

February 14, 1942.

Mr. Lloyd Elliott,
E. L. Mendenhall, Inc.,
8 West 9th St.,
Kansas City, Missouri.

Dear Lloyd:

I am most grateful for your splendid patriotic booklet. I have found so much of codified patriotic value in it that I scarcely have the heart to criticize at all.

In fact, I flunked the flag quiz completely. And I think the presidential information most valuable. I have often wished for just such a thing as this brochure which is a shortcut to forgotten or misplaced information. In all, it is both a timely and delightful publication.

But may I suggest just this in point of criticism: Your Foreword is weak. It lacks punch. First, your opening sentence would be strengthened by beginning with your now dangling phrase, "regardless of the occasion." Transpose this and see if you don't find a strengthened thought.

Second, in your series of bold-type sentences immediately following your opening sentence, I think that one of the two last sentences is unnecessary. They overlap in thought. America in business is at work. Why don't you try for these bold-relief sentences this trio:

America at play
America in business
America at war

Merely as a suggestion, I should try something like this:

America at play is honest and aggressive.
America in business is intelligent and
ingenuous.
America at war is hard-hitting and triumphant.