

AUTHOR OF

BETTER BASKETBALL

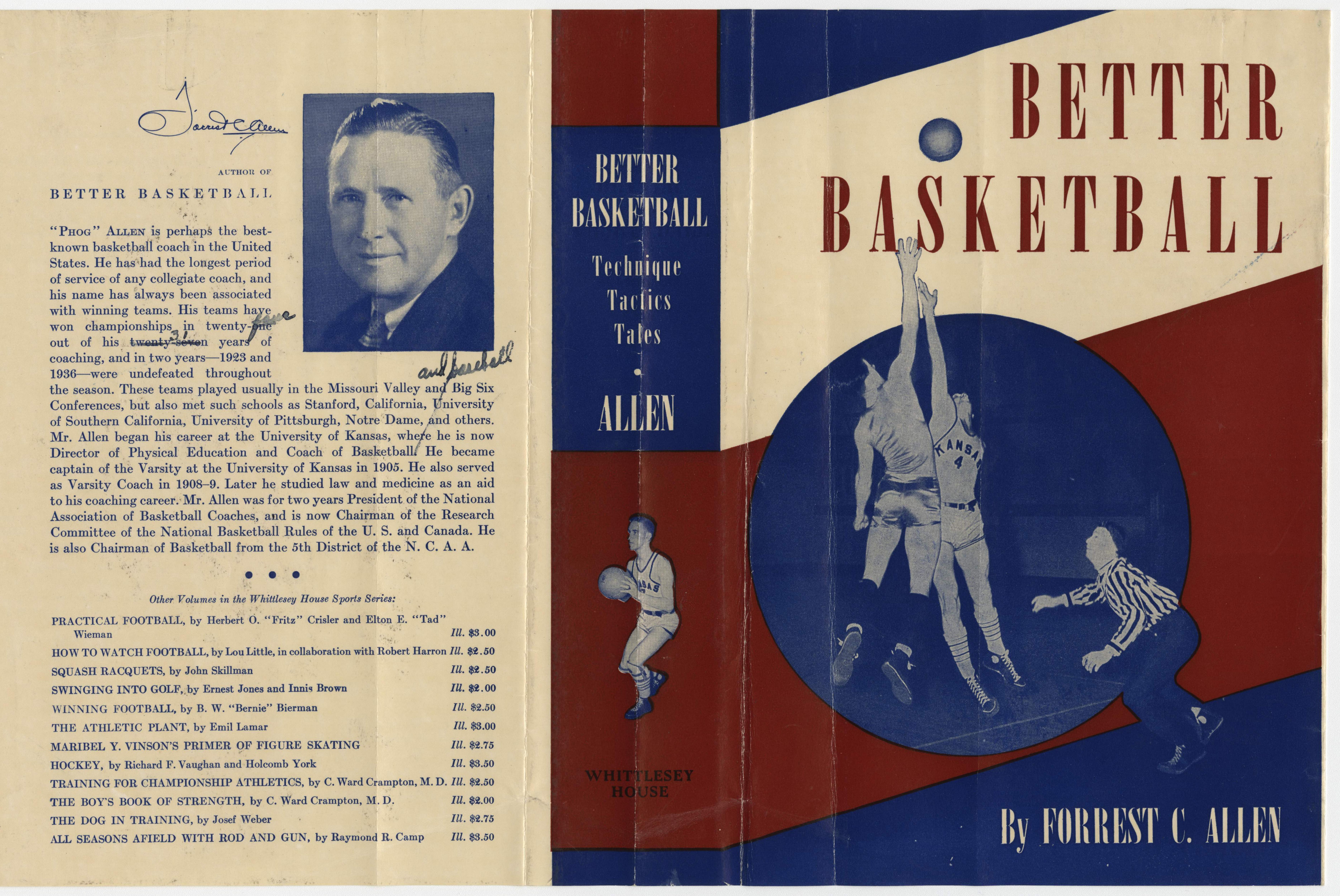
"PHOG" ALLEN is perhaps the bestknown basketball coach in the United States. He has had the longest period of service of any collegiate coach, and his name has always been associated with winning teams. His teams have won championships in twenty-one out of his twenty-seven years of coaching, and in two years-1923 and 1936-were undefeated throughout



