

November 17, 1937.

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

Dear Mr. McGraw:

This thought occurred to me. Why would it not be possible to put a small ad in each of the state high school athletic journals, and in addition to that send a copy of Better Basketball to the outstanding secretaries of these various high school athletic associations.

E. A. Thomas is secretary of the Kansas State High School Athletic Association, and editor of their publication, The Kansas Athlete; H. V. Porter is secretary of the Illinois State High School Athletic Association and he gets out a publication - I think it is called The Illinois Athlete.

These have a tremendous circulation with all the high school coaches of their respective states, and I believe by putting a small ad in their journal they will naturally give you a boost on the book. It may be too late for the December publication to get a space in there, but if you could put in the ad something about the book, Better Basketball, as a Christmas present for the youngsters I think it would be a fine idea. I am sure that this thought has already been developed by either your Mr. Kelley or your Mr. Benjamin.

From my past experiences, hundreds of Basketball Bibles were sold to the parents to be given to their sons who played on the high school team. I believe this suggestion has some value, if it could be properly handled.

H. V. Porter's name is already on the list for a complimentary author's copy on account of the contribution that he has made in the way of a couple of poems. If you would write to H. V. Porter he would give you the names of the secretaries of all of the high school federations in the United States. That seems to me a fine way of getting in touch with the high school coaches of the country.

This morning I received a letter from Major J. L. Griffiths, of the Athletic Journal, as follows: