

December 14, 1937.

McGraw Hill Book Co.,
330 West 42nd Street,
New York, New York.

Gentlemen:

This acknowledges receipt of the advance copy of your new book "BETTER BASKETBALL" by Dr. F. C. Allen which we admit even exceeds our expectations.

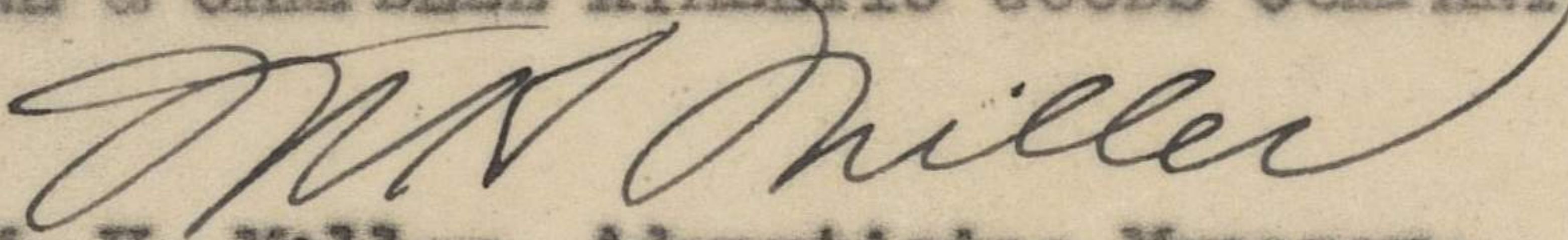
The sale of the book is going good at this time and has been reannounced in the December issue of "THE COACH", our monthly publication to school officials throughout the United States.

We would like to have, however, a small size electrotype of the book showing the front cover design in a size not to exceed one inch in width. This can be used to good advantage in our next catalog and other advertising matter. It will be appreciated if you will notify the writer whether or not such a cut can be furnished in the near future.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS COMPANY

By


M. H. Miller, Advertising Manager.

MHM:LR

P. S. If the above electro is supplied Dr. Allen would also like to have one for similar purposes.

M.H.M.