the season. These teams played usually in the Missouri Valley and Big Six Conferences, but also met such schools as Stanford, California, University of Southern California, University of Pittsburgh, Notre Dame, and others. Mr. Allen began his career at the University of Kansas, where he is now Director of Physical Education and Coach of Basketball He became captain of the Varsity at the University of Kansas in 1905. He also served as Varsity Coach in 1908-9. Later he studied law and medicine as an aid to his coaching career. Mr. Allen was for two years President of the National Association of Basketball Coaches, and is now Chairman of the Research Committee of the National Basketball Rules of the U.S. and Canada. He is also Chairman of Basketball from the 5th District of the N. C. A. A.

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Scholastic Coach says:

"The book has everything. All of Allen's basketball savvy went into its making. Every fundamental of the game—every type of pass, shot, and play—has been covered with the great fidelity to detail characteristic of his coaching."

BETTER BASKETBALL

TECHNIQUE, TACTICS, AND TALES

FORREST C. "PHOG" ALLEN

A PRACTICAL guide for teaching and developing basketball technique, together with a complete discussion of how the game should be played. The author explains graphically all of the latest developments in the game, and through copious use of diagrams and photographs makes clear every detail of individual and team play. The material included is entirely new.

Individual offense, individual defense, team offense, and team defense are exhaustively treated. This involves discussion of such little-understood topics as how to work successfully through a zone defense, including both "set" plays from scrimmage formation and out-of-bounds plays. The author also gives thirty-four "set" plays and many out-of-bounds plays against the man-for-man defense. There is a full chapter on the new methods of "screening," explaining just how and when to execute these plays to the utmost advantage.

Discussion of these tactics has never been included in a book before, and should be of great value to every player and coach.

Individual technique and individual training are stressed, as the fundamentals upon which the success of every team is based. Every movement that a skilled player must execute is presented in detail. The author also describes a series of "skill movements," or drills, by means of which the fundamentals of play may be taught to groups without each player handling the ball. These will be of special value to high school and junior high school coaches.

(continued on back flap)

(continued from front flap)

Stories of actual games show how contests have been won by the use of applied psychology, even when all the cards are stacked against the team. These stories are full of the little human touches which can be used to turn defeat into victory. The author is a master of the kind of psychological strategy which causes men to outdo themselves and upset an unfavorable score even under adverse conditions.

A most comprehensive chapter on the treatment of athletic injuries explains to the coach-trainer how to keep his players in the game. Actual tapings, bandages, and braces are shown, in photographs and descriptions, together with pictures of real sprains and strains and directions for their proper treatment. Diet and conditioning are given special attention by the author, who has been able to restore many injured athletes to game conditions much earlier than under the old methods.

The success of a coach is often determined by his ability to dramatize a game and to provide exceptional entertainment between halves. The author goes thoroughly into the important subject of pregame and between-game activity and shows the manager and coach many possibilities in drawing patrons to the games who might not continue to come for the game attraction alone.

In short, Better Basketball is a complete treatment of the subject. It incorporates everything that a player, coach, official, trainer, or manager of a team needs to know about his own special phase of the game. Nothing has been omitted to make this the most up-to-date, complete, and interesting story of this great indoor game yet written.

163 action photographs
86 diagrams of plays

WHITTLESEY HOUSE SPORTS SERIES J. HOWARD COLLETT V

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Maynardwille, Zenn March 27, 1941

Forest C. allen, Ovach University of Kansas. Dear Ser, Tul are trying to get a solliction of a fiew good books an basketball, by the great trockers of the game, for a sports library in our high School. Howing no funds for this purpose I wonder if you have one of your books " Better Basket Ball" that you lould autograph and Contribute to that Callection. muchmill pay the portage If you happen to have one used book we will be very provid of it, our aim is to teach more and better fundamentals to our players. Cooches in this section Prince praise your book and I hope me might aktain one of them. Please help us of You Can. wishing, you a greater season for next year. Thanks.

Cordially yours deallett

G. Howard Callett

Cooch at H, M, H, S.

Mr. Clinton Simpson, Whittlesey House, McGraw-Hill Building, 330 West 42nd Street, New York, N.Y.

