

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

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is a terrible job from most every standpoint of manufacture. From the publishers, too, I learned that the book was a "flop" and I can guess many of the reasons therefor.

Therefore, if we do this, we want to do it well. I think, too, we have the basis for such a book in the approximately ninety pages of material on injuries in BETTER BASKETBALL. This will save, I should think, considerable expense by taking that section as a basis and expanding it. The other book was, as you know, every expensive but I am sure in the long run it will merit the expense. Hence, in a book such as this where we are not quite so sure of the market, we should be more careful, although we want to do a first class job.

It would seem to me also that the list price should be a maximum of \$2.50 to make it a better commercial venture. The price of Stevens' book was \$3.00 and it is small, being only 240 pages.

I do not think I would include the question of training except more than a mention in a chapter that proper training has a bearing on injuries. The training idea is another subject which can be handled separately later.

There is one question also that just came to my mind. You are an osteopath but, of course, much more than that. You know better than I the feeling between M.D.'s and the osteopath. I am wondering how it is best to handle the matter to break down any of the foolish prejudice which might arise. This prejudice might, of course, come up in adopting such a book for Physical Education courses, and its use by Physical Education people. Maybe I am making too much of the thought but possibly a Foreword by an outstanding M.D. in this line might help.

I point out the above for what it is worth and your comments will be of help to our Editorial Committee in their decision.

Kindest regards.

Sincerely yours,

Lewis W. McGraw