

October 30, 1937.

Mr. J. A. Hyland,  
McGraw Hill Book Co.,  
330 West 42nd St.,  
New York City, N.Y.

Dear Mr. Hyland:

This will acknowledge receipt of your letter of October 27, and the different things that you brought up concerning the points I mentioned in my letter to Mr. McGraw.

Of course, I had no other way of discussing some of the questions that I raised with Mr. McGraw concerning the 12 or 11 or 10 point type. I only knew that I had a letter from you stating that you were using the larger type and sent us the sample of print which we approved very heartily. Not having heard from you any differently, of course I was somewhat surprised to find that the smaller type was being used.

I went to a printer and had him put his rule on the type so that I could write an intelligent letter concerning the size of the type. Not having received any letter from you stating that you were changing it I naturally had reason to suppose that before the type was changed that I would have heard from you. I doubt not but what you had every good reason for setting the type in smaller point.

Concerning your desire to use 10 point type to make it consistent with the manufacturing cost as compared with the selling price, you perhaps will remember that your firm set the price of the book at \$3.00, and I violently disagreed, saying that "My Basketball Bible" had sold in large quantities at \$4.00, and I would not be happy with the \$3.00 price. I only mention the fact that I was the one who was responsible for the book to sell at \$4.00 instead of \$3.00. So of course I couldn't understand how they could figure on printing a book for \$3.00 when I insisted on the \$4.00 price.