

**BASKETBALL COACHES
TRAINERS • PLAYERS • MANAGERS
LET**

"Phog"

ALLEN
show You



**how to build
CHAMPIONSHIP TEAMS**

"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-of-bounds; 34 successful "set" plays and many out-of-bounds plays against the man-for-man defense; and innumerable other tactics. Also a whole chapter on new methods of "screening" and how and when these plays should be used.

Individual technique and training stressed

Every movement that a skilled player must execute is shown in detail. Also described 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 earlier 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.



163 action photographs

86 diagrams of plays

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