

July 14, 1938.

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

Dear Mr. McGraw:

I am still trying to work out some sort of a constructive play whereby we can inform the coaches about "Better Basketball". Jimmy Melton, who is a great friend of Dr. Meanwell's and Sam Barry's, and all of the so-called big shot coaches, dropped in here yesterday on his way from Riverside, California, to New York City. He had previously purchased two copies of My Basketball Bible.

He and Mrs. Melton dropped by to say "hello", and also to promote his six-man football game, "Razzo-dazzo". He spent a couple of hours with me talking basketball, because he stopped by primarily to discuss that sport. When I told him that I had published a new book he said that he had not heard of it, and that he had personally purchased two copies of My Basketball Bible and that most of his coaching help had been obtained from that book after he got out of the University. He has his baccalaureate degree from the University of Montana, his master's degree from the University of Southern California, and he is now on his way to New York where he expects to enter Columbia University for his doctorate.

Jimmy Melton is one of these rare basketball bugs, talks basketball all the time, and yet he is majoring in economics and sociology.

I am wondering if you would be good enough to have some one from your firm write him and enclose the information regarding Better Basketball. He told Mrs. Allen after our visit that we had sold one more copy of Better Basketball, so I would appreciate it if some literature and information could go to him. Just address him at Riverside, California, and it will be forwarded to him in New York.

I have some copies of the book which are unsold as yet, but I did not want to endeavor to sell him one of my own, as I thought it was hardly the thing to do under the circumstances. I did not want to mix pleasure with business.

If we could get the editor of The Scholastic Coach to write something about the book again this year, along in October or November, and if we could do the same thing with the Athletic Journal, I believe it would be a good thing. Our book came out so late last year that a lot of the people missed it.

You will pardon me when I bother you with so many details concerning the sale of the book, but I know of no other way to do it better.

Very sincerely yours,

FGA:AH

Director of Physical Education,
Varsity Basketball Coach.

McGRAW-HILL BOOK COMPANY·INC.

McGRAW-HILL BUILDING
330 WEST 42ND STREET
NEW YORK, N.Y.

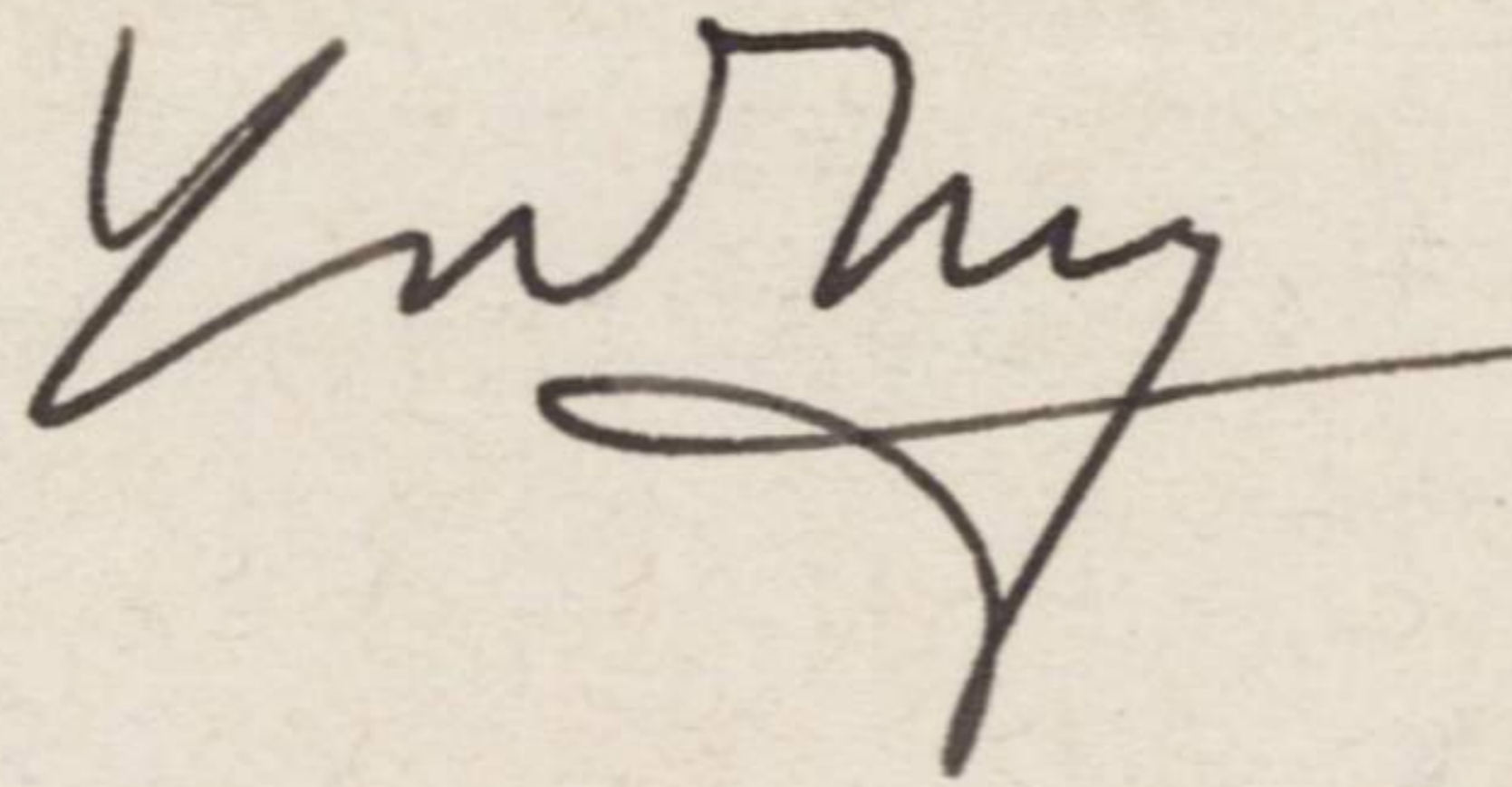
July 18
1938

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

Dear Dr. Allen:

I acknowledge your letter of
July 14, and will have a special letter and
circular sent to Jimmy Melton as you re-
quest.

