

September 24, 1937.

Mr. O. P. Loper,
Superintendent of Schools,
Dorby, Iowa.

Dear Mr. Loper:

I have your very good letter of the 19th, and regret exceedingly that it was not possible for you to attend one of our coaching schools this summer.

I am sorry to disappoint you in not sending you a summary of our defense, but I am head over heels in administrative duties in organizing our new Department of Physical Education in the School of Education.

Too, I have just finished the manuscript of a new book entitled "Better Basketball". McGraw-Hill and Company, of New York, will publish it, and it will be out some time in late October or early November.

Doubtless you have my book, "My Basketball Bible", which was published some twelve years ago. All of the fundamentals that I now use are still good as shown by the fundamentals in "My Basketball Bible", but with the changes in rules and the elimination of center tip I have brought the new book up-to-date.

Lowe & Campbell, of Kansas City, and others will have it, but the book will not be ready for basketball instructors who are starting their work now.

I am very sorry that your little boy was ill, and I sincerely trust that he is entirely recovered now.

I will pass the good word along to Coach Ralph Conger. I am sure he will be

happy to hear from you.

I am sending you a little excerpt of the book, "Better Basketball", incorporating Technique, Tactics and Tales. I thought it might prove interesting to you, at least.

With every good wish, I am

Sincerely yours,

FCA:AH

Director of Physical Education

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9/19/37

Mr. "Phog" Allen
Lawrence, Kan.

Dear Mr. Allen:

By way of introduction, I will say that I used to coach in Kansas and wanted to attend one of the coaching schools that you had charge of this summer but could not because my little boy was ill.

I wonder if you could send me a summary of the details that you use in your defense? I am very much interested in it and that possibly you might have some material left from some of your coaching school courses that you would let me have cheaply.

Our practice will begin here next week so if you could supply me with that I would appreciate it greatly.

I might say that Conger and I used to play each other up in Smith County. If it isn't handy for you to let me have this, it is perfectly OK.

Thank you very much.

Sincerely yours,

O. P. Loper

September 24, 1937.

Coach Ralph Conger,
University of Kansas.

Dear Ralph:

One of your old friends, O. P. Loper,
Superintendent of the Derby Public Schools,
Derby, Iowa, writes regarding my new text on
basketball.

He asks me to extend to you his
heartly greetings, as he recalls some of his
physical conquests, or contests, or defeats,
that you and he had up in Smith County.

Sincerely yours,

FCA:AH

Director of Physical Education

September 24, 1937.

Mr. Marion H. Miller,
Lowe & Campbell,
1509 Baltimore,
Kansas City, Mo.

Dear Marion:

Thank you for sending me the excerpt from the manuscript of "Better Basketball".

Do you not think it would be a good idea to write Mr. Curtis W. McGraw, vice president of the McGraw-Hill Company, and secure his permission before any part of the text is run elsewhere? Of course, it will be copyrighted and they have the sole authority to give permission on anything like that.

I think your idea is a swell one and I believe that their publicity man would go strong for such a thing if you could ever find space for it.

I think that "Dream Touchdown" story is a good one, but I might add that since it has been edited there has been a slight change in some of the construction of it. We thought it better not to mention Bill Hargiss' name as having defeated him because he might feel we were trying to take advantage there, so we deleted the name in the final corrected manuscript.

Sincerely yours,

FCA:AH

Director of Physical Education.

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1509-11-13 BALTIMORE AVE.,

KANSAS CITY, Mo.

September 18th, 1937

Dr. Forrest C. Allen,
Director of Physical Education,
University of Kansas,
Lawrence, Kansas.

Dear Dr. Allen:

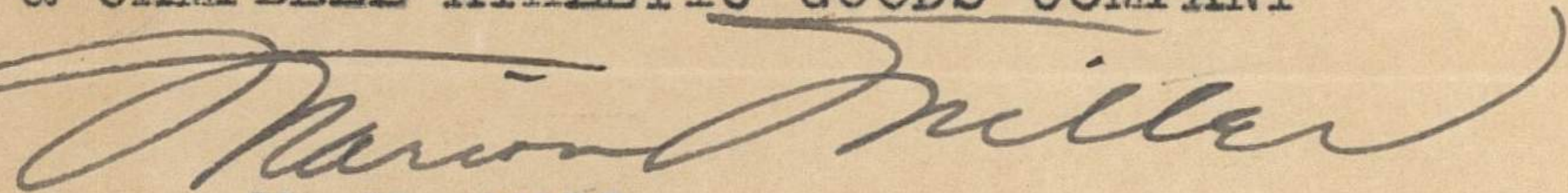
Enclosed is a copy of the letter you write from Spirit Lake regarding the new book. Sorry that I overlooked this in answer to your previous letter.

You sent me the copy on the article "Dream Touchdown" from Lawrence sometime last summer along with the information regarding the changes in the basketball rules. I thought possibly I might be able to use it to good advantage in "The Coach" if I can ever find the space for it.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS COMPANY

By



M. H. Miller
Editor "The Coach"

MMH:LR

BETTER BASKETBALL INCORPORATING TECHNIQUE, TACTICS AND TALES

By Forrest C. Allen.

This entirely new text on basketball pedagogy is not a rewrite of my Basket Ball Bible published in 1924 but is an entirely new book graphically explaining in minute detail all of the latest developments in the evolution of the game.

A new presentation method has been attempted, that of showing the diagram, the photograph and the exposition or explanation of the play, all in sequence.

In this manner it should be an easy matter to follow the minutest step in every play situation. Many things left to the imagination of the reader are now cleared up.

Better Basket Ball is profusely illustrated with 163 action photographs and 86 diagrams of plays. Photographs follow diagrams to give clarity.

Individual offense, individual defense, team offense and team defense are exhaustively treated because upon the fundamentals of the individual are dependent the success of team fundamentals and consequent winning success.

Technique is individual offense and defense. Tactics are team offense and team defense while Tales are inspirational stories of great games played. The psychological ingredient-sometimes a laugh - sometimes a tear - make these stories not only intensely attractive but open up a new field to new coaches by using this highly interesting phase of basket ball pedagogy in actually winning games that otherwise might be lost. By turning adverse situations into favorable game winning surprises is the purpose of the author in presenting the chapter on Tales.

A most complete chapter on Treatment of Athletic Injuries has been presented to enable the coach to ~~the~~ better condition^{of} his men under his charge and further to aid him in treating such injuries that a coach and trainer should know more about. Often by simple and early treatment of a strain or sprain, a player is saved from a more serious complication and a possible loss of an important game.

Two entirely new braces are introduced to the coaches and trainers in this text. A sacro-iliac belt made inexpensively from a Ford inner tube and a brace for a dislocated shoulder is also photographed and the making of it described for the reader. Photographs of the injured player are shown and manipulations for corrections of injuries are described which enable the coach to become more expert in treating such injuries.

In the opinion of many, the chapter on Treatment of Athletic Injuries is worth the price of the book. Certainly a coach who is well versed in caring for his men will win more games than the coach who neglects this very important factor.

To dramatize a game and to provide exceptional entertainment between halves many times determines the success of a coach. Better Basket Ball goes deeply into this important phase of the pregame and between-game activity and shows the manager and coach many possibilities in drawing patrons to the games who might not continue to come for the game attraction alone.

For the junior and senior high school coach a chapter on Motivation is highly interesting. A series of offensive and defensive skill movements are outlined as a class problem which enable the high school coach to teach ^{his} pupils mass fundamentals without each player handling the ball. Correct fundamental skills develop neurograms or brain tracts which are conducive to the making of fewer mistakes. Mistakes are called fouls in basket ball and fouls defeat a team that makes too many of them. Foul less and win more by learning correct fundamental skills.

Better Basket Ball incorporates everything that a player, coach, an official, a trainer or a manager of a team needs to know about his own special phase of the game. Nothing has been omitted to make this text the most complete and interesting story of this great indoor game yet written.

September 24, 1937.

Mr. Curtis W. McGraw,
McGraw-Hill Book Company,
330 West 42nd Street,
New York City, N.Y.

Dear Mr. McGraw:

I am very happy to receive your fine letter of September 21. I never for a moment thought that you should consider the payment of the \$125.00 for stenographic work. My only point in passing that on to you was to let you know that we wanted to get our master's copy of the manuscript in fine shape.

We had it typed, then corrected, and re-corrected three times, so that we would reduce the cost of publication by reducing to a minimum the grammatical errors. I trust that you did not think that we wanted you to pay for that.

However, my point in bringing that up was to show you I had been to quite considerable expense and that I thought it would be fair if you could consider the other bills. You have done this, and I am more than pleased with your very generous attitude.

I am enclosing the bill from Professor Elbel for the drawing of the diagrams. I am also enclosing a receipted bill for the \$6.50, as this involved two different photographers and I have had Mr. Voght put the two bills on one, and have paid him. So if you will kindly send me the check for \$6.50 I will appreciate it. The check for Mr. Elbel ought to go to him at your pleasure. Thank you very much.

In regard to the letters - all of them I always acknowledge and tell them that I am referring them to your firm. I always believe the personal equation an important thing in salesmanship and by my showing enough interest to answer the letters in a friendly and business-like way I believe it will increase the desire for the book.

#2 - Mr. Curtis W. McGraw.

