

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