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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.

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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