

THE ROBERT C. COOK COMPANY

Educational Publishers

WHO'S WHO IN
AMERICAN EDUCATION

January 3, 1933*

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NEW YORK CITY

President William A. Boylan,
Brooklyn College,
Brooklyn, N. Y.

Dear Mr. Boylan:

We would be pleased if you would send us data for a detailed biography of your career for a new volume we are planning to publish in the Spring entitled: AMERICAN COLLEGE AND UNIVERSITY PRESIDENTS.

The new volume is to be revised every three years and will incorporate the following features:

- (1) It is to include the biographies of the presidents of all the recognized Colleges and Universities in the United States.
- (2) The biographical sketches will be individualized, varying in length according to the importance of the executive in question.
- (3) Each sketch will be accompanied by a picture of the individual, if we can get a photograph.
- (4) The edition will be printed by one of the best printers in N.Y.C. and will be handsomely bound.

In returning the filled-in data sheet and other information regarding your career, please send us a photograph of yourself. If you haven't a copy of a photograph handy, your photographer will print you from one of your former negatives a "slick" print for little or no cost.

In an undertaking of this kind we feel that the college presidents of the country will be interested enough in the book to pay the small cost of their engravings. We have arranged with one of the best engraving houses in the city to make these half-tones. The small half-tones cost only \$3.50 and the larger ones \$5.50.

When we receive your data and your photograph, we will write a complete sketch, have the half-tone made from your photograph and return proofs of both the biography and the cut to you. If necessary, we will carefully preserve your photograph and return it to you.

If you do not deem it advisable to have a half-tone of yourself included in AMERICAN COLLEGE AND UNIVERSITY PRESIDENTS, please send us your data without a photograph. As stated above, we will write your sketch and send you the proof before it is printed.

Very truly yours,

THE ROBERT C. COOK COMPANY

Robert C. Cook
Robert C. Cook, Editor

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