

November 21, 1973

Mr. Joseph E. Cronin
American League
520 Boylston Street
Boston, Massachusetts 02116

Dear Mr. Cronin:

At this time each year, I write to you regarding the subscriptions to The Sporting News that the American League orders each year for the Armed Services around the world, and the 2,250 copies of the Official Baseball Guide that the American League sends out to men in Military Service camps throughout the United States.

In 1973 the American League purchased 1,875 subscriptions at a single copy price of 10¢ per week. This is the same price that we've been charging the American League since 1949. We recently concluded contract negotiations with the unions we must work with, our printer and paper mills. By coincidence, these negotiations were all completed within one work week and the increases passed along to us in those five days will add a total of more than \$200,000 a year to our operating expenses for 1974. An example of the increases -- in 1949 newsprint cost \$57 a ton. As of November 1, 1973, the price of newsprint rose to \$200 a ton.

As much as we would like to complete our 25th Anniversary of this great service for people in the Military with the news that we could continue sending copies of The Sporting News for the same price as we have in the past I regretfully cannot.

Even though we have installed every cost cutting device at our disposal the cost of each copy of The Sporting News that is sent to the man in the service is now more than 20¢ a week.

We are more than willing to absorb the expenses over 20¢ a week but we must realistically increase the price per copy for 1974 for the American League to 20¢ per copy.

At the present time the American League is sending 1,875 copies each week at 10¢ each -- a total cost of \$9,750 for 52 weeks.

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To give you an idea of what a bargain this is -- if these 1,875 subscriptions were entered individually the cost wouldn't be \$9,750 -- the cost would be \$28,125.

I truly hope that we will be permitted to continue working with the American League on this program for our men in the Service for I feel that it is of great benefit to Baseball as well as The Sporting News.

True, The Sporting News is not the same as it was in 1949 but by changing the editorial content we have increased our circulation from approximately 175,000 copies a week to more than 300,000 copies a week. More people are reading about Baseball in The Sporting News during the winter months now than ever before in our history. Every major league team is covered every week in every issue of The Sporting News today just as they were in 1949.

When the crunch came on newsprint we didn't put in regional reports about Baseball so we could continue the regional reports on college football. We continued complete coverage on every team in baseball each week and we dropped the regional coverage of college football.

The same fate awaits college basketball -- we don't have room for coverage even though our readers demand it.

So I want to assure you that we are planning to continue to cover Baseball as the important sport it is and I hope that the American League will allow us to continue sending The Sporting News to men in the Armed Forces.

I would suggest a cut of 50% of the subscriptions with an increase of 20¢ in the price per copy so that your dollar outlay would be no greater but there are over 2,000,000 men in the Armed Services and the 4,918 copies that the American League, National League and the Commissioner's office send each week are stretched pretty thin right now.

Regarding the Official Baseball Guide -- we can still maintain the price of \$2,000 for the 2,250 Official Baseball Guides that are sent with the compliments of the American League to the Service camps in the United States.

We are looking forward to working with the American League in 1974 as we have since 1949.

Kindest regards,

CCJS:sa

C. C. Johnson Spink