priced book units do not sell as well today as they did when the BASKETBALL BIBLE was published and there are many other factors which you apparently refuse to accept.

Hence, my reaction at the moment is that I wish we had never published the book, for we do not want unsatisfactory and disappointing relationships. I honestly doubt whether you alone or any other publisher could have made as good a record, and I doubt whether the amount of money on promotion would have been spent.