One other question I would like to ask would be on the binding and illustration that you are using on the outside. While I realize that I have nothing to do with the color of the cover, I believe that the color and the illustration has a lot to do with making the book more attractive, and I would appreciate seeing what you have in mind, if convenient for you.

Mrs. Allen and I are planning on getting on the galleys and exhausting them by very careful and painstaking attention as soon as they arrive. That is Detail No. 1 on our time budget. I know, of course, that we will have to hold the galleys until we have all the illustrations and diagrams so that the manuscript coincides. I assure you that you can count on our co-operation one hundred per cent.

You will find that Miss Giles has the information on the Braley poems.

We will not let any grass grow under our feet concerning the possibility of moving along in rapid order.

With every good wish, I am

Sincerely yours,

FCA:AH

Director of Physical Education.

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September 21
1 9 3 7

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

Dear Dr. Allen:

I acknowledge your first letter of September 15 in which you take up with me a few of your outstanding bills in connection with BETTER BASKETBALL. I shall be most frank with you in this connection, as I know you would want me to be.

It is our policy and that of most publishers to help an author with his illustrations. This we have done and, of course, will approve the bill for \$6.50 when you pass it on to me.

I think the bill of \$50.00 for the draftsman should be approved as well, even though in most cases we would probably question it. That bill pass on to me as well.

However, the bill for stenographic work in the amount of \$125.00 seems to be out of order. In no case have we paid our author for his stenographic help and it has always seemed to us a part of the author's expense. In other words, the author should deliver a suitable manuscript. I know you will find this in line with common practice.

I have taken care of the inquiries from Mr. Williams, coach at Hampton Institute, which order we would naturally fill direct from here. I am also caring for the inquiry from Mr. Dingle of Calgary, both these inquiries in response to your two other letters of September 15. It would seem to me that in the future you could pass such inquiries along to us and let our correspondence department handle them. It will save you a lot of time and effort, and generally an author gets a great many of these.

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -2-

DATE 9/21/37

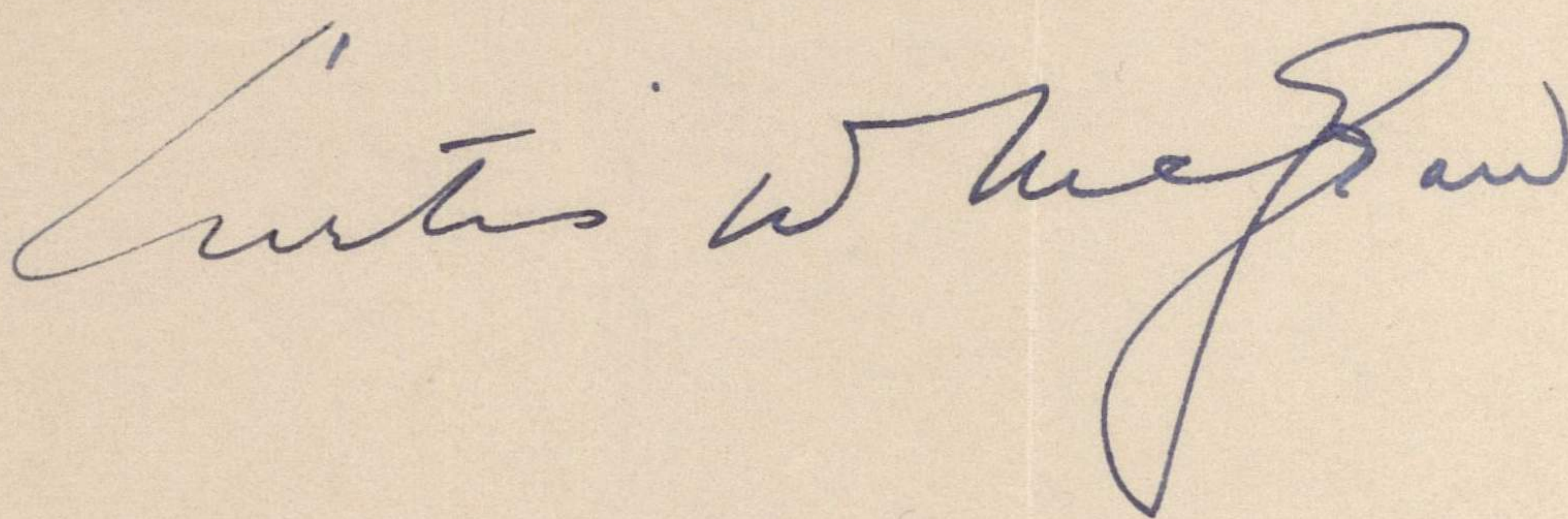
I see from the note on the bottom of the letter that the bundle of drawings, blueprints, photostats, etc. which were sent has had a covering letter so you know about them.

