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# McGraw-Hill Book Company, Inc.

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November 3  
1937

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

Dear Dr. Allen:

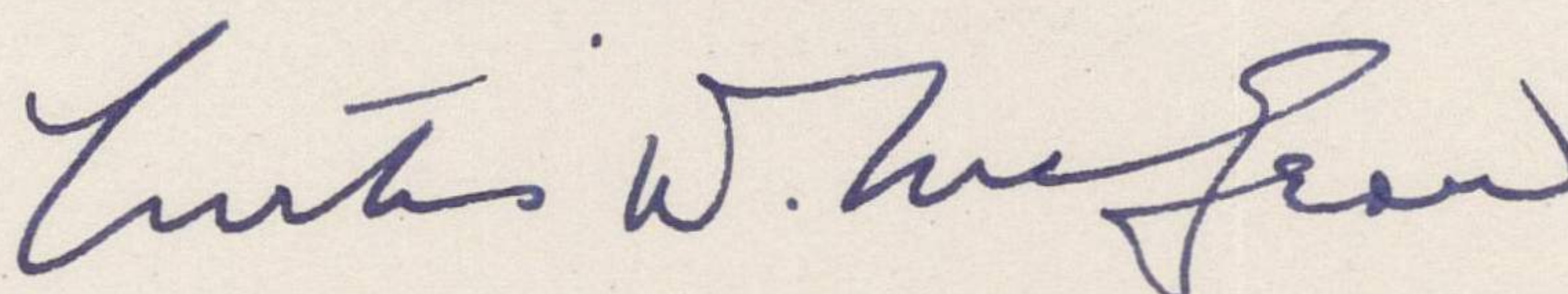
I have a copy of your letter to Mr. Hyland dated October 30 and am answering it in his absence, even though he will return later today.

Concerning the size of type, it is true we had at first thought 11 point would be best but then we didn't know the size of the manuscript. However, this really makes little difference for the difference in size between 11 point and 10 point is really negligible and it will make the book somewhat smaller, as explained by Mr. Hyland. Even with 10 point it is going to run around 500 pages including front matter and there is such a thing as having a book too bulky and heavy. We would, of course, have used 11 point if it had been a smaller manuscript and while we probably should have told you of the change, it was overlooked.

There is no question as to the price of the book. It is to be \$4.00, which was settled long ago. As I told you at that time, the \$3.00 price was set tentatively because we did not know the size of the manuscript but that is now over the dam.

Regarding the sub-title, we had planned to use it in every place except on the jacket but if you prefer it on the jacket, we will include it there as well although we are not sure it will look as well. While we may not look at it as a sub-title, that is what it really is and it will really make no difference one way or the other, so it will be used as you request.

Sincerely yours,



CWM:MK