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November 13
1939

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

Dear Dr. Allen:

I have your letter of November 9 and have discussed it with our Sales Department.

I think I have told you before that we do not believe there has ever been a book published whereby everybody, even in the field of the book, knows about it. A great many people just do not read or notice much which is going on around them. We cannot change these habits and naturally we or any other publisher cannot be expected to call on every individual who might be interested in a book.

BETTER BASKETBALL has and is receiving every attention possible within reason. First of all, we have been over the list twice of every purchaser of the BASKETBALL BIBLE and we have also sent circulars to all the subscribers to "Athletic Journal" and "Scholastic Coach" on several occasions.

We have sent out on two occasions, circulars to our special sports book purchasing list which total over 10,000. Little stuffer circulars have been tucked in all kinds of mail going out as well. Every high school and college library, as well as departments of education themselves, have received circulars on numerous occasions. We also have probably had at least a dozen advertisements of the book too. I would not doubt but that circulars of the book have been in at least 200,000 pieces of mail.

Outside of the school and college field as above, our trade or general bookstore salesmen have