TWO BITS MORTH

By BILL TOBITT

Dr. Forrest C. (Phog) Allen's learned dissertation on basketball covers more than 400 pages in a four dollar book and it may prove very handy as an almanac—but it doesn't rate very highly with Clarence Merle Price, coach of the California basketball team.

Phog, an erudite gentleman, devotes much of his time and gets most of his livelihood developing University of Kansas basketball fortunes. He thinks so much of the sport that he put almost as much effort into writing a book about it as did H. G. Wells in formulating his Outline of History.

In fact, the two run parallel. Allen's tome talks enthusiastically about the basketball world from birth, through adolescence to its present state of young manhood. Wells' opus carries man from prehistoric simplicity to the current complexities. Both are good handbooks for reference purposes.

TOO MANY FORMATIONS

Where Nibs Price cuts into this picture, though, is in the book's

lavish treatment of basketball "formations." Allen covers reams of pages (at one cent per page) cribing offensive and defensive uations in which a team should or could be drilled. "That's stretching it quisa bit," says Nibs. "If Dr. Allen had devoted

the same amount of space to three or four formations and the fundamentals of the game, he'd really have something every coach could use. "A young man trying to be a basketball coach would have just as easy a time teaching the game out of that book as I would instructing

rope skipping from a manual on

"The game isn't complicated

enough for that. Even you could make up formations. You could do

ships' hawsers.

it with your eyes closed by jabbing five dots in a rectangle and calling those dots the positions your players would take. "It's the fundamentals that count -passing, dribbling and shooting. Look at Stub Allison and what he did with a few plays for his football

team. He just taught 'em how to

block and tackle and then lined 'em up according to the rules and let

'em go." JACKETS SAVE SHIRTS When Nibs Price takes his California basketball team a-tripping

around the Nation, come Sunday

evening, the boys will be wearing

handsome new traveling jackets. They are wondrous to behold. Deep blue, with gold sleeves and waistband and with the word

"Bears" in gold script right across

the heart.

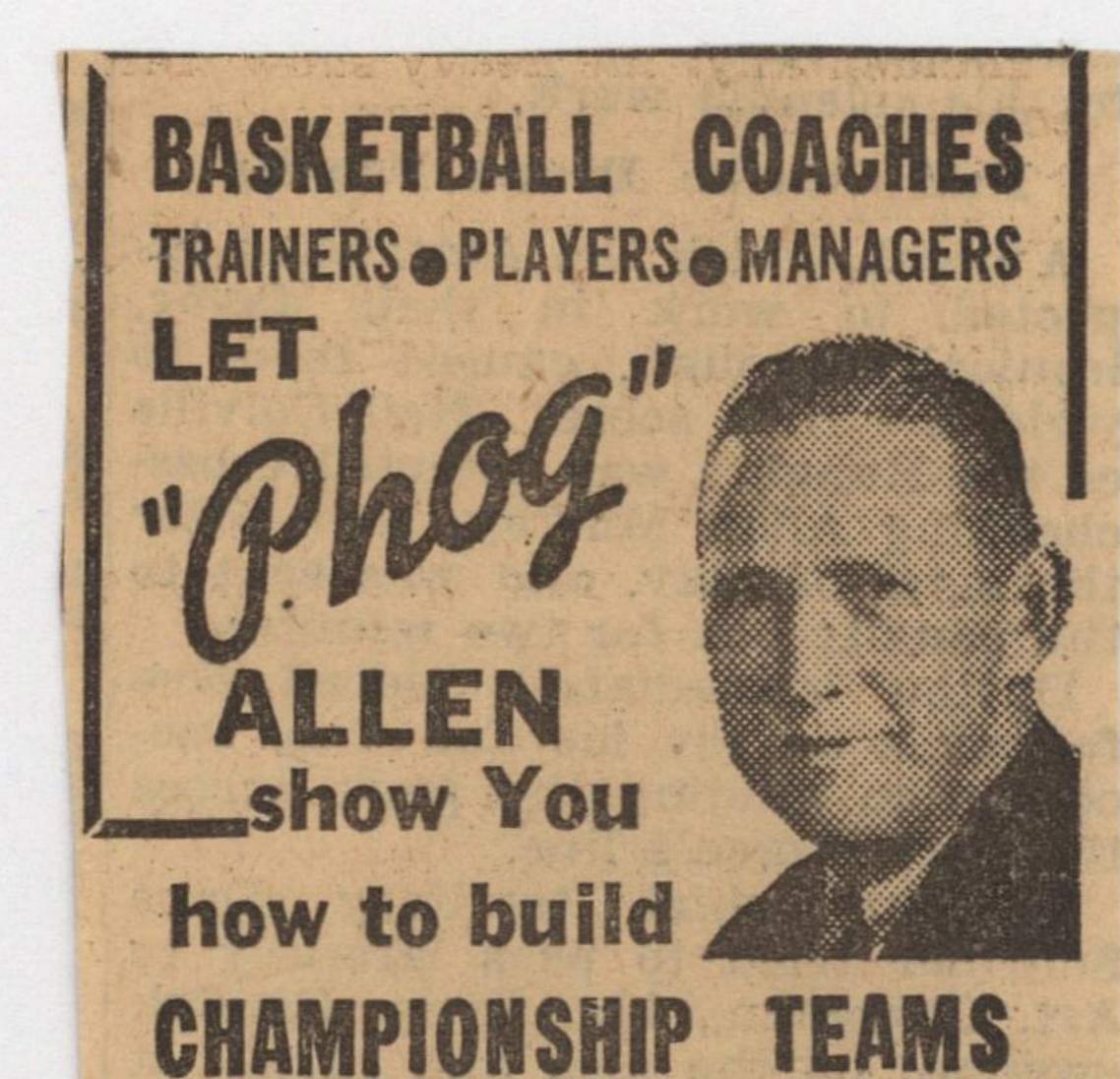
"Isn't that rather an expensive item. Nibs?" we asked. "Yes, but it's worth it for appear-

ances—and not just for uniformity

and color alone. "Last year on our barnstorming tour the boys thought they'd save on their laundry bills, so they went without shirts beneath their pullover sweaters. Not at all becoming to

gentlemen of California.

"Now they can go without their shirts and nobody will be the wiser. A zipper runs from their belt buckles to their chins."



"Phog" Allen is perhaps the best-known basketball coach in the United States. At present Basketball Coach and Physical Education Director of the University of Kansas, he has the longest collegiate coaching record in the country. In twenty-seven years he has turned out twenty-one championship teams, two of them undefeated. Now he makes all of his invaluable experience available for you in his new book-

BETTER BASKETBALL

By FORREST C. ALLEN

BETTER BASKETBALL is a complete, new, up-to-date, practical guide for teaching and developing winning basketball teams. "Phog" starts from the ground up. He tells you how the game began, why it has changed, how to officiate, how to organize a team and select the men, how to build team spirit, how to build box office appeal, how to dramatize team play, etc.

Demonstrates every phase of Tactics and Strategy All the latest developments of the game are

graphically explained. Hundreds of tested diagrams and close-up photographs show clearly how to handle every detail of winning team and individual play. Shows how to work through a zone defense, including "set" plays from scrimmage and out-ofbounds; 34 successful "set" plays and many out-of-bounds plays against the manfor-man defense; and innumerable other tactics. Also a whole chapter on new methods of "screening" and how and when these plays should be used.

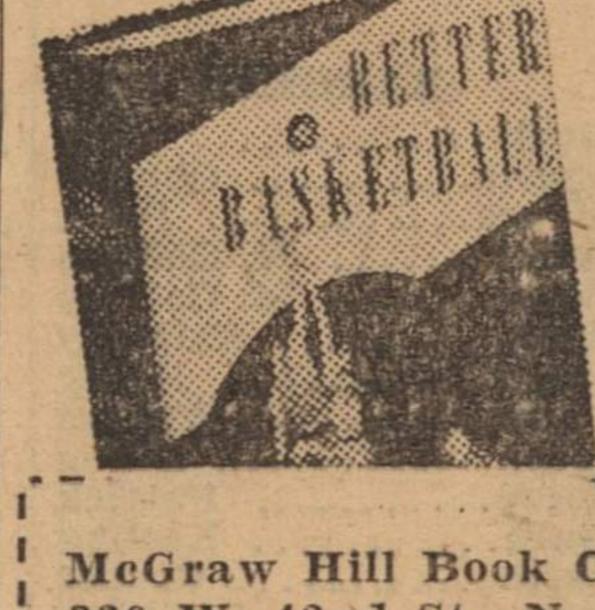
and training stressed Every movement that a skilled player must execute is shown in detail. Also described

Individual technique

are a series of "skill movements" or drills invaluable in turning raw recruits into champions. Moreover, the author shows how applied psychology can often win games, and gives examples. A whole section is given to the treatment of athletic injuries, whereby players can

be kept in the game or brought back in the line-up much ealier than under old methods. Diet and conditioning are given special attention. In short, BETTER BASKETBALL tells everything a player, coach, official, trainer or manager needs to know about his own special phase of the game. Nothing has

been omitted to make it the best book on



the subject ever written.

86 diagrams of plays \$4.00

163 action photo-

graphs

Examine it

	10 Days
McGraw Hill	

330 W. 42nd St., N. 3	Y. C.	
Send BETTER BASKI	ETBALL for 10	
lays' examination on a		
days I will send \$4.00		
postage, or return		

(Postage paid on orders accompanied by remittance.)

Address City & State

Position

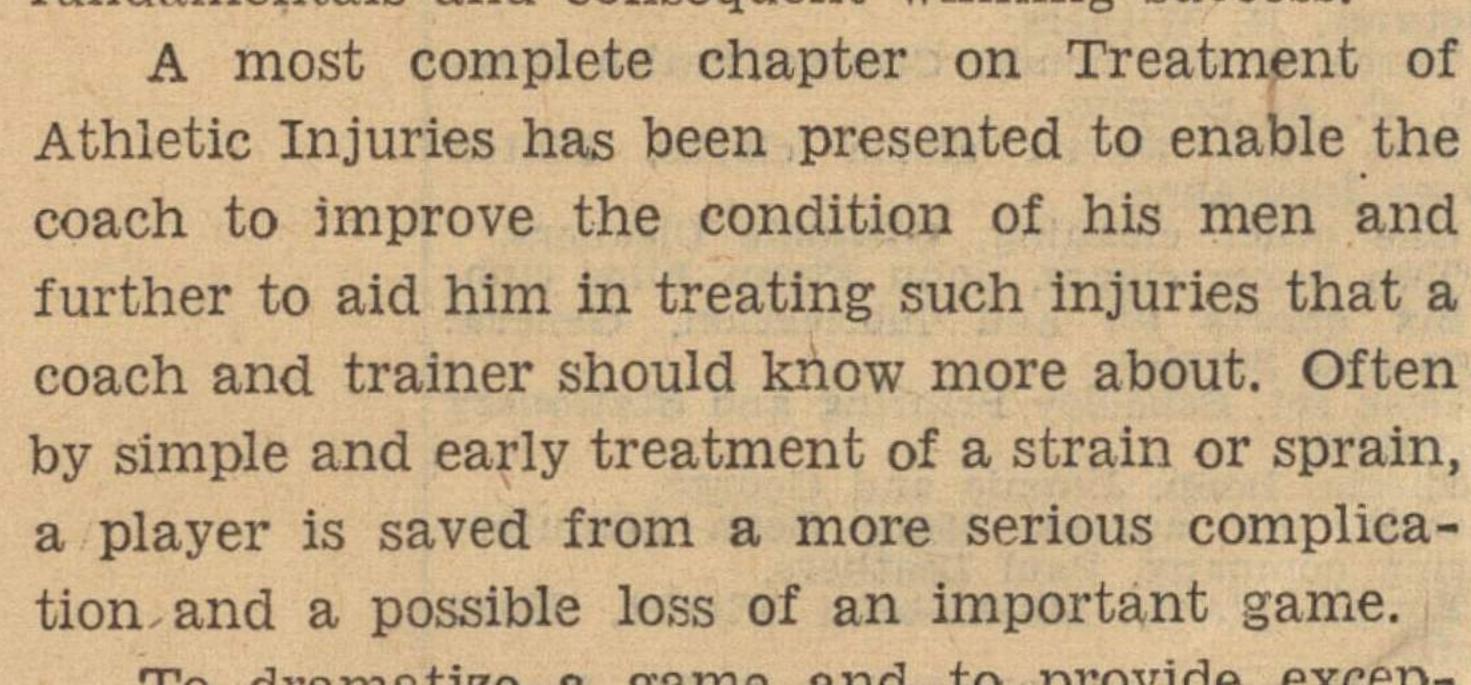
"Phog's" New Book Is Out.

HE newest thing in basketball is Forrest C. Allen's book, "Better Basketball," just off the presses of the McGraw-Hill Book company. Coach Allen's first book, "My Basketball Bible," was published in 1924.

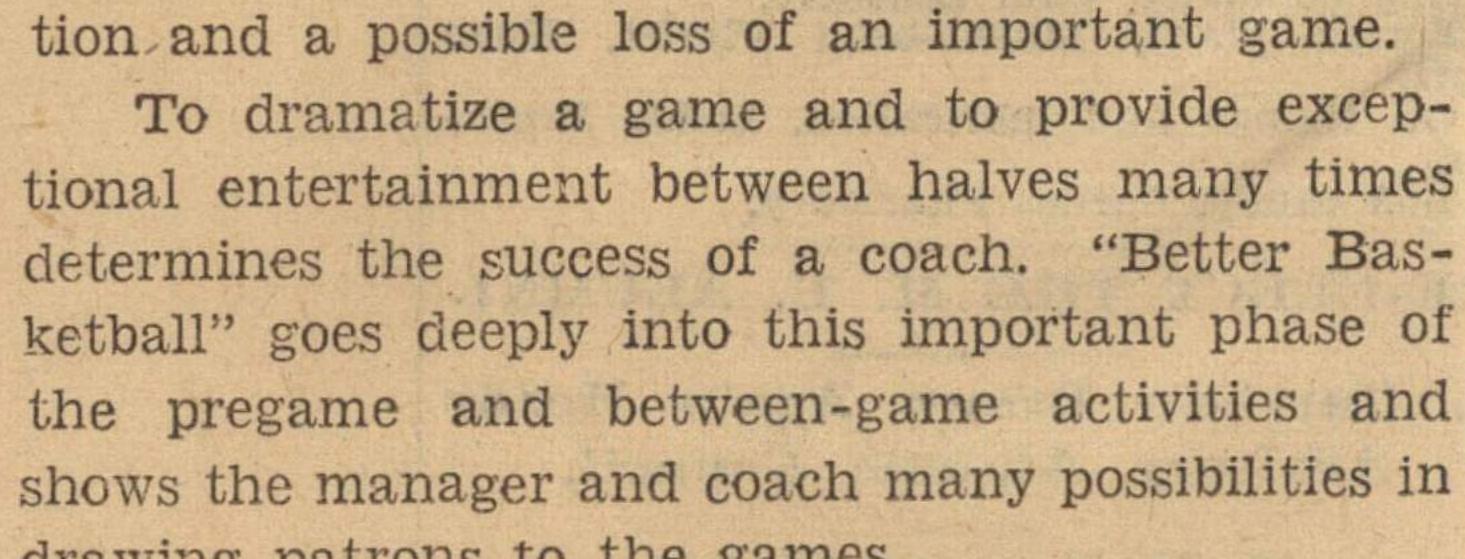
"Better Basketball" is profoundly illustrated with action photographs and diagrams of plays. Photographs follow diagrams to give clarity.

Individual offense, individual defense, team offense and team defense are exhaustively treated because, upon the fundamentals of the

> individual are dependent the success of team fundamentals and consequent winning success.



drawing patrons to the games.



For the junior and senior high school coach a chapter on Motivation is highly interesting. A series of offensive and defensive skill movements are outlined as a class problem which enable the high school coach to teach his pupils mass fundamentals without each player handling the ball. Correct fundamental skills develop neurograms, or brain tracts, which are conducive to the making of fewer mistakes. Mistakes are called fouls in basketball and fouls defeat a team that makes too many of them. Foul less and win more by learning correct fundamental skills, the author advises.

"Better Basketball" incorporates everything that a player, coach, an official, a trainer or a manager of a team needs to know about his own special phase of the game. Nothing has been omitted to make this text the most complete and interesting story of this great indoor game yet written.



DR. F. C. ALLEN. Coach and author.

11ttll1

WITH THE ATHLETES

Kallio and Conrad.

Matmen Fade Slowly.

John Pesek's Test.

Fog Allen's New Book.

BY SEC TAYLOR-

THEY GO ON AND ON.

ROFESSIONAL wrestlers seem to go on forever.



It must have been at least 20 years ago that The Register received stories almost every week about the exploits of Earl Conrad of Thayer, Ia.

He was a lightweight then and claimed the world's title in that class. He is

SEC TAYLOR. billed to appear in a mat show here tonight in which he and Gus Kallio, recognized as the world's middleweight champion by the National Wrestling association, will be featured although they will not meet each other. Kallio, an Americanized Finn,

has been wrestling almost as long as Conrad, to my knowledge, and may have been exchanging grips even longer. IT WAS AT least 12 years ago,

possibly 15 or more, that Kallio came to Cedar Rapids to dispute the claims of Jack Reynolds, then of that city, to the welterweight title. I was asked over to referee. Kallio was too much for the

Iowan and won decisively, although it took the Finn quite a long time to win the required two falls. After that defeat Reynolds left Cedar Rapids and, I believe, has never returned except possibly for a short visit. Since then Kallio has grown heavier and now claims the mid-

dleweight title. Wrestlers work as often and strenuously as any other profes-

sional athletes but for some reason remain in competition much longer. Those who attend tonight's show will see two men who are experts at the tug-and-pull game who will discard the tricks of

the modern heavyweights for good, old-fashioned holds.

TEST OF GAMENESS.

JOHN PESEK, named a couple of months ago by the National Wrestling association as its world's champion, apparently has a press agent who knows how to get the Nebraska matman's name in the papers.

Among the blurbs sent out by the press agent recently is this

one:

"A chap who didn't like John Pesek once met him on the street and questioned his gameness.

"'You can beat me wrestling

but I'll bet a thousand dollars you can't stand up with me in any test of gameness, and I'll let you pick the test,' he said.

"'O.K.,' replied Pesek, T'll put my finger in your mouth and you put your finger in mine and we'll start chewing. As soon as we chew off one finger, we'll put in another. We've each got ten fingers. The man who quits first loses the bet.'

"'You're crazy!' the challenger said as he hastened away.

"BETTER BASKETBALL."

DR. FORREST C. (Phog) Allen, successful University of Kansas basketball coach, is the author of another book, "Better Basketball," which is just off the press.

Several years ago Allen wrote "My Basketball Bible," but the present book is entirely different and is modern and uptodate in every way.

It is divided into five parts devoted to "Beginnings," "Technique," "Tactics," "Athletic Injuries and Emergencies" and most interesting of all to me, "Tales of Yesteryears."

In the latter part the author presents some of the highlights of games his teams have won, "not with any thought of capitalizing my contemporary 'competitors' misfortunes," he explains in the preface, but "to recount them in their relationships to winning

strategies." Much of the author's work is technical and designed expressly for coaches and players but there are parts that will be extremely interesting to the fan.

