November 2, 1938.

Mr. Martin Sorensen,
Meckling, South Dakota.

Dear Mr. Sorensen:

Yesterday I mailed you a copy of "Better Basketball", duly autographed. I trust that you will receive it in good time, and that you will enjoy it. Thank you very much for your order.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

Meckling, S. D.
October, 29, 1938

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

Dear Sir:

Enclosed you will find my check for four dollars. Please send your new basketball book "Better Basketball" as soon as possible.

Very sincerely yours,

Martin Sorensen.

(Meckling, S. D).

October 20, 1938.

Dr. W. Herbert Locke,
319 1-2 E. California St.,
Gainesville, Texas.

Dear Dr. Locke:

Thank you for your inquiry of the 15th instant.

I have just written a new text on basketball entitled "Better Basketball", which is published by McGraw-Hill Book Company, of New York. "Better Basketball" is far superior to "My Basketball Bible", which I wrote in 1929, and I believe you would find it very interesting. The newest developments of the game of basketball are explained quite fully, the book is profusely illustrated with photographs and diagrams, and is designed to be of help to both coach and player.

"Better Basketball" is sold by most sporting goods houses for $4.00. However, if you care to have an autographed copy of the book, I shall be glad to autograph it for you and send it postpaid if you will send me your check for $4.00.

I am glad to know that you have "My Basketball Bible", and am sure that you would be pleased with this newer text.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

W. HERBERT LOCKE, D. O.
OSTEOPATHIC PHYSICIAN
319 1-2 E. CALIFORNIA ST.
GAINESVILLE, TEXAS

Sept. 15, 1938

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

Dear Mr. Allen:

I am anxious to obtain a a later edition of your MY BASKET-BALL BIBLE published in 1925. I do not know whether or not you have publishedone since but if so please forward me one at your very earliest convenience.

Sincerely,

W H Locke

I have your 1925 Edition

I am trying to build a B.B. club here. We have never had a good team here any information you can give me I'll appreciate.

W H Locke

Please send bill or send C.O.D.

October 19, 1938.

Mr. E. J. Bath, Coach,
Rosalia High School,
Rosalia, Washington.

Dear Coach Bath:

I have today mailed you a copy of "Better Basketball". I trust it will reach you in good time, and that you will enjoy reading the book.

Thank you very much for your check for $4.00 to cover the price of the book.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

UNIVERSITY OF KANSAS
LAWRENCE

DEPARTMENT OF PHYSICAL EDUCATION

October 8, 1938.

Mr. E. J. Bath, Coach,
Rosalia High School,
Rosalia, Washington.

Dear Coach Bath:

Yes, indeed, I do remember you very well, and am glad to hear from you again.

In response to your request for a little help in your coaching, I have exactly the right thing for you. This year I have a new book on basketball entitled, "Better Basketball", which is up-to-date, and far superior to "My Basketball Bible". "Better Basketball" explains in a very fulsome way the newest developments in the game, is profusely illustrated with diagrams and photographs, and is designed to be of great help to coach and player. I believe it is just what you want.

"Better Basketball" is published by McGraw-Hill and Company, of New York, and sells for $4.00. It is sold by most sporting goods houses. However, if you care to have an autographed copy of the book, if you will mail me your check for $4.00 I will be glad to send you the book postpaid.

It was a pleasure to hear from you, and I wish you success in your coaching this year.

With best wishes, I am

Very sincerely yours,

Forrest C. Allen

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

Dear Dr. Allen,
Please find $4.00 for which please send me a copy of "Better Basketball"
E J Bath

October 21, 1938.

Mr. Fred Loos,
U. S. Marine Corps,
Naval Ammunition Depot,
Hawthorne, Nevada.

Dear Fred:

Thank you very much for your kind letter of the 15th instant, and your money order for $4.00. I have today mailed a copy of "Better Basketball" to you, and I trust that you will enjoy reading it.

I was much interested in reading of your basketball activities, and wish you lots of success during the coming season.

I am asking that a catalog of the University be sent to you, and am enclosing the bulletin describing our courses here in the Department of Physical Education.

With best wishes for your success, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

United States Marine Corps.
Naval Ammunition Depot
Hawthorne, Nevada
Oct 15, 1938

Dear Forest Allen;

I am writing to you in regards to your newest gift to basketball, your book "Better Basketball"

At the present time I am doing duty in the U.S.M.C. and my cruise is drawing to a close very soon. I have played basketball since I was 14 years of age (22 now) and have learned to love the game and am making a study of basketball. I have coached several squads and with success. I am now coaching the Marine team here and have recently been choosen as Capt. of the squad. It will be very difficult to coach and play at the same time but I like the game so much that while I'm still young I'm going to play if I can make the squad.

