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# McGraw-Hill Book Company, Inc.

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October 14  
1 9 3 7

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

Dear Dr. Allen:

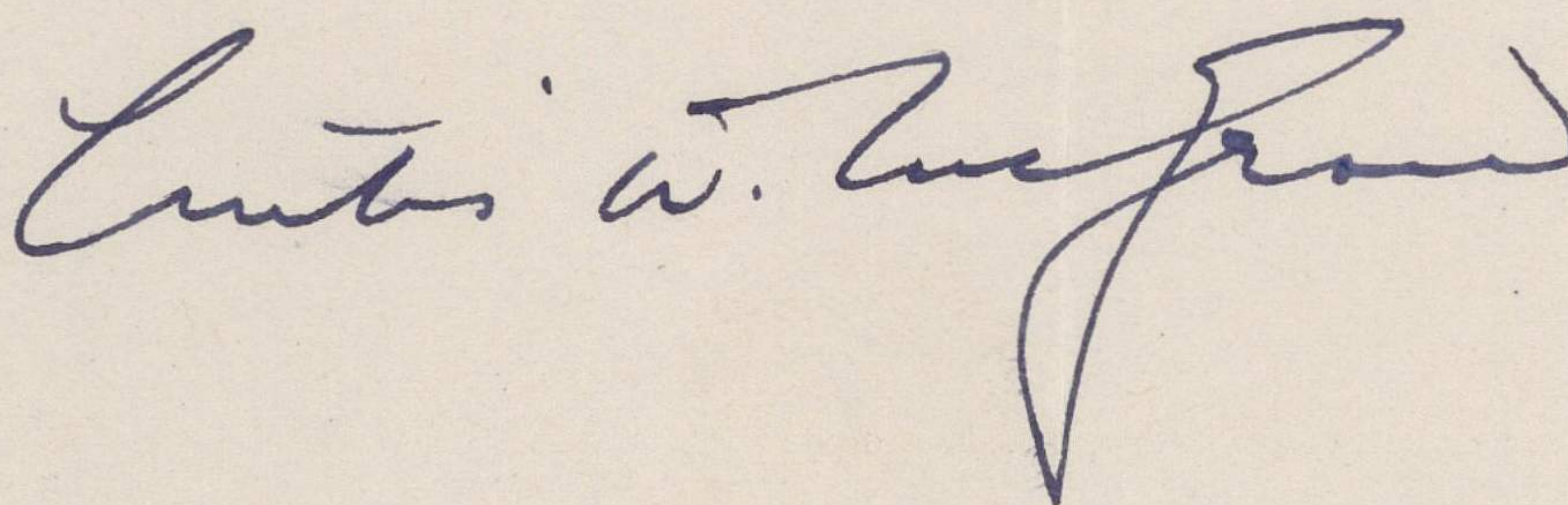
I have your letter of October 9 telling me of the request of Lowe & Campbell who wish to use some of the material from BETTER BASKETBALL in their trade catalogue called "The Coach". They had already written us some time ago about it but we told them that the material was in the hands of our printer and it was going to disrupt matters if we sent it to them. I suggested that they use the copy you had already given them.

It is our idea that this is a good thing to boost sales and there is no objection on our part to their running the story, and note that you will give them copy from your copy that you have on hand.

I am glad that everything is progressing splendidly and that you, on your end, are quite happy about developments.

With kindest regards as ever,

Sincerely yours,



CWM:MK