The book, which sells for \$4, is published by Whittlesey House,

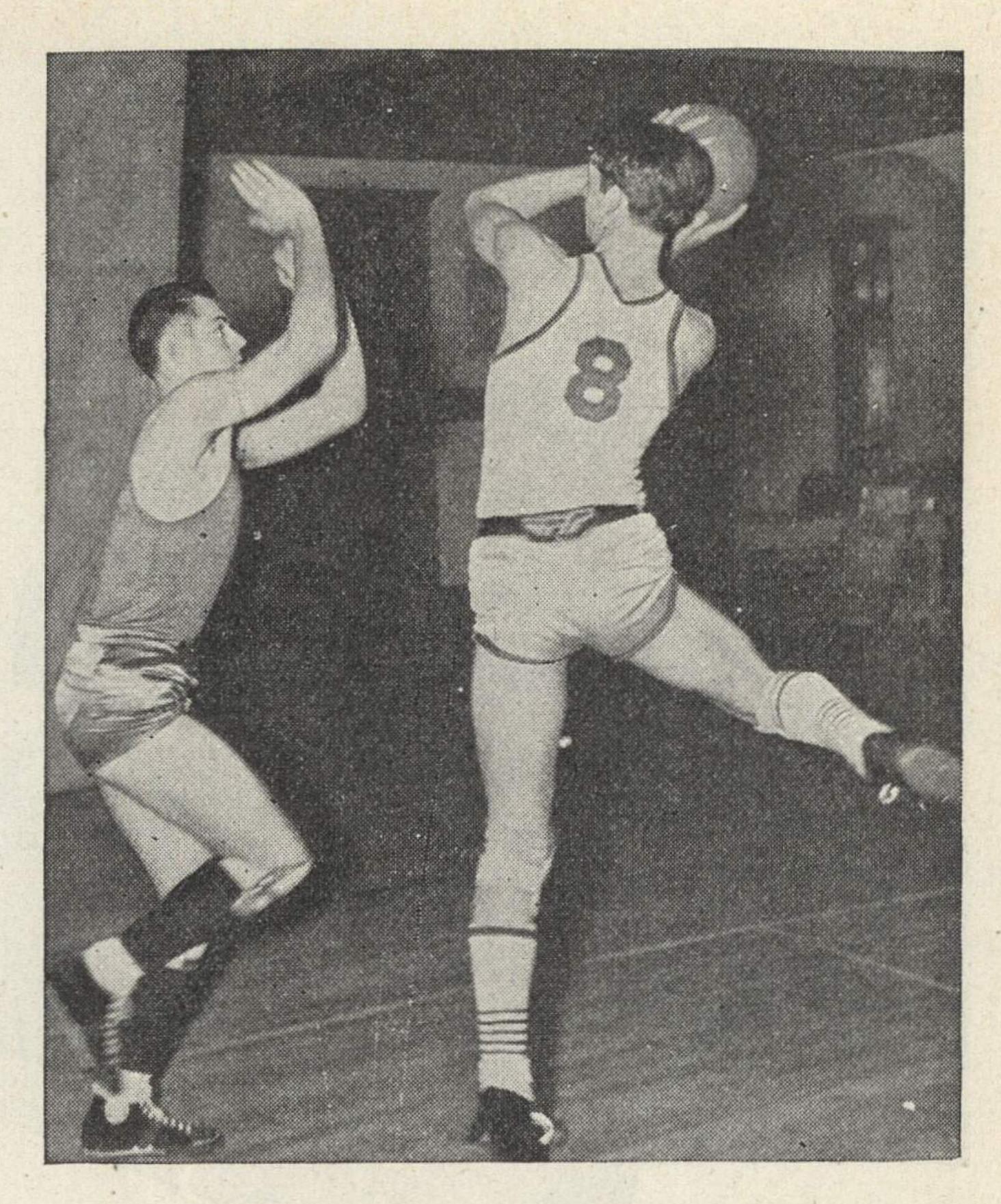
McGraw-Hill Book Co., New York, N. Y.

Master coaching methods

for training, tactics, and the physical and mental factors of better basketball

—a complete, detailed manual for coaches, players, trainers, and managers

BETTER BASKETBALL



Technique, Tactics and Tales

By FORREST C. ALLEN
Director of Physical Education and Head
Basketball Coach, University of Kansas

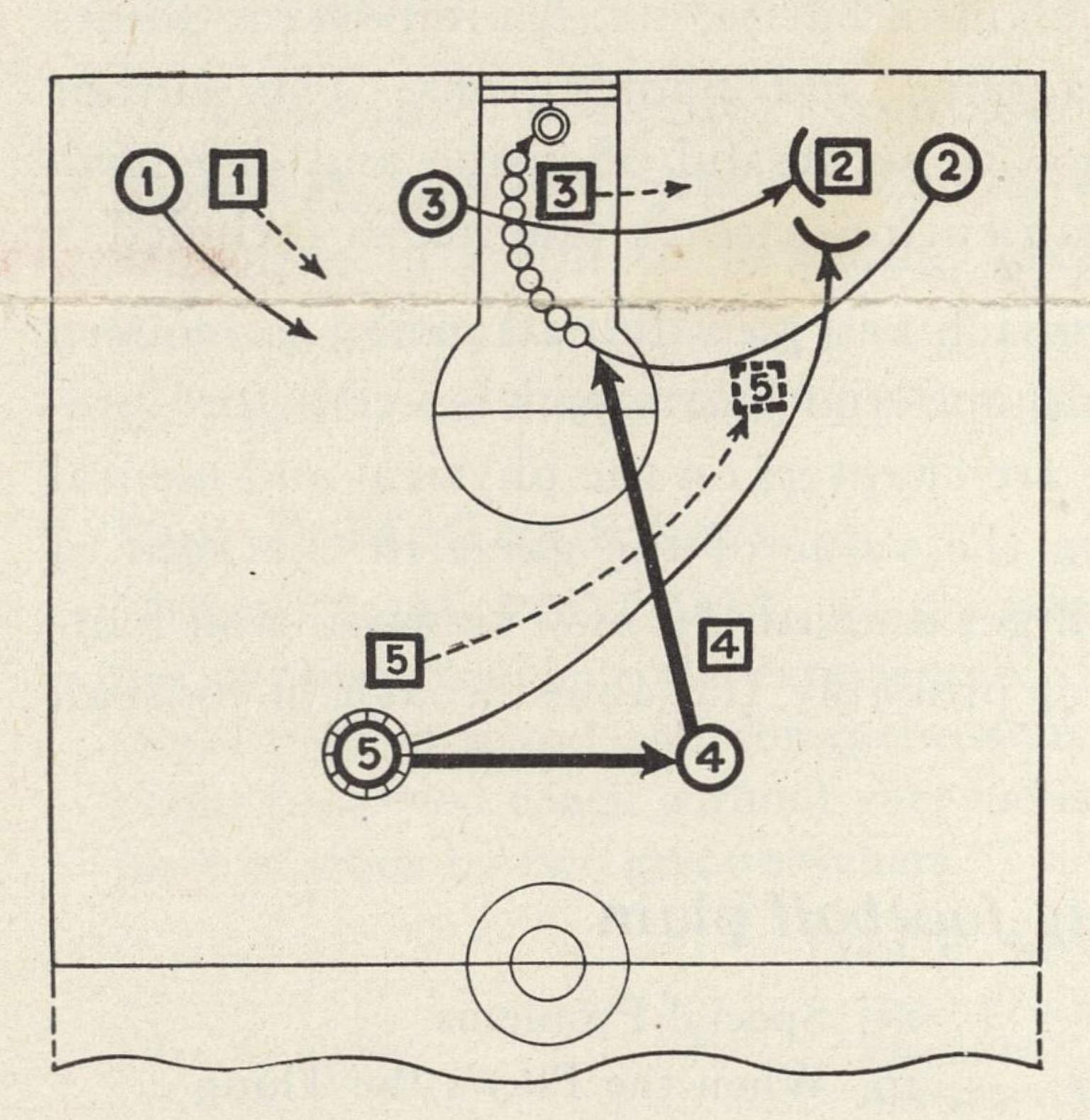
482 pages, 6x9, fully illustrated,

\$4.00

For Sale by

LOWE & CAMPBELL or

any other athletic goods house.



offense, the individual defense, the team offense and the team defense. 86 diagrams depict game formations and augment the author's clarifying discussions of many confusing and technical points.

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 the most advanced developments of the game, and through copious use of diagrams and photographs makes clear every detail of individual and team play.

Technique

Individual technique and individual training are stressed, as the fundamentals upon which the success of every team is based. Each 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.

Tactics

The full treatment of tactics involves discussion of such topics as how to work successfully through a zone defense, including both "set" plays from scrimmage formation and out-of-bounds plays. The author gives thirty-four "set" plays against the man-for-man defense, and many out-of-bounds plays. There is a full chapter on methods of "screening," explaining just how and when to execute these plays to the utmost advantage.

