

December 9, 1938.

Mr. Arthur Griffin,
Centreville, Maryland.

Dear Mr. Griffin:

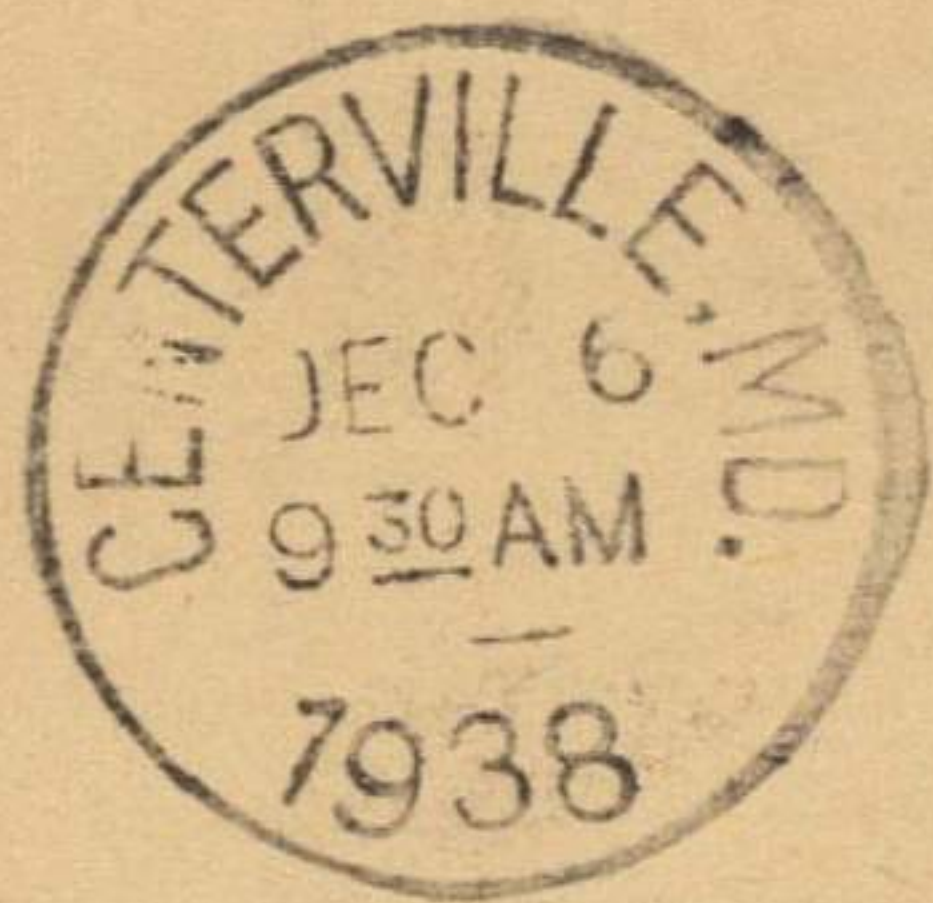
Mr. Charles Cramer, of the Cramer Chemical Company of Gardner, Kansas, has forwarded to me your inquiry regarding basketball plays, and so forth.

I believe you will find my new text, "Better Basketball", just what you need. All the latest developments of the game are thoroughly explained in this book, and much time is spent in explaining plays and play situations. The book is profusely illustrated with diagrams and illustrations. I am enclosing some descriptive material in which you might be interested.

"Better Basketball" is published by McGraw-Hill and Company of New York, and sells for \$4.00. It is available at most sporting goods houses, but if you desire an autographed copy I shall be very happy to send you one postpaid on receipt of your check or money order for \$4.00. I shall be glad to hear from you.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.



THIS SIDE OF CARD IS FOR ADDRESS

The Cramer Chemical Co,
Gardner, Kansas

Centreville, Md.

December 5, 1938

Dear Sir:

I am writing to tell you that the material you sent me I have found very interesting.

As basketball time is near I would like for you to send me the names and illustration of various plays in basketball, and football.

P.S.

What is the price of Dr. J.C. Allen's new book, Better Basketball?

Thanking you in Advance

Yours truly,
Arthur Griffin

C - O - P - Y

December 8, 1938

Mr. Arthur Griffin
Centerville
Maryland

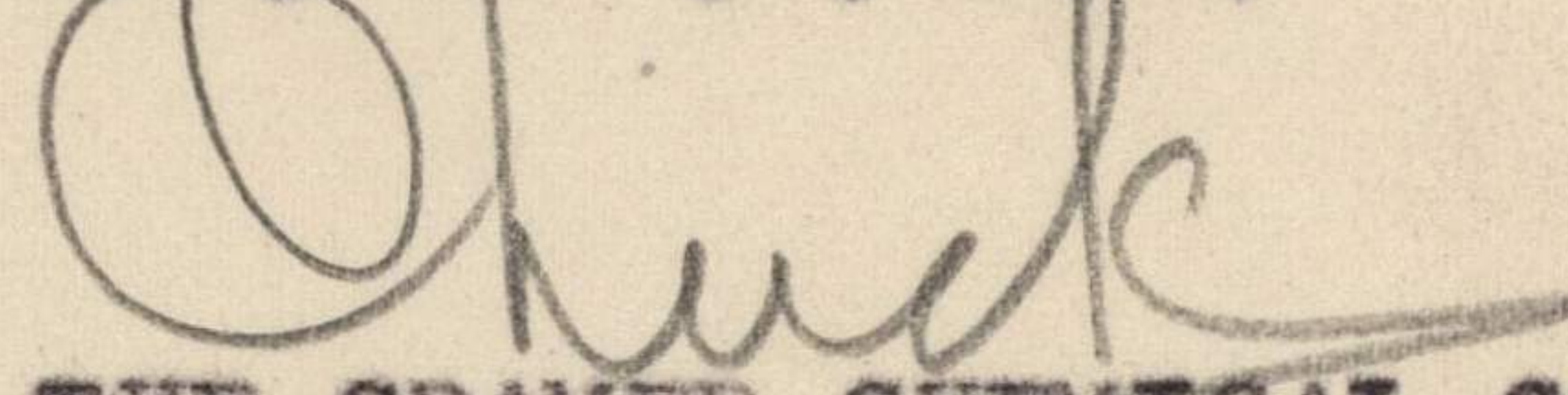
Dear Mr. Griffin:

Replying to your postcard of December 5, we are very sorry that we do not have anything illustrating and describing basketball plays. You see, we devote our efforts exclusively to the care and conditioning of the players themselves.

I am taking the liberty of passing your card on to Dr. F. C. Allen of Kansas University, as I feel sure he will want to explain his new book to you. I have a copy of it and I find that it is by far the best basketball book ever written. It has much inspirational material which you can pass on to the players and this, in my opinion, is just as important as the technicality of teaching plays.

I am sure you will hear from Dr. Allen within a few days.

Very truly yours,


THE CRAMER CHEMICAL CO.

December 9, 1938.

Mr. Charles Cramer,
Cramer Chemical Company,
Gardner, Kansas.

Dear Chuck:

Thank you very much for the copy of your correspondence with Mr. Arthur Griffin of Centreville, Maryland.

I have written Mr. Griffin, sending him some descriptive material about "Better Basketball".

With all good wishes, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

UNIVERSITY OF KANSAS
Lawrence

Department of Physical Education

November 15, 1939.

Dear Coach

Last April I had the pleasure of speaking to your group during the meeting of the American Association for Health, Physical Education and Recreation. It was a great pleasure to meet with your association and I enjoyed very much the opportunity to be with you.

I am sending you a circular of my new book published last year. If you are desirous of purchasing a copy of this text I will be very happy to send you an autographed copy, postage prepaid, for \$4.00.

I believe that I have included most everything in this type of book that a coach would desire to know. I wrote it for high school coaches, and included a chapter on the treatment of athletic injuries. The Tales of Yesteryear are written expressly for the purpose of stimulating in the coach's mind the necessity of building morale and building a definite tradition in a school. I believe it is the most complete book of this kind that has been written, and therefore I have no hesitancy in calling it to your attention.