Sincerely yours,



CWM:HML

July 19, 1938.

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

Dear Mr. McGraw:

There are some corrections to be made in BETTER BASKETBALL which I believe have not been sent to you.

Page 158, second paragraph, line 3 - the sentence should read as follows: "The rules do not permit a player to leave the free throw line until the ball has touched the basket or backboard."

Page 37, last line, should be as follows: ". . . . the official blows his whistle as the ball leaves his hands for the toss."

Page 32, line 9 - correction in name of Paul Harrington, misspelled Herrington.

Page 488, Index - correction in name of Reaves Peters, misspelled Reeves; add initials ("T. C.") to Reid; add name of Hickox, E. C., 19 (Index p. 486).

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

I have discovered the following corrections to be made in BETTER BASKETBALL, which have not been sent to Mr. McGraw:

~~Page 28, line 5 - change from "Hickox" to "Hickox"~~

Page 32, line 9 - correction in name of Paul Harrington (misspelled Herrington).

Reaves or Reeves (?) Peters - on page 87 is is Reaves, and on page 488, Index, it is Reeves.

Add to Index, page 486, -
Hickox, E. C., 19

Page 488, Index- add initials ("T. C.") to Reid, 87

We have not written Mr. McGraw about the changes suggested by Mr. Tower in his letter of April 14.

Will you please?
Thank you
Jcw

Mrs H -

Have we written Mr.
W. Graw re these necessary
changes?

We did write him con-
cerning same did we not?
May I have the copy of letter
written him re changes? Thank you

NATIONAL BASKETBALL COMMITTEE of the UNITED STATES and CANADA

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Andover, Massachusetts

Chairman, L. W. ST. JOHN
Ohio State University, Columbus, Ohio

Vice-Chairman, H. H. SALMON, JR.
40 Wall St., New York, N. Y.

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11 So. LaSalle St., Chicago, Illinois

April 14, 1938.

Complete List of
Committee Members

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Lawrence, Kansas

Dr. F. C. Allen,
Kansas University,
Lawrence, Kansas.

John Brown
347 Madison Ave.
New York, New York

John Bunn
Stanford Univ.
Palo Alto, California

Dear Phog:

H. G. Crisp
Univ. of Alabama
Tuscaloosa, Alabama

Only three very minor errors came to my attention
as I read your book.

J. H. Crocker
Univ. of Western Ontario
London, Ont., Canada

Page 158: "The rules do not permit a player to
leave the free-throw line until the ball has entered or
missed the basket." Rule 14, Section 2 says "until the ball
has touched the basket or backboard".

M. C. Cunningham
High School
Desloge, Missouri

Sumner A. Dole
Connecticut State College
Storrs, Connecticut

Page 37, last line. See Rule 6, Section 12, para-
graph starting at bottom of Page 8. "-----the Official
blows his whistle as the ball leaves his hands for the toss."

H. D. Edgren
George Williams College
Chicago, Illinois

E. J. Hickox
Springfield College
Springfield, Massachusetts

Page 79: paragraph beginning at bottom of page. The
change you mention was made by the Committee in 1929, but did
appear first in the Guide for 1929-30. The following year,
however, the rule was changed to its present form whereby
only one free throw is awarded if the goal is made and the
ball is in play if this free throw is missed. The point you
are making is correct, that since the season 1928-9 it has
been impossible to make a total of five points on the play
described.

Frank P. Maguire
Dept. of Public Instruction
Harrisburg, Pennsylvania

W. E. Meanwell
Shorewood Hills
Madison, Wisconsin

H. V. Porter
11 So. LaSalle St.
Chicago, Illinois

Samuel Rogers
210 Confederation Life Bldg.
Toronto, Ont., Canada

Floyd A. Rowe
Board of Education
Cleveland, Ohio

With kindest regards, I am,

J. W. St. Clair
Southern Methodist Univ.
Dallas, Texas

Sincerely yours,

L. W. St. John
Ohio State Univ.
Columbus, Ohio

Oswald Tower.

H. H. Salmon, Jr.
40 Wall St.
New York, New York

Oswald Tower
Andover, Massachusetts

Willard A. Witte
Univ. of Wyoming
Laramie, Wyoming

2nd fl
line 8

February 1, 1938.

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

Dear Mr. McGraw:

I have two additional errors to report to you in "Better Basketball". On page 3, line 5 "thirty-seven-year-old indoor game of basketball", should read "forty-six-year-old indoor game of basketball". The other error is at the top of page 473 "come to me", should read "came to me". This is no doubt a typographical error which was not caught in the proof.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

P.S. When I wrote "thirty-seven-year-old" I figured that the book would be copyrighted in 1938, instead of 1937, as it was published so near the end of the year.

January 5, 1938.

Mr. Curtis W. McGraw,
McGraw-Hill Book Co.,
330 West 42nd St.,
New York City.

Dear Mr. McGraw:

I have discovered one typographical error in the Index, on page 489. The capital letter S is left off the word Screens.

If I run across other errors as I look through the book I shall let you know.

Sincerely yours,

Director of Physical Education.

July 19, 1938.

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

Dear Mr. McGraw:

Thank you very much for your good letter of the 15th instant. I am definitely sure that your corporation does intensively promote the sale of every book, both alone and collectively. I assure you I have had no misgivings in regard to that, and as I have told you before, I have perfect confidence that your firm will get more out of the book than any other book concern, so I am happy concerning all those points.

There is one thing that you did not answer, and that is on the electro-plates including the cut of the book. Have these been sent to all the sporting goods houses so that they can insert them in their catalogs? Of course, if they have not it is too late now because most of the catalog printing deadline is the middle of June or the first of July.

A cut or a picture of the book, in my opinion, is just as valuable as a photograph of the individual as compared with the same space in which an individual's name is printed. This, of course, enables the buyer to visualize the looks of the book and it fixes in his mind the title of the book and its author.