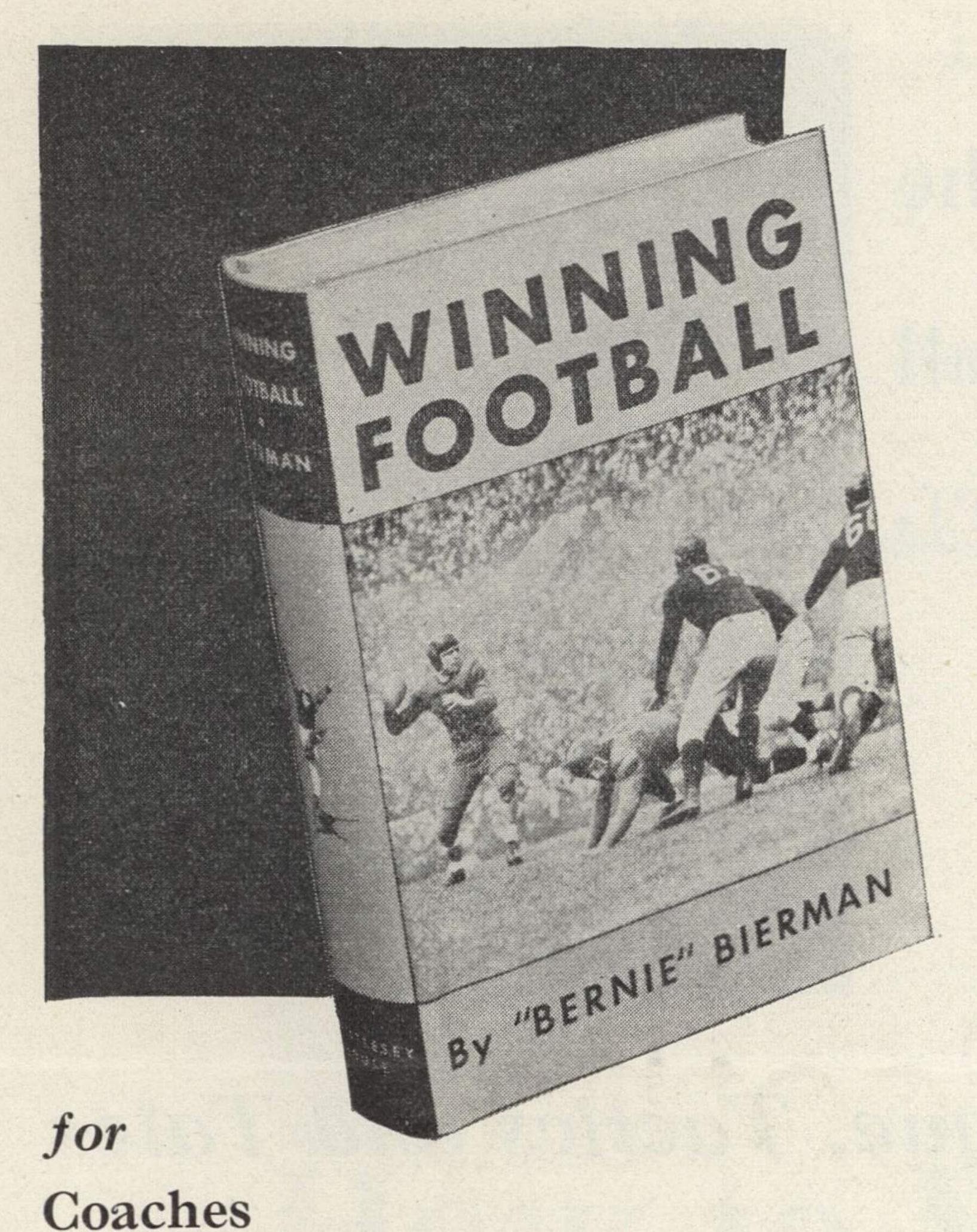
Tales

Stories of actual games show how contests have been won by the use of applied psychology. These stories are full of human details that illustrate the kind of psychological strategy which causes men to outdo themselves and upset unfavorable scores and adverse conditions.

Special Features

A comprehensive, well-illustrated chapter on the treatment of athletic injuries explains to the coach-trainer how to keep his players in the game. The book also goes into the subject of pre-game and between-game activity and shows possibilities for drawing patrons to the games. In short, Better Basketball is a complete treatment, incorporating everything that a player, coach, official, trainer, or manager of a team needs to know about his own phase of the game, and to win more games.

McGraw-Hill Book Co., Inc., 330 W. 42nd St., New York



Psychology, strategy and technique

From this comprehensive manual the reader will get not only Bernie Bierman's rigidly practical methods for developing team and player skill, but also the keen insight of a veteran coach into psychological factors of winning football.

WINNING FOOTBALL

WHITTLESEY
HOUSE
PUBLICATION

276 pages, $5\frac{1}{2}x8$ illustrated \$2.50

By B. W. "BERNIE" BIERMAN

Professor of Physical Education and Head Football Coach, University of Minnesota

with the collaboration of FRANK MAYER

Foreword by JOHN L. GRIFFITH

Commissioner of Athletics, Intercollegiate Conference

7 features of this book

Players

Followers of the Game

- 1. Gives clear, fundamental instructions on blocking, tackling, kicking, passing, and running.
- 2. Shows how to use plays as tools of winning football.
- 3. Emphasizes psychology and strategy.
- 4. Gives full season's practice schedule.
- 5. Includes many diagrams, and large, clear illustrations.
- 6. Gives many bright stories from the author's coaching experience.
- 7. Discusses the worth of the game to those who take part and those who watch.

For the past ten years, "Bernie" Bierman has been one of the country's outstanding football coaches, turning out winning teams with amazing regularity. In this practical manual, the famous mentor describes how he whips his raw football material into the finished, balanced elevens which he always sends on the field. It is written to appeal to coaches and players, and also to interested fans. It deals primarily with strategy and technique.

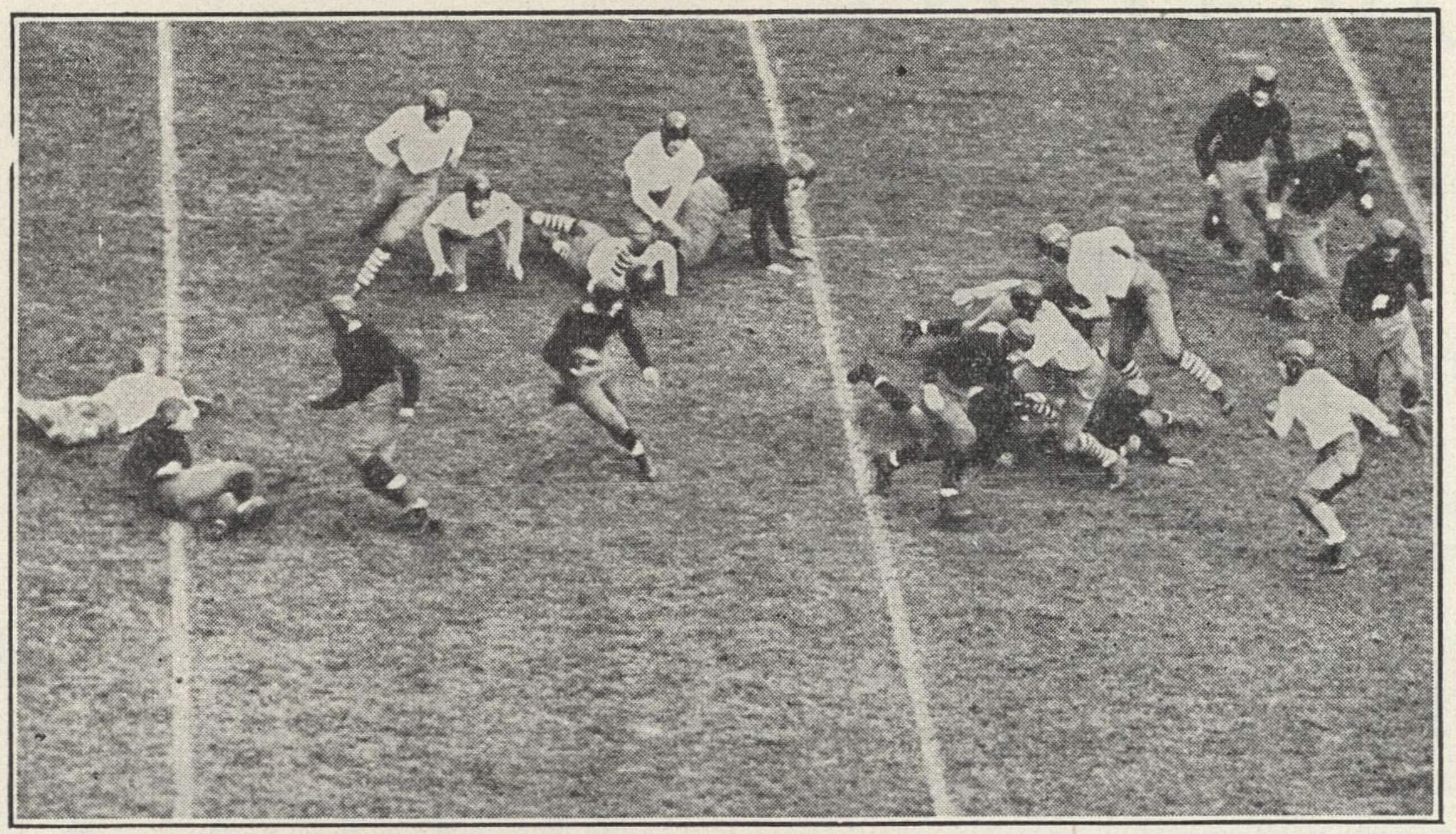
Bierman describes his methods of teaching fundamentals such as blocking, passing, kicking, training, plans of battle, etc. All important points are fully illustrated with diagrams and photographs. The author stresses particularly the creation of successful offensive and defensive plays. A detailed schedule for an entire season's practice is included.

The book represents a new approach and pays full attention to modern advances in the game, including material and topics never before presented in such a volume. There are chapters on the physical and mental conditioning of players, and on the value of the game in the light of modern society. The reader will get an entirely new viewpoint on football as seen through the eyes of probably the ablest coach of football today.

These 20 practical chapters make winning football plain

- 1. Fundamentals Help
- 2. Blocking Paves the Way
- 3. If You Don't Tackle
- 4. Let's Run with the Ball
- 5. Forward and Lateral
- 6. You'd Better Be Able to Kick
- 7. From the Ground Up

- 8. Blocks of Granite, et al
- 9. The Fit Body
- 10. Mind over Matter
- 11. The Plan of Battle
- 12. The Coach's Game
- 13. The Key Man
- 14. The Quarterback's Game
- 15. Special Problems
- 16. When the Play's the Thing
- 17. Planning the Season
- 18. The Practice Schedule
- 19. Mr. Football Fan
- 20. What Is Football Worth?



