

McGraw-Hill Book Company, Inc.

TO

Dr. Allen

PAGE

two

DATE 11-4-37

with a difficult proposition. Of course there are a few places where all of the corresponding text does not face the related exhibit or diagram, but I am sure that you recognize these limitations. There are also a few other places where, in my opinion, this arrangement might be improved, but I feel that the improvement, if it could be affected, would be very slight indeed.

I have just seen your suggestions regarding the suggested rearrangement of pages 181-184 inclusive but we cannot answer your comments definitely until the manuscript is returned to us from the printer. I cannot account for some of this text being out of order, and it is unfortunate that you did not note this during the examination of the galley proofs. When returning the corrected galleys to the printer for page makeup, we did note that the exhibits were referred to out of proper numerical sequence and made one change, but did not suspect that the text was not in proper order since we felt that you would have called this to our attention. However, just as soon as the manuscript is returned we will rearrange these pages and submit second proofs for your approval.

In so far as is concerned the jacket, Mr. McGraw has advised you that the subordinate or "explanatory" title "Technique, Tactics and Trails" will appear on the jacket, and also on the cover of the binding as well as on the title page itself. I believe that it will be well to include this explanatory title beneath the master title on the half title page that precedes the main title. Just so that there may be no misunderstanding, however, we do not intend to include the word "Incorporating" because we feel that its use is superfluous.

Since Mr. McGraw has already advised you that the selling price of the book is to be \$4.00 rather than \$3.00 as you suspected, I can only say that the use of 10 point type, rather than 11 point shown in the original samples was decided upon here, and I might add that we did not consider it necessary to mention this to you because we feel that the use of this slightly smaller type was necessary and we knew that it could not affect the readability of the text. Please bear in mind