Many sporting goods houses list their athletic books only by name in their catalog. But many of them print an electrotype cut of the book together with the full description as to what the book includes. This is of course better salesmanship than merely listing the book without the other sales points being emphasized.

With every good wish, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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McGraw-Hill Building

330 West 42nd Street

New York, N.Y.

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LONDON
ALDWYCH HOUSE, W.C.2.

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TRADE DEPARTMENT

July 15
1938

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

Dear Dr. Allen:

I acknowledge your letter of July 11 taking up for most part the marketing of BETTER BASKETBALL. I have gone over it carefully with our various department heads, and will do so again during August when we are making plans for the Fall.

In the first place, the book came out very late for proper marketing as the basketball season had already started when it was published. We realize this and feel that the results thus far, in the light of that fact, are excellent. In our plans for this Fall, it will be handled as a new book and I think and hope sales should be good. BETTER BASKETBALL will have a long life for a great many years and during that period with a new crop of coaches and players coming along each year, final results should be very respectable.

We have covered either once or more practically all of the various points or sales possibilities you have mentioned. As stated above, they will be covered again.

Lowe & Campbell have done very well thus far and in checking just the Kansas City store, they have ordered around 250 copies. This does not cover the other nine or ten stores which have also ordered as well.

One other point you should remember. Your Basketball Bible was published in 1924 and at that time there were very few, if any, which could be considered competing books which amounted to anything. Then, too, the times were entirely different, and the price factor or list price makes much more difference today than ever before.

You have one wrong impression of us and that is that

McGraw-Hill Book Company, Inc.

TO

Dr. Forrest C. Allen

PAGE -2-

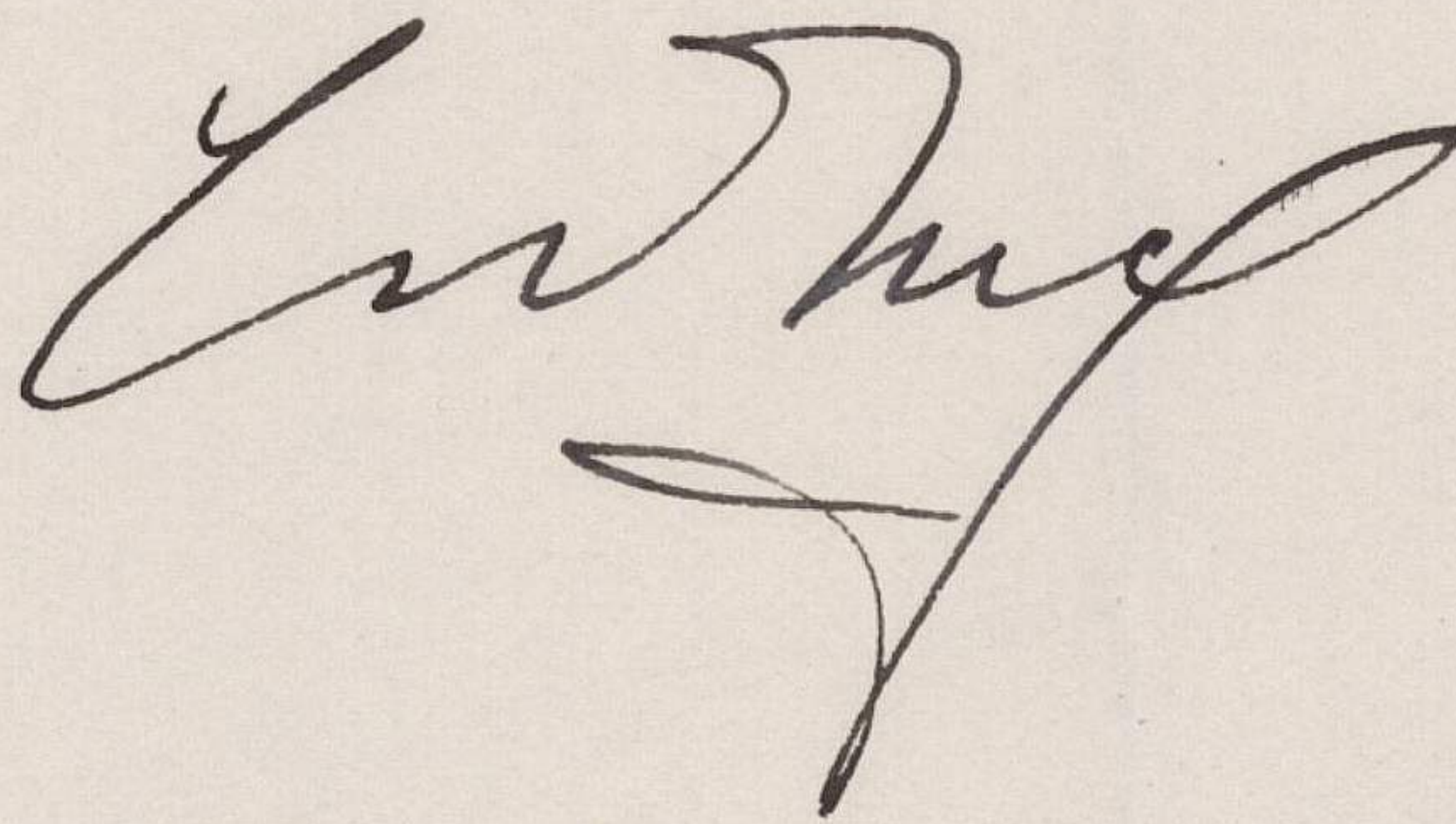
DATE 7/15/38

we do intensively promote the sale of every book, both alone and collectively. So don't worry about the results.

With kindest regards,

Sincerely yours,

CWM:HML

A handwritten signature in cursive script, appearing to read "C. W. McGraw". The signature is written in dark ink and is positioned to the right of the typed name "CWM:HML".

