

September 26, 1941.

Mr. L. F. Fowler, Principal,  
Marthaville High School,  
Marthaville, Louisiana.

Dear Mr. Fowler:

I have your letter of the 22nd instant, and am wondering which of my books you have - "My Basketball Bible", which was published in 1923, or "Better Basketball", published in 1937.

If you have "Better Basketball" the answer to your question on a blocking defense is definitely in that book. If you can't locate it let me know and I will give you the pages for diagrams and description.

With best wishes for the success of your team during the coming season, I am

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball and Baseball Coach.



Marthaville High School  
Marthaville, La.  
Sept. 22, 1941.

Mr. F. C. "Phog" Allen  
Basketball Coach  
University of Kansas  
Kansas City, Kansas.

Dear Sir:

I am principal and coach of Marthaville High School in Louisiana. This year I am coach a group of basketball boys who should win the State meet if I can give the proper information.

Would it be possible for you to take a few seconds of your time and draw out me a system whereby a blocking offense could be used to go against a man-to-man defense. High school boys find it difficult to set up different plays, so I thought you might give me some good points or a system that would be a continuous one in which plays will naturally come.

I will appreciate it very much and consider it an honor if you will give me what you think high school boys should use in going through a man-to-man defense

I have read and own your book, but I thought you might give me something for my case. Thanks a million for your time and trouble.

Yours respectfully,

*L. F. Fowler*

L. F. Fowler,  
Principal.

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October 30, 1941

Mr. J. E. Clowdis  
Box 84  
Milstead, Ga.

Dear Mr. Clowdis,

I am mailing to you an autographed copy of "Better Basketball"  
which I hope will prove to be profitable and enjoyable reading.

Thank you for your money order. With all good wishes I am

Sincerely,

Director of Physical Education and Recreation  
Varsity Basketball and Baseball Coach

FCA/pg



Milstead, Ga  
Oct. 28, 1941

Mr. Forrest C. Allen  
Director of Physical Education  
Varsity Basketball and Coach

Dear Sir:

Please send me your book On Better Basketball.

ENClosed you will find a money order for four dollars. (\$4.00)

Sincerely yours  
*J. E. Clowdis*  
J. E. Clowdis  
Box 84  
Milstead, Ga.

Enclosure

JEC:EVS



*Not Recd*



THIS SIDE OF CARD IS FOR ADDRESS

Mr. Forest C. Allen  
90 University of Kansas  
~~Kansas City, Kansas~~  
Lawrence, Kansas ~~Mo.~~





Shopville, Ky.  
Oct 18, 1944

Dear Sir:

Please send me  
information on  
your book on  
Basketball.

Yours Truly

Leonard W. Sears  
Basket Ball Coach  
Shopville, Ky

P.S. I was referred  
to you by Adolph F.  
Rupp of U. of K.



October 28, 1941

Mr. Thomas McGrath  
4806 W. Roosevelt Blvd.  
Philadelphia, Pa.

Dear Mr. McGrath,

I am mailing you a copy of Better Basketball which I hope you will find provides both enjoyable and profitable reading.

Thank you for the check. If at any time I am in a position to serve you I will be happy to do so.

With all good wishes I am

Sincerely yours,

FCA/PG

Director of Physical Education and Recreation  
Varsity Basketball and Baseball Coach



THOMAS McGRATH  
4806 E. ROOSEVELT BLVD.  
PHILA, PA.

MR FORREST C. ALLEN  
UNIVERSITY OF KANSAS  
LAWRENCE, KANSAS.

DEAR MR. ALLEN:

I HAVE RECEIVED YOUR  
LETTER DATED OCTOBER 18TH. I AM GLAD  
YOU ANSWERED MY POSTCARD.

ENCLOSED, YOU WILL FIND  
MY CHECK FOR FOUR DOLLARS (\$4.00). YOU  
CAN PUT ANY AUTOGRAPH SAYING, WHICH  
YOU THINK IS APPROPRIATE FOR THE  
OCCASION.