Wide World

Breaking away through tackle in a Princeton game

A sensible and practical manual for coaches, players, and students of the game

This book presents technique that is sound and practical—technique that will produce results if properly taught and correctly executed. It contains little theorization—it offers plain, sensible, definite plans, instruction, suggestions, and advice, based on long experience.

Practical Football

BY

H. O. (Fritz) CRISLER,
Head Football Coach, Princeton University
AND

E. E. (Tad) WIEMAN, Line Coach, Princeton University

Illustrated with play diagrams and photographs showing proper technique

\$3.00

INTENDED as a guide in teaching and developing better technique and better coaching methods, this book assumes a working knowledge of football on the part of the reader and omits all superfluous explanation and theoretical exposition.

Ideas are presented concisely and briefly and only practical, ready-to-use methods are considered. Special emphasis is given to blocking, tackling, position play, the kicking game, the passing game, the running game, offensive plays, generalship and defensive planning.

Dan E. McGugin says:

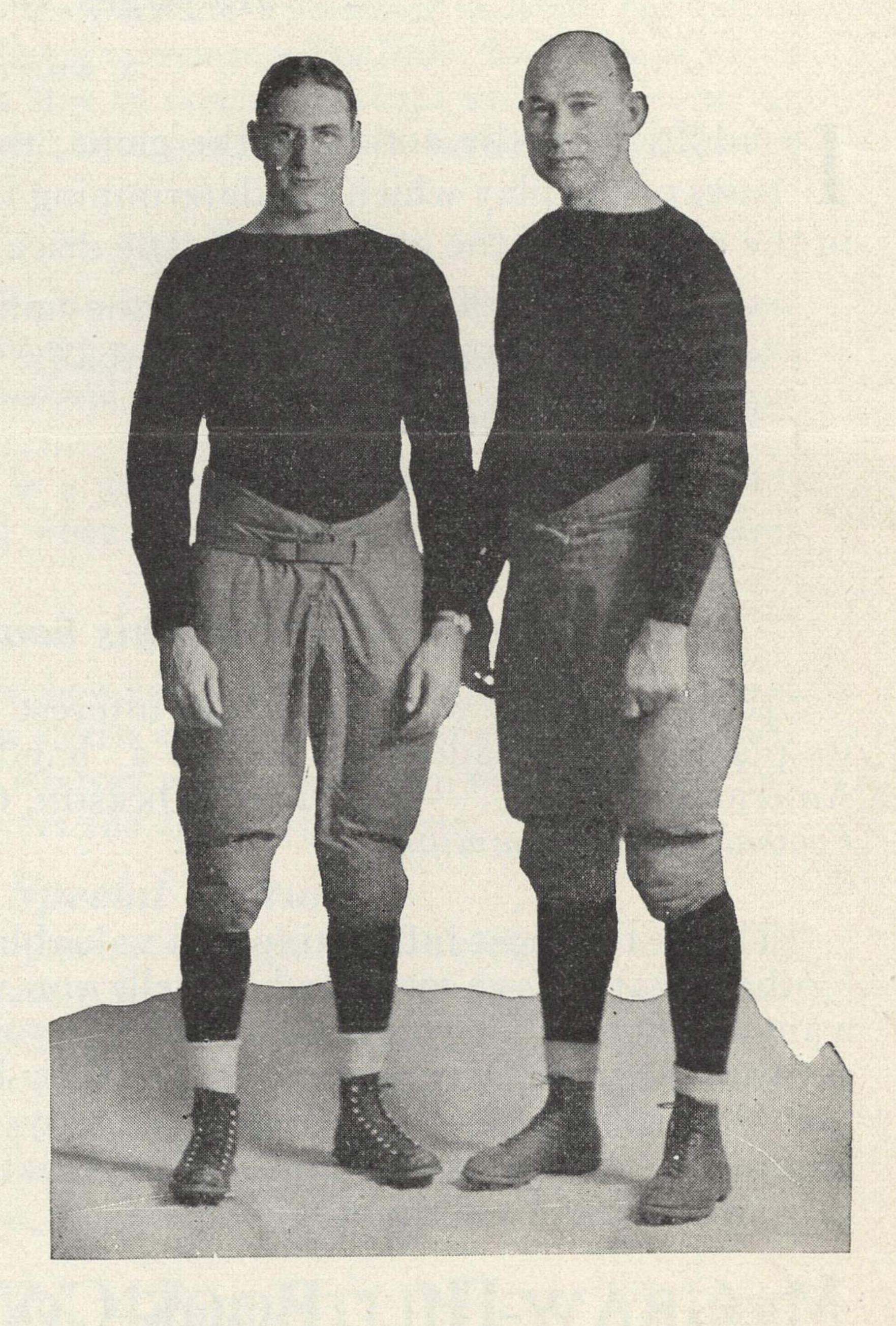
"PRACTICAL FOOTBALL, by the two brilliant coaches at Princeton, is indispensable to the experienced coach who desires to learn and grow. It is so sound and comprehensive that a man who masters it might be a good coach without ever having played. It is a remarkable piece of work by two great teachers."

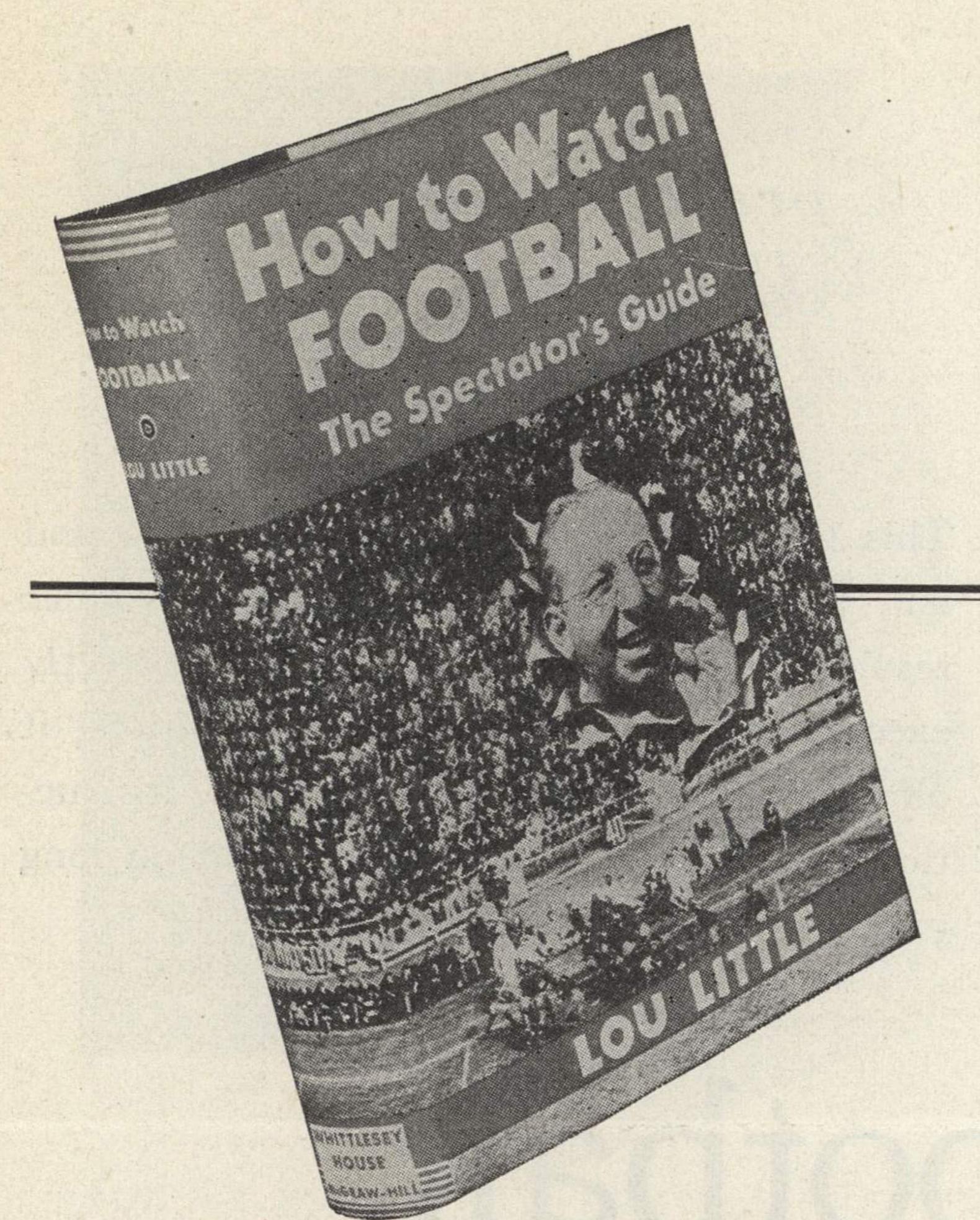
DAN E. McGugin

Head Football Coach and Athletic Director, Vanderbilt University; President in 1933, American Football Coaches Association.

Some special questions discussed in this practical manual—

- -Preparing for the game
- -Stunts for ball carriers
- -Proper use of the forward pass
- -What formation to use
- —What to teach quarterbacks
- -Specific defensive assignments
- —Causes of injuries
- —Coaching problems
- -How to punt
- -Forward-pass defense
- —Handling the ball





LOU LITTLE

tells the spectator how to get more out of football --

In this interesting book, the reader watches a typical college football game with Lou Little, who explains as the game progresses the significance of the various plays, rulings, stratagems, etc. Mr. Little gives a shrewd analysis of defensive and offensive tactics, discusses the factors that make for good football, and includes a brief outline of his own methods of building a team. The reader will enjoy any future football game the more for having read Mr. Little's explanations of technique and the fine points of the game, which the average spectator normally misses.

