

University of Louisville

Louisville, Kentucky

OFFICE OF THE PRESIDENT

December 7, 1937

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

Dear "Phog.":

Your volume, "Better Basketball," has just come in the morning mail. Congratulations to you first on the appearance that this book makes, it is extremely well gotten up; and second on the organization. I have read the Preface and looked over the Table of Contents. It seems to me that you have a winner, an even better one than its predecessor.

Cordially though hastily yours,

RAK-rtw

KANSAS CITY, MO.

December Seventh Nineteen thirty seven

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

Dear Phog:

Thanks very much for the copy of "Better Basketball" which arrived yesterday afternoon. I know its the last word in this sport at the present time and thank you very much for having thought of me.

We were so glad to see part of your family at the Missouri-Kansas game Thanksgiving. Both you and Mrs. Allen looked young and well.

I am in receipt of the Stanford Daily under date Friday, December 3, announcing in scareheads that John Bunn has been elected Dean of Men at Stanford. This is quite a boost for John, and you also had much to do with John's preparation for this important place.

Again, thanks and best regards.

Yours sincerely,

JCG/HH

John C. Grover

Another Interesting Basketball Book by Dr. Allen of Kansas

A few years ago, Dr. F. C. Allen, officiating. Individual and team coach, published "My Basketball Bible," a book on the coaching and training of basketball players. It was widely read by instructors and others interested in game strategy and the technical side of the sport.

Whittlesey House, McGraw-Hill Book company, has just released "Better Basketball," another tome by the Mt. Oread maestro, modern, more complete and even more in-

teresting than the first.

It is essentially a work for coaches, trainers and others who wish to keep abreast advanced methods of instructions, but anecdotes and in- game activity. teresting experiences make it a ball fan.

A special chapter is devoted to ling stories of the game yet written.

University of Kansas basketball offense and defense are exhaustively treated. Individual technique and training are stressed and the author also describes a series of drills by means of which fundamentals may be taught.

> A comprehensive chapter on the treatment of athletic injuries explains to trainers how to keep the players in shape. Diet and conditioning are given special attention and Dr. Allen even goes into the subject of pre-game and between-

There are 163 action photographs pleasant companion to any basket and 86 diagrams of plays. It is one of the most complete and interest-

KANSAS CITY JOURNAL POST

DAILY AND SUNDAY

KANSAS CITY, MISSOURI

December 6

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

Dear "Doc":

Last night I read the first three chapters of "Better Basketball" and found it intensely interesting. I intend to finish it at an early date.

If others find it half so interesting, it can't miss.

Congratulations!

Incidentially, I hear you are up with another winnter. Right?

Sincerely,

Parke

January 22, 1958.

Mr. Duane Yarnell. Sports Editor. Wyoming State Tribune. Cheyenne, Wyoming.

Dear Mr. Yarnell:

very generous article concerning my book, Better BasketBall. I deeply appreciate your splendid remarks, and I
trust some time that I may have the pleasure of knowing
you better. It was very generous of you to write as you
did.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

for this reason and that. If you do not have that many, of course just send me a few, and I will be glad to remit for postage and the price of the copies.

I mant to send one to Mr. Curtis W. Mo-Graw, vice president of the McGraw-Hill Book Company; but perhaps you have already sent him one. At any rate, I do not mant him to miss out. I want him to see that he really sent that book out to a fellow who rings the bell in return, and when he rings it, it is a real gong.

Thunks, Alfred, you are a swell fellow.

My kindest regards to your good family

and yourself.

Sincerely yours,

Director of Physical Education. Varsity Basketball Coache

FCA: AH



WYOMING'S LARGEST NEWSPAPERS
THEY BLANKET THE STATE

Wyoming State Tribune (Evening)

The Wyoming Eagle

(Morning)

PUBLISHED BY CHEYENNE NEWSPAPERS, INC.

ALFRED G. HILL

TRACY S. McCRAKEN

Cheyenne, Wyoming January 17, 1938

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

Dear Fog:

I turned your book over to our sports editor (who is a former Wichita boy) and he turned out the accompanying article.

All the data may not be correct, but I thought it was really quite an appreciative and good piece.

I am next on the list to read the book, and I appreciate very much your thoughtfulness.

With best personal regards, I am

Sincerely,

Publishe:

AGH/wh

UNIVERSITY OF KANSAS THE SCHOOL OF LAW LAWRENCE

January 19, 1938,

Dr. F. C. Allen, Director of Physical Education, University of Kansas.

Dear Dr. Allen:

I am deeply grateful for the autographed copy of your latest book. After studying it, I feel that it should be classed as an encyclopedia and not as a book, but however classed, it is a splendid work. But you have done more then write a book. You have created a symbol and justified intercollegiate athletics as a university activity. Unless athletics promote proper ---objectives of a university, they are not justified. The ultimate purpose of the university is better citizenship, and these contests as conducted under your leadership eare not only sports in the proper sense of that term but are also wholesome forces for loyalty, decency and greater strength of mind and body. So conducted they are not only justifiable but are indispensable adjuncts to the university life.

I am very happy to have both the book and the friendship expressed in its giving.

Sincerely yours,

James Barclay Smith Professor of Law.

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32ND AND ROANOKE ROAD
TEL. VALENTINE 6969
KANSAS CITY, MISSOURI

January 20, 1938.

Dr. Forrest C. Allen,
Physical Education Director & Basketball Coach,
University of Kansas,
Lawrence, Kansas.

Dear "Phog:"

It was more than kind of you to remember me with a copy of your recent book, "Better Basketball." The book itself and the sentiment expressed with your autograph, are things that I will treasure the rest of my life.

I have already read a couple of the more reminiscent chapters and can certainly include my own with the other congratulations that I have read and heard about, regarding the result of your efforts. I do congratulate you, "Phog," and know that you are getting a lot of satisfaction out of the distribution of your work.

Also your article in the current number of the New York Athletic Club's magazine is very interesting, and shows your recognition as an authority by that fine sporting body.

With every good wish for your continued success and again expressing my great pleasure in having received an autographed copy of the book, I am

Cordially yours,

Dan F. Servey

DFS:W

Mr. Laurence C. Woodruff. Department of Entomology. University of Kansas.

Dear Woody:

Thanks very much for your kind note of January 29. I greatly appreciate what you said about the new book, and em glad that you like it.

With best wishes, I am

Sincerely yours.

Director of Physical Education, Varsity Basketball Coach.

THE UNIVERSITY OF KANSAS LAWRENCE

DEPARTMENT OF ENTOMOLOGY

H. B. HUNGERFORD PAUL B. LAWSON RAYMOND H. BEAMER KATHLEEN C. DOERING LAURENCE C. WOODRUFF MARTHA A. CAMERON

Doctor F. C. Allen 105 Robinson Kansas University

My dear Doctor Allen:

I should like to express my sincere thanks for the copy of "Better Basketball."

The Tales of Yesteryear were most enjoyable, especially since most of the actors in those little dramas were known to me. But I am coming to know basketball better, if you will pardon the paraphrase, from reading the text of one who has proven a master of a great sport and a great master of sportsmen.

Most sincerely,

Laurence C. Woodruff

LCW: C

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AMERICAN SPORTED INCORPORATED

105 NASSAU STREET, NEW YORK

Jan 11, 1938

My dear Dr Allen

Your book has received a number of nice notices, and I thought you would especially interested in the enclosed from Editor and Publisher.

I have been so busy of late that I have not had time to look at it thoroughly, but it certainly is attractive in format.

I trust that Mrs Allen and yourself are well, and with best wishes for you both--

Faithfully yours

John Doyle

whether Mr. voice of history and wne says what he wants to are beside the point. He speaks on a variety of subjects, including just about everything from the Duke and Duchess of Windsor to the Far Eastern struggle. His comments on the latter are particularly interesting and timely. Some of them sound as though they might have been expressed only yesterday. The fairness that is manifest toward Japan is a little startling, not because the author can be accused of unfairness on other counts, but simply because most of our information from other sources seems to be based on a hate-Japan thesis. He says: "China is no Japanese territory, but Japan's excuse for making war on China is that she must protect her nationals against attacks instigated by Russia, and also to prevent China from becoming communized by the Soviet Republic."

