

January 5, 1938.

Mr. Curtis G. Benjamin,
Manager, College Department,
McGraw-Hill Book Company, Inc.,
330 West 42nd Street,
New York City.

Dear Mr. Benjamin:

Say, I think your announcement on "Better Basketball" is swell. You have certainly covered the book in great style. I refer to your sheet done up in brown.

I also like the white sheet booster announcement in which the diagram is so graphically shown.

Will you kindly send me a few more of each, as I will enclose one of these sheets in each inquiry that I receive regarding the book. Twenty-five more would be ample.

Trusting that your ailments have now entirely disappeared, and thanking you, I am

Very sincerely yours,

FCA:AH

Director of Physical Education.

January 5, 1938.

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

Dear Mr. McGraw:

I have just had a letter from Mr. R. L. Markley, the Commissioner of Education of Wyoming, in which he said "Better Basketball" arrived a few days ago, and he enjoyed reading the Tales of Yesteryear and Esprit de Corps.

He mentioned Alfred G. Hill, the publisher of the Cheyenne Tribune. This fellow, Alfred G. Hill, was formerly alumni secretary of the University of Kansas, and a great athletic fan. I hate to call on you for another volume, but I am wondering if you would be kind enough to send him one. I know that he will give "Better Basketball" a great boost out in that part of the country, and I believe it will be worth while in publicizing this book out west.

The University of Wyoming at Laramie is a great basketball center, and Hill is both a football and basketball official. I know that he will give the book a great boost.

If it is not all right, I would willingly forego sending one, but if you can do it I will appreciate it.

Very sincerely yours,

FCA:AH

Director of Physical Education.

January 7, 1938.

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

Dear Mr. McGraw:

I have found another error in the book to report to you. On page 476, the third line from the bottom of the page it should be Kansas State instead of Missouri, winning the game at Manhattan. This is really our mistake, but it should be corrected as the story is confusing if left this way.

Sincerely yours,

Director of Physical Education.

Mr Curtis McGraw

Page 476

Last chapter bottom
of page 3rd line
from bottom
should be Ks. State
instead of Mo

Letter to Geo Nettles ^{at me B}

List of books
McGraw Hill
Geo Nettles

January 11, 1938.

Mr. W. J. Gartner,
Production Department,
McGraw-Hill Book Company,
330 West 42nd Street,
New York City.

Dear Mr. Gartner:

The manuscript arrived on January 6, for which
I thank you very much.

You have been very considerate and very kind.
The Allens are immensely pleased with the finished
book and I am very sure that you played no small part
in the excellent get-up and appearance.

Reciprocating your kind wishes, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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January 3, 1937

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

BETTER BASKETBALL

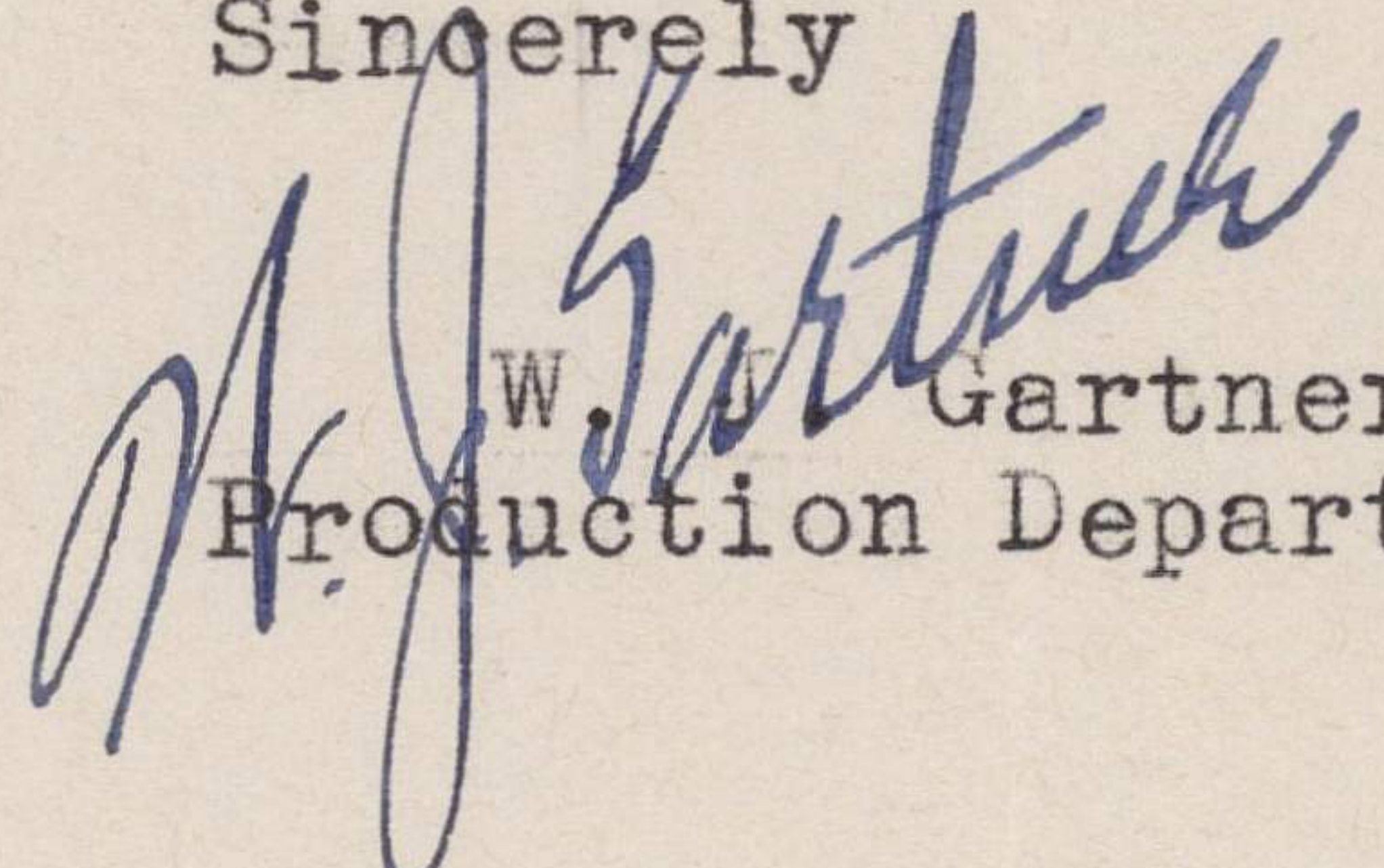
Dear Dr. Allen:

Thank you very much indeed for your letter of December 30th.