To venture a guess as to the publication date of BETTER BASKETBALL is at this time difficult. However, I should think it would be ready around the middle of November. The main thing which will be slow is making positive the diagrams and illustrations are right. The manuscript is already at the printers and they will start setting it, sending you galleys as they come off. You will naturally have to hold the galleys until you get all the illustrations to make sure the manuscript coincides or describes the illustrations and photographs correctly. We are putting the pressure on these and you should have the illustrations pretty well complete within the next few weeks. To make the November 15 date it means, too, that you will have to give the proof reading very prompt attention.

One other detail which I had marked as unfinished was the permission for the Braley poems. What is the situation as far as this is concerned?

With kindest regards,

Sincerely yours,



CWM:MK

September 25, 1937.

Mr. Curtis W. McGraw,
McGraw-Hill Book Company,
330 W. 42nd Street,
New York City, N.Y.

Dear Mr. McGraw:

This morning I have written a letter to Mr. W. J. Gartner and Miss Elizabeth Giles regarding our "Better Basketball". I am sending you carbon copies of letter received from D. Appleton and Company in response to my letter written to Mr. Morgan W. Shuster, of their firm. Also there is a copy of my letter addressed to Mr. Berton Braley, at Bridgeport, Conn., asking about the other poem.

I took these carbon copies home to turn them over to Mrs. Allen so that she in turn could send them to Miss Giles. However, Mrs. Allen was called out of town by the serious illness of her father, and this morning I found the letters on her desk. I thought that they had been sent. So I am sending these to you since you have written me concerning them.

I thought that inasmuch as Mrs. Allen and Miss Giles were working on the editing of the book that it would save time.

As soon as I hear from Berton Braley I will, of course, send you the copy of his letter. Would you rather me pay the \$10.00 to D. Appleton or would your firm take care of that? I thought perhaps they might charge your firm \$25.00, but if you can handle it, well and good. That was my purpose in writing Berton Braley, rather than have you do it, as they always take a rap at the corporation. I will be guided by your judgment.

-2-

I might say that I expect Mrs. Allen back by the first of the week to be ready for the galleys which she is expecting most any moment.

Mr. Gartner wrote me that he has 18 tracings of diagrams for my inspection and correction, as the case may be.

I want to assure you that we are going to give one hundred per cent attention to every detail that comes in from your corporation regarding the making of the book the best as far as we are concerned.

With every good wish, I am

Sincerely yours,

FCA:AH
Enc.

Director of Physical Education.

September 25, 1937.

Mr. W. J. Gartner,
Production Department,
McGraw-Hill Book Co.,
330 West 42nd St.,
New York City.

Dear Mr. Gartner:

I am delighted to know that you are sending tracings of 18 more of the diatrams. I will give them my immediate attention and fire them back to you posthaste.

I am immensely pleased with the progress that is being made in regard to the printing of the book. I am very enthusiastic about it.

By the way, Mr. Gartner, there is one thing distressing me just a little bit. When the galleys come I am wondering if the diagrams and tracings will accompany them. I imagine the thing for me to do, of course, is to send the corrected drawings back to you as soon as possible so that photographic plates can be made of them.

The thing distressing me is that while they are sending the galleys if they do not accompany them with the diagrams and half-tone photographs we will not be able to give our final approval on the galleys. They are insisting that we send the galleys back at once. But I'll not cross the bridge until we get to it.

Mrs. Allen and I are both planning to give our undivided time to the work from McGraw-Hill and Company, regardless of the department from which it comes. We pledge you our undivided attention.

Very sincerely yours,

FCA:AH

Director of Physical Education.

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September 24, 1937

Dr. Forrest C. Allen
University of Kansas
Lawrence
Kansas

Dear Dr. Allen:

Separately today I am sending you another installment of tracings together with the originals of the diagrams in BETTER BASKETBALL.

I expect to have some more to send you possibly on Monday but surely on Tuesday. At this rate of progress you can be sure that we shall complete all of the diagrams and send them to you by the end of next week.

Very truly yours,

McGRAW-HILL BOOK COMPANY INC.,

W. J. Gartner

W. J. Gartner
Production Department

WJG:CC

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September 22, 1937

Dr. Forrest C. Allen
University of Kansas
Lawrence
Kansas

BETTER BASKETBALL

Dear Dr. Allen:

Thank you very much indeed for your letter of September 16th. I am delighted to know that you are so well pleased with the drawings.

I have received the package of the first sixteen drawings which you checked over. I shall have the correction made in Diagram 10 and also in Diagram 3.

We are working hard now to complete the rest of the drawings. I expect to send you some more either tomorrow or on Friday, and complete them early next week.