Wishing that you have a very successful basketball season, and with kindest personal regards, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

UNIVERSITY OF KANSAS
Lawrence

Department of Physical Education

November 15, 1939.

Dear Coach

I have had letters from Coach Roy E. Rollins, of Augusta, Georgia, Coach B. D. Lee, of Albany, Georgia, Coach D. B. Carroll, of Canton, Georgia, and Coach Horace Cook, of Carrollton, Georgia, ordering my book, "Better Basketball". Coach Hal Clements, of Rockmart, Georgia, wrote me saying that had already purchased a copy and was finding it very interesting and profitable.

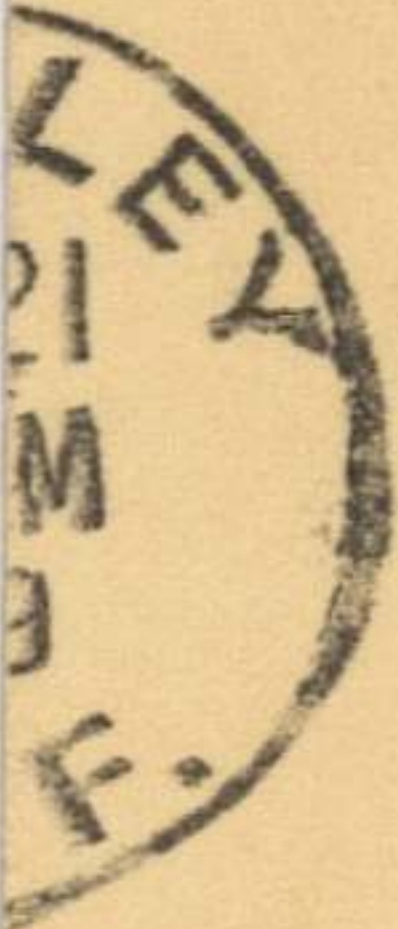
Not knowing whether you had been able to procure a copy of this book I am sending you a folder describing the same. If you have not ordered a text and desire one I will be glad to autograph the same for you and mail it prepaid for \$4.00. Please enclose a check or money order if you desire the autographed book.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH



RED CROSS
ROLL CALL
JOIN



THIS SIDE OF CARD IS FOR ADDRESS

Mr. Forrest C. Allen
University of Missouri
Columbia, Missouri

Albany High School
Albany, Calif.

Dear Mr. Allen:

I have had a copy of
Better Basketball since early
last spring. Let me know if
you revise it. It's great.

Sincerely

J. Kelly Ryan

SIXTY-HOUR

The course in the Department of Education, the new sixty-hour certificate course, and the course in the Department of Health, 3 hours credit.

Job Analysis

We are endeavoring to meet the needs for physical education in the State of Kansas. We would highly welcome your suggestions.

This man was on the Calif. bench to whom we recently sent letters.

December 1, 1939.

Mr. Charles L. Eaton, Coach,
Colusa Union High School,
Colusa, California.

Dear Coach Eaton:

I have just returned from Cleveland, Ohio, and find your request of November 24th to send a copy of my book, "Better Basketball". If you will kindly send the order from your high school I shall be glad to send the book by return mail.

I shall also be glad to autograph the book if you will indicate what you would like to have me write in it.

