

FOOD  
DISTRIBUTION PROCESSING  
INDUSTRIES  
MCGRAW-HILL PUBLISHING COMPANY, INC.  
330 WEST 42<sup>ND</sup> STREET · NEW YORK, N.Y.

PLEASE REPLY TO  
520 NORTH MICHIGAN AVENUE  
CHICAGO, ILL.

Chicago, April 25, 1938.

Mr. Forrest C. Allen  
Director of Physical Education  
Varsity Basketball Coach  
University of Kansas  
Lawrence, Kansas

Dear Phog:

I am pleased to learn from your letter of April 18 that the McGraw Hill Book Company is publishing your book on "Better Basketball".

From everyone with whom I have come in contact and who have had dealings with the McGraw Hill Book Company I have had the same comment regarding its business dealings as you make in your letter. Though the McGraw Hill Book Company is a different division of the company than *that* which I am personally connected I have thoroughly enjoyed all the acquaintances I have made in that organization. As a matter of fact I was aware of the existence of the McGraw Hill Book Company many years before I knew anything about the McGraw Hill Publishing Company or even suspected that I would ever be connected with the organization.

It has a policy which I think is highly commendable but which I understand is not always existent in the book publishing field; in that it takes into account the author's opportunity for a financial reward as well as its own before it agrees to accept a book for publication. That may seem like a minor and routine matter but it does not fail to take into account the vast number of books which are submitted to the various publishers and many of which even after acceptance fails to prove a profitable venture for the publisher much less for the author.