I WISH YOU, THE GREATEST  
SUCCESS, IN YOUR STRIVING TOWARD  
STIMULATING YOUTH TO GREATER AND  
HIGHER-ENDEAVOR.

THANKING YOU FOR YOUR  
COOPERATION AND ATTENTION.

YOURS IN SPORTS - THOMAS McGRATH



October 18, 1941

Mr. Thomas McGrath  
4806 W. Roosevelt Blvd.  
Philadelphia, Penn.

Dear Mr. McGrath,

I have your post card dated Oct. 15 which was forwarded to me from Kansas City, Kansas.

I am glad that you like "Better Basketball" because I put the very best materials that I had into this book. It has 163 photographs and 86 diagrams together with information on training and conditioning, treatment of athletic injuries, bandaging, emergencies, etc.

This book also contains the "Tales of Yesteryear" which are experiences of your Varsity when they met opponents who were expected to win the game, but with a stroke of good fortune and a bit of strategy we turned the tables and won the game. I've written these stories so as to stimulate youth to greater and finer endeavor.

The cost of "Better Basketball" is \$4.00 and if you will mail me a check for \$4.00 I'll be glad to autograph and mail you a copy post-paid. If you would like any special thing said in your autograph I'll be glad if you will indicate it. It will be a pleasure for me to send it. By sending this book C.O.D. it would cost you 25 or 30¢ more than under this method. I am desirous of saving you that much money.