The manuscript and proofs are still in the printer's possession, and I am writing him today to forward the material to you immediately. You may expect it as coming from the Maple Press Company, York Pennsylvania.

I hope you were pleased with the finished book when you saw it. Allow me to extend to you my best wishes for its success.

Sincerely


W. Gartner
Production Department

WJG:CC

*Rec'd
Jan. 6*

January 11, 1938.

Mr. Curtis W. McGraw,
McGraw-Hill Book Co.,
New York City.

Dear Mr. McGraw:

It was very kind indeed of you to send a complimentary copy of BETTER BASKETBALL to Mr. Alfred G. Hill. I know that he will give the book a splendid send-off, and I appreciate your sending this complimentary copy to him. He is a very intelligent fellow who knows what it is all about.

Doubtless by now you have received the second correction in error that the author made in stating that it was Missouri that won instead of Kansas State.

Thanking you for this added correction, and with kindest personal regards, I am

Sincerely yours,

FCA:AH

Director of Physical Education.

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January 7th

1 9 3 8

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

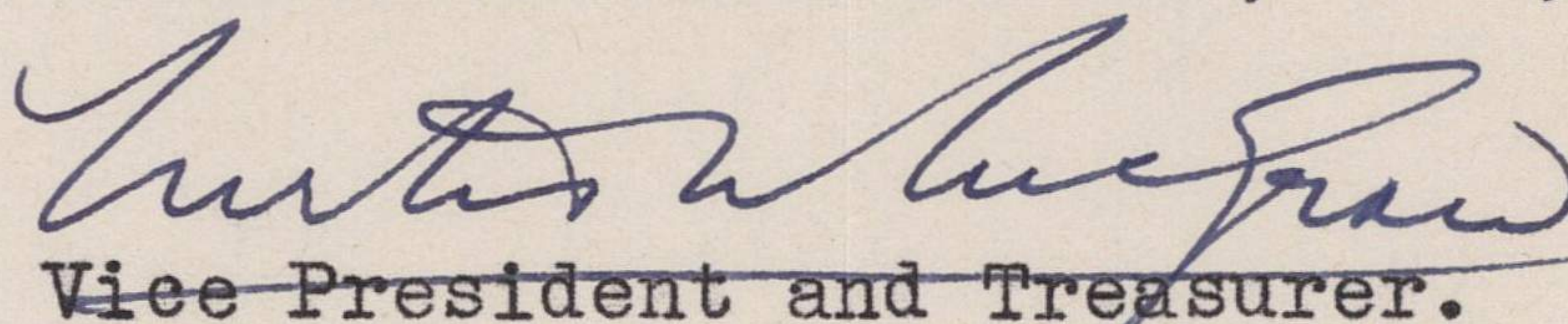
I acknowledge your two letters of January 5, the first telling me of our typographical error in the Index which I will pass on to our Production Department and have corrected.

The second letter asks if we will send a complimentary copy of BETTER BASKETBALL to Mr. Alfred G. Hill of the Cheyenne Tribune, and I am glad to do this. I am writing Mr. Hill that it is on the way hoping that he will give it a good send-off.

With kindest regards,

Sincerely yours,

McGraw-Hill Book Company, Inc.,


Vice President and Treasurer.

CWM:HML

January 11, 1938.

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

Dear Mr. McGraw:

When I got to Des Moines I was quite surprised to find that Iowa has 700 and some odd boys' teams playing basketball in high school and 344 girls' teams, but all the girls' teams are in very small high schools. The larger high schools have ruled them out.

However, See Taylor and Bert McGrane, of the Des Moines Register and Tribune, tell me that the girls' game is coming back with a bang. Ten years ago they had girls' basketball down and out, but, as I said, it is on the way back.

Nevertheless, I feel that most states have eliminated girls' basketball and as regards the entire United States, a girls' basketball book would not be profitable.

I have discussed all the small shortcomings of the book and I will now rest the case as I am sure that you will do what you can to show that the player is off the floor. Had that been shown it would have made the cut look very much different.

The two slight errors that I caught will tend to make the book a little more perfect. One was an error of the proofreader and the other an error of the author.

With every good wish, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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January 3
1938

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

I acknowledge your letter of December 24 and your two letters of December 30.

In the first letter you acknowledge mine asking about a book on basketball for girls. In the beginning we were doubtful about it, but I wanted your opinion ~~and~~ you confirm ^{me} when you say you are not enthusiastic about the possibility of selling many books on the subject. I do not think that it is necessary for me to write Mr. Porter as you suggest. I am sure our Editorial Department will decline publication without further delay. Thank you, however, for your help in this matter.

In your first letter of December 30 you tell me you probably have received the six author copies and I am glad that you now understand this, as well as the reason for the Spalding Store in Kansas City not having stock on hand. I would drop them a line but do not know how much activity ~~was~~ ^{had been} stimulated.

In your third letter you bring up the question of the drawing on the front cover. If we can change the die a little bit, I will do so so as to show the player off the floor, for I see your point. However, I do not think the latter terribly important for such a drawing is really merely a little symbol of what the book is about and could not, at best, really be very accurate.

