

high school associations could be had from the secretaries of the various state high school athletic associations.

Another angle that I had was that there are so many stabilized coaching schools in colleges and universities that a splendid sale could be made each year in this connection. We have 94 majors in our Department of Physical Education; 57 of these are men. Some time during their four-year course they are going to purchase a copy of Better Basketball because we have a course in basketball and another in the treatment of athletic injuries. They, of course, will want one for their own personal library when they get out coaching. Schools like Springfield College, the Universities of Michigan, Wisconsin, Illinois, and the like - all these schools desire to adopt some text and if they adopt our text of course it will be necessary for them to purchase a copy of the book.

I realize that with the great number of books that your corporation has to promote and sell you cannot intensively promote the sale of any one book. To do this for Better Basketball, I agree with you, would be entirely too expensive. I imagine your college department and mail order department are the two forces that promote this book. I am wondering, when it is convenient for you, if you would have your men handling this book write me their set-up they have employed. I do not want to find fault with anything that has been done, but I do want to stimulate all that I can the sale of the book for our mutual benefit.

This fall and winter sale should far exceed the first six months of this year. By bringing out the book as late as we did it was almost too late to get the top sales on the book. My thought was that if we could treat it this year just like a new book and sell the athletic goods people and the other people on this thing that would boost the sales, and this, after all, is what you and I are attempting to do.

You will understand that I do appreciate your many courtesies and kindnesses, and I have perfect confidence that your firm can sell more than any other firm that I know of, so if the books are not sold I must be content to realize that this type of book is not going over as big as the same type book did some years ago. I am conscious of the fact, also, that this is a much better book, and in the long run should do well.

With appreciation, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH