

February 9, 1938.

Mr. Curtis W. McGraw,
McGraw-Hill Book Co.,
330 West 42nd Street,
New York City, N.Y.

Dear Mr. McGraw:

I notice the ad for Better Basketball in the Athletic Journal for February, and think it is very nice. However, if you had a cut - a photograph or a play - it would attract much more attention. The basketball season is getting well along now, and perhaps there won't be much more advertising, but I noticed the Athletic Journal carries Piggy Lambert's physiognomy in his ad. I believe this adds to the attractiveness of the advertisement.

Sincerely yours,

Director of Physical Education.