I note that you have found no mistakes as yet and imagine that there are not many for on

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

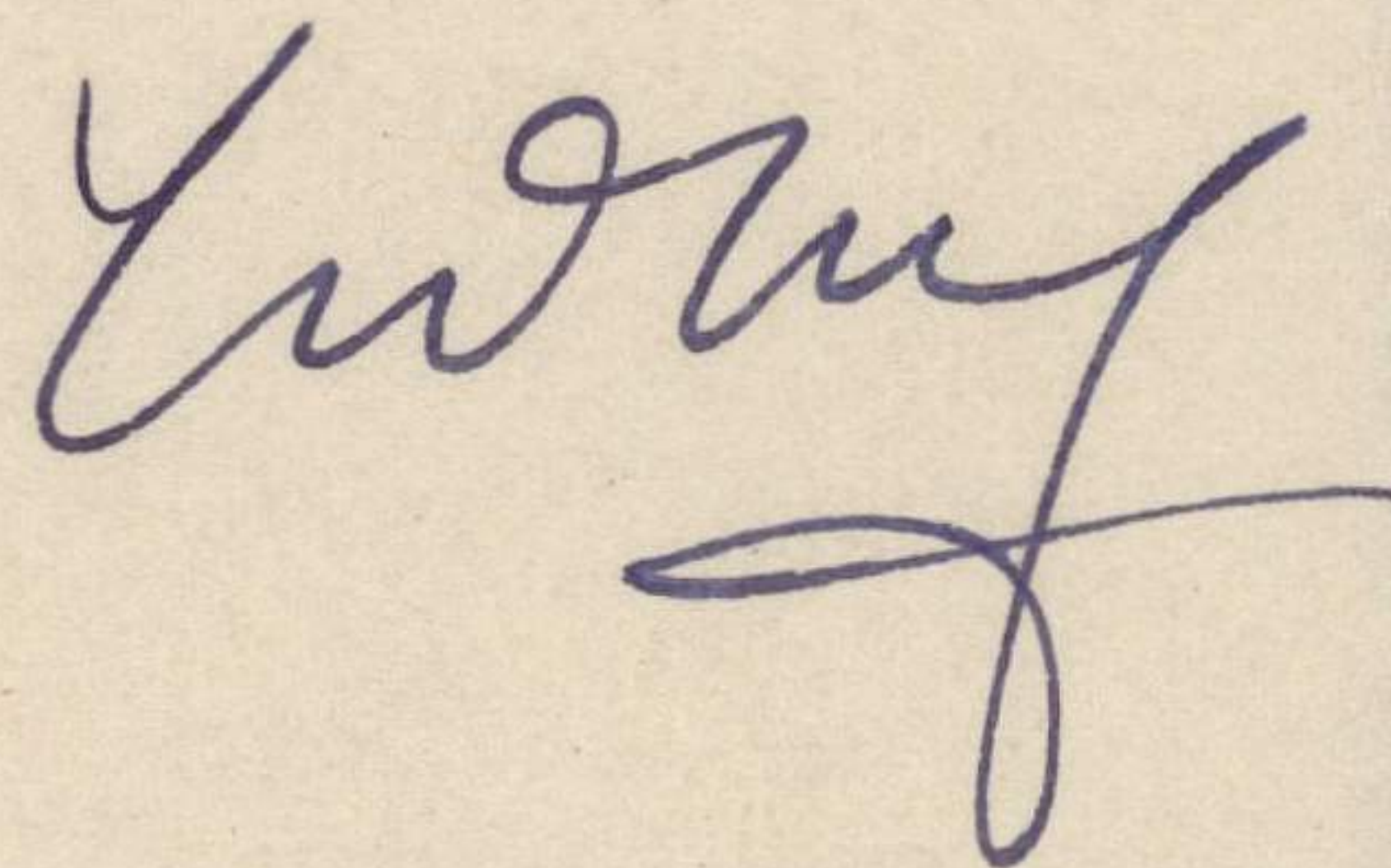
PAGE -2-

DATE 1/3/38

both sides it was pretty carefully proofread. When you do run on to any, please let me know, for as you know, a perfect book without an error has not been published yet so there must be a few.

With kindest regards,

Sincerely yours,

A handwritten signature in blue ink, appearing to read "C. W. McGraw". The signature is written in a cursive style with a large, sweeping initial "C" and a long, horizontal tail stroke.

CWM:MK

January 11, 1938.

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

Dear Mr. McGraw:

I have just received a letter from the H. F. Brennan Sporting Goods Company, of Detroit, asking about the book. I am enclosing his letter and also a carbon copy of my reply. I will appreciate it if you will give them your usual prompt and courteous service, describing the text in such a way that they will desire to order a good many of them.

By the way, I am wondering how the book is going. Will you let me know what the present sales are up to date? Understand that I don't expect you to be swamped with heavy sales because I notice for the first time that W. W. Kiplinger is calling this repression now a depression.

So with one depression following close on the heels of a repression and faintly on the heels of a depression, what can a fellow expect?

Sincerely yours,

FCA:AH
Enc.

Director of Physical Education.

McGRAW-HILL BOOK COMPANY·INC.

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330 WEST 42ND STREET

NEW YORK, N.Y.

