

*Dr. Allen
Conch. Sch's*

May 5th
1937

Mr. J.M. Saunderson
Athletic Director
Morningside College
Sioux City, Ia.

Dear Mr. Saunderson:

I am sending you a copy of a letter
which I have just received from Earle J. Holmes of Compton
Junior College, Compton, California.

I thought you might want to follow
up this lead.

With every good wish, I am

Sincerely yours,

Director.

FCA: IW

*Dr. Allen
Summer
Oct 15 - 1937*

May 3rd
1937

Mr. J.M. Saunderson
Athletic Director
Morningside College
Sioux City, Iowa

Dear Mr. Saunderson:

This will acknowledge receipt
of the literature of the Coaching School at Spirit Lake,
Iowa from August 16th - 21st.

I am glad to have these as I have
many inquiries regarding my coaching schools for the
summer and I like these pamphlets to enclose with my
replies.

wish, I am

Thanking you and with every good

Sincerely yours,

Director.

FCA: IW

*Dr Allen
Coach, Peck's
1937*

April 10th
1 9 3 7

Mr. J. M. Saunderson
Dep't. of Athletics & Phys. Ed.
Morningside College
Sioux City, Iowa

Dear Mr. Saunderson:

I do not have a cut available
but I have a couple of mats one column wide which I am
sending you.

The two column cut is too large.
I fear and it also has me hooked up with a basket ball.
I am very sure that this would be too large for you.

With every good wish, I am

Very cordially yours,

Director.

FCA: IW
Enc's.

MORNINGSIDE COLLEGE

—
SIOUX CITY, IOWA

DEPARTMENT OF ATHLETICS
AND PHYSICAL EDUCATION

J. M. SAUNDERSON
R. GLENN ROGERS

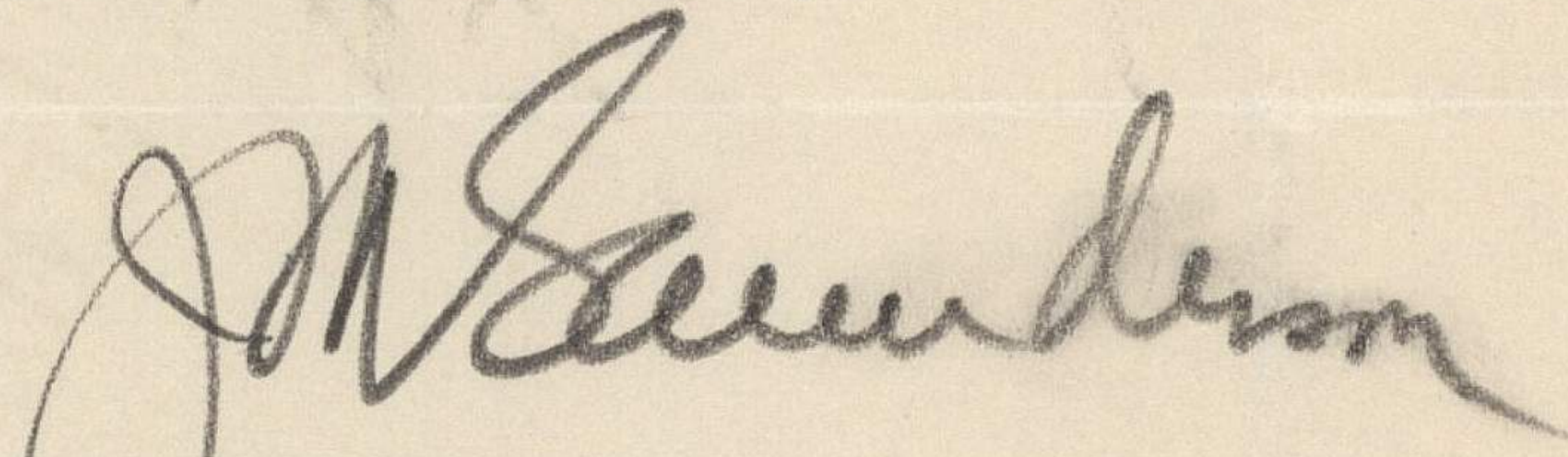
April 8, 1937

Dr. Forrest Allen
Kansas University
Lawrence, Kansas

My dear Dr. Allen:

Will you kindly have sent to me a cut if you have one available, or if not a mat or two that we may use for publicity purposes in connection with our coaching school. If you have a cut of just you head about one column wide, we could use that nicely.

