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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

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ALDWYCH HOUSE, W.C.2.

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January 26  
1938

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

Dear Dr. Allen:

Since receipt of your letter of January 14, I have been having our Editorial Department go over the bulletin you sent us by Mr. Dill of your Publicity Bureau.

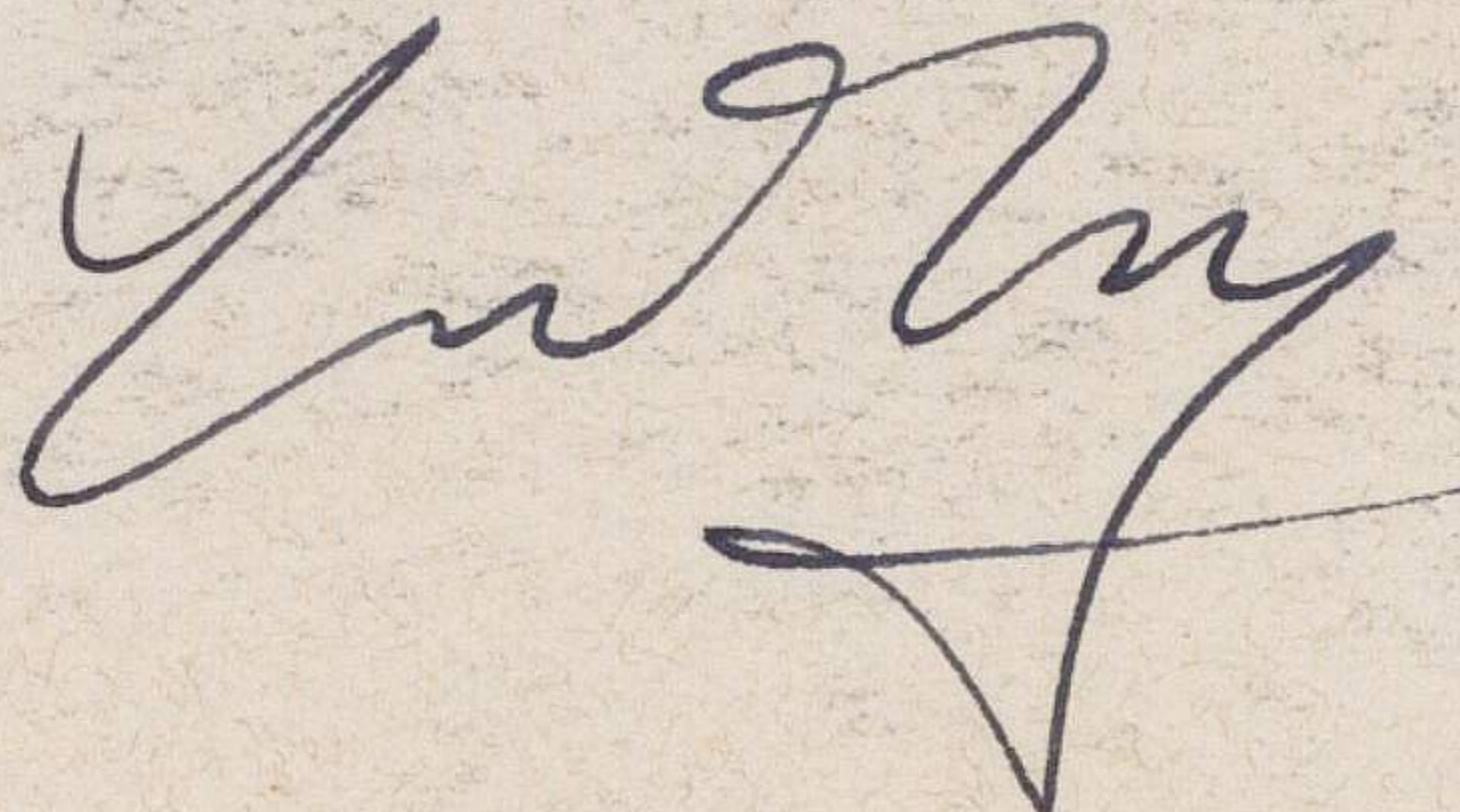
As stated to you in my letter of January 17, in present form it is nothing but a pamphlet and could not command a reasonable price to make it commercially attractive. Even if he expanded it three or four fold, our editors doubt the market.

Recently I have had correspondence with Mr. Royer of Lowe & Campbell concerning a few other proposals on other kinds of athletic books. He informs me that the only athletic publications he feels will really command a good market are books on football, basketball, and track. I am inclined to partly agree with him.

Hence, unless we could see more definitely what Mr. Dill plans to do, we should not consider the matter further. I am not encouraging Mr. Dill because I do not want to ask him to do a lot of work for which we would see no market, but if he plans to develop something anyway, we would naturally like to have a look at it.

With kindest regards,

Sincerely yours,



CWM:MK

*Alan Gould A.P.  
Ferry - Gen. Pub. Teacher  
Geo. Alderton. Pub. Man. Truck State*