

September 2, 1944.

Mr. Curtis W. McGraw,
Vice President and Treasurer,
McGraw-Hill Book Co. Inc.,
330 West 42nd Street,
New York 18, N.Y.

Dear Mr. McGraw:

During your absence I wrote to Mr. H. M. Larsen of the Treasurer's Office, ordering sixty copies of BETTER BASKETBALL.

Ray Eliot, coach of football at the University of Illinois, Slip Madigan, coach of football at the University of Iowa, Vadal Peterson, coach of basketball at the University of Utah, the school that won the National Collegiate and the National Invitation in New York, - and I headed up the football and basketball faculty at the Iowa State High School Athletic Association Coaching School at Boone, Iowa, on August 15-19. Bud Parmalee, formerly of the New York Giants, Pie Trainor, third basemen and former manager of the Pittsburgh Pirates, and Lew Fonseca, leading hitter of the American League and former manager of the Chicago White Sox, formed the baseball faculty. Lyle Quinn, the executive secretary of the Iowa High School Coaching Association, and some of the key coaches asked me for an autographed book as a professional courtesy.

We had 250 coaches enrolled at Boone, Iowa, and 60 of them asked me to autograph and parcel post the book to them. I take this as an indication that there are many, many new coaches in the country today due to the war situation. Therefore, I think that the book will enjoy a fairly large sale if promoted from an advertising standpoint.

John Bunn, of Stanford, who is now Dean of Men there, was the author of a book published by McMillan Company, entitled "Basketball Methods". There is only one book on the market besides mine that the author is actively engaged in coaching. That is "Winning Basketball" by Nat Holman, price \$2.00. Therefore, I feel that a good advertising campaign calculated upon stimulating sales might prove profitable.

I also lectured at the Kansas Coaching School in Topeka, and found quite a receptive sale there. Lowe & Campbell of Kansas City, had a salesman there with our book, BETTER BASKETBALL, on hand and he put out quite a few of them.