January 13
1 9 3 8

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

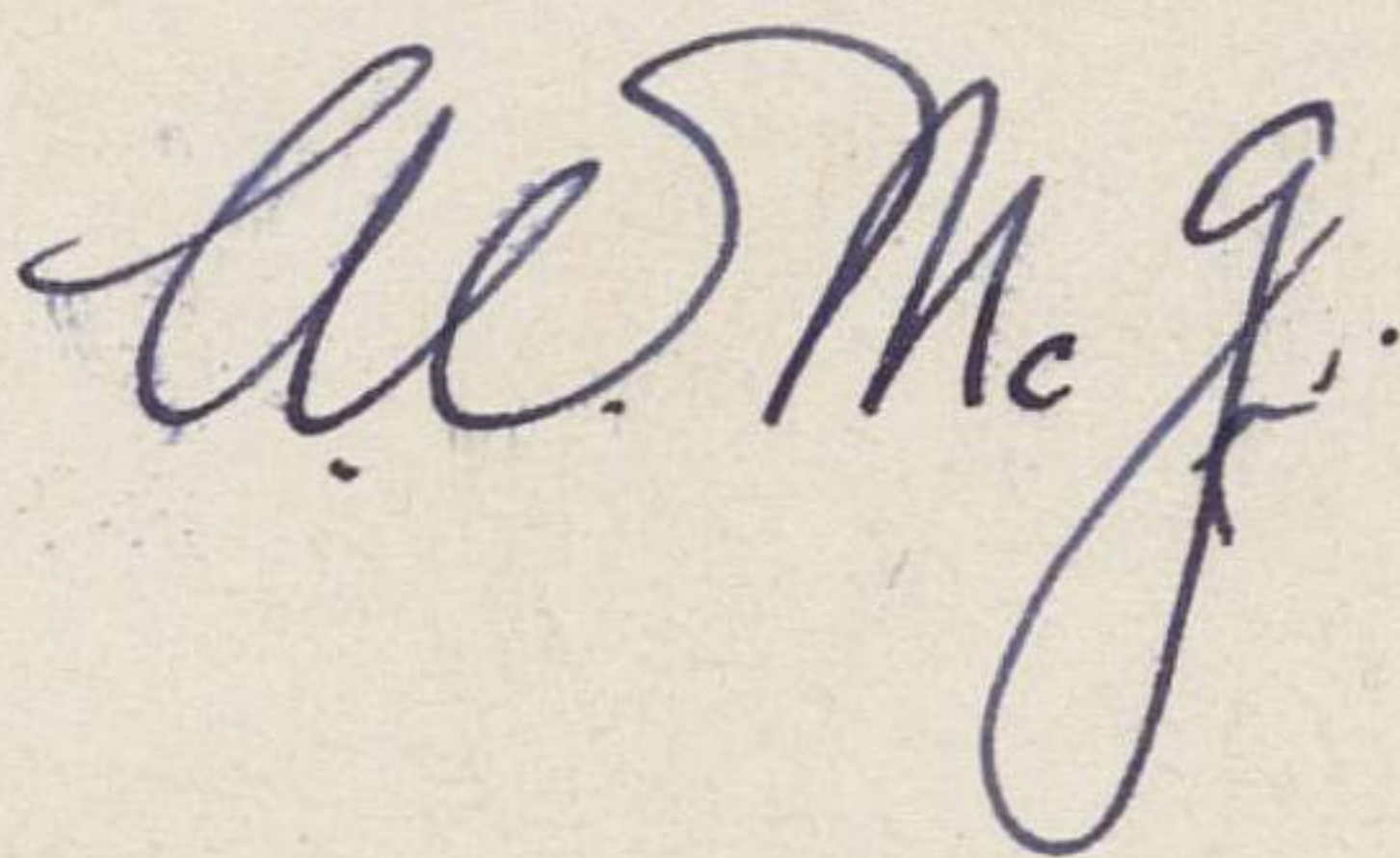
Dear Dr. Allen:

I acknowledge your letters of both January 7 and 11, the first pointing out an error on Page 476 which we will change, and the second giving me more information concerning girls' basketball about which we have previously corresponded.

I appreciate your comments and help in connection with the girls' basketball proposal and am informing you that I turned it down for the time being anyway.

Kind regards.

Sincerely yours,



CWM:MK

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January 14
1 9 3 8

Dr. Forrest C. Allen
Division of Physical Education
University of Kansas
Lawrence, Kansas

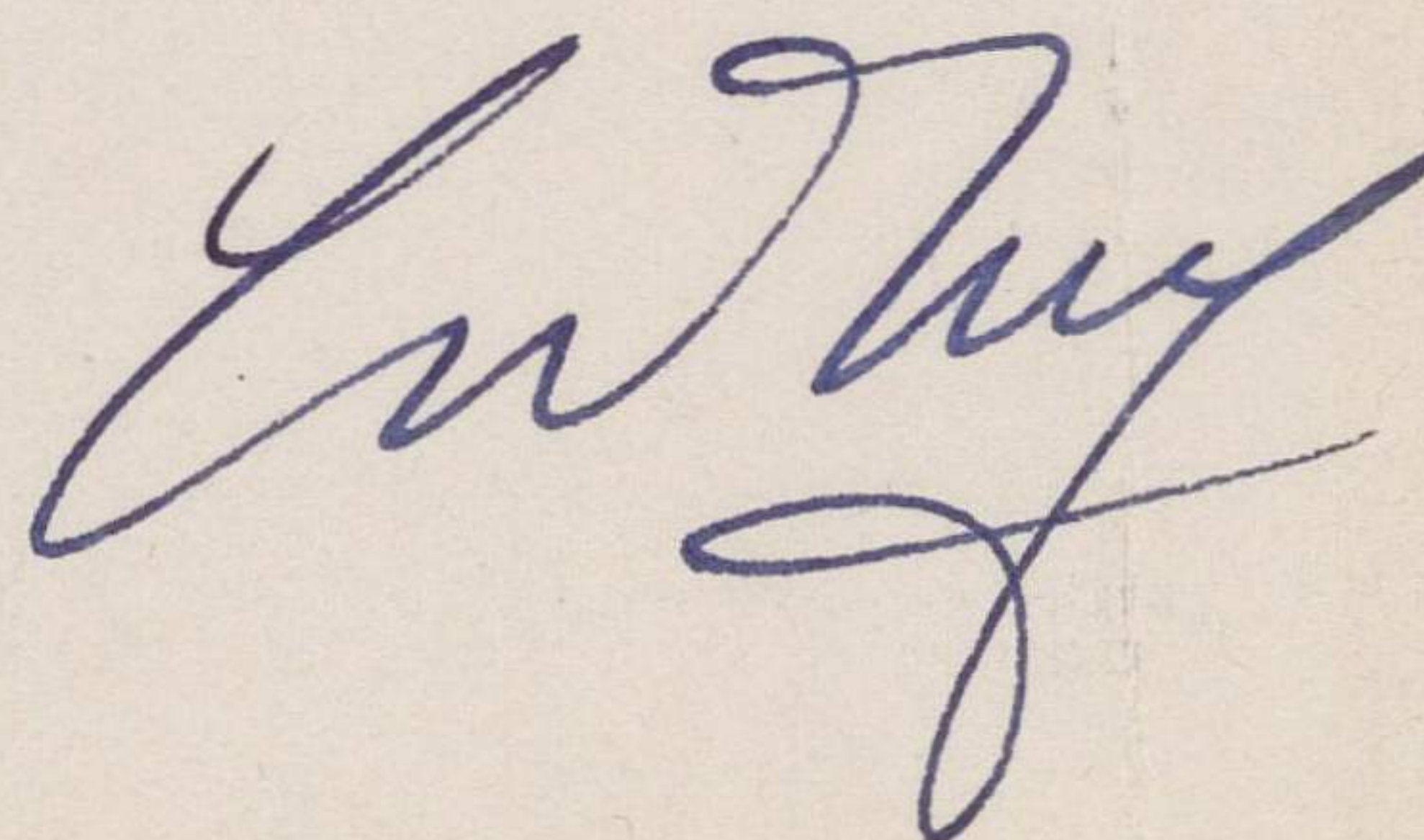
Dear Dr. Allen:

I acknowledge your two letters of January 11, the first thanking me for the complimentary copy sent to Mr. Hill, and the second enclosing your letter from the Brennan Sporting Goods Company of Detroit. We will get in touch with them at once.