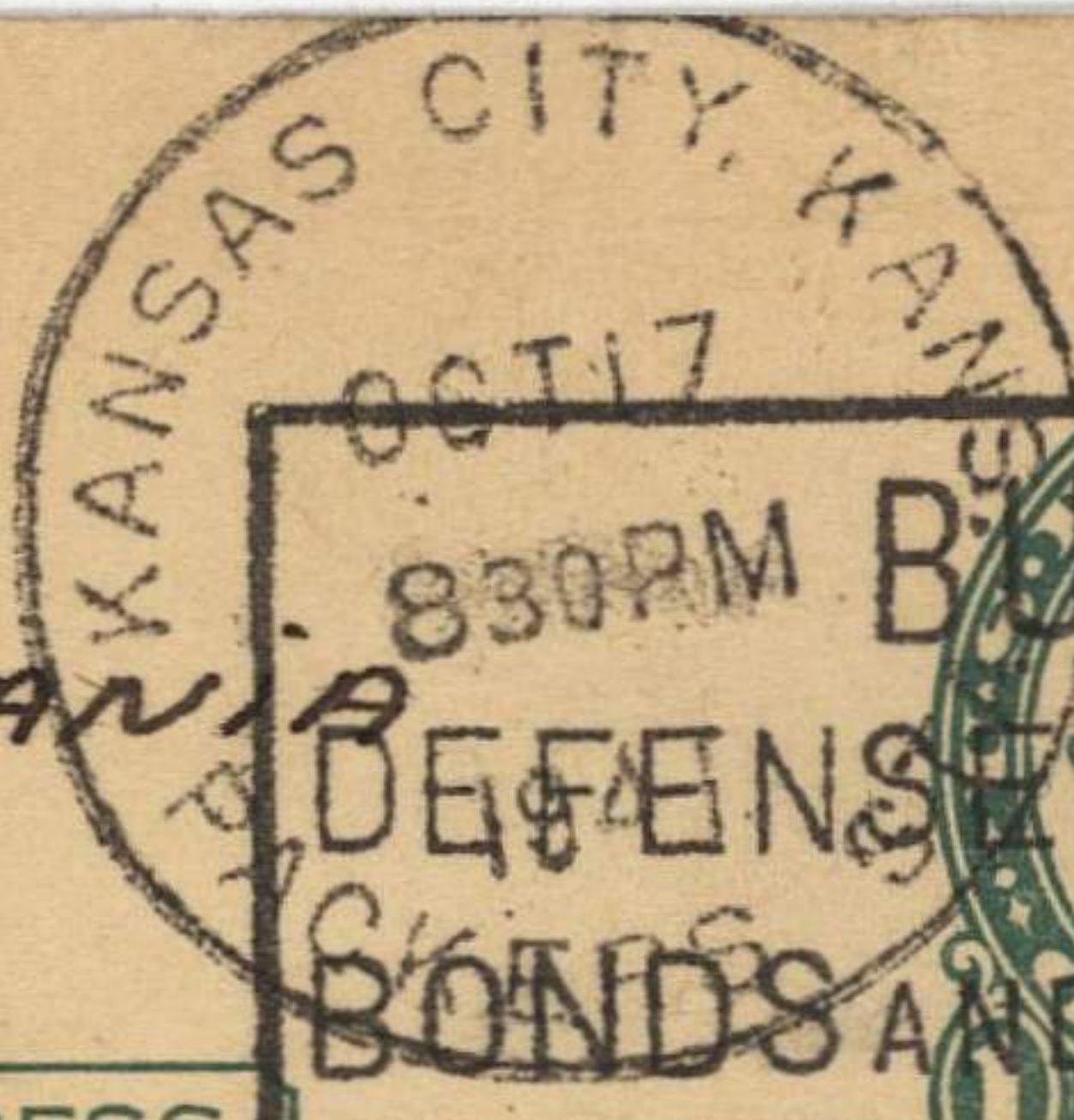
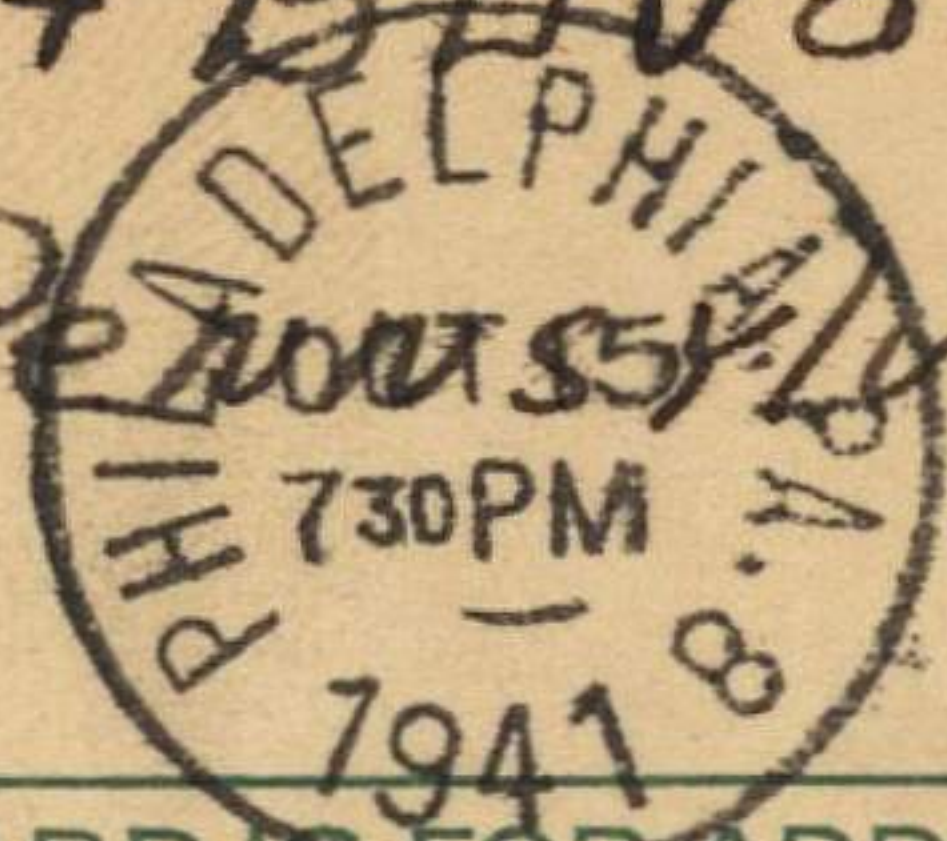
Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach

FCA/PE



Thomas M<sup>e</sup> Grath  
4806 E. Roosevelt Blvd.  
Philadelphia, Pennsylvania



THIS SIDE OF CARD IS FOR ADDRESS

c/o FORREST C. ALLEN  
UNIVERSITY OF KANSAS  
~~KANSAS CITY~~, KANSAS  
Lawrence



DEAR MR. ALLEN

I have just finished  
reading a borrowed copy of your  
BOOK - "Better Basketball".