How to Watch Football

The Spectator's Guide

By LOU LITTLE

Head Coach, Columbia University

With the collaboration of ROBERT HARRON

315 pages, $5\frac{1}{2}x8$, fully illustrated, \$2.50

A WHITTLESEY HOUSE PUBLICATION

In addition to the action of the game, the features of the play which are determining factors in the progress of the game, Lou Little discusses

- —the practice of scouting and the influence scouting has had on modern football;
- —the work of the officials;
- —the evolution of football rules;
- —the training of the player;

What others say about this book

"It will be read with absorbing interest and take its place in the reader's library as a 'handbook' on American football."—Walter R. Okeson, Chairman Football Rules Committee.

"This is the most interesting and valuable book on football that I have ever read. It tells you what you want to know, what you need to know, if you hope to get the fullest enjoyment of what is rapidly becoming the American National Pastime—rugby or more accurately, American football."—BILL CORUM, sports columnist, New York Evening Journal.

—the care taken to safeguard the player physically.

The plays described are perfectly illustrated by a series of distinctively sketched diagrams showing the action of each player. In addition to these unique diagrams the book includes many still and action photographs emphasizing points discussed in the text.

-Read this list of chapter headings-

- I. Before the Whistle Blows
- II. Looking at the Football Offense
- III. We Examine the Defense
- IV. Credit Where Credit is Due
- V. Judging the Generalship
- VI. The Power of the Foot in Football
- VII. The Play That Revolutionized Football
- VIII. The Fundamental Virtues
- IX. Not the Muscle But the Mind
- X. Scouting and the Spectator
- XI. The Officials-Football's Mobile Judiciary
- XII. The Evolution of the Rules
- XIII. Building a System
- XIV. The Coach on the Campus
- XV. Professional Football—Its Place in the Game
- XVI. The Care of the Player

McGraw-Hill Book Co., Inc., 330 W. 42nd St., New York

BETTER BASKETBALL, INCORPORATING TECHNIQUE, TACTICS AND TALES

By Forest C. Allen

This entirely new text on basketball pedagogy is not a rewrite of "My Basketball Bible", published in 1924, but is an entirely new book graphically explaining in minute detail all of the latest developments in the evolution of the game.

A new presentation method has been attempted, that of showing the diagram, the photograph and the exposition or explanation of the play, all in sequence.

In this manner it should be an easy matter to follow the minutest step in every play situation. Many things left to the imagination of the reader are now cleared up.

"Better Basketball" is profusely illustrated with 163 action photographs and 86 diagrams of plays. Photographs follow diagrams to give clarity.

Individual offense, individual defense, team offense and team defense are exhaustively treated because upon the fundamentals of the individual are dependent the success of team fundamentals and consequent winning success.

Technique is individual offense and defense. Tactics are team offense and team defense, while Tales are inspirational stories of great games played. The psychological ingredient - sometimes a laugh - sometimes a tear - make these stories not only intensely attractive but open up a new field to new coaches by using this highly interesting phase of basket-ball pedagogy in actually winning games that otherwise might be lost. By turning adverse situations into favorable game winning surprises is the purpose of the author in presenting the chapter on Tales.

A most complete chapter on Treatment of Athletic Injuries has been presented to enable the coach to better the condition of his men under his charge and further to aid him in treating such injuries that a coach and trainer should know more about. Often by simple and early treatment of a strain or sprain, a player is saved from a more serious complication and a possible loss of an important game.

Two entirely new braces are introduced to the coaches and trainers in this text. A sacro-iliac belt made inexpensively from a Ford inner tube and a brace for a dis-located shoulder is also photographed and the making of it described for the reader. Photographs of the injured player are shown and manipulations for corrections of injuries are described which enable the coach to become more expert in treating such injuries.

In the opinion of many, the chapter on Treatment of Athletic Injuries is worth the price of the book. Certainly a coach who is well versed in caring for his men will win more games than the coach who neglects this very important feature.

To dramatize a game and to provide exceptional entertainment between halves many times determines the success of a coach. "Better Basketball" goes deeply into this important phase of the pre-game 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.

For the junior and senior high school coach a chapter on Motivation is highly interesting. A series of offensive and defensive skill movements are outlined as a class problem which enable the high school coach to teach his pupils mass fundamentals without each player handling the ball. Correct fundamental skills develop neurograms or brain tracts which are conducive to the making of fewer mistakes. Mistakes are called fouls in basketball and fouls defeat a team that makes too many of them. Foul less and win more by learning correct fundamental skills.

"Better Basketball" incorporates everything that a player, coach, an official, a trainer or a manager of a team needs to know about his own special phase of the game. Nothing has been omitted to make this text the most complete and interesting story of this great indoor game yet written.

상 상 상 상

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

BETTER BASKETBALL, Incorporating Technique, Tactics and Tales, published by McGraw-Hill Book Company, 330 West 42nd Street, New York City; 1937; price \$4.00.

MY BASKETBALL BIBLE, published by Smith-Grieves Company, Kansas City, Mo.; 1924; price \$4.00.

PHYSICAL EDUCATION AND ATHLETICS, pages 562-599 in "Higher Education in America", edited by Raymond A. Kent; published by Ginn and Company, New York; 1930:

McGraw-Hill Book Company-Inc.

McGRAW-HILL BUILDING
330 WEST 42ND STREET
NEW YORK, N.Y.

Just published

the most up-to-date, complete, and practical guide for teaching and developing basketball technique

BETTER BASKETBALL

Technique, Tactics, and Tales

By Forrest C. "Phog" Allen Director of Physical Education and Coach of Basketball, University of Kansas

490 pages, 6 x 9, 163 action photographs, 86 diagrams of plays. \$4.00

WHITTLESEY HOUSE SPORTS SERIES

In this complete treatment of a great indoor game, "Phog" Allen, famed University of Kansas coach, incorporates everything that a player, coach, official, trainer, or manager needs to know about his own special phase of the subject.

The author explains graphically all the latest developments in the game, and through copious use of diagrams and photograph makes clear every detail of individual and team play. The material included is entirely new.

Individual offense, individual defense, and team offense and 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-bound 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.

Stories of actual games show how contests have been won by the use of applied psychology. The author is 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 is one of the features of the book and there is a special discussion of diet and conditioning.

We are sure that you will want to examine BETTER BASKETBALL, and urge that you send for a copy on approval.

Simply fill out and mail the enclosed order card.

Very truly yours,

Curtis G. Benjamin

Manager, College Department

(over)

Other Books in the Whittlesey House Sports Series

WINNING FOOTBALL

By B. W. "Bernie" Bierman, University of Minnesota. 276 pages, $5\frac{1}{2}$ x 8. \$2.50

PRACTICAL FOOTBALL

By Herbert O. "Fritz" Crisler and Elton E. "Tad" Wieman, Princeton University. 242 pages, $5\frac{1}{2}$ x 8. \$3.00

HOW TO WATCH FOOTBALL

By Lou Little, Columbia University, in collaboration with Robert Harron. 315 pages, $5\frac{1}{2}$ x 8. \$2.50

SQUASH RACKETS

By John Skillman, Yale University. 190 pages, $5\frac{1}{2}$ x 8. \$2.50

SWINGING INTO GOLF

By Ernest Jones, Professional Women's National Golf and Tennis Club, Glenhead, N. Y., and Innis Brown, Golf Commentator. 150 pages, $5\frac{1}{2}$ x 8. \$2.00

Send for Copies on Approval



The Morld-Gerald

MORNING - EVENING - SUNDAY

World Publishing Company

HENRY DOORLY, PRESIDENT

J. M. HARDING, ASST. TO PRESIDENT

H. E. NEWBRANCH, VICE-PRESIDENT & EDITOR

ST. TO PRESIDENT M. B. M. NAB, SECY.-TREAS. & BUS. MGR.

WALTER E. CHRISTENSON, MANAGING EDITOR

OMAHA, NEB.

May Twenty-third

Dear Phog:

Here's the piece.

The girl had to organize a searching party no less painstakingly than if she were going to follow Sir George Hubert Wilkins into the polar regions.

But the girl succeeded -- and that's what counts.

It is, she says, the last Sunday sports section copy to be found around this plant, outside the files.

Sincerely paid Sports Editor

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

Cathanda La Q

F. W.

A 5-FOOT SHELF IN ONE VOLUME

Better Basket Ball - By Dr. Forrest C. MPhog" Allen, director of physical education and professor of basketball at the University of Kansas. (McGraw-Hill); \$2.50.

This is the second trade volume to be authored by that charming paragon of versatility, paradox and protracted youth, who during his nearly generation-long labors there has made lovely Mount Oread the fountainhead of the appalling arcana that embroiders his craft.

His maiden opus, the appearance of which several years ago was widely bruited by admiring sports writers, was aptly titled, "My Basket Ball Bible".

Although his latest work represents a flabbergasting advancement in the intricate mysteries of a pastime that appears to the bleacher observer to be so darned simple, though taxing on the cardiac structure, throughout its 482 pages there is discernible the same good old Homer Rodeheaver evangelistic theme, altered slightly to the tempo of a brisk, crowd-yanking dribble, as was the soul and spirit of his literary firstling.

Maybe It's There

This time Dr. Allen tells his customers everything -- except the ingredients and proportions of the pazzaza that has made his Jayhawker teams practical monopolists of conference championships. I must qualify this statement. Perhaps Dr. Allen does reveal absolutely all, but if this be the case, then the revelations are so diffuse and piecemeal and seemingly unrelated that a lay bloke simply is unable to savvy.

If the secret of Dr. Allen's success cannot be written concisely, like a prescription for the relief of cholera morbus; if a heroic attempt at compression cannot reduce the number of pages below 482, plus necessary index, then to master all that is necessary for successful practice of his trade would require more than a Phi Beta Kappa's lifetime, even in this era of compulsory hygiene and mass intravenous injections.

This of necessity must be laymen's review. I can only survey the outer boundaries. I can only nibble timidly at the edges of the expansive crust.

