July 11, 1938.

Mr. Curtis W. McGraw,
McGraw-Hill Book Co.,
330 West 42nd Street,
New York City, N.Y.

Dear Mr. McGraw:

I acknowledge with extreme thanks your very nice letter of July 7th enclosing check for $250.00 made out to me. I can understand why your auditors insist on this method of payment. I wholly agree with them. I will be glad to pass this check on to Mrs. Allen and I am sure she will have a very nice trip to New York.

I do not want you to take too literally my disappointment regarding the sale of Better Basketball. I perhaps realize as well as anyone that magazine contributions, such as are in the Scholastic Coach and the Athletic Journal, suffice for a good many coaches as far as the information they get for basketball is concerned. Others, of course, will want a treatise on the game.

The thing I was disappointed in was the fact that I did not think enough of the athletic and sporting goods houses had been intensively sold on the new book. Personally, I am wondering how many copies of the book Lowe & Campbell purchased. Some years they purchased over a thousand copies of the Bible. I am also wondering if all the sporting goods and athletic houses have been sent the electro-plate so they could insert this in their catalogs for the coming winter. I know I wrote you once about having this for the Lowe & Campbell catalog, but I do not know whether this went to all other sporting goods people who sell the book or not. Of course, if this hasn't been done by now it will be too late to get it in for the catalogs they are distributing in the early fall.

I am wondering, Mr. McGraw, if you are definitely circularizing all the libraries - high school and otherwise - in the United States. Outside of the sporting goods houses, the city and high school libraries bought more Basketball Bibles than anyone else. I thought that by some method you could write to the high school coach and tell him if he would order the book through the library you could place a lot of the books in this way. I know this - that when good books come to me, if a good sales point is made for the book, I order it through our contingent fund that is set up for our department. It is, of course, placed in the library, but we have a fund for purchasing these books, and it was my thought that a letter written to each high school coach would stimulate them into going to the library and ordering the book. Don't you think that a personal letter has a greater sales appeal than printed material? Of course the printed material is excellent, but after all it is the personal contact and salesmanship that counts. These coaches' names in the different