

October 30, 1937.

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

Dear Mr. McGraw:

As I promised you, I called on Smith-Grievess Publishing Company in Kansas City, and find that they had but fifty copies of "My Basketball Bible" on hand last Thursday. They will have no difficulty in getting rid of these fifty copies, but they promised me emphatically that they would run no more issues of this book, but that it would be out of print by the time our new book comes off the press.

They are receiving orders for "My Basketball Bible" right along, but not in large quantities. In fact, three orders were received this morning for the book from the Scholastic Coach people. One was from Windham, New York, the second from Jupiter, Florida, and the third from Clearmont, Wyoming.

You can see by this sporadic list that we will have no difficulty in getting orders if we get the publicity out over the United States concerning this new book. I still think that it would be a good advertising medium to mention that this new book was written by the author of "My Basketball Bible", which is now out of print. For thirteen years the Basketball Bible has enjoyed rather commendable popularity. You will pardon the personal pride that I have in saying this, but I know it is true. This new book, "Better Basketball", is much superior in every way to our first attempt.

Very sincerely yours,

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Director of Physical Education.