

I had written Mr. Larsen about the book cover and was pleased to find that you had again printed the colorful jacket which helps the looks of the book decidedly.

My thought in asking for a number of author's copies was that I could put these books in hands that would again call attention to the book since it is seven years old. After a book runs through a couple of college generations it is considered an old book, and the original copies distributed by the publishers are many times laid aside. With this new printing size and colorful jacket I believe we can again stimulate a fairly large sale.

Very cordially yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

During your absence I wrote to Mr. H. H. Larsen of the

Dear Mr. McGraw:

New York 18th M. A.
320 West 42nd Street
McGraw-Hill Book Co. Inc.
Attn: President and Publisher
Mr. Charles A. McGraw

September 5, 1947