With best wishes for a successful season,

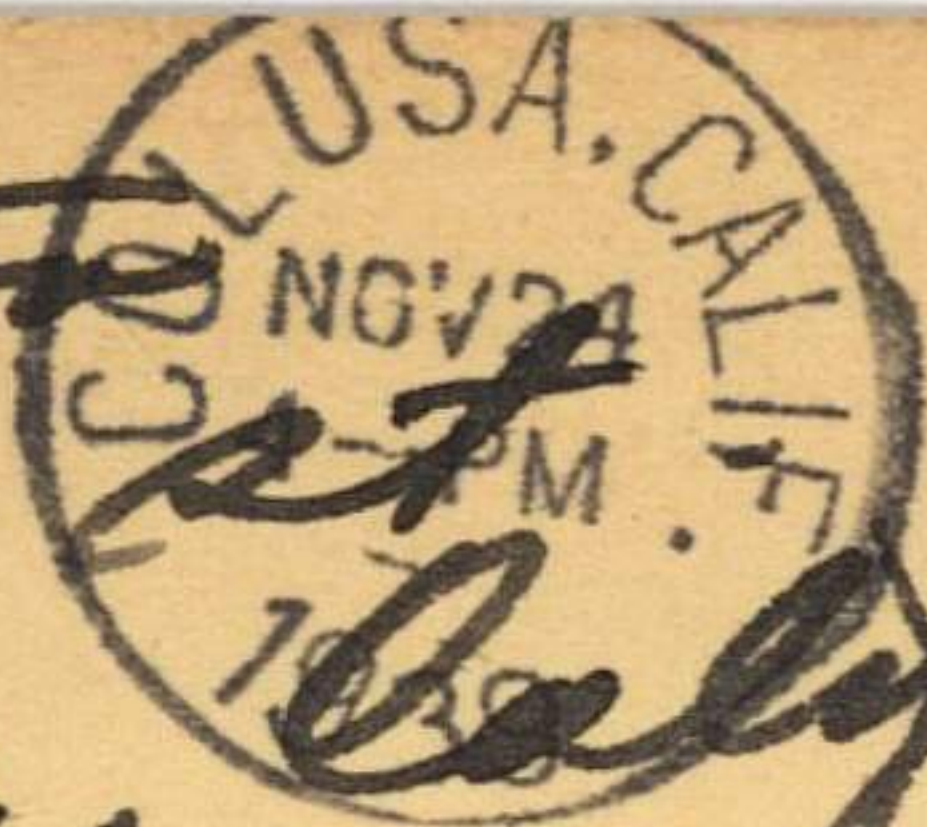
I am

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

Chas. Eaton
809 Clay
Colusa,
CALIF.



THIS SIDE OF CARD IS FOR ADDRESS

Mr. Forest G. Allen
University of Kansas
Lawrence, Kansas.

Columa, Calif.

Nov. 24-1939

Dear Mr. Allen:

Please send me
one copy of your new basket-
ball book - and bill to
Columa Union High School
Columa, Calif. Price \$4.⁰⁰
Sincerely, Charles L. Eaton
Coach.

November 28, 1939.

Coach Charles L. Eaton,
Colusa High School,
Colusa, California.

Dear Coach Eaton:

Your card of November 24th has been received during Dr. Allen's absence. He is at present in Cleveland, Ohio, conducting a basketball rules interpretation meeting, and will return to Lawrence Wednesday night.

It has not been Dr. Allen's custom to mail out copies of "Better Basketball" unless the order is accompanied by a money order or check for the price of the book, \$4.00. However, if the order says specifically to send the book c.o.d., he is willing to send it that way.

As soon as Dr. Allen returns to the office I will bring your request to his attention. Perhaps by that time your high school authorities will have sent instructions about how the book should be sent. If you desire the book autographed Dr. Allen will be very glad to comply with your wishes.

Sincerely yours,

Secretary to Dr. F. C. Allen.

on list?
yes

December 5, 1939.

Mr. Sam Mason,
Athletic Director,
Fairfax Athletic Association,
Fairfax, Alabama.

Dear Coach Mason:

Thank you very much for your check for one copy of "Better Basketball". I have autographed the book and it is being mailed to you today. I trust that you will find it very interesting and helpful to you in your coaching.


I am asking our Extension Division to send you complete information on the rental of the basketball film which you ask about. I am sure that you will benefit much by showing this film on basketball fundamentals to your group.

If you have any questions about the book at any time, it will be a pleasure to hear from you.

With best wishes for a very successful season,
I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FAIRFAX ATHLETIC ASSOCIATION
HIGH SCHOOL COLORS
White  Gold

SAM MASON,
Athletic Director

FRANK SANDERS,
Assistant Coach

Fairfax, Ala.,

Dec 2, 1939

Mr. Forrest C. Allen,
Physical Education Director,
Varsity Basketball Coach,
Lawrence, Kansas.

