

I am not trying to tell you how to boost the book because I imagine every author thinks that the publisher does not push the book enough. In fact, I remember you told me Mr. Hood thought that about his book. But I have a much better book than the Basketball Bible, and with a much stronger firm pushing it, and yet the sales are not what I think they should be.

I do not think it is necessary to send any more complimentary copies, but I believe if we could circularize the high school basketball coaches and the libraries of the United States they would place a lot more books than have been placed. And then the coaching schools and teachers colleges and normal schools and universities in which they have a four-year major course in physical education should give this book an approved place.

While in Atlanta, Georgia, I talked to the men in the Department of Physical Education of New York University and they are using it there, and in several teachers colleges, but I do not believe that as yet the book is getting the place that it should, somehow.

Of course, this fall will boom the sales, and if the sporting goods people have had a cut they will display the cut in pushing the book.

I have written you of course and told you that I would be delighted to receive this Thorndike book. I think I mentioned that Jimmie Cox, head trainer at Harvard, is one of our boys that we trained here so I will be glad to see his bandages.

With every good wish, I am

Very sincerely yours,

FCA:AH

Director of Physical Education,
Varsity Basketball Coach.