

January 28, 1938.

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

Dear Mr. McGraw:

I have your letter of January 26 and I agree with you that perhaps this book would not meet an over-enthusiastic sales response from the athletic goods people.

However, I wanted you to know that Mr. Dill sent Alan Gould, at the AP office in New York, a copy of his bulletin, and Gould wrote back asking for several copies saying there were several things in there that he was very anxious to pass along to some of his staff members toward codifying basketball results. Since basketball now is so universally played he feels that it should have a unified box score.

Also, Mr. Thomas J. Barry, general publicity man at Notre Dame University, wrote Mr. Dill asking for copies saying that he desired to use them in the teaching of his journalism course at South Bend. George Alderton, publicity man at Michigan State at East Lansing, also wrote Mr. Dill in very enthusiastic terms saying that he thought he had something there.

Royer, of course, does not get all the slants, because I know when I published "My Basketball Bible" he was very much against my charging \$4.00 for the book; said that I couldn't get it and it was presumptuous to charge that much because no football, basketball or other sports book had ever commanded such a price. I told him that I was going to make the book cost \$4.00 and that was the least I would sell it for, and it sold plenty well.

He was also opposed to the \$4.00 price on the new book. Of course, I see quite a difference in the situation I have just mentioned and Mr. Dill's book, but every high school has a journalism department, as every college does, and it is just another angle, in my opinion, that Mr. Royer hasn't looked into.