That is a sample of the provocative nature of Mr. Carter's book.—C. G. T.

IT WOULD BE difficult to find a more complete study of a sport than that which Forrest C. Allen presents in his new book, "Better Basketball," bublished by Whittlesey House. This volume, selling at \$4, goes into minute detail on the various types of play and it carries well over 200 excellent photographs and diagrams to illustrate each point the author makes. It is obvious that Mr. Allen, who is basketball coach at the University of Kansas, knows the game inside and out. His book will be of interest to newspaper sportswriters both in a general sense and as a book of reference on the fine points of the game.

ALTHOUGH MOST newspapermen have by this time learned the rudiments of expressing facts and opinions in readable English, and in some cases have adapted their technique to radio or the lecture platform, a new book, entitled "Write and Speak Better," written by two Boston University professors, should not be ignored.

Messrs. Hoffman and Davis, who compiled the volume, have done as complete a job of covering the essentials as we have seen.

The book is long, but its completeness and directness make it an easy book to use. In succession, it deals with the patterns and organization of thoughts, the best methods of putting them in sales letters, reports, and such, and the finer points of putting those thoughts into understandable language.

Two chapters in particular will be of interest to the newspaperman. The first deals with the methods of writing advertising copy, the psychological factors to be considered, the effects on the public of certain types of copy presentation, and similar details which are common knowledge to the copywriter, but of special value to the occasional ad composer. The second of

Ralph O. IV...
University journ

The bibliography
"Foreign News Sources
eign Press," has been pu
the Burgess Publishing Comp.
is a scholarly compilation of the
essary books for newspaper writers of
foreign affairs, for it covers almost
every possible source of information.

The books and periodicals listed, classified into (a) the press and international news communication, and (b) the foreign press, deal in some detail with communication and newsgathering agencies, censorship, propaganda, the press in diplomatic affairs, and press relations in war time. The foreign press section lists books and articles which discuss the press in every important nation.—J. A.

In the Periodicals

Judge, entering its 57th year of publication, celebrates this month with a "Jubilee Number." It contains reprints from old issues, beginning with 1881, and includes contributions from Mark Twain, Ellis Parker Butler, Benjamin de Casseres, Franklin P. Adams, Sigmund Spaeth and many others.

"The Eagle Strike is Settled" is an editorial in the Jan. 5th New Republic. Saying the result was "distinctly a compromise," the writer nevertheless boasts: "Despite its inferior resources of money and political influence the Guild was able to effect crippling cuts in both the advertising linage and the circulation of the Brooklyn Eagle."

Doris Fleeson, co-author with her husband, John O'Donnell of "Capitol Stuff," the Washington column of the New York Daily News, is a contributor to Jan. 8th Saturday Evening Post. Her article, "Missy—To Do This. F.D.R." is about Marguerite Le Hand, private secretary to the President.

The annual Honor Roll of Nation magazine appears in the Jan. 1st issue. Among the nominees are Herbert L. Matthews of the New York Times and James M. Minifie of the Herald Tribune. Both men are correspondents in Spain. Paul Y. Anderson of the St. Louis Post-Dispatch is also cited.

"Public Housing To-day" is also in Nation. Marquis Childs, Washington correspondent for the St. Louis Post-Dispatch wrote it.

John Holmes, poetry editor of the Boston Transcript, is represented in the January Atlantic Monthly with a poem, "Boy Reading."

INTERNATIONAL SERVICE

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Dear Coach---

Thanks for your letter. These are all the releases I have left save one copy for our file. I shall send the book along later, by mail, as you suggested. I have your old Bible, too.

Mullen and Mesch are feeling better so we'll try to give Missouri a better game at Columbia than we gave them here. Tison nearly beat us.

Sincerely,

Harold Keith.

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INSTRUCTION CARD

(NOTE: Carefully follow cheer-leader's lead. When stunt number is called, turn toward the field the color of card indicated. Hold cards at eye level. Sit directly behind person in front of you.)

