

December 11, 1937.

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

Dear Mr. McGraw:

I have just received a copy of The Coach, Lowe and Campbell's trade magazine. On page 6 they have a story about the new book, Better Basketball. Do you not think it would be a fine thing to have electro-plate cuts so that they could be sent to the various publications advertising the book. A cut in this article would have set it out much more comprehensively.

This brings me to a very important detail. When in New York I talked to your Mr. Hyland regarding the artist's sketch on the book front cover. I told him that if we could get a photograph of one of the players in action and reproduce that on the cover it would be one of the best ads that we could get. When I was with him I tried to pick out some of the photographs that did show action and grace, and at the same time sell the book. He assured me that they had expert artists there and that would be well taken care of.

I had hoped that he would submit the drawing to me for final approval before the thing was completed. I told him that we had used Ackerman, our star basketball player, on the cover of "My Basketball Bible". It showed him jumping with the ball at center.

This jacket cover is a dandy, but the cut on the front of the book is, in my opinion, very poor indeed. Will you kindly compare the cut that we have on the Basketball Bible, using your desk copy for comparison, with the cut that is used on Better Basketball? After you look at the jacket cover with its wonderful get-up, its brilliance and form of the people shown, and the artistry of it, and then look at the front cover of the book, it is a tremendous let down. To be honest with you, when I made the two comparisons my heart sank. The next move that I made then was to go through the book and find the exhibit that the artist apparently sketched the picture from. Please refer to page 171, exhibit 72, and note the astounding difference of the form and action of these two players. I do not believe it is necessary for me to say more.

I hope in the next edition, or the next run, or the next printing - whatever you call it, that this can be changed and an exact reproduction of exhibit 72 can be made.