

I am also wondering what you think of the feasibility of a letter to the librarians over the country. Why could not your people contact some outstanding librarian in New York and have him peruse the book with the possibility of finding any benefits so far as reader interest is concerned to the general high school student. I am not now speaking of the high school athlete, but those youngsters who like basketball and like to read about it. I believe if this could be done, then such a letter going to the librarians together with any excerpts from my letter to the coaches, would be a good sales point.

And why not include in some of those letters some excerpts from letters that have been sent you from sport writers, coaches, and so forth regarding the worthwhileness of the book? I have not seen the brochure or pamphlet or sheet with the criticisms or comments from coaches about this book. I believe that helps sales interest.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH