

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.