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HUGH J. KELLY
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July 29, 1938

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

Dear Dr. Allen:

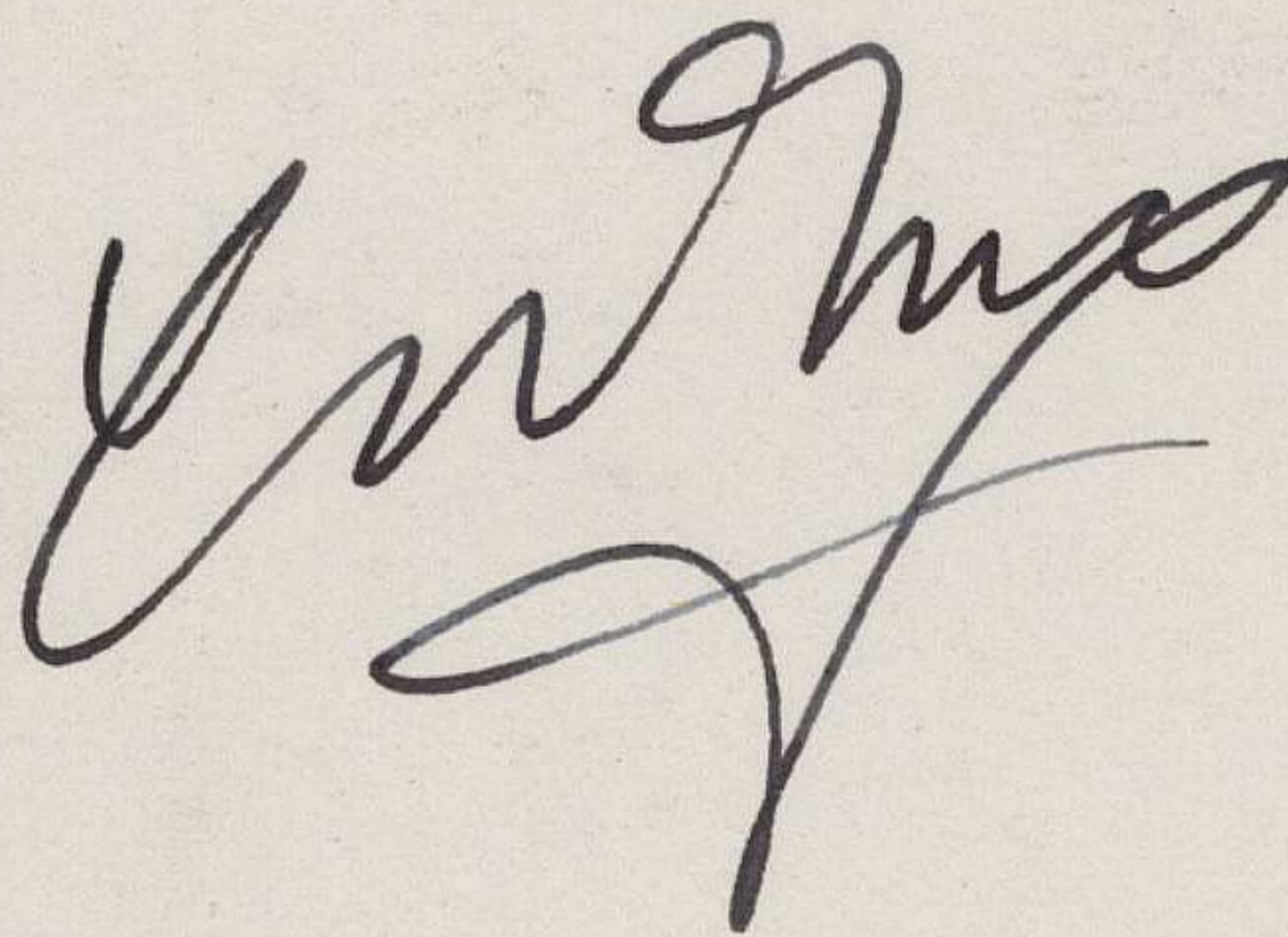
I have been in and out of the office so much of late that I have not had a chance to answer more promptly your two letters of July 19.

The first letter gives us four corrections to be made in Better Basketball. These will be made in the next printing which will soon be put through.

I consulted Mr. Egner of our Advertising and Mail Order Department and he tells me that while his assistant is on a vacation, he is positive cuts of Better Basketball were made some time ago and sent to several of the better sporting houses to appear in their catalogues. As I remember it Lowe and Campbell wrote me last fall and the Sales Department sent them one at that time.

I agree with you that a little cut such as you suggest is excellent for selling purposes.

Sincerely yours,



CWM/ELR

McGRAW-HILL BOOK COMPANY·INC.

McGRAW-HILL BUILDING
330 WEST 42ND STREET
NEW YORK, N.Y.

August 3, 1938.

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

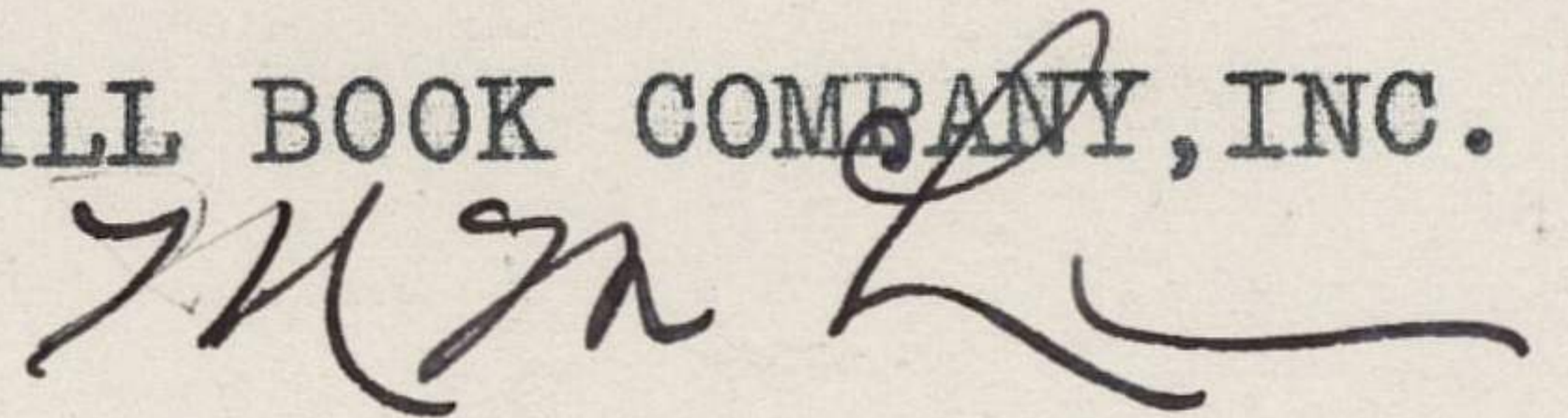
Dear Sir:

This will acknowledge your letter
of August 1st to Mr. Curtis W. McGraw.