I would like to buy  
your book, but, I don't know the  
address of "The Whittlesey House  
Book Company." IF YOU CAN FORWARD  
me a book C.O.D. I will appreciate  
it very much.

Wish you a successful  
SEASON  
THOMAS McGRATH



B B

November 14, 1940

Mr. A.V. Isbell  
Azle, Texas

Dear Coach Isbell:

I have your letter of November 12 requesting the price for My Basketball Bible. This book is now out of print.

However, two years ago the McGraw-Hill Book Company published a new book for me entitled Better Basketball, which has been replacing my first text. Better Basketball contains 163 action photographs and 86 diagrams of plays, together with information on training and conditioning, treatment of athletic injuries, bandaging, emergencies, and so forth.

This book contains such a vast amount of basketball information, that I do not believe you would need to look for other material. All the experiences and basketball data of a lifetime are included in Better Basketball.

The cost of the text is \$4.00 parcel post prepaid. If you will mail me a check for \$4.00 I shall be glad to autograph a copy for you and send it promptly.

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach

FCA:lg



9097

Azle, Texas  
Nov. 12, 1940

Dr. F. C. Allen  
Lawrence, Kansas

Dear Sir:

I am a young basket ball coach and am very interested in this work. I have heard from several sources of your remarkable ability as a coach in basket ball—especially from Charles Rhorer of Springtown and Dr. Daugherty, a professor at Texas Christian University.

Your book, Allen's Basket Ball Bible, has been highly recommended to me. I would like to order the book sent C. O. D. as I do not know the price. If you do not handle the orders yourself, would you please have the publishing company send it to me as soon as possible?



If you have any other valuable material, I would appreciate it if you would send me a list of such material and include with the book any of this material to the amount of ten dollars. (book included in the \$10).

I have already ordered the 1940 notes of the Indiana Basket Ball School, but have no other material.

I know this is a great deal of trouble, but would sincerely appreciate any suggestions or material sent.

Yours truly,  
A. V. Isbell



September 30, 1940

Coach Oliver Jochums  
Mineral Community Consolidated High School  
Mineral, Illinois

Dear Coach Jochums:

In reply to your letter of September 23, I presume you refer to my book entitled My Basketball Bible.

Several years ago the McGraw-Hill Book Company published a new book for me entitled Better Basketball, which has been replacing my first text. Better Basketball contains 163 action photographs and 86 diagrams of plays, together with information on training and conditioning, treatment of athletic injuries, bandaging, emergencies, and so forth.

The cost of the text is \$4.00 parcel post prepaid. If you will mail me a check for \$4.00 I shall be glad to autograph a copy for you and send it promptly.

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach



MINERAL COMMUNITY CONSOLIDATED HIGH SCHOOL

DISTRICT No. 142

E. B. LYON, President

J. A. CARRINGTON, Secretary

Jesse Downey, Chris Studley, Virgil Rodgers, Raymond Norton, Harry Madsen

C. C. CLAPPER, Superintendent

MINERAL, ILLINOIS

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6.00

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100th St

Mineral Illinois  
September 23, 1940

Dear Sir:

I had one of your books on Basketball, with gloves and etc forth in it. If you have any more, I wish you would send me one, if you have and send one, let me know also how much they cost and I will send you the money right away.

Hoping to hear from you soon.

yours truly  
Oliver Jochims  
Coach at Mineral High.



February 4, 1941

Mr. J.E. Winter  
5125 Eichleberger  
St. Louis, Missouri

Dear Mr. Winter:

I have your good letter of February 1 requesting information regarding my text My Basketball Bible.