We are now checking our sales carefully for the last six months period and are preparing to pay royalties within the next few weeks. From December 10 to the first of January, around 1370 copies of BETTER BASKETBALL were sold. This, of course, may vary a few copies. Since that time during the first week of January, 110 more have been sold so the book is starting off, in our opinion, very well.

With the advertising and circulars going out during January, I feel the sales should continue at a good rate unless, as you say, this depression gets to be a real depression.

Sincerely yours,



CWM:HML

January 14, 1938.

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

Dear Mr. McGraw:

I am sending you a bulletin compiled by our Mr. W. A. Dill, Director of the University of Kansas Publicity Bureau. Mr. Dill is very adept in doing work of this kind. This bulletin is Mr. Dill's first attempt toward getting something for the newspaper man that would enable him to be more accurate in reporting sports events.

Mr. Dill has in mind publishing a book on just such things as these that will make better and more intelligent reporting. Since Whittlesley House has a sports series I believe that a publication in this field, to be compiled by Mr. Dill, would have a very definite response from the newspaper fraternity. Please understand that this which I am sending is just a pamphlet. There is much more material that Mr. Dill could incorporate in a book.

I am sending it to you to see if you would not be interested in publishing something for him if he compiled a much larger and more informative volume. I believe Dill has something there. Please do not think I am a promoter. I just felt that this would be a nifty addition to your athletic library.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

January 15, 1938.

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

Dear Mr. McGraw:

I am enclosing a letter from E. A. Thomas, Commissioner of the Kansas State High School Activities Association. You can see by this communication that if you do not put all these fellows on the list, then they will write you.

I have received a good many hints from several of the fellows whose names I did not turn in, but I believe Thomas should be sent a copy of the book, as there are 644 high schools in his Activities Association that are playing basketball in the state.

For that reason, if you will kindly mail him a copy to 315 West Tenth Street, Topeka, Kansas, I believe that he will write us a nice article in his Kansas Athlete, the official publication of his Association.

With every good wish, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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January 17
1938

Dr. Forrest C. Allen
Division of Physical Education
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

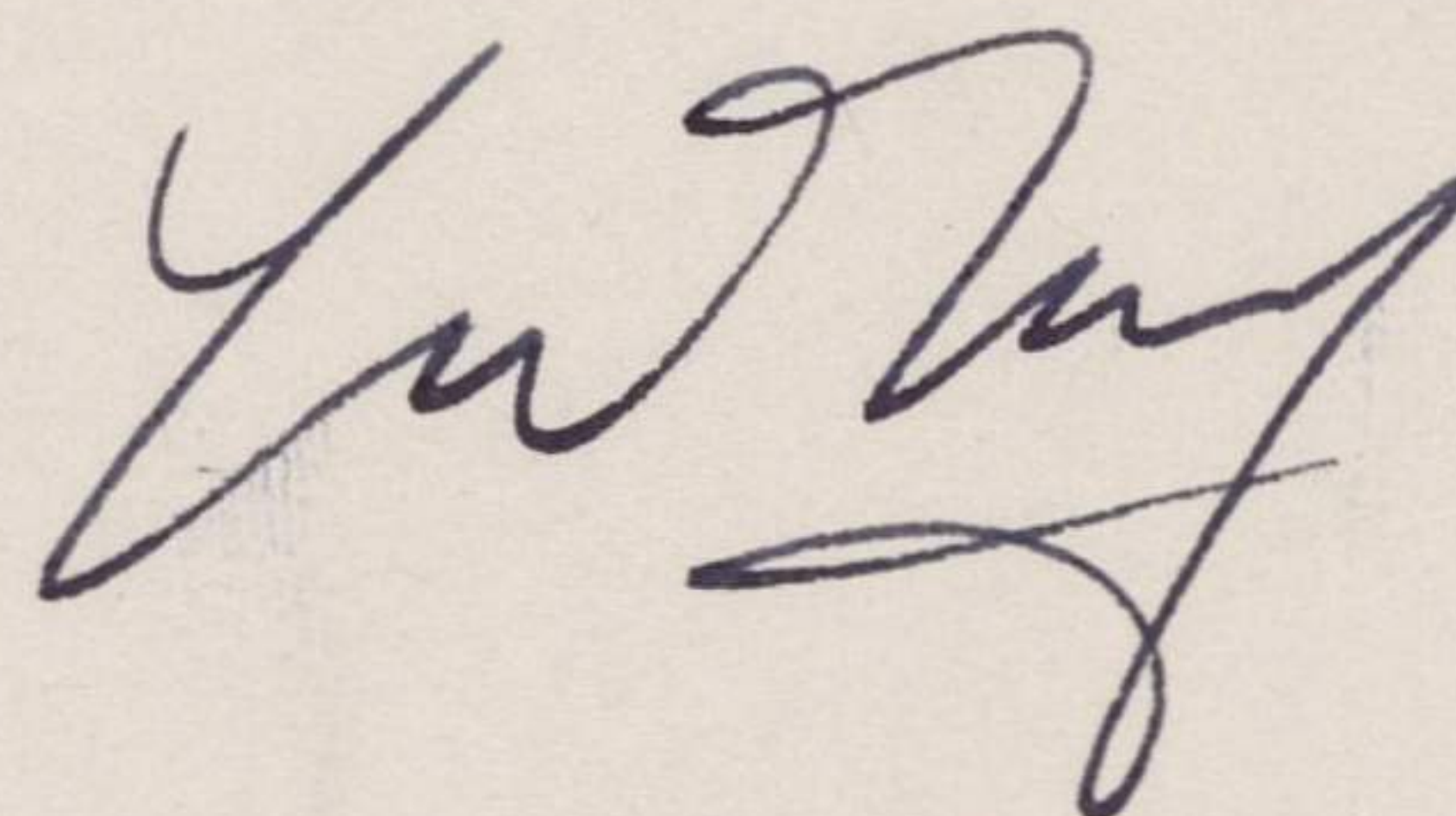
Thanks for your interest as contained in your letter of January 14 in suggesting a book by Mr. W. A. Dill, Director of your Publicity Bureau on the subject of reporting sports for newspaper men.

