

December 15, 1937

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

Dear Mr. McGraw:

I received an order from A. G. Spalding Bros., 1012 Grand Avenue, Kansas City, Mo., and would have sent it to you, only I presumed that they desired this copy right away. For that reason I made a 25% discount to the firm.

I am wondering if it would not be possible for your people to contact A. G. Spalding Bros. in New York toward the possible purchase of some of these books, or at least a listing of Better Basketball in their catalog.

I am well acquainted with Jay Wyatt, their college man and a close adviser to the head of the firm. He is in charge of all salesmen, and has a very responsible position with Spaldings. He is very close to Mr. Tweede and Mr. Lincoln. Jay is an old University of Missouri boy, and I know him very well. He would know more about the possible sales of this book than some of the other people.

Of course, John T. Doyle, the director of the American Sports Publication, a Spalding publication, is a personal friend of mine, and as you have him on your list I am very sure you could use him to contact the necessary Spalding people as far as recommendations go.

By the way, Mr. McGraw, our contract with your firm calls for six or seven author's copies. Perhaps you may feel that you sent out so many that I should not ask for this, but I have thought of the author's copies as coming to me so that I might autograph these and give them to some of my close colleagues and personal friends here at the University and other places. I would appreciate your sending them to me if it is consistent with your idea. I would like to use them for Christmas presents. The list that I gave you, and to whom you have sent books, were not personal friends but were people that could be used for increased sales.