We have ordered all of the half tone illustrations and I am already receiving proofs of the cuts from the engraver. As soon as I receive the proofs of a sufficient number in consecutive order, I shall forward them immediately. I shall follow with additional installments as fast as I get together a sufficient number to make it worth while sending them. The proofs of the engravings I have seen so far look fine, and I am sure you will be pleased with them.

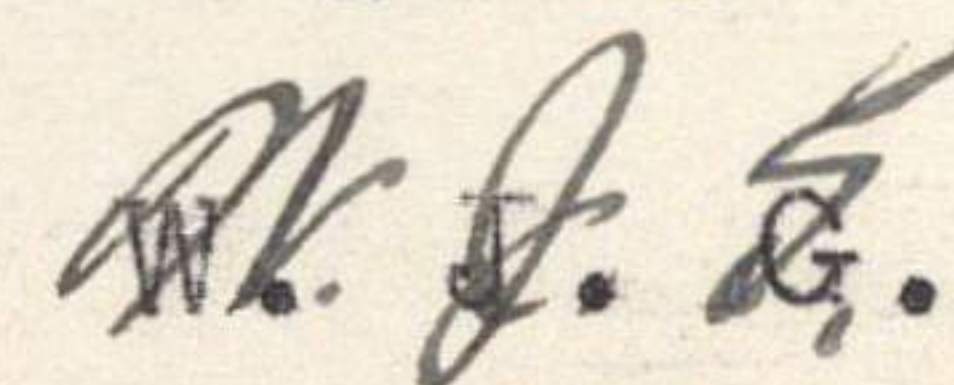
Very truly yours,

McGraw-Hill Book Company, Inc.,


W. J. Gartner
Production Department

WJG:CC

P.S. I managed to get a little better service than I expected from our Illustration Department. They delivered to me today the tracings for eighteen more of the diagrams. I am sending these to you separately by insured parcel post. We have finally reached the stage where we are making good progress on the work, and this I know will please you.



September 29, 1937.

Mr. W. J. Gartner,
McGraw-Hill Book Company,
330 West 42nd Street,
New York City, N.Y.

Dear Mr. Gartner:

I am returning the two sets of diagrams today, with a few slight corrections.

On diagram 16, play number 8, I have changed the hook pass to agree with the manuscript. With each one of these diagrams I go over the manuscript, and I found in this one the hook pass would be played off the right foot in this instance, and it should be made off the left foot.

You notice that the corrections are made in red ink as we could not locate a blue pencil for the time being. The words "hook pass" should be over where the red path is instead of in the previous location.

On diagram 13, play number 5, you will notice that I have made the red arrow go directly to the dribble circles rather than to point it out from the pivoting ②. This clarifies the play situation. I have also added ④ down to the basket so that it simplifies the play for the uninitiated.

The same thing is true in diagram 14, play number 6.

In diagram 15, play number 7, a slight correction is helpful in this case by adding an additional circle to the diagram. This will make the arrow point into the circle rather than near it. It leaves no question to the imagination of the novice coach or the fellow who buys the book but who has not played much.

-2-

All other diagrams are dandy and need no correction whatsoever. The more I look at these the more enthusiastic I become about the book.

With every good wish, I am

Sincerely yours,

FCA:AH

Director of Physical Education.

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September 30, 1937.

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

BETTER BASKETBALL

Dear Dr. Allen:

By the time this letter arrives, you will undoubtedly have received Mr. Gartner's letter of September 29th, and all proofs of the half tone engravings - Exhibits - accompanied by the photographs. I think that you will agree that these engravings are quite satisfactory both as to size of the finished cut, and in so far as is concerned the portions included. You know, of course, that we eliminated unnecessary portions in so far as possible in order to keep down to a minimum the total number of pages of the book. I do not believe that you will find much to criticize, but you know, of course, that if you have any criticism to make, we are quite willing to listen to your comments, and if necessary, will make over any illustrations that you think might be improved. Please, therefore, return the photographs to us with the cut dummies when these are returned with the corresponding galley proofs for page makeup.

The printer reports that the book will have a total of 127 galley proofs and, including yesterday's shipment, fifty of these have now gone forward to you. I am expecting, of course, that you will return the corrected galley proofs and the corresponding manuscript pages, as well as the cut dummies of the illustrations in small installments, so that we may be proceeding with the correction and page makeup of the earlier galleys while you are reading the later ones.

In examining the galley proofs this morning, I was pleasantly surprised to know that the first diagram is not to be inserted until galley 49. Since we have now sent you all of the proofs of the exhibits, you should be in a position to return the earlier galleys

McGraw-Hill Book Company, Inc.

