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McGraw-Hill Book Company, Inc.

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February 14
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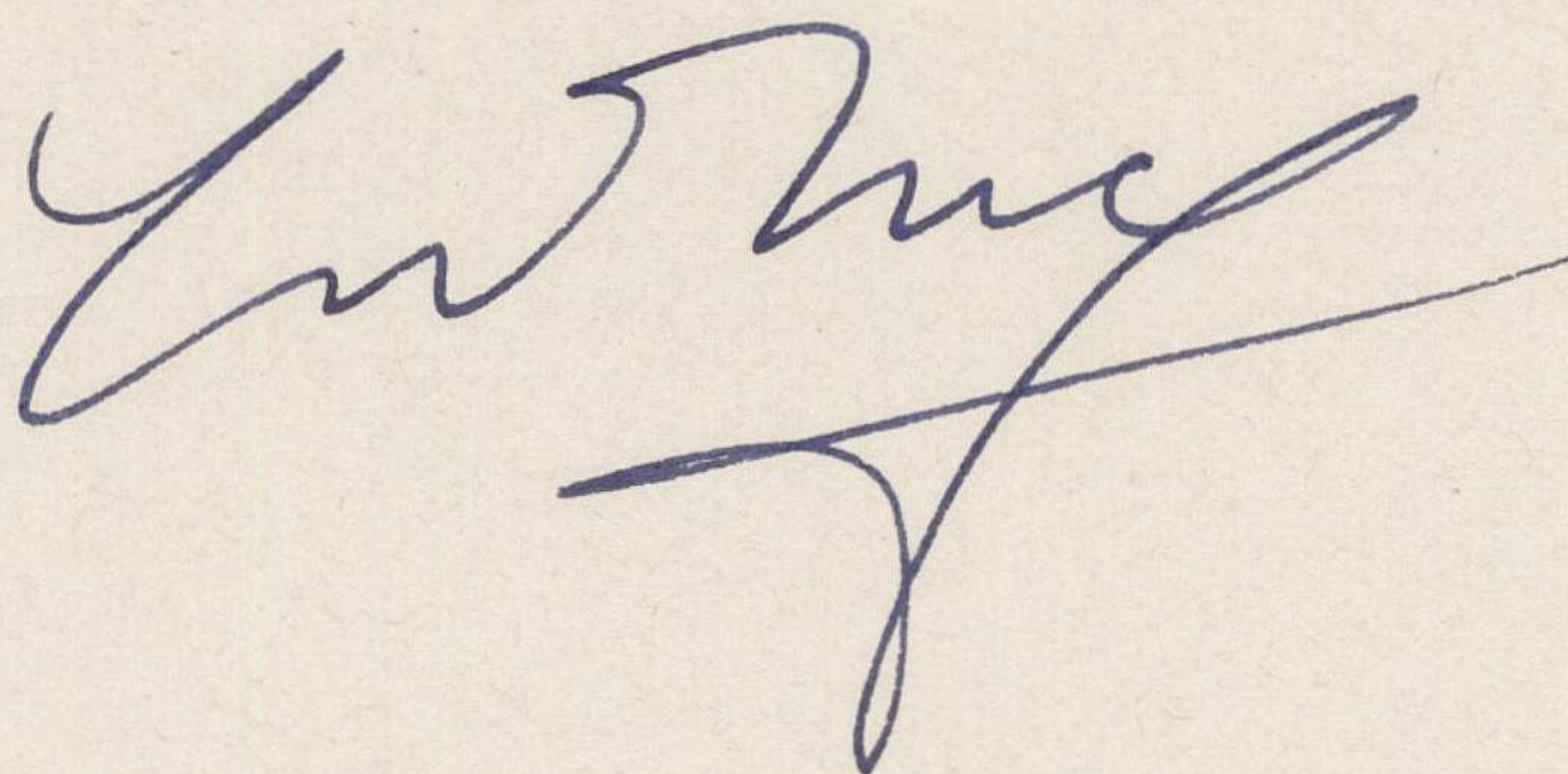
Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

I acknowledge your letter of February 9 stating that you feel our advertisements of BETTER BASKETBALL would be better with a cut, photograph, or play. I agree with this and I am passing your suggestion on to the Advertising Department. Of course, some of the ads have had cuts but the Advertising Department naturally changes or varies their copy at times.

In your letter of February 10 you ask that a complimentary copy be sent to Dr. Hulburt and this will go out immediately. I return Dr. Hulburt's letter herewith.

Sincerely yours,



CWM:MK