

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