I will look forward to receiving the bulletin which you are sending under separate cover with much interest.

I, of course, understand that this is merely a pamphlet which will be expanded and I will take this matter up at our Editorial Conference for discussion and give you a report. Frankly, my own reaction is sort of negative in that I question the market. However, the conference may think differently.

Thanks again, and with kind regards,

Sincerely yours,



CWM:MK

January 22, 1938.

Mr. Curtis G. Benjamin,
College Department,
McGraw-Hill Book Co.,
330 West 42nd Street,
New York City, N.Y.

Dear Mr. Benjamin:

Any time you happen to be in Lawrence,
Kansas, the professional latch-string is out to you, sir.

By the way, I expect to be in Minneapolis
on March 30-31-April 1-2 at the Central Physical Education
Association Meeting. I also will be in Chicago on April 4
and 5 at the National Basketball Coaches meeting, and will
remain there through April 6-9 for the National Basketball
Rules meeting, of which I am a member.

Then I expect to be in Atlanta, Georgia,
from April 20-23 at the National Physical Education Association
meeting.

If you happen to be at any of these places
on these dates, I will be glad to extend a neighborly pro-
fessional service.

With every good wish, I am

Sincerely yours,

Director of Physical Education
Varsity Basketball Coach.

FCA:AH

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HUGH J. KELLY
TRADE DEPARTMENT

January 17, 1938

Professor Forrest C. Allen
Division of Physical Education
University of Kansas
Lawrence, Kansas

Dear Professor Allen:

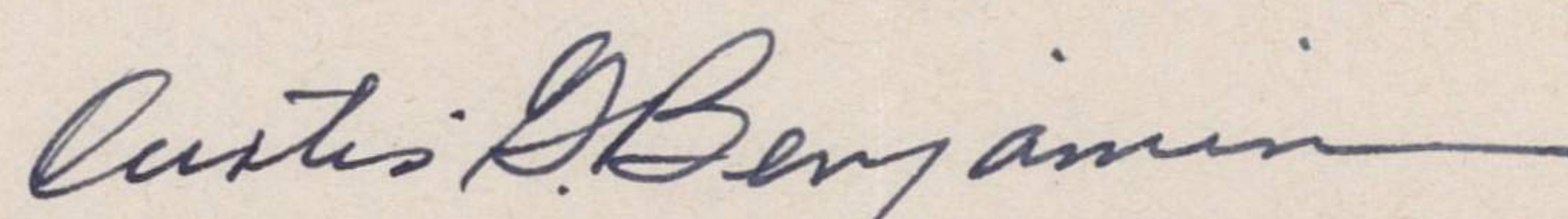
Your letter of January 5 arrived promptly, and we immediately sent you a supply of the new circulars on BETTER BASKETBALL. I assume that this shipment has already reached your desk. If more copies of the sheets are needed, please be sure to let me know.

Needless to say, we are pleased to learn that you have been favorably impressed with the new promotional list. You may be sure that we shall continue to expend much time and energy in gaining the widest possible distribution of the book.

I wish I could report that my ailment has entirely disappeared. It happens, however, that it is a little worse at the present writing. I helped move a heavy case of books at the A.A.A.S. meeting in Indianapolis, and the back immediately went out of joint again. I am afraid I'll have to plan another visit to the University of Kansas in the near future.

I hear you are having a very successful basketball season. Congratulations!

Sincerely yours,


Curtis G. Benjamin, Manager
College Department

CGB:MG

January 22, 1938.

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

Dear Mr. McGraw:

I am sending you a tear sheet from the Wyoming State Tribune, Alfred G. Hill's paper, in which Duane Yarnell, the sports writer, reviewed the text.

Since this is the only copy that I have, I am wondering if you will send it back to me after picking out any of the stuff that you or any of your men want to use.

I am sure that you will agree with me that the book you sent to Alfred G. Hill, the publisher of the Wyoming State Tribune -- that this good will seed of yours did not fall on barren ground.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

McGraw-Hill Book Company, Inc.

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New York, N.Y.