Dear Mr Allen:

I'm sending check for your book, "Better Basketball".
We would appreciate any other literature on basketball
you have.

Would like to get information on basketball film
covering fundamentals. Our school has a nice film
machine talkie, we would like to rent it if expense
was low.

Thanking you for your letter. appreciate hearing
from you.

See attached
copies.

Yours truly,
Sam Mason
Fairfax, Ala

November 27, 1939.

Mr. Sam Mason,
Athletic Director,
Valley High Athletic Association,
Fairfax, Alabama.

Dear Mr. Mason:

I ask your pardon for the delay in replying to your recent inquiry regarding information on basketball.

My new book, "Better Basketball", contains just the information you are seeking, I believe. It covers quite thoroughly the zone defense, the man to man defense, is profusely illustrated with photographs and diagrams. I am sending you some descriptive material so that you will know more about the contents of the book. The price is \$4.00. If you desire an autographed copy I will be very happy to send it to you postpaid upon receipt of your check or money order for \$4.00.

The Eastman Kodak Company has a very good film in their "Teaching Films Division" on the fundamentals of basketball, which you would find helpful. I show this film to my basketball classes and teams each year. The film may be rented from our University Extension Division, or from most any college or extension division.

Thank you for your reference to "Goal-Hi". I am sending your name to the manufacturers of the goal, asking them to send you circular information that they have available.

I shall be glad to hear from you again.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

Mrs. H. - Please tell him
re Better Basket Ball offering
to send autographed book
for 4.00 check or money.
also pls tell him about
Eastmans class room films
The Boot shows the game play completely.

Valley High Athletic Association

SAM MASON
-*-
Athletic Director

Fairfax, Alabama

Dr. Forrest C. Allen.
Director of Physical Education.
Lawrence, Kansas.

Dear Mr Allen,

I am and have been coaching basketball here for five years in high school. I'm writing you for some information about a zone defence (a five man defence). I have always used the man to man defence. I don't know much about a set zone or a shifting zone. I want to install it with my man to man this year. Would appreciate any type of information to this matter. If you have booklets of this material would appreciate it and if there's charges send it C.O.D. If you have pictures of description of defence I'd like to get everything possible to help me teach the zone defence.

Mr W.W. Wharton has just handed me your booklet on the new game "Goal It". Sounds interesting and I'm sure we will be one of the first schools to use it down here.

Thanking you for the trouble and time. Would appreciate hearing from you.

Yours truly,
Sam Mason

December 5, 1939.

Mr. Charles L. Eaton, Coach,
Colusa Union High School,
Colusa, California.

Dear Coach Eaton:

Thank you for your check for one copy of the book, "Better Basketball". I have autographed the book and it is being mailed to you today.

I trust that you will find the book both enjoyable and valuable in your coaching. If at any time you have any questions about it, I shall be glad to hear from you again.

With best wishes for a successful season, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

OFFICE OF PRINCIPAL

GEORGE H. PENCE
PRINCIPAL

A. T. NEWMAN
VICE-PRINCIPAL

TRUSTEES:

DR. JOHN W. SCOTT, PRES.
E. W. CLEMENT, CLERK
R. HUGH BALLARD
RALPH D. WESTFALL
RALPH W. RUTLEDGE

COLUSA UNION HIGH SCHOOL

COLUSA, CALIFORNIA

December 1, 1939

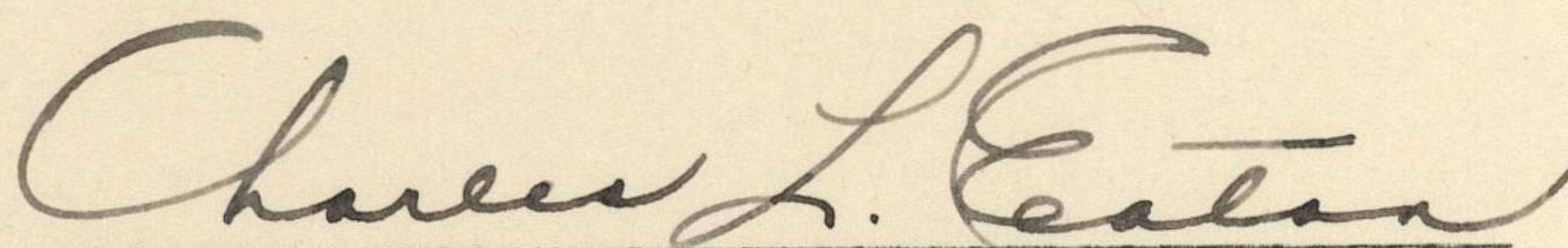
Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Mr. Allen:

I did not understand the money was to accompany my order for your book on basketball. I sent a requisition ~~to~~ the book yesterday and you will find enclosed a student body check covering the amount of the book.

Please accept my apology.

Sincerely yours,



Charles L. Eaton, Coach
Colusa Union High School

E

COLUSA UNION HIGH SCHOOL

REQUISITION FOR ARTICLES TO BE PURCHASED

Nº 1089

Colusa, California November 30, 1939 193

QUANTITY DESIRED	DESCRIPTION OF ARTICLES
	Please send me autographed copy of your book @ \$4.00.

Ordered From Forrest C. Allen, University of Kansas

To Be Shipped By _____

Approved By George H. Pence Principal

CHARGE TO

(To Be Filled in By Purchasing Agent)

Colusa Union High School
Colusa, California

December 5, 1939.

Mr. Glenn Gilkeson,
3451 Market Street,
Riverside, California.

Dear Glenn:

I am very glad to hear from you, and to know that you are interested in having a copy of my book, "Better Basketball". I have autographed a copy and am sending it to you today, c.o.d. as you requested.

I trust that you will find the book both enjoyable and profitable in your coaching. If at any time you have any question about any part of it, I shall be glad to hear from you again.

With best wishes for a successful season, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

3451 Market Street
Riverside, Calif.
Nov. 28, 1939

Dr. Forrest C. Allen
Director of Physical Education
University of Kansas
Laurence, Kansas

Dear Dr. Allen:

I would like to have you send me a copy of your new basketball book. My reason for asking you to send me one direct is because of the fact that I would like to have you autograph the book for me. As I have a number of friends and professional associates who have written books in the field of athletics and physical education I am anxious to have an autographed copy of your latest book.

In the way of reintroducing myself to you, I started taking coaching courses from you way back in the days when you were conducting schools at Kearney, Nebraska. At that time I was coaching in Iowa, later I went to Peru Teachers College as Director of Athletics. This past year I taught on a fellowship in the physical education department at the University of Southern California while on a leave of absence from my position at Peru Teachers College. Now I am located here in Riverside, California, and am teaching physical education and coaching in the junior college.

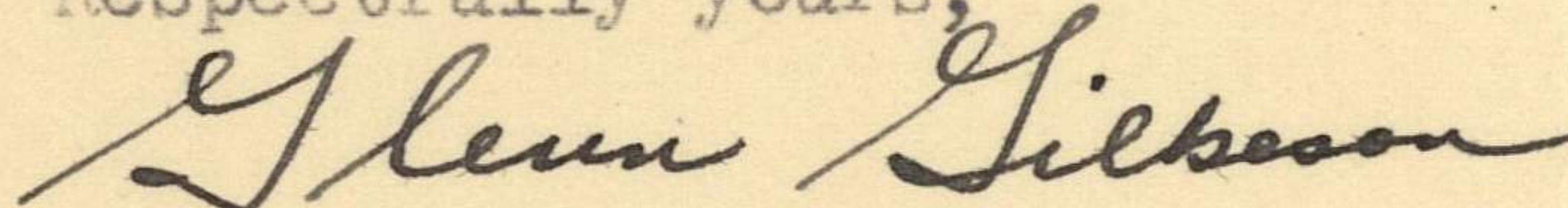
I think the last time I talked to you was during the coaching school at Spirit Lake, and during that time we discussed your new book, for you had just returned from the publishers.