The town of Hawthorne is not a very

large town and we do lots of traveling when we open our season. I read about your book in a paper in Los Angeles, my home. When transfered here I was unable to gather anymore information on your book. I wrote to William Bori who has just received an answer from you and relayed it to me. Willy lives in L.A. and is a wonderful player and keen sportsman.

I'm glad to know that I can get your book direct from you and better still to get your autograph which will make the book seem twice as valuable as I have always regarded you as one of basketballs greatest men.

I am enclosing a money order for $4.00 for your book "Better Basketball". Willy said that you sent him some catalog on the Univ. of Kansas and a bulletin of Physical Education Dept. If you have anymore of these catalogs please send them along with the book.

Thanking you

I Remain yours.

Fred Loos

FRED LOOS - U.S.M.C.
N.A.D.
Hawthorne, Nevada.

October 22, 1938.

Mr. David S. Tullis,
Sentinel, Oklahoma.

Dear Mr. Tullis:

Thank you very much for your inquiry concerning my new book on basketball. The book is entitled "Better Basketball", published by McGraw-Hill and Company of New York, and sells for $4.00.

"Better Basketball" is up-to-date and complete in explaining the latest developments in the game. It is profusely illustrated with diagrams and photographs, and is designed to help both the coach and the player.

This book is available at nearly all sporting goods houses, but if you should desire an autographed copy I will be glad to send you one postpaid on receipt of your check for $4.00.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

David S Tullis
Sentinel, Okla.

SENTINEL
1 -PM
OCT 20
1938
OKLA.

THIS SIDE OF CARD IS FOR ADDRESS

Dr. Allen
Basket Ball Coach
Kansas University
Lawrence, Kansas

Sentinel, Okla
Oct 19, 1938

Dear Dr. Allen:

I understand that you are the author of a book called "The Fundamentals of Basketball".

What is the price of this book?

Sincerely yours
David Stullis

October 24, 1938.

Dr. W. Herbert Locke,
205 Pythian Building,
Gainesville, Texas.

Dear Dr. Locke:

Thank you for your kind letter of the 21st instant, and your check for $4.00. I have today mailed you postpaid a copy of "Better Basketball". I trust you will enjoy reading it.

I have incorporated a chapter on Treatment of Athletic Injuries in this book which I feel is one of the most important parts of the book. I have never seen a book which treated this phase comprehensively, and for that reason I desired to include this in my book. I wanted to give the players and the coaches who read the book as much of this material as I could.

I have thought that I might some time write a book on the Treatment of Athletic Injuries, and may do it some day.

After you have read "Better Basketball" I shall be glad to have your very frank criticism on this chapter in particular.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

W. HERBERT LOCKE, D. O.
OSTEOPATHIC PHYSICIAN
SUITE 205 PYTHIAN BLDG.
GAINESVILLE, TEXAS

October 21 1938

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

Dear Doctor:-

Your letter of the 20th at hand and noted. Enclosed find my check for 4.00 in payment of one autographed "Better Basket Ball"

Also I am interested in what I may learn as to the care and treatment of Athletic injuries. I will never be a coach, but my interest in the game and the boys that play it will never cease. I dosome training and care for the squad and I would like to have the latest on this phase of the work. If you wish to recommend anything that would supplement your "Better Basketball" on the care of this type of injury please inform me.

Wishing you continued success in this your notable work I remain.

Sincerely,

W. H. Locke

October 27, 1938.

Mr. Martin A. Sorensen,
Meckling, South Dakota.

Dear Mr. Sorensen:

I was very happy to receive your inquiry this morning in regard to my new basketball book entitled "Better Basketball". This book is published by McGraw-Hill Book Company, of New York, and sells for $4.00.

"Better Basketball" was written to give the coach and player the latest developments of the game. The book is profusely illustrated with diagrams and photographs.

I regret that it is impossible for me to send you a copy c.o.d., but if you desire to have an autographed copy I shall be glad to send it postpaid on receipt of your check or money order for $4.00.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

Meckling, S. Dak.
October 26, 1938

Coach Dr. Forrest C. Allen
University of Kansas

Dear Sir;

Coach Hoy of the University of South Dakota recommended your latest book on basketball as a valuable asset to a beginning coach. Will you please send this to me C.O.D. or whatever way you generally mail it.