My Basketball Bible was written in 1923, and ran for fifteen years. We had a sale of over fifteen thousand copies. I believe it had the largest sale of any sports book yet written.

Last year I wrote a new text for McGraw-Hill and Company, which I think you will like very much. This book is entitled Better Basketball and has been replacing my first text. Better Basketball contains 163 action photographs and 86 diagrams of plays, together with information on training and conditioning, treatment of athletic injuries, bandaging, emergencies, and so forth.

Also, I have incorporated a chapter in the back of the book entitled "The Tales of Yesteryears." These are stories of great games that our teams have played against opponents that produced thrilling climaxes. I am sure your young friend will enjoy reading this section of the text.

The cost of the text is \$4.00 parcel post prepaid. If you will mail me a check for \$4.00 and give me your young friend's name, I shall be glad to autograph a copy for him and send the book promptly.

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach

FCA:lg





# METROPOLITAN LIFE INSURANCE COMPANY

FREDERICK H. ECKER, *Chairman of the Board* LEROY A. LINCOLN, *President*

JOE E. WINTER

TELEPHONES: OFF. . . . . ASHLAND 4-7000

1 MADISON AVENUE - NEW YORK, N. Y.  
5125 Eichleberger

St. Louis, Missouri

February 1, 1941

Doctor Allen  
Athletic Director  
Kansas University  
Lawerance, Kansas

Dear Dr. Allen:

I have inquired at several book stores and sport shops trying to purchase your book "My Basketball Bible", however I have been unable to find it.

I have a goung friend who is a freshman in highschool and who apparently has a great deal of ability and who is a very promising young basketball player. I know that your "Basketball Bible" would be a great deal of help to him. If this is an appropriate Book for a boy of his age, would you kindly have one sent to me at the above address and I will send you a check for the amount.

No doubt you will not remember who Joe Winter is. I might say that I was the former assistant manager for the Metropolitan Life Insurance Co. of the Topeka office and had the privilege of talking with you on two or three occasions at which time we had a very congenial conversation about my cousin and your old friend Pat Crowell.

Thanking you in advance for your trouble, I remain

Yours truly,

J. E. Winter

5125 Eichleberger

St. Louis, Missouri



March 20, 1941

Mr. Jo Manners  
c/o Mrs. James P. Thompson  
Lightfoot Road  
Mockingbird Valley  
Louisville, Kentucky

Dear Mr. Manners:

Mr. Lee Hamilton has asked that we send you  
one of our texts, Better Basketball.

I have autographed a copy of this book and  
forwarded it to you today. I trust you will find the  
the text profitable in all respects.

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball and Baseball Coach

FCA:lg



# Better Basketball

1 - Charles Dalrymple

2 - Others

1 - Coach Dayton See  
La Belle, Mo.

1 - Coach William Lewis  
Reppard, Es.

1 - Ray E. Miners, Treas.

Stuthers high school athletic asen.  
Stuthers, Ohio



February 18, 1941

Mr. J. E. Winter  
Metropolitan Life Insurance Company  
St. Louis, Missouri

Dear Mr. Winter:

I acknowledge receipt of your letter of the 9th instant,  
together with your check for four dollars. Thank you very much.

I am very happy to autograph a copy of Better Basketball  
and send it to James Rickard, 162 Alta Vista Street, Ottumwa, Iowa.

I will make a reference in the autograph that this came  
to him through your kind generosity.

Thank you, and with kindest personal regards, I am,

Sincerely yours,

FCA:lg:mln

Director of Physical Education and Recreation  
Varsity Basketball Coach



# METROPOLITAN LIFE INSURANCE COMPANY

FIELD TRAINING DIVISION

CECIL J. NORTH  
Third Vice-President

MAX C. FISHER  
Assistant Secretary

FREDERICK H. ECKER, *Chairman of the Board*

LEROY A. LINCOLN, *President*

NEW YORK CITY

St. Louis, Mo.

