

October 23, 1942

Dear Mr Lyle,

Thanks for your letter of October 22nd. Your project for a book especially on regression methods in costing and other business applications is a most interesting and opportune one. I have rather idly wondered for years when costings accountants would discover that they could do something better than guess a conventional or acceptable figure.

As regards your questions, I have found my publishers, Oliver & Boyd uniformly good people to deal with. They have their own ideas on the book trade, and I think they are usually right. For example, I was at first surprised that my book on Statistical Methods was little if at all advertised, even through such places as Nature, or the British Association, where I had expected it to appear. I understand their considered opinion is that it is of more use to put the advertising costs into better production of the bound volume, at least in respect of scientific books, which will find their own market if they are good enough. From my experience they are certainly right

Since publishing Statistical Methods they have ventured with a number of other books on kindred subjects, and have probably now some

reputation as publishers in this field.

The permission you speak of under (b), (c) and (d) I am certainly very glad to give, though indeed you suggest nothing which morally requires my permission at all.

With respect to the sale and prospects of the book, with which, of course, Oliver and Boyd will be concerned, I think you might do worse than to get hold of a number of American books dealing with business statistics, or with "Statistics" as taught in the large University departments which most of their Universities possess, called "Schools of Business". This is the field of immediate demand for such a book as yours, and to see what is now given, useless as it often is, should afford real guidance in meeting their actual needs.

Yours sincerely,