Dear Mr. Simpson:

I am enclosing a revised and corrected copy of the material to be printed on the jacket of my book, "Better Basketball". I am happy for the opportunity to bring this up to date.

Sincerely yours,

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

Enc.

WHITTLESEY HOUSE

A DIVISION OF THE MCGRAW'HILL BOOK COMPANY, INC. McGRAW'HILL BUILDING · 330 WEST 42ND STREET

New York

HUGH J. KELLY, Publishing Director WILLIAM E. LARNED, Sales Manager

December 16, 1941

Editors

CLINTON SIMPSON
WILLIAM POOLE

Mr. Forrest C. Allen University of Kansas Lawrence, Kansas

Dear Mr. Allen:

We are reprinting the jacket for your BETTER BASKETBALL, and find that in the biographical material on the back of the jacket some changes probably should be made.

We wonder if you would look over this material, which is enclosed, and tell us what changes should be made to bring it up to date?

Very truly yours,

Clinton Simpson

CS:JF Enc.

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"Phog" Allen is perhaps the best known basketball coach in the United States. He has had the longest period of service of any collegiate coach, and his name has always been associated with winning teams. His teams have won championships in twenty-four out of his thirty-one years of coaching, and in two years -- 1923 and 1936 -- were undefeated throughout the season. These teams played usually in the Missouri Valley and Big Six Conferences, but also met such schools as Stanford, California, University of Southern California, University of Pittsburgh, Notre Dame, and others. Mr. Allen began his career at the University of Kansas, where he is now Director of Physical Education and Coach of Basketball and Baseball. He became captain of the Varsity at the University of Kansas in 1905. He also served as Varsity Coach in 1908-09. Later he studied law and medicine as an aid to his coaching career. Dr. Allen was founder of the National Association of Basketball Coaches and served the association as president for two years. He also was Chairman of the Research Committee of both National Basketball Coaches Association and the Joint Basketball Rules Committee of the United States and Canada. For thirteen years he served as Chairman of Basketball from his 5th District of the N.C.A.A.

Mr. Samuel P. Hyatt, Athletic Advisor, Cherokee Indian School, Cherokee, North Carolina.

Dear Mr. Hyatt:

This will acknowledge receipt of your letter and check of the 27th instant. I am very happy to autograph a copy of my text, "Better Basketball", and am mailing it to you today. I trust that you will find it both interesting and profitable.

Thanking you, and with best wishes, I am

Very sincerely yours,

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

UNITED STATES DEPARTMENT OF THE INTERIOR

OFFICE OF INDIAN AFFAIRS
FIELD SERVICE

Musorce sudion Seksol Chiroller, n.C. Occ. 27, 1941 Ov. Forrest C. allen Unicusity of Konson Lauren, Kanson Dear Da, allen. will find chieft for \$400 for the book you recommend, Better Basketball, and please autograph, to your choosing, anything forward to receiving book! Tame Samuel Fixall

Mr. Egbert Ward, Wingate Vocational High School, Fort Wingate, New Mexico.

Dear "Eggilla

Thank you for your letter of the 19th instant, enclosing your check for \$4.00.

I am mailing a copy of "Better Basketball" to you today, and I trust that you will find it to be interesting and profitable reading.

With best wishes for the Yuletide season, I am

Very sincerely yours,

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

Hingate Vocational H. S., First Wing all, Rew Mexico December 19, 1941 Da: Fornesh Glellen. Reverlor of Ransas Tenirevetty of Ransas Laurence Kensas. Dear Dr. Allenj Thank you for your letter of Desember 15. Dann en cloning a check for \$400 for the book Detter Bankelhap Kalfsh Childs is in the steen loing boy peach work. The had a rally her lash weeks that he candwelled, I'ms hoppy to hear of Nick it has been a feare hear troux then, Stucerely Man Mr. Egbert Ward Wingate Vocational High School Fort Wingate, New Mexico

Doar Mr. Ward,

I have your letter of December 12.

The book, My Basketball Bible, 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 the very material which you indicate that you desire. This material is found in the first chapter entitled, "The Wider Scopes of the Game".