I should appreciate very much if I could get it soon.

Sincerely yours

Martin A. Sorensen
(Meckling, S. D.)

October 31, 1938.

Mr. Paul B. Davis,
3640 State Street,
Omaha, Nebraska.

Dear Mr. Davis:

I mailed the book, "Better Basketball", duly autographed, to you last Saturday morning, and trust by now you have received the same. If there is anything in the book not clear to you, I will be happy to explain if you will write me from time to time.

I am sending the diagram for the shooting lane to you. The material that we use on the floor is show card color, white chalk, mised with LePage's glue. Use your judgment about the amount of glue that you put in. The purpose of the glue is to keep it from rubbing off, yet should you desire to take it off the floor at any time just use warm water with a mop and it comes right off.

It was good to see you, and I assure you that I enjoyed my stay with your Nebraska teachers and coaches very much.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

October 31, 1938.

Mr. Addison Linscott,
110 Main Street,
Farmington, Maine.

Dear Mr. Linscott:

I am very glad to have your note of October 27, but regret that it is impossible for me to send you a copy of "Better Basketball" c.o.d.

Immediately on receipt of your check or money order for $4.00 I will be very happy to send postpaid a copy of the book, duly autographed.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

Farmington Me.
Oct 27 1958.

Forrest C Allen.
Coach Basketball.
Kansas University.

Dear Sir.

Will you kindly mail me C.O.D. your latest book, and in a hurry for this, and think by C.O.D - you will get it here faster - your autograph would be appreciated.

Yours very truly
Addison Linscott
110 Main Street.

STATEMENT

Portland, Maine, _____ 193

M _____

To NEW ENGLAND GRAIN CO., Dr.

RECEIVERS AND DEALERS IN

Flour, Grain and Feed

October 8, 1938.

Mr. E. J. Bath, Coach,
Rosalia High School,
Rosalia, Washington.

Dear Coach Bath:

Yes, indeed, I do remember you very well, and am glad to hear from you again.

In response to your request for a little help in your coaching, I have exactly the right thing for you. This year I have a new book on basketball entitled, "Better Basketball", which is up-to-date, and far superior to "My Basketball Bible". "Better Basketball" explains in a very fulsome way the newest developments in the game, is profusely illustrated with diagrams and photographs, and is designed to be of great help to coach and player. I believe it is just what you want.

"Better Basketball" is published by McGraw-Hill and Company, of New York, and sells for $4.00. It is sold by most sporting goods houses. However, if you care to have an autographed copy of the book, if you will mail me your check for $4.00 I will be glad to send you the book postpaid.

It was a pleasure to hear from you, and I wish you success in your coaching this year.

With best wishes, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

Rosalia, Wash.
Oct 1, 1938

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

Dear Dr. Allen:

After having taken one of your basketball coaching courses at Peru State Teachers' College, Peru, Nebraska one summer I am very well pleased with the results from your system of coaching—

Of course I have been away from coaching basketball for the past five or six years because I have been teaching school in Alaska but because of now being located here at Rosalia high school it has fallen upon me to again coach

a highschool basketball team They just completed a new regulation size gymnasium here last year and previous to that time very little basketball was played - Because the high school boys have only played ball one season I am confronted with a real problem, that is of putting a team in our league conference which will be able to compete with other teams that have played basketball all thru the grades -

I have always coached the five man defense and followed the plan of playing a zone defense This has worked very satisfactorily with experienced teams but my main question is — What kind of a defense would you suggest for a team with this limited experience? - In my previous coaching the

guards always took the first two men thru the defense and the forward then covered the next man thru on his side and the other forward the next man thru the defense on his side and this seemed to work very satisfactorily If the offensive men of our opponents went into another man's zone usually men were traded with of course a definite understanding among the players — In this ~~man~~ way every player within the defense is covered.

Of course because of being away from basketball for several years ~~you may have~~ I would like to get your idea in regard to the type of defense to play, best type of offense (have always used fast break) and several good plays for going thru a defense in addition to other plays which could be used with a team of this kind —

I have your book "my basketball Bible" and of course that has many plays but since the center tip off has been eliminated you perhaps have played that would be excellent for boys of the type I mention - I plan to spend lots of time on fundamentals and work on perfection of a few good plays - such as out of bound plays etc, and plays to go thru a defense and I will be very glad to get any information that you would care to give me in regard to the best procedure to follow

You coaching class was an inspiration to my work

Very truly yours

E J Bath
Rosalia high school
Rosalia, Wash

September 6, 1938.