All This -- and More

These things are plain: To get where he has got, Dr. Allen has made himself considerably more than a dilletante at (1) common kitchen cookery, (2) Dietetics, (3) bonesetting, (4) osteopathy, (5) medicine, (6) oratory of the moonlight-and-roses-and-bloody-shirt school, (7) freestyle religion, (8) showmanship, (9) classroom psychology, (10) practical psychology, (11) mechanical drawing, (12) legerdemain, (13) dry nursing, (14) the Roth memory course, famed in yesteryear; (15) the principles of Dale Carnegie's new hypnotism, (16) hymnology, (17) Eddie Guest poetry, (18) surgery, and (19) basket ball. Tjere are more items, but these will give you a feeble notion of the vast requirements.

These things may not be mecessary to mere successful basket ball pedagogy, but it must be kept in mind that Dr. Allen has by no means confined himself to that. Unparalleled though his success has been at teaching this sport, the critic does injustice who calls him a specialist—unless the critic means a specialist—at—almost—all—trades.

One Wonders

One is inclined to wonder if Dr. Allen's perfection of his "stratified-transitional-man-for-man-defense-with-the-zone-principle", which sounds so impressive and by which he sets such great store (in print, at least) has been as important to the development of his many championship teams as his uncanny ability to lead and condition boys, keep them interested in goal-shooting practice and infuse them with a holy crusading zeal on game nights.

One is inclined to wonder further if his recipe for orange egg-nogg* and his technique for treatment of ingrown toenails** haven't produced more field goals than his intricate plays, diagrams of which make Mr. Francis Schmidt(s razzle-dazzle football maneuvers look like kids' hop-scotch chalkings on the sidewalks.

By All Means!

Can I recommend this book? I'll say I can—and do! I recommend it not only to basket ball coaches and basket ball nuts, but also to medical students, brides whose bosoms ache in desperation for a quick initiation into the mysteries of the kitchen, connoisseurs of Americana, psychiatrists and wights, who like myself, enjoy revelation and instruction when they're mixed with good entertainment, as this able and amazing gent has so effectively done.

-- Frederick Ware, Sports Editor.

*Dr. Allen's recipe for orange eggnogg--Squeeze juice of an orange into a bowl. Beat white and yook of egg separately. Mix orange juice with beaten egg yolk and fold into beaten egg white. Flavor with pinch of salt and a sprinkle of sugar. Serve with a slice of buttered toast.

**Dr. Allen's method of removing ingrown toenails--Apply a 20 per cent solution of nitrate of silver every other day to the approximated sides of the nail and skin tissues. Be very careful to leave no excess of the liquid in the nail groove. . After three or four applications of the nitrate of silver, the painted nail may be easily dull-disected away from the firmer portion.

LOWE & CAMPBELL

December 17, 1937.

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

Dear Dr. Allen:

Following is a testimonial on your new basket ball book which has just been received through our Chicago store. I thought it would interest you and expect to use it in the next edition of "THE COACH".

"Please find enclosed four dollars (\$4.00) for payment of Forrest Allen's book BETTER BASKETBALL. I want to state right here that it is everything that a coach or player could ever hope to expect and I think it is a great monument to a great game. There should be a copy of it on every coach's desk, who pretends to be up on current trends in basketball.

Sincerely,

RONALD B. MYERS, Ath. Dir. Luther High School, Luther, Mich.

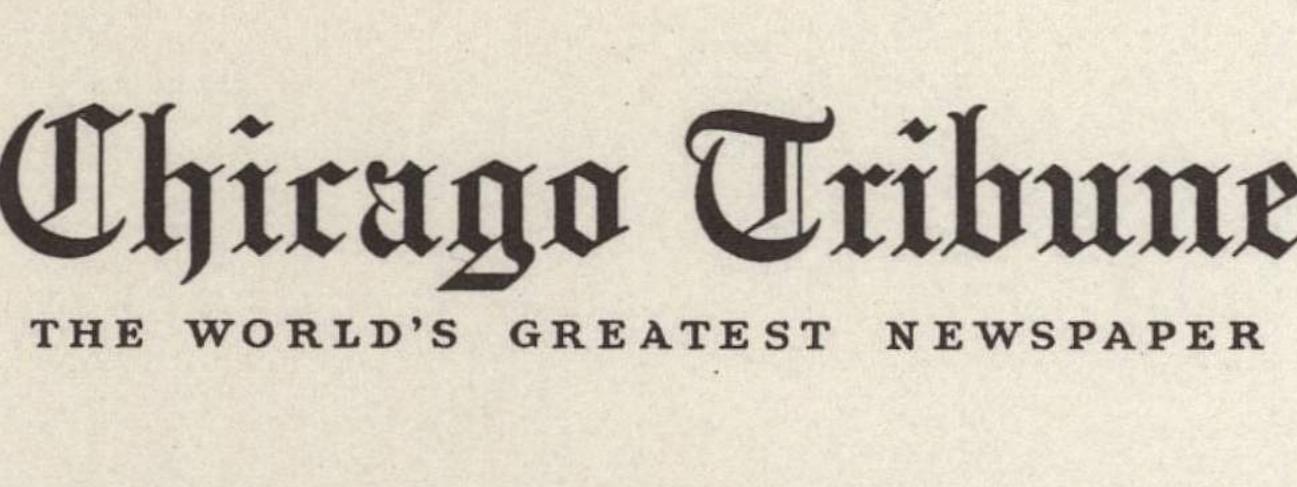
Perhaps you might want to forward this on to McGraw-Hill also.

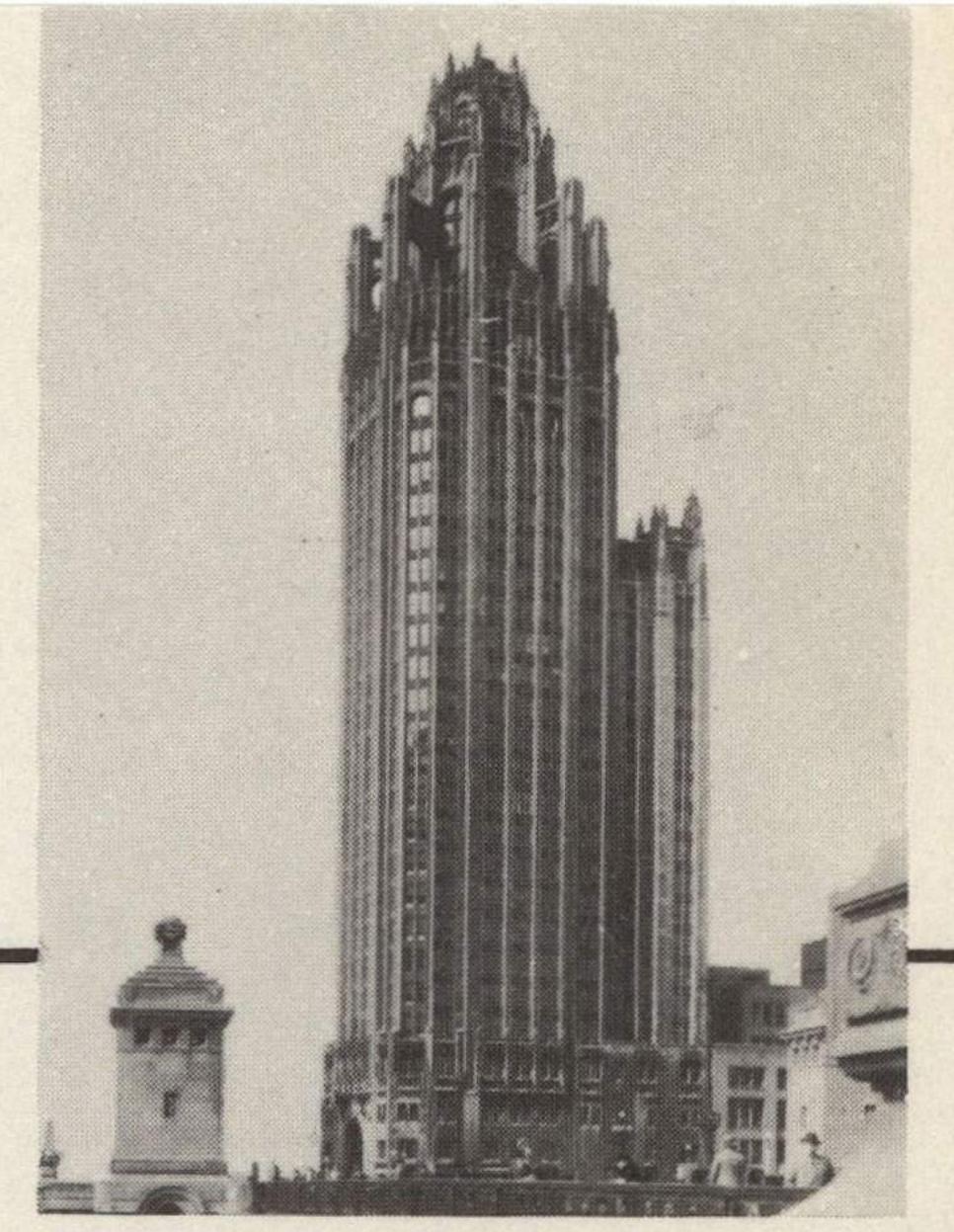
Very cordially yours,

M. H. Miller

Editor, The Coach.

Chicago Tribune





TRIBUNE TOWER . CHICAGO

Dec. 13.

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

Dear "Phog":

Just received a copy of your book "Better Basketball" for which I am deeply appreciative. While I haven't had an opportunity to read it entirely, a quick survey convinces me that it is something all students of the game will need and which will be interesting to the average fan.

Some of these days when I'm short on ideas, I know now exactly where I can get help.

Sincerely,

Wiefris Ameth.