The book also contains a number of plays and drills which we use here at the University with our Varsity team. These drills and plays are thoroughly illustrated by 163 photographs and 86 diagrams. In addition, the book contains information on training and conditioning, treatment of athletic injuries, bandaging, emergencies, etc.

Also in Better Basketball are "Tales of Yesteryear" which are experiences of our 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 have written these stories so as to stimulate youth to greater and finer endeavor. The cost of Better Basketball is \$4.00.

If you will mail me a check for \$4.00, I will be glad to autograph and mail you a copy post-paid. If you would like any special thing said in your autograph I will 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 desirious of saving you that much money.

I am enclosing some material which will help you to see exactly what the contents of Better Basketball are.

Sincerely,

Director of Physical Education and Recreation Varsity Basket ball and Baseball Coach Mr. Glenn Kolstrup Peru High School Peru, Kansas

Dear Mr. Kolstrup,

Your letter written to the Athletic Department has been referred to me by Mr. Earl Falkenstien, Financial Secretary of the Athletic Association.

I have written a text book entitled, Better Basketball, which contains the very information which you indicate that you desire. In it I describe a number of plays which we use here at the University with our Varsity team. These drills and plays are thoroughly illustrated by 163 photograps and 86 diagrams. In addition, the book contains information on training and conditioning, treatment of athletic injuries, bandaging, emergencies, etc.

Better Basketball contains the very best materials that I could gather.

Also in this book are "Tales of Yesteryear" which are experiences of our 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 have written these stories so as to stimulate youth to greater and finer endeavor. The cost of Better Basketball is \$4.00.

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Sincerely,

Director of Physical Education and Recreation Varsity Basketball and Baseball Coach

November 17. 194, Atteles Sportment Louson State University Leurence Nouson. Dearbier; Dans how bracking in The Sam tigh Dehool. The ornamial tra Chee were Noteen mitte army droft. Dawn to coach the Jumen Steph Basket Back tram and fund negeel skort finformation. Com zen bend najneformotion where 2 com find theas ou coaching. trociedene, quaeding, Etc. I have not heen cooching for len years and fend myself sorta susty en proceedure. being mformidion or pregasolion for Care to offer hered bis apprecented. Delet ferst Jours is Dec. V. Me are oproducing now. Muly hours

Peru Mansos

Term Nouver 20, 1741 Mr. Forrest Collen University of Lousois douvere lauran. Deen Mallen. Mr. tran J. Welch of Brate Teachers College Europerie urrate me that Deones get a lot of information from "My Barketball Buble", by Forrest Callen. Dient did not tett me who gublerhes the book. I come here after the army had teken the near who were here their face. Shown been aut af bæchneg forsten grans and Do feel like Dam Donnerhat rusty. on coaching Turones like to get this book, Would you inform me of the publishers or send this direct to there amo hows them send Me a copy our beill me for Dance. Truly yours. Slever Holstruck Instructor Nigh School, Perce, Mangas.

Mr. John Emerson Roberts, 421 North Grove Avenue, Oak Park, Illinois.

Dear Johns

I am autographing a copy of my book, "Better Basketball", at the suggestion of my brother, Hubert Allen, and sending it to you. I trust that you will derive much pleasure from reading the book.

Very sincerely yours,

FCARAH

Director of Physical Education and Recreation, Varsity Basketball and Baseball Coach. Mr. Joseph A. Luther Dean of Men Aquinas College Grand Rapids, Mich.

Dear Dean Luther,

I am very happy to send you under separate cover an autographed copy of Better Basketball. Thank you very much for your check for \$4.00.

I trust that you will find the book both interesting and profitable.

I am glad to know that you played on the St. Mary's team under our old friend Quigley.

With best wishes for a very successful season I am

Sincerely yours,

Terra/no

Director of Physical Education and Recreation Varsity Basketball Coach

AQUINAS COLLEGE

69 Ransom Ave., N.E.

Grand Rapids, Michigan

OFFICE OF THE DEAN OF MEN PHONE 8-3377

Sept. 20th 1941

Dear Mr. Allen:

Twenty six years ago I played on the St Marys College Kansas team under E C Quigley and J McLaughlin.

Consequently I go back to my early days for inspiration at the old stamping grounds or near it.

Please send me an autographed copy of your Better Basletball. I'm taking over the early practises until we get a coach and things moving.

