

November 10, 1937.

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

Dear Mr. McGraw:

I am sending you carbon copy of a letter from Mr. Warren Woody, the agency manager of the Equitable of New York. You can see what he thinks of the Chicago set-up, and gauge yourselves accordingly. I wonder if it would be possible for you to send Mr. Woody a complimentary copy of the book, as he has been of untold help in its publication.

I am also sending you copy of letter from Julian Palston, of Wichita, and copy of letter from Alston McCarty of Denver. This is not very important regarding the covering of these sports writers. I wrote Matty Bell, the S.M.U. coach at Dallas for the outstanding newspaper men down there.

Please do not feel that I think you should send a copy to all of these men I have listed. I would be rather economical in the distribution in territories where the sales possibilities are not too large. Of course, you people are the boss, and you know more about it than I do.

I am wondering if it would be in keeping with your policy to send possibly an imperfect copy of the book to each of the boys participating in the pictures. There might be some copies with slight defects which you would not wish to sell. However, that will be up to you.

By the way, did you see Lowe & Campbell's trade magazine for this month, "The Coach"? It gives a dandy write-up of Better Basketball. I imagine that Marion Miller, the editor, has sent you a copy. I am asking him to do so, if this has not already been done.

Very sincerely yours,

FCA:AH
Enc.

Director of Physical Education.