

October 16, 1937.

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

Dear Mr. McGraw:

In answering your good letter of October 13 I should have made it more plain to you that my only desire in listing "My Basketball Bible" and "Higher Education in America" was to list the periodicals and publications that I had written.

Many of the coaches for years have been acquainted with "My Basketball Bible", and some have thought quite well of it. This was an additional point that I had in mind - many of the coaches knowing of "My Basketball Bible" would feel confident perhaps to purchase "Better Basketball" on the strength of my previous publication. Even with the book out of print, I thought it well to mention in connection with "Better Basketball" that the author of "Better Basketball" is also the author of "My Basketball Bible".

I certainly agree with you that "My Basketball Bible" will soon be out of print. Of course, Smith-Grievess may have a few copies on hand and they may dump them on the market at an excessively low price. Of course, we cannot keep them from doing that, but my experience has been that when a book falls off from its established price it never commands the attention for sale to the better coaches. I think, however, I can get Mr. Smith and Mr. Kleinhoffer, of the Smith-Grievess Company, not to do the thing I mentioned. They are very high grade people.

Now here is one thing that I notice, Mr. McGraw. The Scholastic Coach, Alex Taylor and Company, of New York, and different people are writing in concerning "Better Basketball". Somehow the publicity from your firm doesn't seem to have gotten across to these people. I am not even blaming your college or mail order department for not acquainting all of these people with these details, because you