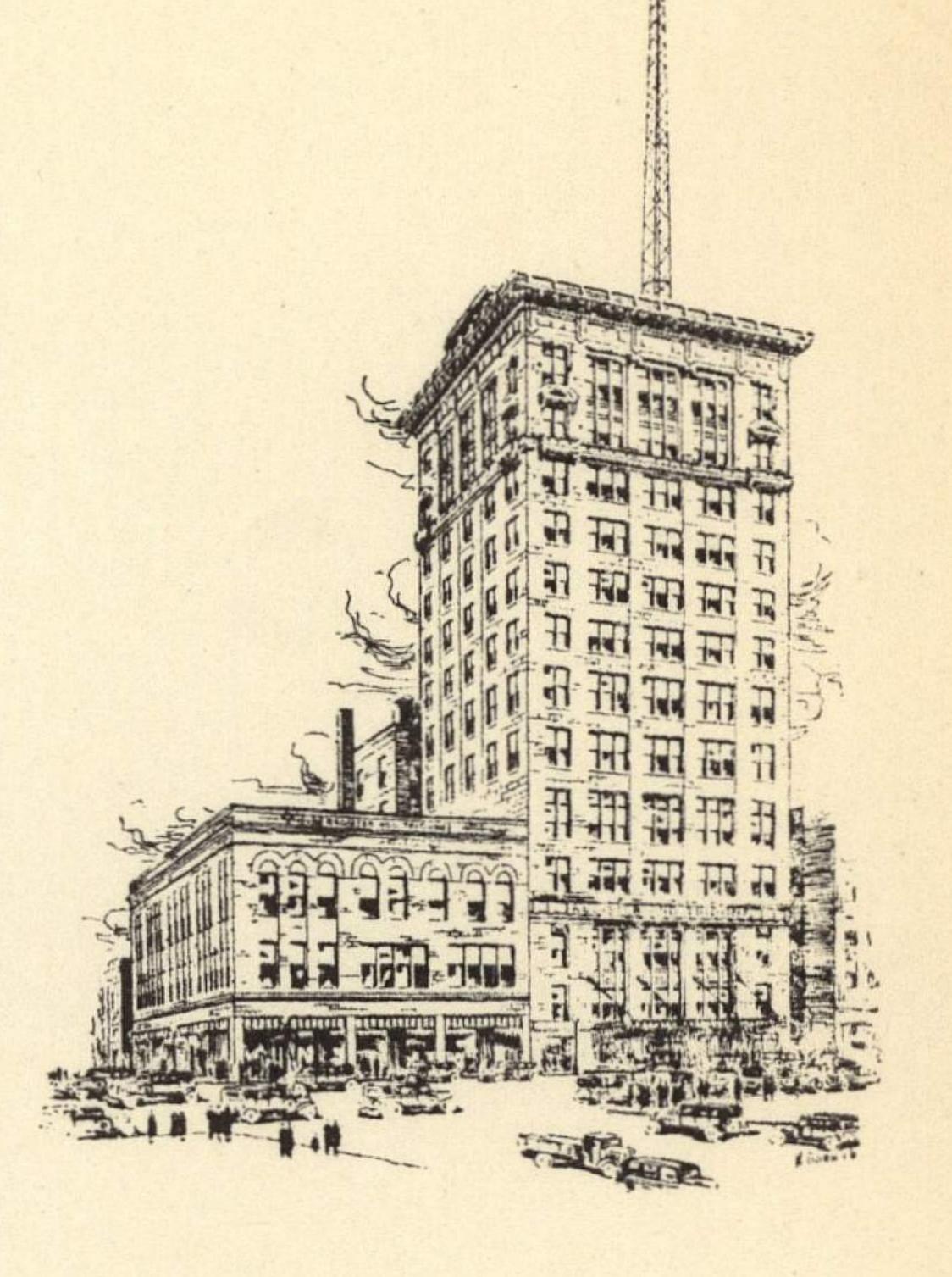
The Des Moines Register and Tribune

Publishers of

The Register, The Tribune, The Sunday Register

Des Moines, Iowa

More Than 300,000 Sunday Circulation



December 13, 1937

Dr. Forrest C. Allen Varsity Basketball Coach University of Kansas Lawrence, Kansas

Dear Fog:

I received a copy of your fine basketball book and had a brief review in my column this morning. Enclosed is a copy.

It was perfectly okay to have the correspondence about your game, although McGrane serves as manager of the school. He doesn't get into action on it until after the football season is over and it was up to me to arrange the game and some of the early details.

I am glad to hear that you are arriving early and that we will have an opportunity to have some visits with you.

With kindest personal regards, I am

Sincerely,

Sec Taylor Sports Editor

st/hb

UNIVERSITY OF KANSAS LAWRENCE

DIVISION OF PHYSICAL EDUCATION AND INTERCOLLEGIATE ATHLETICS

January 1,1938.

Dr. Forrest C. Allen, 105 Robinson Gymnasium, University of Kansas, Lawrence, Kan.

Dear Dr. Allen:

of "Petter Basketball". We have read it with great interest.

You are to be congratulated on your untiring efforts in making this book a reality, which will be a great contribution to the youth of the world. We believe also that your book will enable us to become better spectators at basketball games.

May we extend to your family and others who helped you our greatest admiration and respect.

With best wishes for your continued success.

Very sincerely,

Mr and mrs Aberbort allephin.

December So, 1937.

Mr. Nat Holman, College of the City of New York, Comvent Ave. and 139th St., New York City.

My dear Mate

Thank you very much for your very generous letter of the 20th instant. It was very nice of you to write as you did, and I appreciate your sending me a copy of your letter to the publishers.

May the best of the coming year be your lot.

Sincerely yours,

FCA:AH

Varsity Basketball Coach, Director of Physical Education.

The College of the City of New York

CONVENT AVENUE AND 139TH STREET

December 20, 1937

Dr. Phog Allen
Basketball Coach
University of Kansas
Lawrence, Kansas

My dear Phog:

I have received a complimentary copy of your book entitled "Better Basketball" from your publishers, and want to take this opportunity of congratulating you on the splendid piece of work you have done.

I thought you would be interested to know that I have passed on to them a letter, copy of which I am enclosing, which I hope may stimulate sales for your book.

With sincere good wishes to you, Mrs. Allen and the members of your family for a Merry Christmas as well as a successful basketball season, I remain

Cordianly yours,

NAT HOLMAN

NH: IF

December 20, 1937

Mr. Clinton Simpson Whittlesey House McGraw-Hill Building 330 West 42 Street New York City

My dear Mr. Simpson:

I wish to acknowledge with thanks receipt of the complimentary copy of "Phog" Allen's BETTER BASKET-BALL, which reached me at my office the other day. I consider BETTER BASKETBALL a vaulable contribution to the field of basketball literature—comprehensive, authoritative and practical.

Yours very truly,

NAT HOLMAN Varsity Basketball Coach

MH: IF

TECI . OS Tedmesed

Mr. Clinton Simpson
Whittlesey Honse
McGraw-Hill Building
350 West 42 Street
Mew York City

My dear Mr. Simpson:

I wish to acknowledge with thanks receipt of the complimentary copy of "Pode" Allen's BETTER BASKET-BALL, which recahed me at my office the other day. I consider BETTYN BASKETALL a vaniable contribution to the field of beakstool literature—comprehensive, authoritative and practical.

YOURS VELY TRALLY.

MAMIOH TAN

dosoo IsadteMeketball Coach

HH: IF

THE UNIVERSITY OF KANSAS

COLLEGE OF LIBERAL ARTS
AND SCIENCES
LAWRENCE

OFFICE OF THE DEAN

December 20, 1937

Dr. Forrest C. Allen
Department of Physical Education
University of Kansas

My dear Phog:

It was very very kind of you to send me a copy of your recent book. Thanks so much for it. I have already spent some pleasant moments looking it over. The fact that I recognize so many of the boys' pictures in it makes it just that much more interesting. Again, thank you, and good luck with this year's season.

Sincerely yours,

Paul B. Lawson, Dean

PBL:LES

Camrence Junior Kigh School

Camrence, Kansas

J. E. JACOBS, PRINCIPAL

December 20, 1937.

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

Dear Mr. Allen:

The pictures that were used in your new book, Better Basketball, have been received, and I want to thank you for them.

I am planning to place them on the teachers' bulletin board, and I know they will be enjoyed.

Yours very truly,

L. R. Perry (246)

LRP:HBC

The University of Oklahoma Norman, Oklahoma

INTERCOLLEGIATE ATHLETICS

December 9, 1937

Dear Coach:

Thank you very much for mailing me the first edition of your new book. It is a beautiful looking thing on the outside, and I am anxious to get to the inside of it some evening soon.

I had already bought one a month ago and received it along with your review copy. Not having any use for two and desiring to put the extra one in circulation, I gave it to Mac and Bruce and when I left, the Scotchman a minute or two ago, he was up to his ears in your chapter about the game where Skinny Johnson was flown from Oklahoma City to Lawrence. I'll let you know later how he liked it.

With best wishes, I am,

Sincerely yours,

Harold Keith,

Director Sports Publicity

Harred Kerth

hk:gf

Dr. F.C. "Phog" Allen, Basketball Coach, University of Kansas, Lawrence, Kans.



BUILDING OWNED AND OCCUPIED BY
THE OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN

(DAILY AND SUNDAY)

AVERAGE NET PAID CIRCULATION LAST MONTH SUNDAY

OKLAHOMA CITY TIMES

(EVENING EXCEPT SUNDAY)

AVERAGE NET PAID CIRCULATION LAST MONTH

OKLAHOMA CITY, OKLA.,

December 7, 1937

Dr. "Phog" Allen University of Kansas Lawrence, Kansas

Dear "Phog",

I received your recent book, "Better Bas-ketball" and anticipate reading it. So far I have had no time to do more than scan it hastily, but I want to study the diagrams more carefully at my leisure. Thanks for remembering me with a copy.

Sincerely,

BUS HAM

BH: MG