Feb. 9, 1941

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Forest C. Allen  
Department of Physical Education  
University of Kansas  
Lawrence, Kansas

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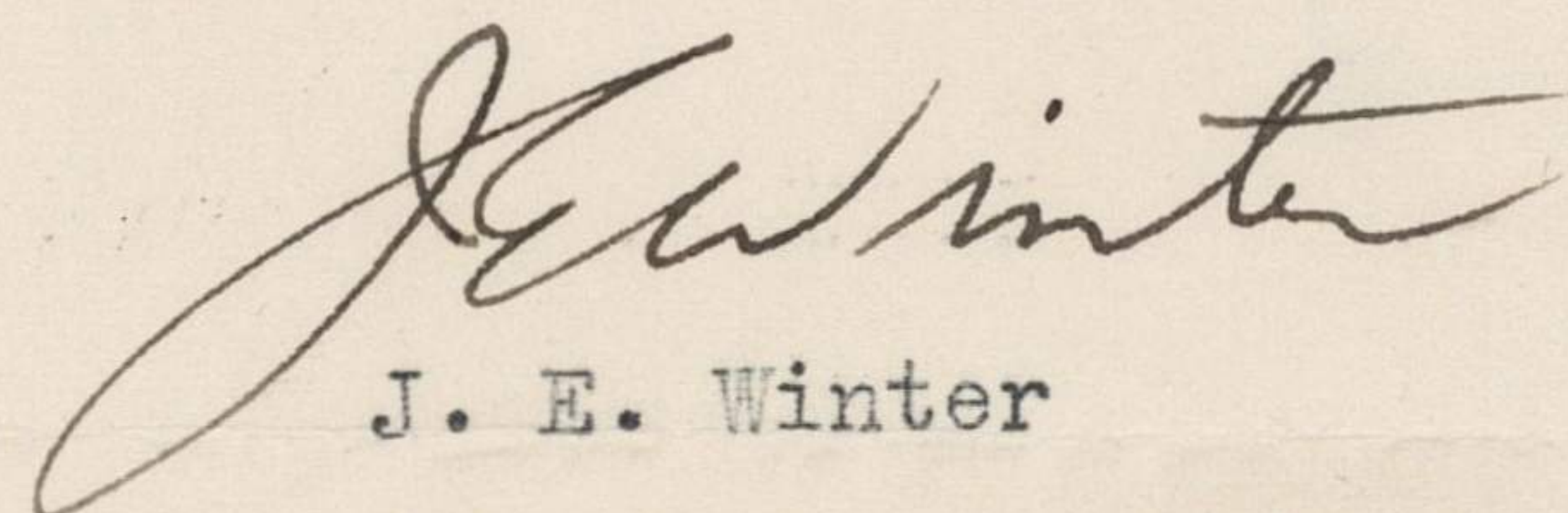
Dear Mr. Allen:

In regard to your letter of February 4, I wish to inform you that I am enclosing a check for \$4.00 for which I wish you to send your book "Better Basketball" to James **RICKARD**, Address, 162 Alta Vista Street, Ottumwa, Iowa.

When autographing the book, kindly make note that it is sent at the request of Joe. E. Winter

Thanking you for your favor I remain,

Yours truly,



J. E. Winter



February 11, 1941

Mr. Curtis W. McGraw  
McGraw-Hill Book Company  
330 West 42nd Street  
New York, New York

Dear Mr. McGraw:

In reading my text, Better Basketball, on page 3 in the last line of the first paragraph there is mention of the 37-year-old indoor game of basketball. This should read 47-year-old game, because when the text was printed, the game was 47 years old.

Will you kindly ask your superintendent to change this line when the next printing is made? I do not know how such errors creep in, but I imagine we always have them in printing text books.

Sincerely yours,

FCA:lg:mln

Director of Physical Education and Recreation  
Varsity Basketball Coach



February 10, 1941

Miss Jane Allen  
3 Arts Club  
1300 N. Dearborn St.  
Chicago, Illinois

Dear Jane:

You are generally so prompt in returning things that it is not necessary for me to write you; however, you have one of our Better Basketball texts that I sent you for the girls to read. Won't you get some cardboard, wrap it up and mail it here as this is Athletic Association property. Mark on the outside of the textbook, "No advertising", because this book weighs three pounds. You may mail it for 6¢, a special textbook rate.

