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## McGraw-Hill Book Company, Inc.

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July 7th  
1938

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

Dear Dr. Allen:

I acknowledge receipt of your letter of July 2, in the first paragraph of which you ask that I mail Mrs. Allen a check for the royalties as she is soon to drive East. In accordance with your request, I enclose our check in the amount of \$250.00 made out to you, asking that you pass it over to Mrs. Allen. I make the check to you because our auditors object to our making payments to any others than those with whom we have a royalty agreement. I know you will understand their reason. Toward the end of July, a complete statement of sales and royalties accrued will be mailed to you, together with a check for any amount over \$250.00 due.

We are sorry that you feel disappointed over the sale of BETTER BASKETBALL during the first six months of the year. Personally, I doubt very much if the sale could have been doubled without a sales cost far beyond reason. I am not going into a great amount of detail as to the promotion we have undertaken for the book but every suggestion you have made has been covered several times. Circulars have been sent to the subscription lists of both the "Scholastic Coach" and "Athletic Journal". Practically every coach has received a circular beside this through either our School or College Departments. Circulars have been sent to the Physical Education Departments of both schools and colleges as well, and we have a little while ago written a personal letter to every Summer School director. In this connection, we hope to receive some good Summer School orders, and we hope that the first six months of the year is what might be considered an off season for the book.

As you know too, all this circularization has been followed up with advertisements from time to time during the season, and we shall, of course, do so again next Fall.