January 26
1 9 3 8

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

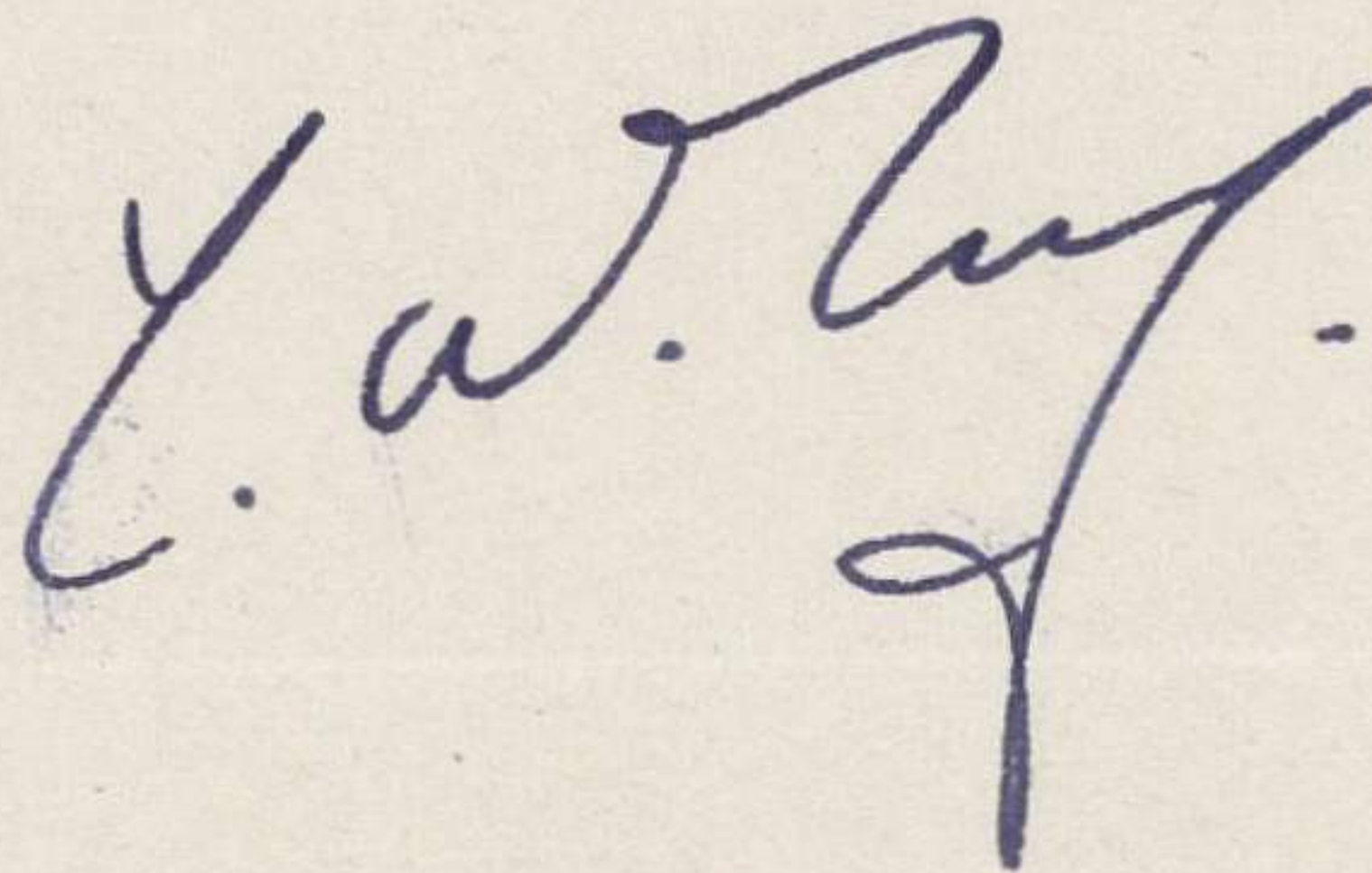
Dear Dr. Allen:

I find I forgot to answer your letter of January 15 in which you enclosed a letter from Mr. E. A. Thomas, Commissioner of the Kansas State High School Activities Association.

I am mailing him a complimentary copy, stating in my letter to him that it is at your request.

I return his letter herewith.

Sincerely,



CWM:MK

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January 26
1 9 3 8

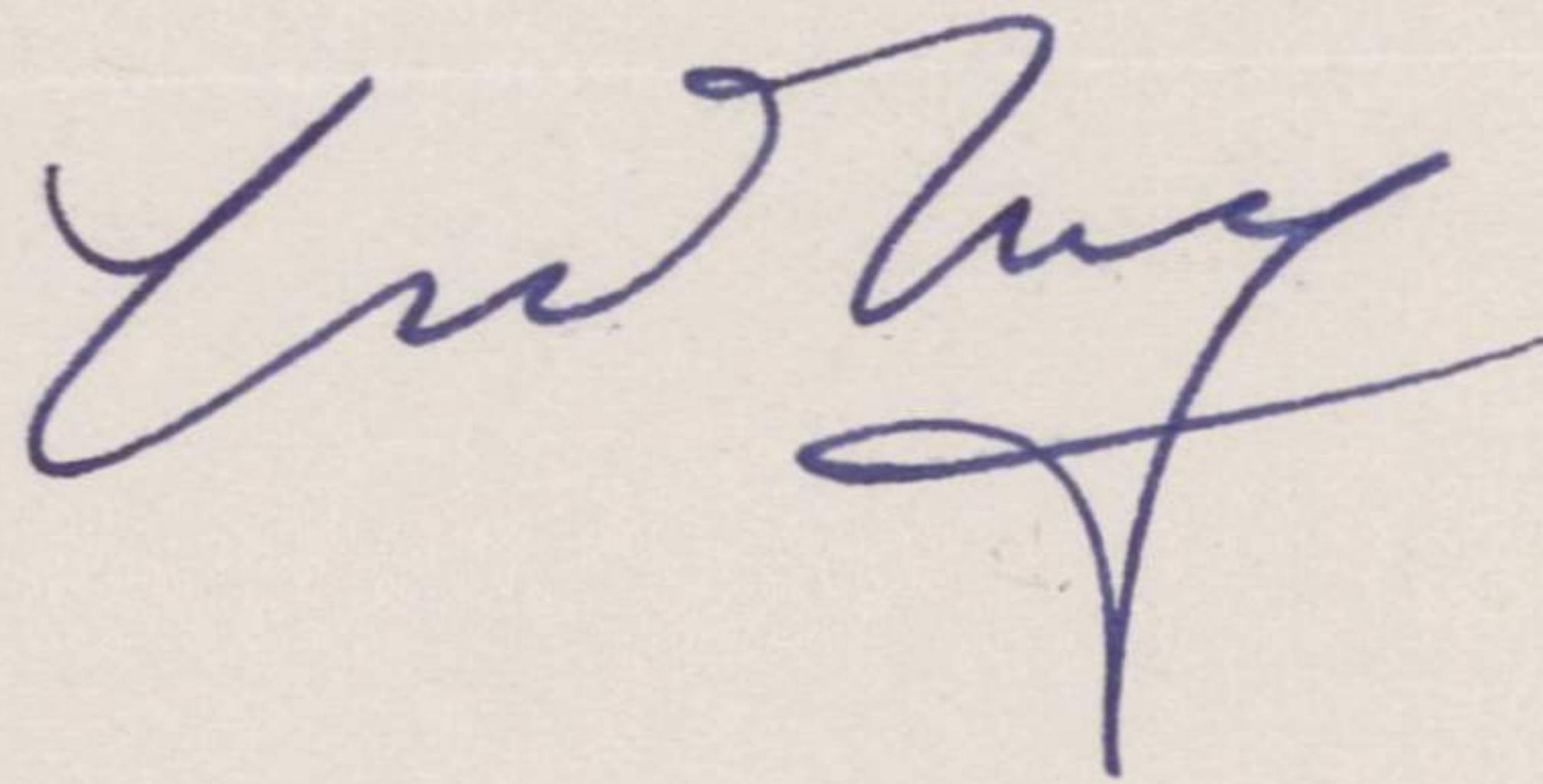
Dr. Forrest C. Allen
Division of Physical Education
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

Thank you for sending us the review from the Wyoming State Tribune by Duane Yarnell. I think it excellent and we had already seen it, our Clipping Bureau having sent it in. There is no doubt that sending Mr. Hill a copy was worth while.

