

JAMES H. McGRAW, JR.
CHAIRMAN OF THE BOARD

MARTIN M. FOSS
PRESIDENT

JAMES S. THOMPSON
VICE PRESIDENT

CURTIS W. McGRAW
VICE PRESIDENT AND TREASURER

WILLIAM E. HAWKE
SECRETARY & ASST. TREASURER

McGraw-Hill Book Company, Inc.

McGRAW-HILL BUILDING

330 WEST 42ND STREET

NEW YORK, N.Y.

CABLE ADDRESS
"McGraw Hill" NEW YORK

LONDON
ALDWYCH HOUSE, W.C.2.

ASSISTANT VICE PRESIDENTS

CURTIS G. BENJAMIN
COLLEGE DEPARTMENT

FRANK L. EGNER
MAIL ORDER DEPARTMENT

JOSEPH A. HYLAND
PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

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