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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

LONDON  
ALDWYCH HOUSE, W.C.2.

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April 26  
1938

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

Dear Doctor Allen:

In accordance with your letter of April 22, I am sending you a complimentary copy of BETTER BASKETBALL under separate cover for Henry McCurdy of the Macmillan Company. It is unusual to have the representative of another publisher boost one's book but I imagine you have a close connection with him.

I note also your visit with Dr. Neilson and hope that possibly he can use the book in his new Athletic and Physical Education classes.

I also have your letter of April 20 stating that you have received the sample cover with the brown ink. You ask if something in dark blue would not be better than the tan colored binding. As I have told you before, this we tried and it worked out poorly.

First of all, real gold stamping would be prohibitive in cost. Secondly, imitation gold is unsatisfactory and would only last about a year and then the book would look terrible and worse than ever. Red ink will not show up satisfactorily on the dark blue and hence we hit upon the leather cover binding which, to most of us, is very attractive.

I cannot agree that the present cover gives a cheap appearance or detracts from the dignity in any way. We have many books, as do all other publishers, in various colored bindings and the trend today, particularly, by the outstanding artists in book design is for lighter and striking colors.