

October 25, 1937.

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

Dear Mr. McGraw:

Thank you very much for your letter of October 20, with enclosures. I like both illustrations very much. I am sending them back to you enthusiastically, O. K.ing them both. I agree with you that the lay-out will be a most attractive and excellent one. Saturday I returned all the enclosures with the exception of the complimentary copy list of Bierman's "Winning Football".

I want to study this list a few days, if it is agreeable to you, and I will add my suggestions and comments on some of this group that I know personally, and I will add others and give you a reason for suggesting them.

I notice that you are just calling the book "Better Basketball". Did we both not agree that we would call it "Better Basketball, Incorporating Technique, Tactics and Tales"? I do not want to appear tenaciously contrary over this thing, but the sub-title of "Technique, Tactics and Tales" carries a lot more sales value than merely "Better Basketball".

The "Technique" is the fundamentals, "Tactics" are the plays put into action, and the "Tales" are stories of great games that we have played. I think you can feature your advertising by playing up these three sub-titles. You will find that these inspirational stories will give a tremendous wallop with not only the smaller boys but the boy who is still working for the near-divine and the impossible to happen.

I have had hundreds and hundreds of letters from people who read the story of one great game under inspirational coaching in "My Basketball Bible". Coaches in the big time have told me that just before their most difficult game they have called their team together and read them the story of that game.