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McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 West 42nd Street

New York, N.Y.

CABLE ADDRESS
"McGraw Hill" New York

LONDON
Aldwych House, W.C.2.

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February 19
1 9 3 8

Dr. Forrest C. Allen
Division of Physical Education
University of Kansas
Lawrence, Kansas

Dear Doctor Allen:

I acknowledge your letter of February 16 enclosing the review of the Kansas Athlete written by Mr. Thomas to whom we sent a complimentary copy of BETTER BASKETBALL. I have just had a letter from Mr. Reed thanking me for the complimentary copy sent him and he says he will review BETTER BASKETBALL next Fall as all his space is scheduled up to that time.

I have read with care and interest your letter of February 14 concerning the diagram on the front cover of BETTER BASKETBALL. First of all, let me say again it is our feeling that the diagram on BETTER BASKETBALL and most our other books is merely a symbol or decoration and it is not really necessary that it be perfectly accurate. All our diagrams are made from brass dies which are cut by hand and which are very expensive. I think the one used on BETTER BASKETBALL cost \$40.00. We use brass dies because they are much more satisfactory in manufacture and the stamping comes out much more clearly on the rough cloth. We could, of course, use the cheap \$5.00 line-cut but from our standpoint it would not be satisfactory. To do what you want done with brass ~~cutter~~, we would have to have a special drawing made to follow and the whole cost would be in excess of \$100.00. Then too, on brass dies there cannot be too much detail or it will not properly show up. Hence, I think the only reasonable thing to do is on Plan A to drop down on the diagram about a half-inch and end the matter.

Sincerely yours,

CWM:HML

