

BRISTOL-MYERS COMPANY

630 FIFTH AVENUE

NEW YORK

EDUCATIONAL DEPARTMENT

Dear Health and Physical Education Director:

As you requested, we are very glad to send you separately the wall chart entitled "Exercise is Vital, but".

This chart was worked out with the assistance of many Physical Education instructors to meet their needs in stressing the following:

1. The value of proper exercise.
2. The importance of proportionate use of all muscles.
3. The results of disproportionate muscular activity.

We believe you will want to place this chart on the wall of the gymnasium or health office for study at leisure by the individual student.

In addition, it should prove useful in lesson instruction on the physiology of muscles.

Since this is a relatively new piece of material, we would be appreciative if you would give us your comments on it after it has been in use for a short time. Simply jot down any suggestions you may have on the attached sheet and return it to us at your convenience.

Thank you for your interest in our material.

Very truly yours,

BRISTOL-MYERS COMPANY

Marion P. Morris

(Miss) Marion P. Morris
Director

Educational Department

MPM:MR

P.S. In the past, it has been our practice to furnish Minit-Rub samples for student distribution but because of wartime activities, government priorities on vital materials used in the packaging and making of our products --- make us forego our practice of sending samples. Whenever possible, however, we shall be very glad to make them available once more.