

I also acknowledge receipt of three boxes by express. I am distributing these to some of the merchants down town and they are using them as displays. I am sure that we will get some very good publicity from such a wide distribution of important individuals.

I am very much pleased with the circular that your school department is mailing out to various schools throughout the country. I will be very happy to have these different circulars as they come out. I think they add a lot to practical selling.

Regarding the additions or corrections to the list that you asked me to make, I would like to suggest that you send Mr. Charles Cramer, of the Cramer Chemical Company, Gardner, Kansas, a copy of the book. The two Cramer boys, Frank and Charles Cramer, were in the office yesterday and asked for a gloss of me so they could make a cut and run an additional story on the book in their First Aider.

Frank Cramer told me that his copy of the book had just arrived the night before and instead of coming up from Gardner, about 30 miles away, to see the basketball game, he sat down by the fireside and picked up my book expecting to scan over it a while and then run up to the game. He said he got so confounded interested in reading it that he sat there until midnight without getting up. And you know, I really believe he told the truth because this fellow can be counted on generally for his veracity.

I am sending you a press-proof copy of their First Aider. They brought one along yesterday. They are going to knock out some of the stuff they have in this issue and run a good story on our publication, "Better Basketball". For that reason, I would appreciate it if you would mail a copy of the book to Frank Cramer. They will do us a lot of good. Frank tells me that he and Charlie are mailing out 15,000 copies of this First Aider and they are holding this issue up until they can have a cut made and elaborate on the publication of the book. I have asked Charlie Cramer to send you 6 or 8 copies of the First Aider showing the stuff that they are putting out regarding the book.

One fellow that I entirely forgot was Whitney Martin, sports editor of the Associated Press, 18th and Grand Ave., Kansas City, Mo. He is sports editor for the Southwest Division of the Associated Press, and writes some wonderful stuff. A letter to him from you together with a copy of the book will be very helpful. He is a Nebraska alumnus and a great sport writer. I expect to see him lined up with the AP in New York in a short while.

This fellow Charlie Grumich, on the AP, is a University of Missouri alumnus. He is located in New York, of course.