TO

Dr. Allen

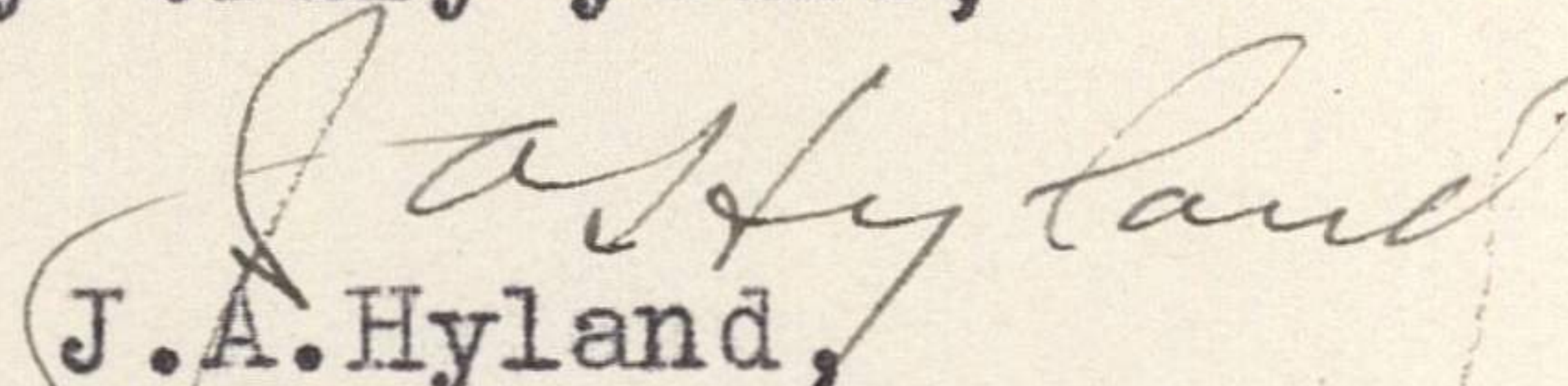
PAGE

two

DATE 9-30-37

and we can proceed with the page makeup as far as the point at which the first diagram is to be inserted. By that time, I am hoping that at least some of the earlier diagrams will be ready and that we will have no delay whatever in the page makeup.

Very truly yours,

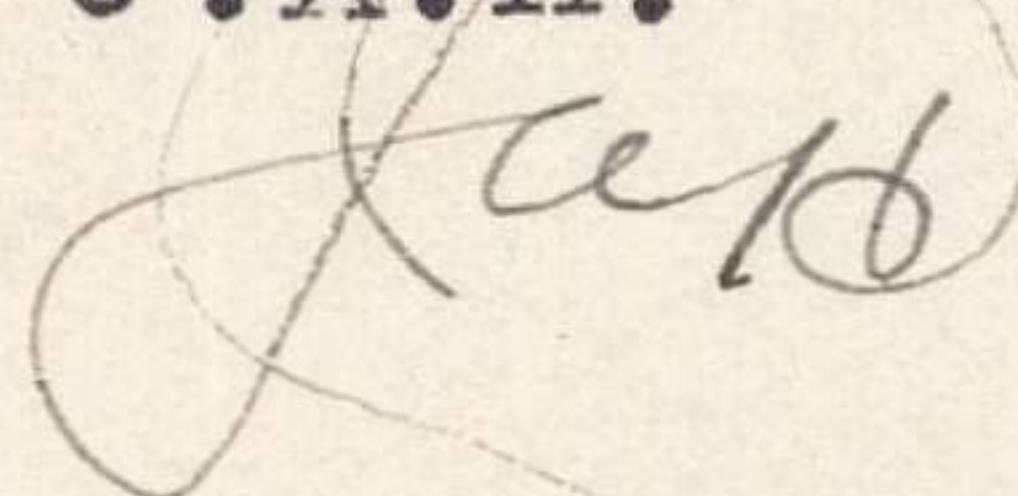


J.A. Hyland,
Production Department.

JAH:LOC

P.S. We are also sending you enclosed, proofs in cut dummy form of diagrams 1-12. I hope that you will like them. Most of them, as you know, are planned to appear two on a page, with descriptive legends beneath each, but without any text matter. It is not essential, of course, that they all be placed two on a page, because in some cases one diagram will appear on a page with text above and below. The arrangement in the page proofs depends upon where the diagrams are to be inserted which you will of course indicate on the galley proofs.

J.A.H.



September 30, 1937.

Mr. Curtis W. McGraw,
McGraw-Hill Book Co.,
330 West 42nd St.,
New York City, N.Y.

Dear Mr. McGraw:

This morning I went down to the Vogt Studio and got the bill and paid Mr. Vogt for the same. Will you kindly mail me the check?

These glosses were some that I sent you along with the photographs of myself in game and civilian costume. Had they been ordered by McGraw and Company they would have cost \$2.00 a piece for the 8 by 10.