Mr. McGraw is away on his vacation
and your letter together with the enclos-
ure will be turned over to him for attention
upon his return next week.

Very truly yours,

McGRAW-HILL BOOK COMPANY, INC.



MM.

August 9, 1938

Mr. W. J. Gartner,
Production Department,
McGraw-Hill Book Co.,
330 West 42nd Street,
New York City, N. Y.

Dear Mr. Gartner:

I have received your letter of August 4th addressed to Mrs. Allen. Mrs. Allen and our two daughters have been in New York for a couple of weeks, and are now on their way to Louisville, Kentucky.

I have gone over the proof sheets of corrections that were made for a reprinting of BETTER BASKETBALL. All the corrections that we wrote you about are made in these sheets, and everything is fine with the exception of page 37. The word "referee", second line from the bottom, should be deleted.

Thanking you, and with best wishes, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

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HUGH J. KELLY
TRADE DEPARTMENT

August 4, 1938

Mrs. Forrest Allen
801 Louisiana St.
Lawrence, Kansas

Dear Mrs. Allen:

We enclose for your inspection proof
of the corrections that were made in BETTER
BASKETBALL, preparatory to reprinting.

It is necessary that we undertake this
new printing with reasonable promptness, and
urge you therefore, to return these proofs with-
out delay.

Very truly yours,

W. J. Gartner
W. J. Gartner *per c.c.*
Production Department

WJG:CC

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August 11, 1938

Dr. Forrest C. Allen
University of Kansas
Lawrence
Kansas

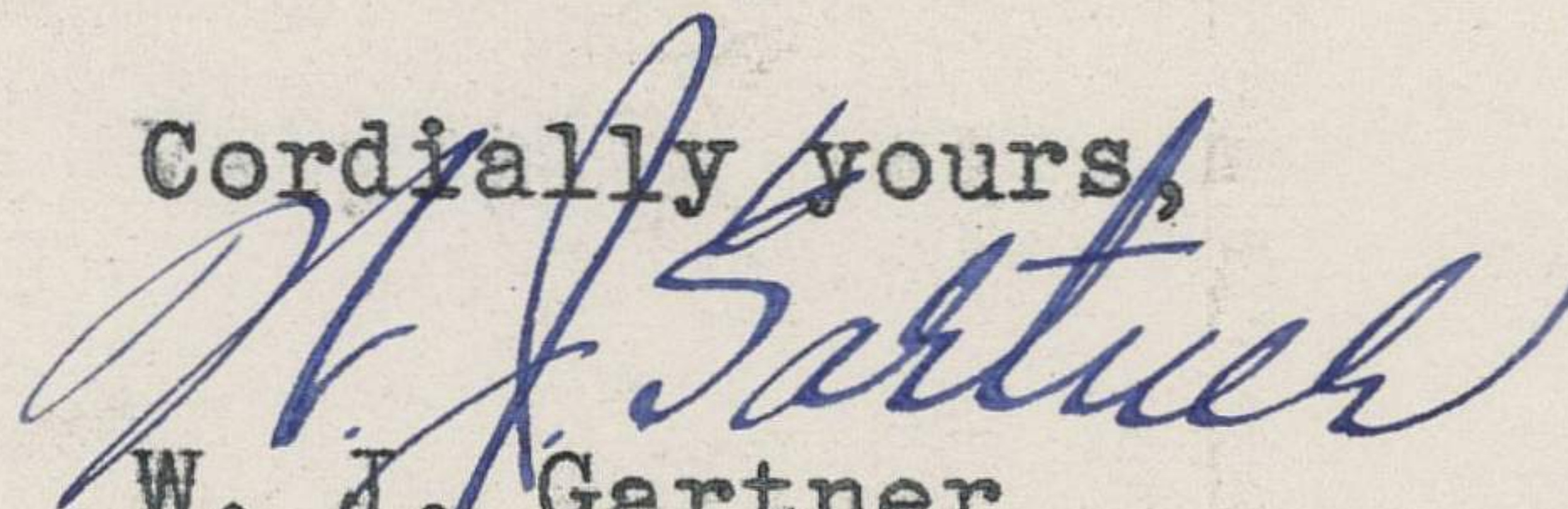
Dear Dr. Allen:

I have your letter of August 9th with the corrected proofs of the changes that were made in BETTER BASKETBALL.

We shall take care of the omission of the phrase "The referee" at the bottom of page 37.

Thank you very much indeed for your good wishes which I return most heartily.

Cordially yours,



W. J. Gartner
Production Department

WJG:CC

November 2, 1938.

Mr. C. W. McGraw,
McGraw-Hill Book Co.,
330 West 43rd Street,
New York City, N.Y.

Dear Mr. McGraw:

Our supply of printed inserts describing "Better Basketball" is depleted, and we should be very glad if you could send us another supply. We particularly like to use the one with illustrations taken from the book.

By the way, what happened to our letter that was to go out to the coaches? I have never heard from you since I sent you the suggested copy.

I was in Omaha, Nebraska, last week where I spoke to the Nebraska State Teachers Convention at two sessions. One meeting was in the nature of a basketball clinic, and none of the coaches there had had information about "Better Basketball".

It seems to me that it would be a fine thing for one of your representatives to be in attendance at these basketball clinics, physical education association meetings, and teachers conventions. This book is written from the educational standpoint, and deserves a place in the displays at these educational meetings.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

November 28, 1938.

