

Aug. 30, 1937.

McGraw-Hill Book Company, Inc.,
330 West 42nd St.,
New York City, N.Y.

Gentlemen:

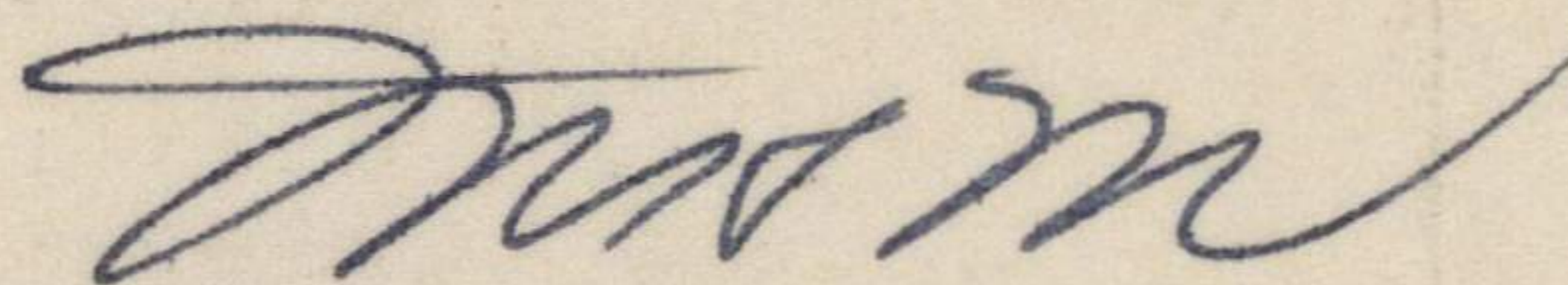
ATT: Mr. Curtis W. McGraw,
Vice-Pres. & Treas.

In reply to your letter of August 19th relative to an electrotype of the cover design of Dr. Allen's basket ball book "BETTER BASKET BALL", I am afraid that November will be too late to do us much good, as we wish to advertise this book in an earlier issue of our monthly publication, "THE COACH" -- possibly in September or October; however, if it is impossible for you to complete a cut of the book earlier than November, please enter our order for an electrotype of 1-inch width at that time.

Very truly yours,

MHM:JP

LOWE & CAMPBELL ATHLETIC GOODS CO.



M. H. Miller.
Advertising Manager.