COLOR CHART

Stunt No.	1	 	
Stunt No.	2	 	
Stunt No.	3	 	
Stunt No.	4	 	
Stunt No.	5	 	
Stunt No.	6	 	
Stunt No.	7	 	
Stunt No.	8	 	

(Leave this card tacked to seat)

NORMAN, Feb. ---Since Dr. F. C. "Phog" Allen, the eminent Kansas basketball coach, brought the perennially brilliant Jayhawkers to Norman for the Big Six championship game with the Sooner Boy Scats, it might be appropriate to glance between the Red and Blue jacketed covers of Doctor Allen's new book "Better Basketball" and take a look therein.

Not so compact as Nat Holman's neat opus "Winning Basketball" because of the tremendous scope the Jayhawk tutor attempts, "Better Basketball" nevertheless ranks with Holman's volume as the outstanding textbook on the mechanics of the sport and far surpasses anything previously written as an omnibus and sourcebook on the game.

The Kansas coach has been kidded in some of the early reviews for cramming poetry, statistics, recipes (including that of his famous orange egg-nog), music, etc. into the book along with the actual basketball.

However, over on page 191 where he starts talking about screening (team maneuvers by which the defensive man is blocked out so an offensive man may be freed for a shot at the goal) Doctor Allen will hold even the sharpest critic enthralled. Any high school coach who will study these chapters closely and teach them patiently will strengthen his team's offense and lay a foundation that may lead to a better job.

And when he gets over to part IV, "Athletic Injuries and Emergencies," the doctor really throws a block on his subject. That's where he got that "Dr." in front of his name, studying athletic injuries at medical school, and this section is one of the finest in the book.

High school coaches, and after all the book was pointed at them, probably will eat up the same digressions the critics objected to. For instance they'll appreciate being told how a dirty ball should be cleaned with harness soap because they won't be able to afford a new ball every week.

They'll also like the tip on how to stop a star's nosebleed in the oneminute period the rules allow, because most of them won't have substitutes good
enough to put in the star's place should he have to leave the game.

In fact many readers will hold that this completeness is the book's greatest charm. The Kansas coach chats informally about officiating, equipment, box office appeal, esprit de corps (don't overlook this, coaches), broadcasting, and twelve-foot goals. In fact it's almost impossible to mention any phase of the game, no matter how closely or distantly related to actual play, that this book doesn't treat.

Moreover it is profusely illustrated with diagrams that are plain and easily understood, and pictures posed by the same Kansas players Oklahoma fans have seen in thrilling action many times at Norman.

The Kansas coach's flair for dramatization crops out in the final section which he titles "Tales of the Yesteryears." All these stories are valuable to coaches in that Doctor Allen tells how he keyed up his boys for the championship games, what he told them that made them want to win. And any coach will tell you how extremely important this team psychology is.

That's the way the book goes. It's just "Phog" Allen talking about basketball and what man in the country knows more about it or has taught it more successfully? (22 championships in 28 years)?

What's that? You still want to know how "Phog" stopped that nosebleed?

Write the McGraw-Hill Book Company, New York city, enclose your check for four bucks and when the book comes, turn to page 425.

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Write the McGraw-Hill Book Company, New York city, enclose your check for four bucks and when the book comes, turn to page 425.

Mr. Neal Wherry, Lawrence Memorial High School, Lawrence, Kansas.

My dear Meal:

friend. It was fine of you to write to Lyman Newlin and to E. A. Thomas. What you say to them in your letters pleases me beyond measure. I am taking your letter home to show Mrs. Allen.

With best wishes of the Yuletide season, I

am

Sincerely yours,

FCA: AH

Director of Physical Education.

Mr. Neal M. Wherry. Lawrence Memorial High School. Lawrence, Kansas.

Dear Meal:

I wrote you a little note thanking you for your kindness in ordering the four books. I already had this notation on my desk when your note arrived, so I want you to know that I really had getten to the point of making a notation contingent upon my expressing thanks to you.

Tunderstand you have a great Christmas tour erranged - New Orleans? or some other wonderful trip. I am sure. I know you will have a good time. and I am wishing you that.

Wishing you and the Wherrys a very happy Yuletide season, I am

Very sincerely yours.

