

You can rest assured, Mr. McGraw, that I have implicit confidence in your splendid firm in doing a fulsome job on everything that they attempt to do. I sometimes laugh at my own antics. I remember your Mr. Kelly (and by the way, how is Kelly's knee?) at the luncheon that we had together with you and the other amiable friend, telling me that Mr. Hood of our engineering department constantly wrote letters in wondering why they didn't advertise his book more. In a reflective comparison I see myself knocking at the Whittelsley House advertising door. So while you sometimes get impatient with a lot of my nonsense, I know a lot of my silly ideas only register a smile on your condescending and discerning countenance. But as you say, we are both partners, and if the book is highly successful we are both happy.

While I have worked with Mrs. Allen to make this the very best book that in our opinion could be written, I must have a practical yen to make your part of publishing it a success. So while dollars and cents are important in publishing the book, I do appreciate our obligation to you in making this the best basketball seller that has ever been published.

When I spoke at Teachers College this summer to the group I mentioned the book, and upon every occasion if I can find any reason for mentioning this new book I do so.

Please forgive this long, tiresome letter, and do not feel that you have to acknowledge it.

I am expecting to buttress this Bierman list with a group of individuals that I think will do us a lot of good. Ernie Quigley, the national league public relations man and chief of umpires, told me that when he got a copy, if and when he did, that if you would write him and tell him the angles that you want stressed he would give some time to our book on his national radio hookup. He is going to talk on sports and officiate some of the nation's high light games, and he said he would give us a break. I, of course, will comment on this later, but I was just showing you how I am cooperating in every possible way to get this book to the attention of the people. I think it will merit their nod.

Very sincerely yours,

FCA:AH

Director of Physical Education.