

McGraw-Hill Book Company, Inc.

TO

Dr. Forrest C. Allen PAGE -2-

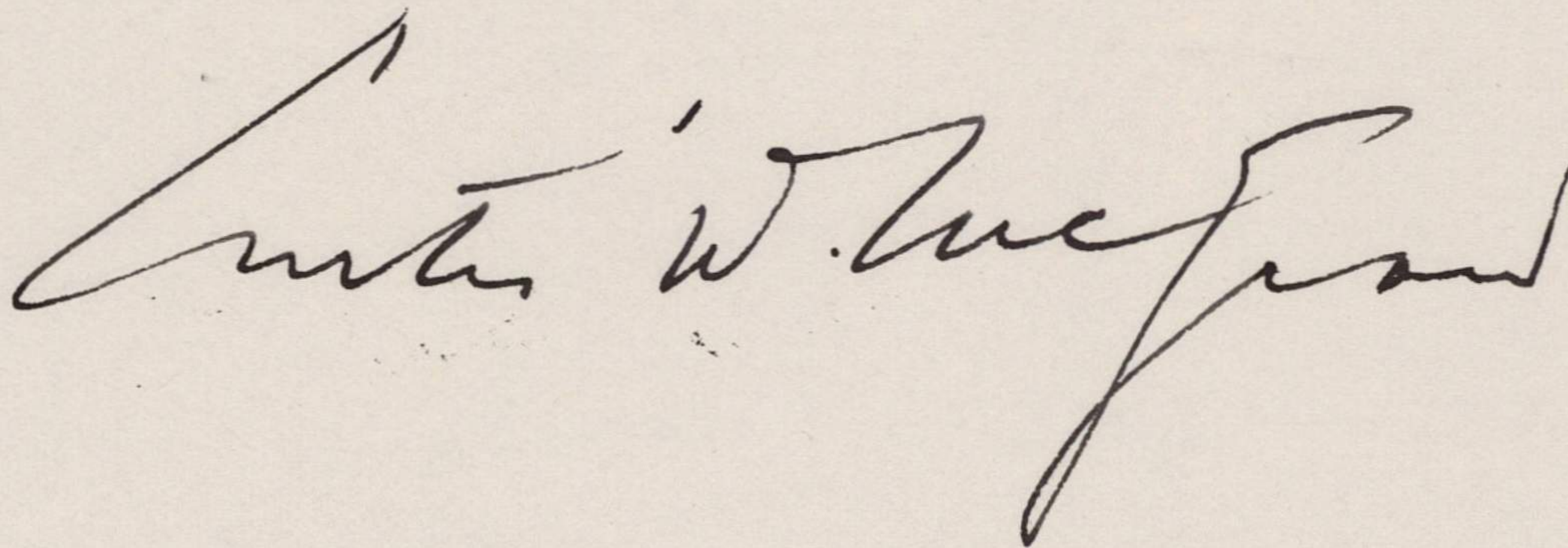
DATE 7/7/38

In addition to the above and other promotion as well, our Trade Department salesmen have recommended the book in all general bookstores.

I know that BETTER BASKETBALL is far and away superior to the Bible, and what may be thought of as small sales is not for the lack of trying.

Sincerely yours,

CWM:HML
Enc.

A handwritten signature in cursive script, reading "Arthur W. MacFarland". The signature is written in dark ink and is positioned to the right of the typed name "CWM:HML".