

You see, the weakness of this book from a treatment of athletic injuries standpoint is that it is called "Better Basketball", but that is the thing we are selling. However, the reason I put it in this book and in My Basketball Bible, is that it helps the coach, and then he reads this and finds that he fixes his boy up and he tells other fellows about it, that the chapter on treatment of athletic injuries is worth the price of the book alone. We have another angle of sales there.

I believe you can see, Mr. McGraw, that I am close to the grass roots and know pretty well the texts on a subject that I am supposed to be an authority in - the treatment of athletic injuries. My course in these various schools in the summer on the treatment of athletic injuries go over even better than my course on basketball because I can take a fellow who is crippled and who is complaining of an injury, and if I relieve him he shouts it to the wide world. If you write a book on basketball he has to try it out with a team, and the team may not carry through all the instruction that has been taught even though some of the plays in the book might be good.

Take our case when I was at luncheon with you good people in New York. Kelly complained of his knee. We worked on it. What did Kelly say about it? I believe you have the answer.

Very cordially yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH