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submitted: 28/11  
March 28/11

Dear Sir,

A new series of manuals especially calculated to be of use to the man in general practice is shortly to be issued by the combined Firms of the Oxford University Press and Messrs. Hodder & Stoughton under the direct supervision of Professor Osler who has chosen both authors and subjects.

The series will embrace the whole of Medicine, Surgery, and Gynaecology including all the special subjects relating to them, and will be written by the leading men in various subjects in the United Kingdom.

With the idea of consulting the interests and convenience of medical men, the Publishers have appointed medical advisers all over the Kingdom, and it is as their adviser for the North West district that I am writing to you now.

I want to arrange for the manuals to be seen by the men in your district in the manner most convenient to themselves and to you, and also without feeling they are being put to the necessity of buying

You understand that the Publishers ask my advice as to whether Medical men would like to see the books themselves, at their leisure, and if so, how. My opinion is that they would, and I have said that we do not care for the indiscriminate sending round of travellers and that writing up for specimen copies puts us in an awkward position if we do not care to purchase. I am therefore setting about to find what the medical men in each district or town wish, and am writing for your opinion with reference to the men in your town and district.

I would like first your own general opinion and then if you would look over the enclosed list and

(1) correct it: that is cross out names of men who are retired, dead, left the town, or not in the town at all:

(2) fill in opposite the names of the men left on my list any information which you consider will guide me in advising the Publishers which books to send into your district:

(3) insert any names I have omitted altogether of men in practice in your neighbourhood.

Of course, the books themselves will come before your notice later on when they are actually published by the ordinary trade channels, and these proposals of mine are made purely and simply for your and your colleagues' consideration. If you cannot see your way to benefit yourselves by utilizing my suggestions in any way, do not trouble in any way, but I shall be obliged to you if, in any case, you will write me your opinion.

If you have the time and inclination to get to know your fellow practitioners' views on the subject, I hope you will allow me to suggest to the Publishers that they offer you some of the manuals on subjects of interest to you as a slight acknowledgment of the trouble you will be put to in helping me so much.

The manuals will nearly all average 6/- to 10/- each, the idea being to keep the price within everyone's means. The first half dozen or so of the series will be published next month, and I enclose you the titles of some of them.

Handwritten notes in the top left corner, including "10/10/30" and "10/10/30".

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Handwritten signature: D.H. New Park