The athletic injuries pictures that I had Vogt make are the ones that McClain failed to make, and rather than to have McClain come back from Kansas City and pay him for automobile transportation, at \$2.00 a piece for the pictures, I had Vogt do it. Those are the ones with the trainer using pressure on the spine of the injured athlete to relieve pain.

These three, of course, would have cost \$2.00 a piece. They are not as good as McClain's work, but it finished out my text.

Things are going fine.

With every good wish, I am

Sincerely yours,

FCA:AH

Director of Physical Education.

October 1, 1937.

Mr. W. J. Gartner,
McGraw-Hill Book Co.,
330 West 42nd St.,
New York City.

Dear Mr. Gartner:

I have your note of the 27th ultimo with the originals of the first tracings. According to your suggestion, I shall keep these originals here.

I have written to Mr. Hyland today, and am returning in this mail the last shipment of tracings. I am also retaining the originals of this set.

Mrs. Allen is working hard with Miss Giles on proofreading the galleys.

Everything is going along fine.

Sincerely yours,

FCA:AH

Director of Physical Education.

Memorandum from

WILLIAM J. GARTNER

DATE

9/27/37

TO

Dr. Forrest C. Allen

These are the originals
of the first tracings you
checked and returned.

When the second
batch is received I shall
immediately return these
originals.

This is in accordance
with Mr. Nylands letter
today.

W. J. Gartner

McGRAW-HILL BOOK COMPANY·INC.

McGRAW-HILL BUILDING

330 WEST 42ND STREET

NEW YORK, N.Y.

September 28, 1937

Dr. Forrest C. Allen
University of Kansas
Lawrence
Kansas

BETTER BASKETBALL

Dear Dr. Allen:

The final installment of tracings
are being dispatched today.

Very truly yours,

McGRAW-HILL BOOK COMPANY, INC.,



W. J. Gartner
Production Department

WJG:CC


Dr. Moullin -

Monograph on
Sprains.

Charles William Mansell

Moullin -

Surgery, a practical
treatise with special

reference to treatment. 

by C. W. Mansell Moullin

assisted by various
writers on special sub-
jects, with 623 illustrations

3d Amer. ed., rev. + ed.

by John B. Hamilton

Phila., P. Blakiston,

son + Co., 1895

XXIV, 25-1250 p. illus

(part. col.) plate

25.5 cm.

October 1, 1937.

Mr. J. A. Hyland,
McGraw-Hill Book Company,
330 West 42nd St.,
New York City, N.Y.

Dear Mr. Hyland:

Your very good letter of the 27th ultimo has been received, and I am very happy that we are going to be able to work out the details quite satisfactorily, according to your letter.

I am retaining the originals in the last shipment from McGraw-Hill, and am sending back today the tracings. They are all quite satisfactory and they have no corrections that I can observe at the present time. If I have missed anything, please correct me.

Things are going along fine.

With every good wish, I am

Sincerely yours,

FCA:AH

Director of Physical Education.

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September 27, 1937.

Dr. Forrest C. Allen
Division of Physical Education
University of Kansas
Lawrence, Kansas

BETTER BASKETBALL

Dear Dr. Allen:

Mr. Gartner has turned over to me your letter to him of September 25th because he knew that I was "fixin" to write you about the very thing that is giving you some cause for worry, namely, the fact that you will have galley proofs for examination, but will not have available for comparison with the text, the engraver's proofs of the engravings that are being made from the photographs and the line drawings. I am glad to tell you that I have a suggestion to offer which I am sure will work out satisfactorily because it has in other instances.

Now in so far as is concerned the proofs of the engravings being made from the photographs, I am glad to say that most of these, practically all of them in fact, are ready, but I am sorry to say that we are not at all surprised at the quality of the engravings as shown by the proofs submitted by the engraver. Nevertheless we are not going to let this interfere with the work. I have asked Mr. Gartner to rush to you as promptly as possible, one set of proofs of these half tone illustrations which will be in the form of cut dummies. The photographs will not be sent with these proofs because we want to return the photographs to the engraver with a second set of proofs so that he will see wherein he has failed to make good reproductions, and improve the engravings either by additional etching, or by the making of entirely new engravings.

Now in so far as is concerned the tracings of the diagrams, you have already returned the first seventeen, and another sixteen are going forward to you today. If the illustration department keeps the promise made to us, the balance of these will go forward to you tomorrow.

When you receive these tracings, I suggest that

McGraw-Hill Book Company, Inc.

TO

Dr. Allen

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you examine them carefully in comparison with the original copy and return the corrected tracings only to us immediately. We will have the illustration department make the changes you will indicate on the tracings and then proceed with the making of the reproductions. If you will retain the original copies from which the tracings were made, and, by the way, we will return to you today the original copy for the first seventeen which you returned with the corrected tracings and you can use these original copies for comparison with the text in lieu of the actual cut dummies.

I am quite sure that this procedure will work out satisfactorily and will enable you not only to indicate on the margin of the galleys the actual or approximate point at which the diagrams should be inserted in the page makeup, but will enable you to return the corrected galley proofs and the corresponding manuscript pages immediately. By the time these galley proofs are returned, we will undoubtedly have completed the making of the engravings so that we will be in a position to send the corrected galley proofs to the printer for page makeup, together with the cut dummies, and the actual engravings, and the illustrations that are to be inserted in the galleys during the process of the paging.

In the case of the cut dummies of the photographs, you will have no difficulty, but we would appreciate it if you would return the photographs as well as the cut dummies even though you may be entirely satisfied with the reproductions. We would like to keep all the photographs available until the work has been completed in the event that during the process of production, some accident might occur that would necessitate the making of a new engraving. Of course if you have any criticism or suggestions to offer in regard to the reproductions made from the photographs, you may indicate your wishes directly on the cut dummies.

There is one further point which should have your careful attention, and it is the final copy for the descriptive legends that are to be set in type beneath the illustrations in the finished book. During our recent conference, we mentioned the fact that the legends that appear on the photographs and on the diagrams were not necessarily final, and it was agreed that when returning the corrected galleys and cut dummies for page makeup, you would furnish final copy for these descriptions.

McGraw-Hill Book Company, Inc.

TO

Dr. Allen

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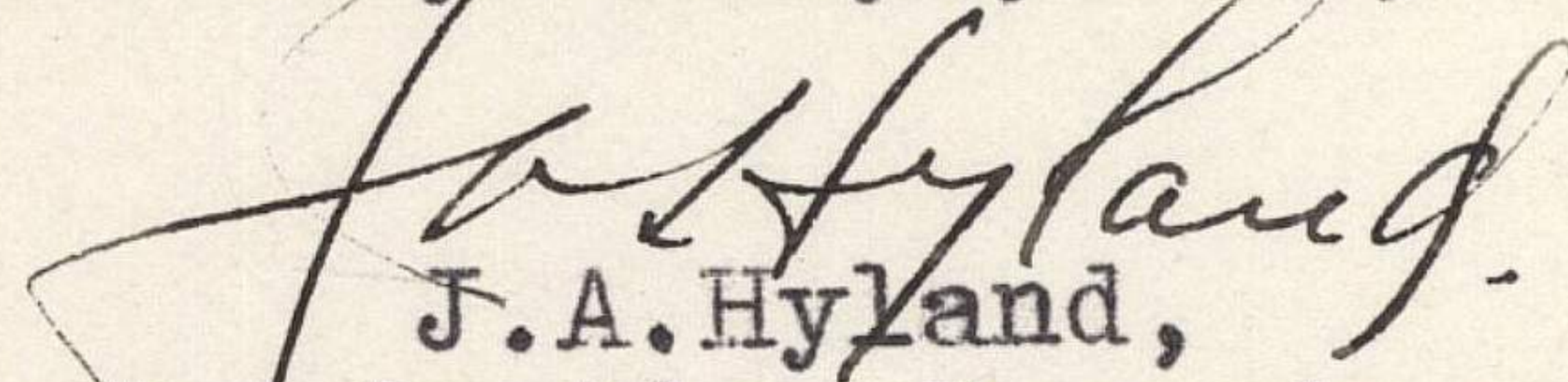
DATE 9-27-37.

In the case of the diagrams, we sincerely hope that you will confine the descriptive legends to a single line of type because most of the diagrams have been planned to be arranged two to a page. We have made them to the maximum size for this purpose. It is not so important that the descriptive legends for the half tone reproductions be confined to a single line, but we hope that you will make them as brief as possible.

The above procedure, at least in so far as is concerned the diagrams, would mean that we would proceed with the page makeup without first submitting proofs of the engravings for your approval, but since the engravings will be photographic reproductions of your tracings, this would not be serious. However, just as soon as we have any engraver's proofs available of the diagrams, we will send you a duplicate set of these by air mail and the proper figure numbers will be found on these proofs. If they are satisfactory you need not bother to return this duplicate set of cut dummies, but if you find anything seriously wrong, we hope that you will wire us immediately.

Finally, I am enclosing another copy of our four page Instructions to Authors leaflet, the first page of which contains full and complete instructions about the proper procedure to be followed in the handling of proofs. In so far as is concerned the return of proofs, or correspondence, please understand that it is necessary only for you to address either proofs or correspondence simply to the production department. It is not at all necessary to address proofs or correspondence to any individual because we are mainly interested in getting our hands on the material.

Very truly yours,


J.A. Hyland,
Production Department.

JAH:LOC