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Mc GRAW-HILL BOOK COMPANY·INC.

McGRAW-HILL BUILDING

330 WEST 42ND STREET

NEW YORK, N.Y.

CABLE ADDRESS
"Mc GRAW HILL" NEW YORK

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July 29, 1938

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

Dear Dr. Allen:

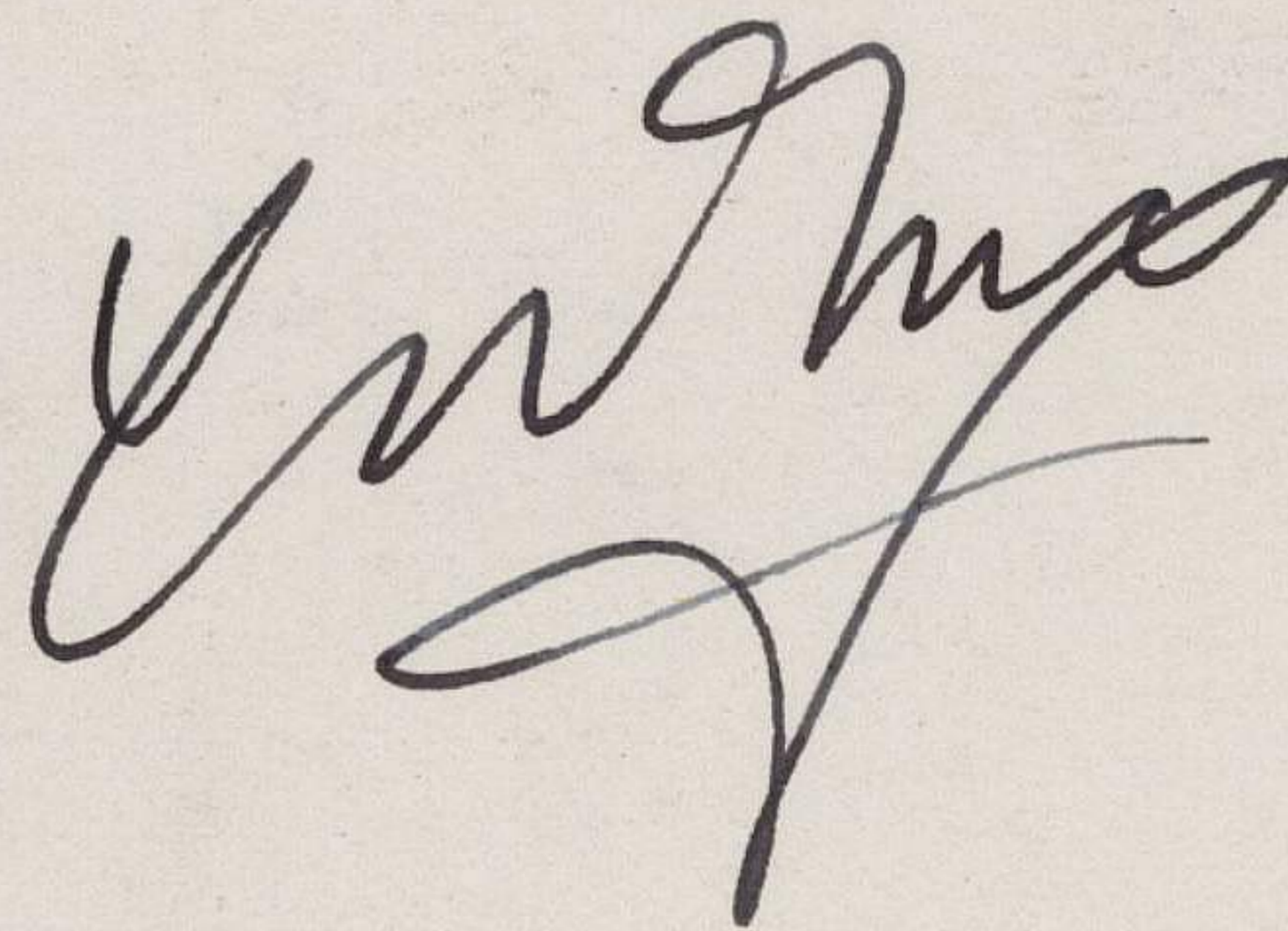
I have been in and out of the office so much of late that I have not had a chance to answer more promptly your two letters of July 19.

The first letter gives us four corrections to be made in Better Basketball. These will be made in the next printing which will soon be put through.

I consulted Mr. Egner of our Advertising and Mail Order Department and he tells me that while his assistant is on a vacation, he is positive cuts of Better Basketball were made some time ago and sent to several of the better sporting houses to appear in their catalogues. As I remember it Lowe and Campbell wrote me last fall and the Sales Department sent them one at that time.

I agree with you that a little cut such as you suggest is excellent for selling purposes.

Sincerely yours,



CWM/ELR