We read your fine letter yesterday and we were glad to know of your raise and your success.

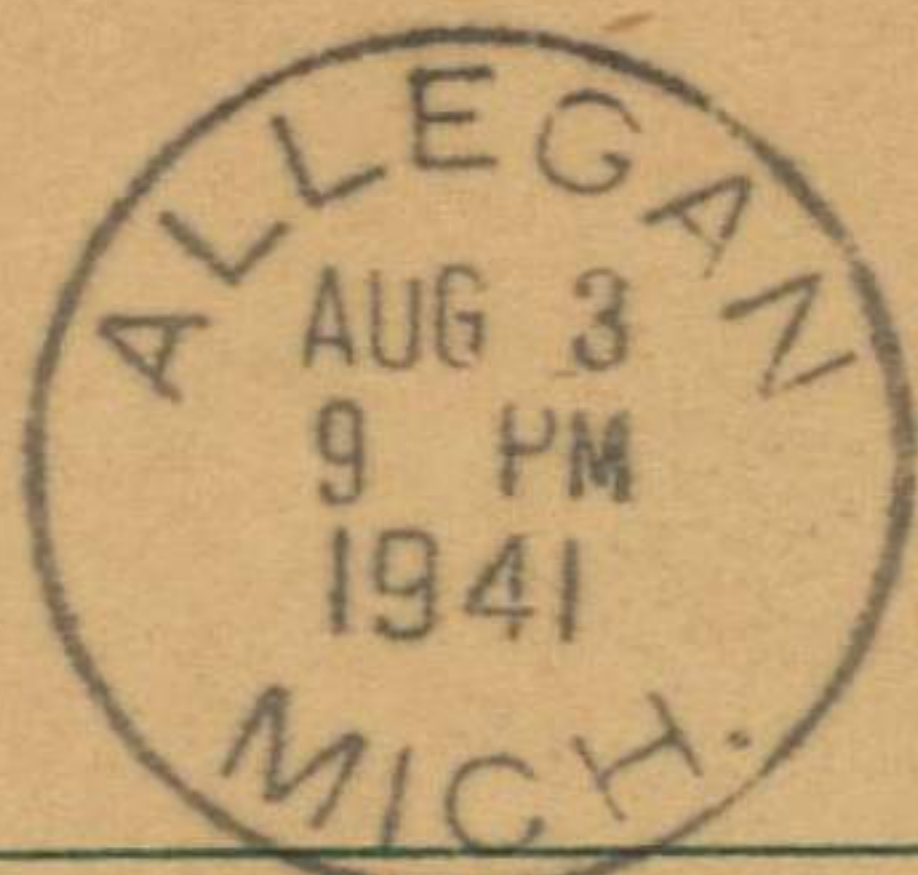
Give all the girls my kindest regards and tell them that I always enjoy sitting in with intelligencia and pulchritude.

With love, I am,

Affectionately

Your Dad





THIS SIDE OF CARD IS FOR ADDRESS

Department of Athletics  
University of Kansas  
Lawrence Kansas.



Grand Rapids, Mich 8/2/41

Dear Sirs:

Kindly send me any prospectus  
or literature, advertising etc on the  
book or books on basketball coaching by  
Dr. Phog Allen

*Joseph A. Luther,*  
Joseph A Luther  
(Basketball Coach Aquinas College)  
2025 E Fulton St  
Grand Rapids, Mich.



February 7, 1941

Mr. Roger Skinner  
Townley Metal and Hardware Company  
200 Walnut Street  
Kansas City, Missouri

Dear Roger:

Thanks very much for your good letter, the bank draft and the clipping from the Examiner.

I am mighty happy that Robert and Roger, Jr. dominated the scoring for the Chrisman Cubs. Please convey my kindest regards and best wishes to Roger for his 9 points and to Robert for his 6 points.

