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Educational Department

NEW YORK. Aug. 12, 1937.

Prof. F. C. Allen,
Dept. of Physical Education,
University of Kansas,
Lawrence, Kansas.

Dear Sir:

We are sending you to-day under separate cover a copy of Dr. William F. Snow's "Venereal Diseases," which we publish under the auspices of the National Health Council. You will know the sane and reliable character that a work must have that comes from the hand of Dr. Snow, the General Director of the American Social Hygiene Association; and the timeliness of this small volume will be a strong recommendation of it in connection with your plans for the coming year.

"We know how to control these diseases; but we also know that the application of necessary measures of prevention and control can not proceed more rapidly than the formation of public opinion to support them." It is with this thought that Dr. Snow has written. The sober truth of his statement constitutes a challenge to make the coming generation regard the whole matter in an unexcited and rational light - the only light that has the slightest measure of justification.

The book we send you is well adapted to inform college students - by its matter and manner. It tells them what is personally valuable and at the same time makes them aware of larger social issues. It does this without distortion, with unruffled sanity. In short, it is required reading for college students, especially for freshmen. We believe that you will want to have your students not only read it but own it. It is listed at a retail price of thirty-five cents; on quantities there is a discount to distributors of 25%.

You have been selected as among those persons who are responsible for the health of the young men and women in the greater American colleges. If, by chance, you are going to be absent during the coming year or for any other reason are sharing your responsibilities, we should appreciate it if you would bring the book and this letter to the attention of the person in charge for the coming year.

Since we are anxious to have constantly on hand an adequate stock for the fall trade, will you kindly let us know by the enclosed card the number of copies you may require when college opens?

Very truly yours,

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