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

Dear Mr. McGraw:

On August 25 I wrote you asking if you would kindly send me a sample of the letter that you sent out to the coaches regarding "Better Basketball". If you will refer to your letter of August 9 you will see that in your letter of that date you stated that you thought our letter seemed to contain an excellent idea. You stated you would be glad to circularize the coaches of Kansas, and if we would send the list on to you that you would have the envelopes addressed and sent out to these coaches.

You stated further that if this mailing list of 700 in Kansas worked well you would attempt to get lists of the coaches from as many other states as possible. I worked very patiently upon this letter, feeling that we would at least have them sent to the coaches in our Kansas high schools, and then we would see what results in the way of sales would materialize.

I am just again looking over this copy of the letter I sent you and I feel very definitely that if this circularisation had been undertaken you would have been quite surprised by the returns. But in your letter of November 10 you do not mention this, and I am wondering if anything was done. Won't you please look up my letter to you of August first and your letter to me of August 9th, and let me know what transpired?

I am saying very frankly to you that coaches all over the country who talk to me about the book want to know if I have written another book and when I tell them that McGraw-Hill has published this book they do not know anything about it. I do know that you spent a lot of money with the trade journals and so forth advertising this book, but the majority of these coaches in the small high schools in Kansas and other states do not take the Scholastic Coach, the Athletic Journal, and many of them do not see the advertisement.

I felt that by getting an accurate list of all the members of the high schools that belonged to the association this would be a very definite way to get the book to their attention. It is for that reason that I proposed this procedure, and I was under the impression that this had been done.

Regarding the sale from July 1 to November 1 of 600 copies, I might say that after five or six or seven years of "My Basketball Bible", Lowe and Campbell took more than 600 copies from July 1 to November 1.

If I am able to read the barometer of interest, there is definitely more interest in basketball and the basketball book now than there has been in the last eight or nine years. There is no new book on the market, save ours. Craig Ruby is not coaching at Illinois and his book is still on the market. George Veenker of Michigan is now athletic director, and he is not coaching. Dr. Meanwell's book is very old and he is out of the game. Only Piggy Lambert, of Purdue, is a coach who has a book on the market and it has not sold exceptionally well. Our book should be selling much better than it is now.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

JAMES H. MCGRAW, JR.
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PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

November 10
1938

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

Dear Dr. Allen:

I am acknowledging your letter of November 2 which has been delayed because I have been out of the office considerably lately on many important Book Association matters. Please excuse the seeming neglect.

In accordance with your request, I am sending you twenty-five each of the enclosed sample circulars, which about exhausts our present supply but a new supply will be ready within the next few weeks.

I did not think it necessary to answer our August correspondence because our Advertising Department have pretty nearly followed your suggestions made at that time.

Nothing, of course, was done in August and September because they are very poor mail order months, particularly in the college and school fields. Then, too, we wanted to let the start of the football season as well as the busy period of college opening pass by before we started campaigning.

During October, our College Department sent out almost 10,000 circulars to every Department of Physical Education and our special list of coaches. Our School Department now has on the way out a campaign of almost the same number to all the high schools of any size in the country, for the attention of both Libraries and Athletic Departments. Then, too, they have had advertisements on your book in many of the athletic papers and our efforts, of course, will be continued.

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -2-

DATE 11/10/38

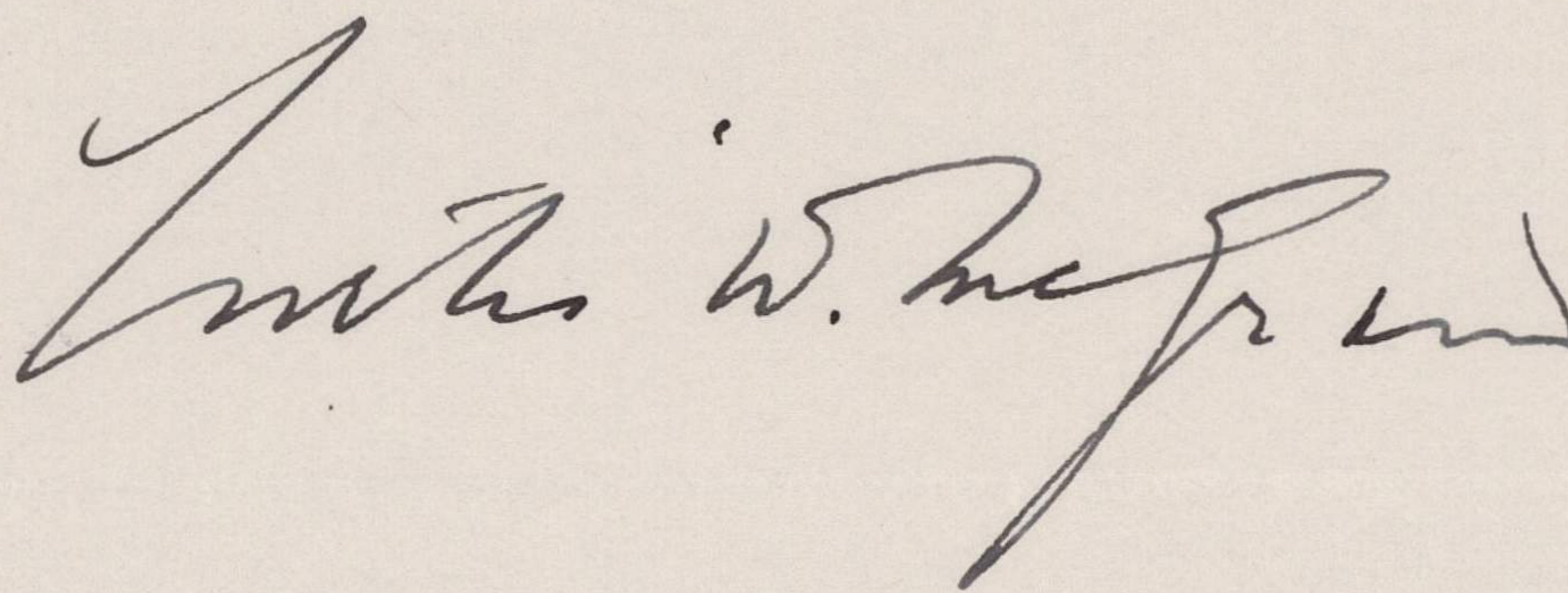
Our School Department covers a great many of the State Teachers Conventions, where we have a booth and a display of our books. BETTER BASKETBALL has been at each one, although we cannot economically possibly cover them all.