Trusting that you and yours get some pleasure and benefit from Better Basketball, and wishing you and your family all the success in the world, I am, with kindest personal regards,

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach

FCA:lg



# ALL ARE STARS AS BEARS WIN

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## Conference Victory Over St. Joseph Lafayette Attained At the Expense of a Thrilling Comeback.

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William Chrisman High School's up-and-coming basketball stalwarts stood atop the ladder in the Pony Express League today as local fans proceeded to give them credit for exhibiting as startling a comeback as has been seen in a basketball game here in many a day.

The victory over St. Joseph Lafayette 30-27 at the Memorial Building Saturday night not only gave the Bears their first conference victory but also demonstrated that the 1941 Bruin edition is a "best seller." It's no happy moment for a team when the second half of a ball game comes around at a time when the team has only half as many points as its opponents. But on the other hand, Chrisman was no ordinary team Saturday night. To be sure, the boys had a little trouble during the first two periods figuring out what kind of a defense Lafayette had set up. That was why they stood on the small end of a 17 to 8 score at halftime. But once the third quarter began, they opened up their big guns for a bombardment of the Lafayette goal which rivaled that delivered at Turner the night before when the Bears built up a 15 to 0 lead in the first thirteen minutes of play.

The Bears scored twelve points in that life-saving third period and limited the upstate boys to one solitary counter. It gave them a 20 to 18 lead at the start of the fourth quarter.

The Bears scored five points in the last quarter but the Lafayette boys managed to drop in seven to bring the score to 25-all just as the whistle sounded. But before the whistle sounded a Lafayette guard, Wayne Hinkle, had been fouled as he attempted a shot.



As he stepped up to the line for the two attempts to score, the weight of the game rested on his shoulders. That realization, coupled with the fact that there was so much booing by spectators that the boy was practically knocked over by the blast, was just too much for his nerves and both shots were bad.

Johnnie Stecz and Jack Eskridge scored five points for the Bears while Lafayette was scoring two in the overtime.

To give credit to any one boy for the victory would be a crime against conscience. Perhaps the way that Coach Huhn put it serves better:

"Three of the boys, Stecz, Titus and Eskridge, played perhaps their best ball of the season," Huhn said. "But all of the boys knuckled down to real work when the odds were against them, and to all nine men should go the credit."

Stecz was high for Chrisman with twelve points. Eskridge collected seven, Titus seven and Reagin and Reavis two each.

The second team game saw the Skinner twins, Robert and Roger, dominating the scoring for Chrisman as the Cubs won 26 to 18. Roger Skinner scored nine points while his brother, Robert, was counting six.

Chrisman's season record now shows three victories and a pair of defeats. They have lost to Rosedale and Central, but have won from Southeast, Turner and Lafayette.

Friday night the Bears play host to Rockhurst High, the team which Saturday night bowed to Northeast 23 to 25 in an overtime.



# TOWNLEY METAL AND HARDWARE COMPANY

Wholesale Hardware

TELEPHONE MAIN 0200  
200 WALNUT STREET

KANSAS CITY, MISSOURI

R. F. TOWNLEY, PRESIDENT  
W. W. TOWNLEY, V-PRESIDENT  
C. H. BUSBY, V-PRESIDENT  
E. R. MORRISON, TREASURER  
J. P. TOWNLEY, II, SECRETARY

2-6-41

Dr. F. C. Allen  
Lawrence Kans;

Dear Doc:- I had several days  
of the "flu" after Christmas, followed  
by about a week of Sales meetings  
etc — so I forgot momentarily  
about your check.

Trust you'll pardon the delay.

The boys are getting a great deal  
of good out of the book. They are  
on the second team here at Wm. Christman  
playing along with the hearing boys. I am  
encouraging them all I can — so as  
to help "normalize" their life.  
A little chipping from the Examiner  
of a few days ago.

With best regards and hoping you  
win the Big Six title again, I am

yours very truly  
Roger Skinner



In Kansas City for half a Century