Sales are still going along steadily and we have sold over 200 in January thus far and it should continue at that rate at least during the remainder of the basketball season.

Sincerely yours,



CWM:MK

January 26, 1938.

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

Dear Mr. McGraw:

I am sending you a copy of a letter I have received from Mr. H. D. Edgren, Supervisor of Inter-collegiate Athletics at George Williams College, Chicago. I thought you might want to be advised regarding his desire to use Better Basketball as a text in his college.

I am also sending you a copy of the list of "My Basketball Bible" sold this past fall by Smith-Grievess and Company. I thought by giving you the names of these people you could have your promotion department send each one of these firms or individuals your pamphlets, thereby notifying them that the new book, "Better Basketball", is out.

Doubtless some of these people have already purchased from you, but I did not want to miss a bet. On my list of six which were purchased along in the summer, I returned one. "My Basketball Bible" now, of course, is out of circulation.

Very sincerely yours,

FCA:AH

Director of Physical Education.

January 26, 1938.

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

Dear Mr. McGraw:

We mailed you a check for the 125 copies of Better Basketball that you expressed to us in December.

I find I made quite a grave mistake by suggesting that you ship them either by freight or express. I should have said parcel post or express a few of them, and let the others come by freight. I find that the express amounted to nearly 23¢ per copy.

I was quite sure that we would not sell but about half of them, but I thought we might just as well have them on hand. At present we have about 48 unsold books, and I find that I made a bad business move by suggesting that possibly they come by express. However, that is over the dam now and we are pleased that the book is going along in good shape.

Very cordially yours,

FCA:AH

Director of Physical Education.

January 28, 1938.

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

Dear Mr. McGraw:

I have your letter of January 26 and I agree with you that perhaps this book would not meet an over-enthusiastic sales response from the athletic goods people.

However, I wanted you to know that Mr. Dill sent Alan Gould, at the AP office in New York, a copy of his bulletin, and Gould wrote back asking for several copies saying there were several things in there that he was very anxious to pass along to some of his staff members toward codifying basketball results. Since basketball now is so universally played he feels that it should have a unified box score.

Also, Mr. Thomas J. Barry, general publicity man at Notre Dame University, wrote Mr. Dill asking for copies saying that he desired to use them in the teaching of his journalism course at South Bend. George Alderton, publicity man at Michigan State at East Lansing, also wrote Mr. Dill in very enthusiastic terms saying that he thought he had something there.

Royer, of course, does not get all the slants, because I know when I published "My Basketball Bible" he was very much against my charging \$4.00 for the book; said that I couldn't get it and it was presumptuous to charge that much because no football, basketball or other sports book had ever commanded such a price. I told him that I was going to make the book cost \$4.00 and that was the least I would sell it for, and it sold plenty well.

He was also opposed to the \$4.00 price on the new book. Of course, I see quite a difference in the situation I have just mentioned and Mr. Dill's book, but every high school has a journalism department, as every college does, and it is just another angle, in my opinion, that Mr. Royer hasn't looked into.

When I wrote Dan Ferris, Frederick Rubien and Avery Brundage about basketball being in the Olympics they all thought that nobody played basketball except in the United States. It just emphasized to me how poorly informed some people are on many angles that they should know about. At the time these gentlemen wrote me that statement they did not know that there were over 50 foreign countries playing basketball - just another indication to me that we confine our vision wholly to our activities that we are at the moment engrossed in.

Now please do not think that I am desiring to carry the matter further, only I wanted to set forth my ideas, and I still think I have something there as far as the idea is concerned.

Now, one other matter that I am interested in. I think that we could write a book on treatment of football injuries using this chapter and enlarging upon it, and it would go over in a big way. I would not be interested in doing it this summer, but I believe a year from this summer a text of that kind would go especially big. We could sell it for a lesser price than the other book, say \$2.00, and use all of the material we have, which would cut the cost materially, and then add some other very important football pictures. The book would go into most of the high schools because the coaches know so little about the training of their boys.

You will remember I discussed this with you once before, but I would like to have your reaction to it at present. Of course, this is for future consumption.

Very sincerely yours,

FCA:AH

Director of Physical Education.

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330 West 42nd Street

New York, N.Y.

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"McGraw Hill" New York

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ALDWYCH HOUSE, W.C.2.

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January 26
1938

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

Since receipt of your letter of January 14, I have been having our Editorial Department go over the bulletin you sent us by Mr. Dill of your Publicity Bureau.

As stated to you in my letter of January 17, in present form it is nothing but a pamphlet and could not command a reasonable price to make it commercially attractive. Even if he expanded it three or four fold, our editors doubt the market.

Recently I have had correspondence with Mr. Royer of Lowe & Campbell concerning a few other proposals on other kinds of athletic books. He informs me that the only athletic publications he feels will really command a good market are books on football, basketball, and track. I am inclined to partly agree with him.

Hence, unless we could see more definitely what Mr. Dill plans to do, we should not consider the matter further. I am not encouraging Mr. Dill because I do not want to ask him to do a lot of work for which we would see no market, but if he plans to develop something anyway, we would naturally like to have a look at it.

With kindest regards,

Sincerely yours,

CWM:MK

*Alan Gould A.P.
Ferry - Gen. Pub. Teacher
Geo. Alderton Pub. Man. Tech. Staff*