October 22, 1937.

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

Dear Mr. McGraw:

Just another angle regarding sales promotion that I thought you might be interested in. We have the records from our publishers of "My Basket-Ball Bible" of all the books that were sold by the publishers to libraries, sporting goods houses, and so forth.

It occurred to me that by having a record of these 14,000 volumes it might give your mail order department and your college department a bit of help in checking on the buyers. We have this list at home and if you would like to have it I will be glad to mail it to the individual that you think it should go to.

Please do not let me bother you too much, but I am constantly thinking of some angle whereby we can increase the sales when this book is ready. The more that we look at the copy of this new book the more enthusiastic the Allens become. We think it is going to be a dandy.

Very cordially yours,

FCA:AH

Director of Physical Education.