

December 13, 1937.

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

Dear Mr. McGraw:

I am enclosing the Wittenberg Bulletin for your inspection. K. G. Lind, the director of the Wittenberg News Bureau, is a voluminous writer and a great basketball fan.

Pop Warner and I had a coaching school there in 1927, and in 1929 Bob Zuppke and I had a similar one. We had 365 coaches there at that coaching school. I think the size of the school was directly due to the wonderful publicity that K. G. Lind put out.

I am wondering if you would send him a copy of "Better Basketball", and ask him to give you a boost for the book in that section.

Edgar Tullus is the president of Wittenberg College, and he is also president of the First National Bank at Springfield, the largest and most influential bank in that part of Ohio. Lind is the man who builds him up and puts him over. I am sure a book sent to Lind would do a lot of good.

I wrote you about Biff Jones. I believe it would be well to send Dana X. Bible, at the University of Texas, a copy of the book and ask him to give you a boost. Dana is a good friend of mine, and I am sure that it would do no harm for him to receive a copy.

Sohaki Ri, of Waseda University, Tokyo, Japan, is another professional and business friend of mine who has more to do with basketball in Japan than any other individual. If it is consistent with your policy to mail him one, I would appreciate it. I would like for you to write him a personal letter, if you would. It was through his influence and that of Dr. Karl Diem when we met at Los Angeles at our Olympic Games that we put over basketball in the Olympics at Berlin. Sohaki Ri was in the States about three months ago and wired me, but I could not go to New York to see him. He is the head man for Olympic basketball in Japan for 1940.

If I am asking for too many copies to go to these different people it is only because I desire to spread the sales interest of the book. You tell me if I am going too far.

Sincerely yours,

FCA:AH

Director of Physical Education.