Do not worry. The book is being actively re-marketed and pushed and should do exceedingly well. The next three months should show excellent sales. From July 1 to November 1, we have sold almost 600 copies and for the first few days of this month, about 100 more. We feel that an excellent record, particularly in the light of the higher unit cost of the book and because of the fact that this Fall throughout the country has been exceedingly poor for mail orders. In many many meetings with the various publishing houses, many of them have told me that their mail order sales are off at least 50%.

With kindest regards,

Sincerely yours,

CWM:MK



August 1, 1938.

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

Dear Mr. McGraw:

I have just dictated a letter which I think has some sales merit in it. My idea is this. Why could not a letter similar to this, after it has been deleted or appended as sales strategy goes, be addressed to each one of the coaches in the seven hundred off high schools in the state of Kansas?

This letter is from me to them, calling attention to the improved methods of teaching and also showing them that they can procure this text to be put in their school library without their having to spend any money personally. I have talked to more than 25 high school coaches here during the Summer Session. They do not have this book, but they say they have heard of it, it is a fine book, and so forth; but it is not being bought as it should because in their opinion \$4.00 is a good deal of money, and they expect to buy it but they haven't done so yet.

I have used the argument with them that I have put in this letter. Why not let the school library buy the book, then it can be put in the library and assignments made to the boys to read, and at the same time it is accessible to the coach when he wants to use it.

You will remember that I told you that Smith-Grievess sold literally thousands to the libraries. And the sale continued each year. Personally, I do not think we are working the libraries over the United States to the extent that we could for sales.

Almost every able-bodied boy in the United States has played or is playing basketball. It is my opinion that most of these books can be sold. I am wondering if you would be good enough to consult with your college and mail order departments and see if I haven't got something here. There is no reason to believe that if this venture is successful in Kansas but what we could use the same procedure all over the United States to the high school coaches. I hazard a guess

that 70% of all the high school basketball coaches in the United States at least have heard of my coaching or MY BASKETBALL BIBLE. I have just got a notion that we can more than double the sales on this book.

I will be happy to have your response, and I always cherish your very frank reply. I assure you that anything you say will not hurt my feelings. I am in the selling game like you are.

Very sincerely yours,

FCA:AH

Director of Physical Education,
Varsity Basketball Coach.

August , 1938.

Mr. Lawrence Stanton,
Coach,
Page City, Kansas.

Dear Mr. Stanton:

Your success as a coach depends upon your acquiring the latest methods in fundamentals and play execution. Doubtless you have heard of my new source book on basketball, entitled **BETTER BASKETBALL**, in which Technic, Tactics and Tales predominate.

I am wondering if we are using the latest and most improved methods of teaching this game of basketball. If many teachers of history, English and mathematics resorted to the old time method of teaching, in which the instructor had access to the only book in the class, then I am wondering just how much we would learn. The libraries are filled with reference and source books of all kinds to which the instructor refers the students for sources of study so that the student may get a well-rounded education.

Why is it not logical then that your school library obtain the best text available on basketball for your basketball players? There is no good reason to expect that a coach be forced to purchase these books. Every school has a library fund, and it is thinkable to me that you should ask your library to purchase one or more copies of **BETTER BASKETBALL** for the use of your students. I might add that our own Lawrence Memorial High School purchased four copies of the book for their school library. Mr. Neal Wherry, the principal, writes as follows:

"The first day the books were in the library the librarian reported that they had been worth what they cost because one of her most troublesome boy customers had been reading in one of them and kept quiet. Our head English teacher has approved the book for use in English classes.

"Besides containing plenty of good technical information, with numerous drawings and pictures, the book abounds in good psychology. Especially to be commended to the high school student are the eight game short stories.

"We are very enthusiastic about the book and think that the teachers and students of any high school should be."

This exhaustive volume on basketball contains everything that a player, a coach and a trainer should know. When any player

is not up to par on his fundamentals the coach could assign certain chapters or parts of chapters to this individual for further study. BETTER BASKETBALL is just twice as good as MY BASKETBALL BIBLE, and it is 13 years newer. It is published by McGraw-Hill Book Company, and is available at all sporting goods houses. Why not let Lowe and Campbell, or some other sporting goods house, supply your library early this fall? I have put everything into this book that I use and that I used this past year and expect to use this coming year.

Yours for winning success,

FCA:AH

Director of Physical Education,
Varsity Basketball Coach.

August 25, 1938.

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

Dear Mr. McGraw:

I am sending you a copy of a letter received from E. A. Thomas, commissioner of the Kansas State High School Activities Association. I am also enclosing a list of the Kansas high schools that play basketball. Those that play are checked. You can see by the list that there are very few towns in the state that do not play basketball. So I believe that you will have a very good response by addressing the letter to the coach of the high school.

Will you kindly send me a sample of the letter that you send out? I will be interested to follow the success of the venture. Schools open here the first week in September, so I believe a letter gotten out rather early in September will strike all the coaches at their work and it will be received at a very favorable time for the coaches to requisition the library staff for a book while the book fund is still "in funds".

I might state that I tried out my project in theory when four or five coaches called on me during the summer session, and I asked each and every one if they had purchased a book. They said, No, but they were going to. Then I said, "Why don't you ask the library to buy one or two of these books and let the school pay for them, rather than you?" Some of them had not thought of the idea and said they thought that would be a dandy plan. So I believe it will work.

As a later thought for an improvement in that letter, why would it not be a good idea to state in the letter that for the larger schools it would be a good idea to have four or six copies of these books in the library so that the athletes could study them during the study period. Each day there is always a study period where the students go to the library and pursue some of their courses.