FCA:AH

Director of Physical Education.

LAWRENCE PUBLIC SCHOOLS

Lawrence, Kansas

C. E. Birch
Superintendent
Neal M. Wherry
Assistant Superintendent

December 14, 1937

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

My dear Phog:

It was generous for you to write as you did. We were glad to buy the books because we thought that we got our money's worth. We appreciate, and I am sure the readers will be intensely interested in, your autographing the books. I, myself, have enjoyed reading the book and our librarian reported the other day that she was swamped with calls for the books.

As a matter of interest I am inclosing copies of a couple of letters I am writing today.

Cordially yours,

Neal M. Wherry

6118-MB Inc. 2.

December 14, 1937 Lyman Newlin Business Manager, Follett Book Company Chicago, Illinois Door Lymn: We appreciate your prompt shipment of our last order of books, received today. Check in the amount of \$45.28 is inclosed herewith. I would like to call your attention to "Phog" Allen's new book "Better Basketball." It is just off the press of McGrew-Hill Book Co., Inc. We think so much of this book that we bought four copies for our school, only one of which goes to the athletics department. Our head English teacher and our librarian are very much pleased with it and we find that the boys are crazy about it. It is not just a book on athletics but introduces a grout deal of psychology and narrative along with athletic technique. The eight short stories--true stories--are much better then the Horatio Alger stories I used to read when a boy. I just thought you might went to feature this book in your school advertising. You ought to be able to sell a lot and I am sure your customers would not be disappointed. Cordially yours,

Neal M. Wherry

6116-1113

December 14, 1937

Mr. E. A. Thomas Cormissioner, E.S.H.S.A.A. Topoka, Kansas

Donr Friend:

May I suggest that you give "Phog" Allen's new basketball book an item in an early issue of the Eansas Athlete. In our school we have been so enthused that we bought four copies in spite of the price.

The first day the books were in the library the librarian reported that they had been worth what they cost because one of her most troublesome boy customers had been reading in one of them and had kept quiet. Our head English teacher has approved the book for use in English classes.

Besides containing plenty of good technical information, with numerous drawings and pictures, the book abounds in good psychology. Especially to be commended to the high school student are the eight game short stories.

We are very enthusiastic about the book and think that the teachers and students of any high school should be.

We have been sorry to hear of your illness and trust that this letter will find you fully recovered.

Cordially yours,

Neal M. Wherry

6117-MB

Mrs. Helone Meachem, Sprague Specialties Co., North Adams, Mass.

Dear Mrs. Meachems

Yesterday I mailed you a copy of "Better Basketball", which you requested, duly autographed. I trust that it will be received in good time, and that you will enjoy it.

Your Money Order was made out to "Forrest C. Green", so I endorsed it that way.

Thanking you for your order, I am

Very sincerely yours,

Director of Physical Education, Varsity Basketball Coache Dear Mv. Streen Eleane send me an autogruphed Copy of your "Butus Backethall" Thank you very much, Sensively Mrs. Helen Mucham

U. S. GOVERNMENT PRI

Miss Helene Meacham, Sprague Specialties Co., North Adams, Mass.

Dear Miss Meacham:

I have received your inquiry of October 18th in regard to my new book on basketball. This book is entitled "Better Basketball", and is published by McGraw-Hill and Company of New York. It seeks for \$4.00.

I regret that it is impossible for me to send you a copy c.o.d. However, if you desire an autographed copy of "Better Basketball", I will be glad to send it to you postpaid on receipt of your check or money order for \$4.00.

Thanking you for your inquiry, I am

Very sincerely yours,

FCA:AH

Director of Physical Education. Varsity Basketball Coach.



SPRAGUE SPECIALTIES COMPANY

NORTH ADAMS, MASSACHUSETTS

October 18, 1938

Dr. F. C. Allen Kansas University Lawrence, Kansas

Dear Dr. Allen:

Please enter my order for immediate

shipment C. O. D.:

l copy your latest book on basketball which gives upto-date information on the game from the coach's viewpoint.

Yours truly

Helene Meacham c/o Sprague Spec. Co.