Mr. Paul E. Corlett,
Cane Hill, Arkansas.

Dear Mr. Corlett:

I am very happy to have your letter of the 3rd instant, enclosing a check for $4.00 for which I will be happy to autograph and send you my book, "Better Basketball".

You coach the girls using the same fundamentals of individual offense and individual defense and team offense and team defense, just the same as the boys. I coached a girls' team at Baker University, teaching them the same manipulation, the same shooting, and so on. Of course, the rules are different, but the fundamentals are not. Just remember that.

Now, you handle girls differently than you do boys. With a boy you can be more, should I say, sarcastic and more emphatic. In other words, you can ride a boy hard, and you can compliment him fulsomely. With a girl you are naturally more reserved, your criticisms are not as harsh, and your praise is not so pronounced.

Girls are intensely jealous, if you show one girl more consideration than the others. That is what the girls think about it. They think you will have favorites, and even though the best player may be so outstanding in her work that there is no doubt about it, yet many of the girls will think that particular girl is your favorite.

On the other hand, I might say that the girls' loyalties are even more pronounced than the boys'. If you win their respect and friendship, a woman has a sense of loyalty that is deeper than the man's, but she has a sense of jealousy also that is deeper than the man's. My suggestion to you would be that you be so enthusiastic in your work and guarded in your praise of any individual, so far as the girls are concerned, that they will like you immensely. There will be so many things that you can teach them that they do not know regarding basketball that they will be absorbed in learning, and that is your forte.

If at any time I can help you in any way please do not feel hesitant to write me. I wish you all the success in the world.

With every good wish, I am

Very sincerely yours,

FCA:AH

Director of Physical Education,
Varsity Basketball Coach.

Route # 3 Box # 6

Fayetteville, Arkansas,

September 3rd, 1938

Forrest C Allen,

Varsity Basketball Coach,

Lawerence , Kansas,

My Dear Friend Coach:

Sometime ago I wrote to you about your book "Better Basketball" an d you sent me the material pertaining to it .I was glad to have it and today I am sending you a check for the book. I would like very much for you to autograph the book for me.

I am to coach basketball for both boys and girls in a small country Highschool ... I don't mind the boys ... but I don't care much for the girls but I must not let them know it ... if you have any suggestions to offer me about the Girls I would appreciate it very much.

I am a graduate of Oklahoma A. and M. at Stillwater...and I wrote to Coach Iba about a book on basketball and he readily referred me to your book and told me to write to you. I have had basketball in Gym and then I played in Highschool ... so I am sure that with your book I shall handle it satisfactorily.

Thank you in advance for all courtesies,

Yours very Truly,

Paul E. Corlett.

Paul Edward Corlett.

Send to:
Paul E. Corlett,
Cane Hill, Arkansas.

August 10, 1938.

Mr. Paul Corlett,
Route 3, box 6,
Fayetteville, Arkansas.

Dear Mr. Corlett:

Thank you very much for your inquiry regarding my new text on basketball, "Better Basketball". This book is published by McGraw-Hill Company, of New York, and sells for $4.00.

"Better Basketball" is far superior to "My Basketball Bible". It is up to date, explaining the newest developments in the game, is profusely illustrated, and I believe you would find it very helpful in your coaching. I am enclosing some pamphlets describing the contents of the book.

I am sorry that I am unable to send you a book on approval, but if you will send me your check for $4.00 I will be glad to mail you a copy of the book postpaid. I shall be glad to autograph it if you so desire.

Thanking you for your inquiry, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FAYETTEVILLE
AUG 8
2 PM
1938
ARK.

THIS SIDE OF CARD IS FOR ADDRESS

Dr. F. C. Allen,
Basketball Coach,
University Of Kansas,
Lawerence, Kansas.

August 8, 1938
Fayetteville, Ark.

Dr. F. C. Allen
Basketball Coach,
University of Kansas
Lawerence, Kansas.

My Dear Sir:

Will you please give me some information as to where I may secure one of your books on basketball... I have been referred to you by Hank Iba of Oklahoma A. and M I am to coach Basketball this fall and desire very much to secure a competant book on the subject. If you will please do so , send the book to me for inspection and I shall be very glad to remit a check for the purchase of the book. I shall thank you very much for this courtesy.

Sincerely Yours,
Paul Corlett
R#3 B#6

Paul Corlett
R #3 B # 6