Lawrence, Kansas, high school has four of my books in their library, and Mr. Neal Wherry, the principal, thought so well of them that he wrote a letter to Thomas, the commissioner, suggesting that he write something for his publication regarding the book. You will recall that I sent you a notation which came from the librarian to Mr. Wherry. This had to do with the worth of the book as it pertained to keeping the interest of young boys who are hard to handle during library session.

I am also wondering what you think of the feasibility of a letter to the librarians over the country. Why could not your people contact some outstanding librarian in New York and have him peruse the book with the possibility of finding any benefits so far as reader interest is concerned to the general high school student. I am not now speaking of the high school athlete, but those youngsters who like basketball and like to read about it. I believe if this could be done, then such a letter going to the librarians together with any excerpts from my letter to the coaches, would be a good sales point.

And why not include in some of those letters some excerpts from letters that have been sent you from sport writers, coaches, and so forth regarding the worthwhileness of the book? I have not seen the brochure or pamphlet or sheet with the criticisms or comments from coaches about this book. I believe that helps sales interest.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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August 9
1938

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

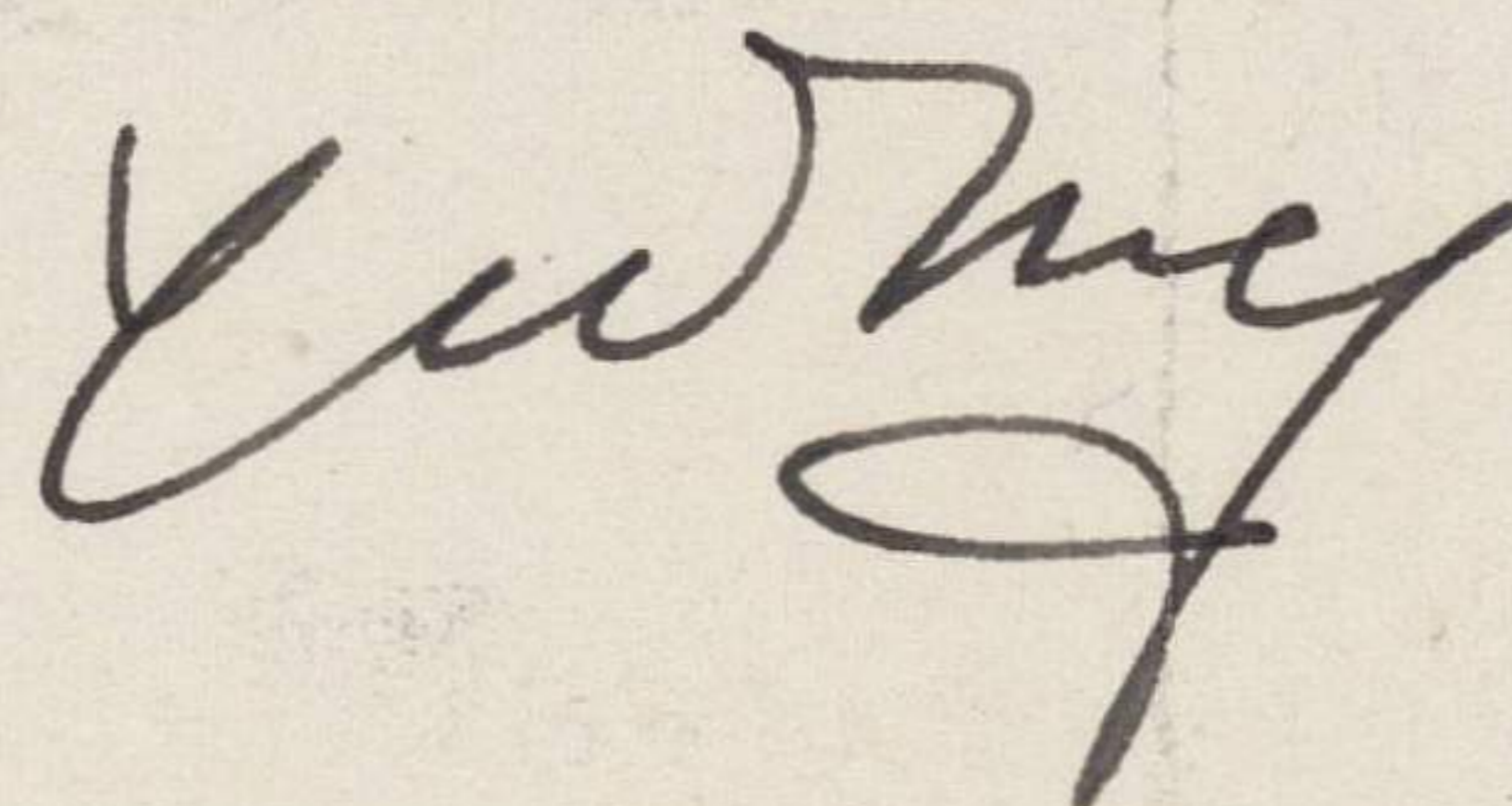
Dear Dr. Allen:

I have been away for a few days on vacation and hasten to answer your letter of August 1 which seems to us to contain an excellent idea. We shall be glad to circularize the approximate seven hundred coaches of high schools in the State of Kansas if you will send us your list, which list we will, of course, be glad to return as soon as the envelopes have been addressed.

I will also have our Copy Department go over your suggested letter and if they feel any changes are necessary, they will make them. However, the letter seems to be excellent, and if you do not mind, we will sign your name to it here.

As I have said to you before, during the first part of the year, practically all schools of the country in one way or another received a circular on the book, as well as the colleges. The promotion material was sent to the coaches where we had the name, or just to "the college" when we did not have the name. The libraries of the schools and colleges were circularized as well as the Physical Education Departments. However, as I told you, we are going to go completely through the list again and if this list of 700 in Kansas works well, we will attempt to get lists of coaches from as many states as possible.

Sincerely yours,



CWM:HML