Enclosed please find my personal check for

the book. It wont bounce.

Sincerely

seph A Luther

P.S I bought and used your Basketball Bible 17 years ago to develop a champion high school team among Sioux Indian boys on the Tosebud Dioux Reservation S Dakota.

Mr. J. E. Clowdis Milstead, Georgia

Dear Mr. Clowdis,

I have your letter of Oct. 21 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,

Milstead, Ga.
Oct. 21, 1941

Professor Phog Allen
Director of Physical Education
Kansas University
Lawrence, Kansas

Dear Sir:

Please send C. O. D. your book on "Bible of Basketball.

Yours truly,

J. Co. law

Mr. Samuel P. Hyatt Athletic Advisor Cherokee Indian School Cherokee, North Carolina

Dear Mr. Hyatt,

I beg to acknowledge receipt of your favor of the 8th instant.

I have written a basketball text entitled, Better Basketball, which contains the information that you desire regarding diet for athletes. The book does not contain a number of menus, but rather it gives a broader list of foods which the athlete in training should have.

I have found through my years of coaching experience that cut and dried menus are not very practical to follow in the training of basketball and football players. Rather, I use a broad list of foods as my guide. Proteins, carbohydrates, and fats in correct proportions can be used no matter what form they happen to take etc.

In Better Basketball I outline a correct diet for athletes.
This book also contains a number of plays which we use here at the University with our Varsity team which are thoroughly illustrated by 163 photographs and 86 diagrams. In addition, the book contains information on training and conditioning, treatment of athletic injuries, bandaging, emergencies, etc.

Also in this book are "Tales of Yesteryear" which are experiences of our 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 have written these stories so as to stimulate youth to greater and finer endeavor. The cost of Better Basketball is \$4.00.

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I am enclosing some material which will help you to see exactly

what the contents of Better Basketball are.
Sincerely,

FCA/pg

Director of Physical Education and Recreation Varsity Basketball and Baseball Coach

UNITED STATES DEPARTMENT OF THE INTERIOR

OFFICE OF INDIAN AFFAIRS

FIELD SERVICE nam & ensor Chirother, n.c. Duc. 8, 1941 Dr. Phog allen. University of Kansas Laurence, Kansas Dear Dr. Allen. Please send me menned for baskel ball hours, football hours, and boxers. 2f you have menues made up for three months periods that is melat a mant. the want these just as soon as it is conveniently possible. That as soon I have a suited to be assible. Dr. Julius McBride. 1710 Tale Street. Houston, Texas.

Dear Dr. McDrides

I am sending the book, "Better Basketball", duly autographed, and I wish to thank you very much for your momey order for \$4.00.

money to you. I trust the book will be well worth the

Sincerely yours,

FCASAII

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

FROM THE OFFICE OF --

JULIUS McBRIDE, OSTEOPATH

Dear Dr. Allen:
Thanks for your offer, I would like to have one of your autographed copies of "Better Basketball" very much. Enclosed is a money order for \$4.00

Juli Me Buil

Bobby and Jimmy Hirsch, c/o Mr. Oscar Hirsch, Cape Girardeau, Missouri.

Dear Bobby and Jimys

It is with a great deal of pleasure that I am autographing one of my texts on basketball, "Better Basketball", for your Christmas present. True, Christmas is not here as yet, but I am sending it ahead so that you may have the pleasure of reading it, and, I hope, enjoying it.

and your grandparents. I knew Dr. and Mrs. Fitzgerald so well. and we were very, very fond of them. I am sorry that I did not get to see your grandmother or your dear mother when I was in Cape Girardeau for such a short time. I did have a chance to meet your dad, and I enjoyed it very much. Please remember me most kindly to your grandmother and your mother and dad.

I enjoyed meeting you boys very much and I trust that you will enjoy reading the "Tales of Yesteryears", in Part Five which is in the back of the book. They are stories of great games that I believe you will enjoy because there is one story about a fine athlete that played on the Warrensburgg team. His name is Dr. Ray "Ug" Sermon. It is the story of "The Phantom in Cleated Shoes". The others are about games played at the University of Kansas.

With all good wishes, I am

Sincerely yours,

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

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