

McGraw-Hill Book Company, Inc.

TO

Dr. Allen

PAGE

two

DATE

10-27-37

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TYPE
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necessary for us to keep down to a minimum the total number of pages. Consequently I had the manuscript estimated in four different ways. The results of these estimates showed that the use of 10 point type, 2 point leaded, as the text is now set, with a type page of 4 inches wide by $6\frac{3}{4}$ inches long, including the running head, would make a book of approximately 400 pages exclusive of illustrations. If 11 point type were used, the result would be 470 pages. We estimated furthermore that the illustrations and the descriptive legends would add approximately 150 pages to the total so that we now expect a book of 550 pages whereas if 11 point type were used, we would have a book of 620 pages. I assure you therefore that there was no misunderstanding on this score. It would be nice of course if we could have used 11 point type because, although only slightly larger than 10 point, it would be more legible, but we use 10 point type in 90 percent of our textbooks and we have few, if any, complaints that the type is too small to be read. The decision to use 10 point type, therefore, was absolutely necessary from the standpoint of manufacturing cost as compared to selling price.

While awaiting the return of Mr. McGraw, I think that I might also answer your comments regarding the book title as mentioned in your telegram, and also in your four page letter of the 25th. When Mr. McGraw showed me your telegram I suspected that you had reference to the book title as used on the sketch of the proposed paper jacket, and your letter confirms my opinion in this respect. There has been no change from your original suggestion that the book be known as BETTER BASKETBALL with the subordinate and explanatory title, "Technique, Tactics and Tales" but it is not customary to use sub titles any place but on the title page of the book itself and in the publicity material.

I might add that to include the sub title on the printed jacket would, in our opinion, necessarily crowd the front cover of the jacket, and detract from the excellent illustration. We could, of course, if you insist, include this sub title on the backbone of the jacket, but we do not believe that it is necessary to do this.

Please bear in mind that I mention this point about the title only because I want you to know that we have not deviated from your wishes in this respect, and if after receiving this letter you still believe that the sub title "Technique, Tactics and Tales" should appear on the jacket and on the binding, I suggest that you write directly to Mr. McGraw. I do hope, however, that you will not insist