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# McGraw-Hill Book Company, Inc.

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November 12  
1937

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

Dear Dr. Allen:

I acknowledge your letter of November 10 enclosing letters from various people as listed and also discussing the question of complimentary copies.

I am placing all of these names on our complimentary list for we want to make sure to get the widest publicity. Where three or four names are given per newspaper, I will only send it to one or two. On the other hand, I think it worth while that at first the complimentary copies be not held down.

Please give me the names of the men who helped you in taking the photographs. We do not want to send them an imperfect copy for we appreciate their help and I will send them a perfect copy if the list is not too long. Of course, we will add the names of L. R. Perry and Dr. Naismith to the list as well.

No, I haven't seen Lowe & Campbell's write-up on BETTER BASKETBALL and I hope Mr. Miller sends me a copy. Possibly you have an extra one.

We have a little advertisement on BETTER BASKETBALL in the November issue of "Scholastic Coach" and they also reviewed the book and gave it a fine write-up. I sent Herb McCracken some galley proofs and diagram proofs and he was overjoyed.

Sincerely,

*Curtis W. McGraw*

CWM:MK