

"I would like to run an article in the Athletic Journal giving the impressions of some of the outstanding coaches regarding the no tip-off rule. Would you be good enough to send me your candid opinion of the effect of the rule on the game - its advantages and disadvantages."

Of course I am going to reply to him right away because we can nicely ask him to put in the little introduction to my statement that I am the author of the new book just out, Better Basketball. You may want to give him a small ad.

You will please remember that Major Griffith really published the Ward "Piggy" Lambert book, Practical Basketball. If he did not publish it, he is promoting the sale of it. On page 46 of the Athletic Journal is the enclosed ad. So naturally it will be necessary to sweeten the pot a little to get the Major to extend himself. This book formerly was priced at \$4.00, but the sale apparently was not exceptional so they reduced it to \$3.00. You can count on my doing everything to encourage the Major to give us a break. I am very sure that you are acquainted with the Athletic Journal. They perhaps have already endeavored to sell you an ad. It has quite a circulation among the college men, comparable to what the Scholastic Coach has with the high school boys.

However, these trade magazines, like Lowe and Campbell's Coach and Cramer's First Aider, have a very heavy distribution. I would suggest that you court these people because you get tremendous publicity without having to pay for it.

I am also sending you a list of the boys who worked all day long in shooting the pictures that we are using in the book. In fact, I used them three days, instead of one day. I imagine each boy put in about 10 hours work of total elapsed time in shooting these pictures. If you would like, you could write each of them a letter thanking them for their cooperation and telling them that they can see me and I will autograph the book, or if you want to send the books here I will autograph them and mail them out to the boys. The group that I mention especially would be my basketball players and the names of the boys I wrote stories about, like Bunn of Stanford, Lonborg of Northwestern, Frosty Cox of Colorado, and other individuals.

Sincerely yours,