

May 4th, 1932.

Mr. Alfred Cowles, 3rd.,
1130 Lake Shore Drive,
Chicago, Ill.

Dear Bob:-

Under separate cover I am mailing you a new dummy of "Econometrica". You will find a new set up of the changes which we discussed. There are still refinements on which I should like to work after the general style has been approved. You will notice that we have reset the first page of the opening article. This we have done not only for the design of the page as a whole, but to use a type face which is more easily read than that used in the other dummy. It is slightly larger and I am sure that you will find it more legible. We were not able to reprint the cover as the die is in the east, but we have done the best we could with an old one. The symbol on the cover is of course very crudely done and is used only to give the effect for the design as a whole. There are several typographical errors, some of which were in the other dummy and as we had no copy it is reset the same way. I am sure that you understand that the effort made by us here is for design only at the present time.

I have a suggestion to make to you for your consideration in regard to the printing of the

magazine. I quite appreciate and approve your desire to play safe on the first issues. I am wondering how many articles to be published will contain mathematical formulae: and will there not be a considerable ammount of material which is not so complicated? Would it not be possible to contract with your specialist for the setting of the pages containing the formulae, and when these are set and proofed ship them out here to be printed with the rest of the magazine? This is often done I know, and in this way you would have the magazine much more closely under your supervision which would be a very valuable benefit to you I am sure. I appreciate fully the difficulties of the mathematical formulae, at the same time there are other aspects of the magazine which might be sacrificed were you not in closer touch with it. I do think that some arrangement might be worked out to your satisfaction whereby Dentan could do a large part of the printing for you. Since I saw you I have had another talk with him regarding these possibilities. I find that Frank Dentan Jr., is now working at the shop. He graduated from Colorado College last year heading the list for High Merit, and is also a Phi Beta Kappa. He majored in Economics and business administration. He is of-course familiar with mathematical formulae and his knowledge in this particular line should be very valuable to his firm for such specialized work. It occurs to me that as your Research department progresses you will doubtless have a good deal of specialized printing done, and that it would be very beneficial to you to have it

done at hand. I do think that to begin with the special mathematical material should be set by your eastern expert, but I am more than confident that Dentan could be worked into the job gradually, particularly as Frank Dentan Jr. would have Prof. Swart to fall back on until he has proved himself, and that you would find it to your ultimate benefit and satisfaction to have the work done under your own supervision.

I trust that you will find the new dummy to your liking. I have endeavored to make it dignified legible and as good a design as possible under hurried conditions.

Wishing you every success with your endeavor and with kind regards to your father as well as yourself, I am

Very sincerely yours,

STUDIO
LAURA GILPIN
317 CHEYENNE ROAD
COLORADO SPRINGS, COLORADO

May 4th, 1932.

Miss Dorothy Haven,