You may send the book collect as I do not know how much the postage will be. I will appreciate very much anything that you may write in the book, and thank you for the same.

I am looking forward to seeing some interesting basketball this coming season here on the coast. Of course, it is not the basketball we play in the mid-west; that I have discovered already.

With best wishes, and may you have a great season this year.

Respectfully yours,



Glenn Gilkeson

December 5, 1939.

Mr. Clayton Schlemmer,
804 Silvercrest Avenue,
Akron, Ohio.

Dear Clayton:

It was a pleasure to receive your note after I returned home from Cleveland. Thank you for your order for a copy of "Better Basketball". I have autographed the book and am sending it by mail today.

I trust that you will find the book interesting and profitable. After you have read it I will appreciate hearing from you again.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

804 SILVERCREST AVENUE
AKRON, OHIO

Dec. 11, 1939

Dear Plog -

After hearing you speak
in Cleveland and McDonald I'm
convinced your book "Better
Basket ball" would be a big
help to me.

Enclosed is a money order
for (\$4.00) four dollars for an
auto-graphed copy -

Thanks very much
Clayton Schlemmer.

November 28, 1939.

Mr. H. G. Crisp,
Athletic Director,
University of Alabama,
University, Alabama.

Dear Mr. Crisp:

Your letter and check of November 24th have been received during Dr. Allen's absence from the office. Dr. Allen is in Cleveland, Ohio, conducting a basketball rules interpretation meeting, and will return to the office the latter part of this week.

In order that you will not be delayed in receiving a copy of Dr. Allen's book, "Better Basketball", I am sending you the book today. However, the book is not autographed, and I am sure that Dr. Allen will be glad to do that if you care to return the book to him some time. He will pay the postage in sending it back to you.

Sincerely yours,

Secretary to Dr. F. C. Allen.

UNIVERSITY OF ALABAMA
DEPARTMENT OF PHYSICAL EDUCATION AND ATHLETICS
UNIVERSITY, ALABAMA

F. W. THOMAS
FOOTBALL COACH

November 24, 1939

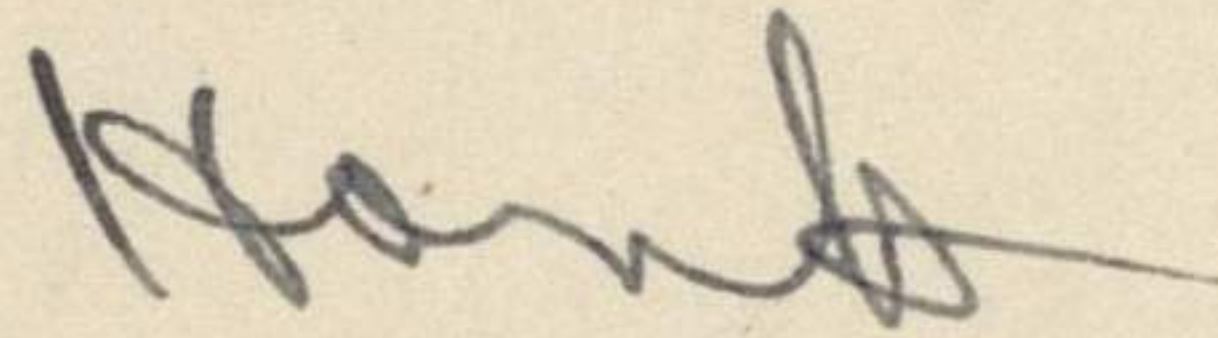
Mr. Forrest Allen, Varsity Basketball Coach,
University of Kansas,
Lawrence, Kansas.

Dear Forrest:

I am enclosing a check for your book on Better
Basketball. I hope your book is a miracle
worker, because we will certainly need it this
year.

With best wishes, I am

As ever,



H. G. Crisp,
Athletic Director.

HGC:ND