

McGraw-Hill Book Company, Inc.

TO

Dr. Allen

PAGE

three

DATE 11-4-37

Dr. Allen that we are just as much interested in the physical appearance of our books as any of our authors, in fact I think that we are much more interested because in so far as this is concerned, we have a reputation to uphold. If we felt that 10 point type was too small to be easily read, we certainly would not have decided upon it. It is of course true that the actual total of 482 text pages is slightly less than my estimate, but it must be kept in mind that it was not only difficult but practically impossible to make a much more accurate estimate of the space that would be required by the illustrations and their legends. I feel quite confident that after the work has been completed you will agree that you will have nothing to be ashamed of in so far as is concerned the physical appearance of this book. I am sure that you are going to agree that its physical appearance does justice to what is between the covers.

Very truly yours,

J. A. Hyland
J. A. Hyland,
Production Department.

JAH:LOC