

# Esquire

THE MAGAZINE FOR MEN

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Dear Friend:

Once every generation sport produces individuals whose names will live as long as the world reads sports pages and thrills to the sight of a perfect athlete performing as only he can. The basketball wizard of this generation was Hank Luisetti, Stanford's immortal forward, and the January issue of ESQUIRE magazine features this unforgettable cage star in a full-color gatefold reproduction of an original painting by James Bingham, LUISETTI SCORES AGAIN. The setting of the picture is Madison Square Garden on December 30, 1936, when Hank Luisetti led Stanford to victory over Long Island University in a game that broke a three-year winning streak for L.I.U. The accompanying article, HANK LUISETTI: BASKETBALL WIZARD, was written by Purdue's coach, Ward Lambert, and points out the qualities that made Luisetti a basketball giant.

Six-foot-three, big-handed, loping Hank Luisetti did much to break down the sectional barriers of basketball and give the great game the nation-wide scope it deserves, says Coach Lambert. He and his Stanford team helped spread the gospel of the game from Pacific to Atlantic, sometimes blazing new trails and always performing in a way that made the game's fans remember him and want him, or players like him, to come back.

You'll want to see this exciting painting of an exciting event ... you'll want to read Coach Lambert's description of the top basket-hitter of this generation. Look for this double-dose of basketball thrills in your January issue of ESQUIRE, today!

Cordially yours,  
ESQUIRE . The Magazine for Men

*Charlotte Warren*

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