

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.