Sincerely yours,



J. M. Saunderson

JMS:JG

Coach Peck's
Dr. Allen
137

February 16
1 9 3 7

Mr. J.M. Saunderson
Director of Athletics
Morningside College
Sioux City, Iowa

Dear Mr. Saunderson:

Your very fulsome and explanatory letter received and I assure you I am deeply grateful to you for taking your time to explain in such a satisfactory manner your set-up.

From your letter I was able to gain a great deal. I can see that you have a highly and completely organized school and I am very happy to write you and tell you that I will be happy to accept the dates and the arrangement for your coaching school from August 16th to August 21st inclusive.

The financial remuneration is entirely satisfactory.

I will be happy to hear from you from time to time as your school prospects progress.

With every good wish, I am

Sincerely yours,

Director.

FCA: IW

MORNINGSIDE COLLEGE

SIoux CITY, IOWA

DEPARTMENT OF ATHLETICS
AND PHYSICAL EDUCATION

J. M. SAUNDERSON
R. GLENN ROGERS

February 12, 1937

Dr. Forrest Allen
Athletic Director
University of Kansas
Lawrence, Kansas

My dear Dr. Allen:

I have your letter this morning. I am pleased to report that plans for our coaching school are progressing nicely. Our football staff will be headed by Noble Kizer, who will bring one or two of his assistant coaches with him for special demonstration. We will also use Coach Frank Leahy of Fordham for two or three lectures on position play in the line. We will have a rather prominent track coach for two lectures on his specialty. Last year we used four prominent high school coaches from this section for one lecture each in which they discussed problems of high school coaches. We plan to continue this next summer as it was very well received. We plan to have you give five two-hour lectures on basketball. In addition to all the above, we have three evening meetings, one of a social nature, another devoted to athletic moving pictures, and the third of a more general nature, including rules and round table discussion. This program completely fills the available time with the exception of two evenings. We have found from experience that part of the attractiveness of the school located as it is at a summer resort is the attractions for fun and amusements in and around Spirit Lake, and we think it necessary to leave some time open for this purpose. Our school starts Monday morning, August 16, and closes Saturday noon, August 21, really running five days and one-half.

I am sorry if my letter gave the impression that I did not feel the importance and sense the interest that would be shown in lectures by yourself on athletic injuries. I am sure that all of us would find them extremely profitable and very enjoyable.

MORNINGSIDE COLLEGE

—
SIOUX CITY, IOWA

DEPARTMENT OF ATHLETICS
AND PHYSICAL EDUCATION

J. M. SAUNDERSON
R. GLENN ROGERS

Dr. Forrest Allen--2

On the other hand, just so much can be put in our schedule, and as I wrote you before, I feel quite certain that we would have to limit such work to two or three hours, perhaps dividing it into three lectures of one hour each. I did not mention that last year we had the high school championship basketball teams from South Dakota and Iowa present at our school, and that these teams were used for demonstrations in basketball by Piggie Lambert, and that we had them play an exhibition game one of the evenings. This plan was successful, and I am sure fully appreciated by the attending coaches. It is quite possible that we will follow a similar plan this year. I am mentioning all this in somewhat detail so that you will see how full our schedule is, and see how we feel it necessary to limit any time given to athletic injuries.

Our arrangement with Coach Kizer is that for six lectures running straight through the week, he is to receive one-sixth of the receipts. This is the offer I made you in my previous letter for five lectures on basketball and whatever additional time we could work in for athletic injuries lectures. We have thought this was a fair division of time, and that you both should receive the same remuneration. If you are not agreeable to this offer, will you kindly give me your ideas. We are quite anxious to get our staff definitely lined-up so that we can start preliminary advertising.

Our coaching school has shown a steady growth each year, and we have every reason to believe that as we gain experience we gain attractiveness and that next year should be the best yet. It is with this attitude in mind that we offer a percentage of the receipts. We feel that the men on our staff are the ones who determine the attendance at our school, and that they should profit by the attendance increase.

I am sure that you will thoroughly enjoy the week at Spirit Lake, It is a fine place for an outing with all the attractions any one would want.

MORNINGSIDE COLLEGE

—
SIOUX CITY, IOWA

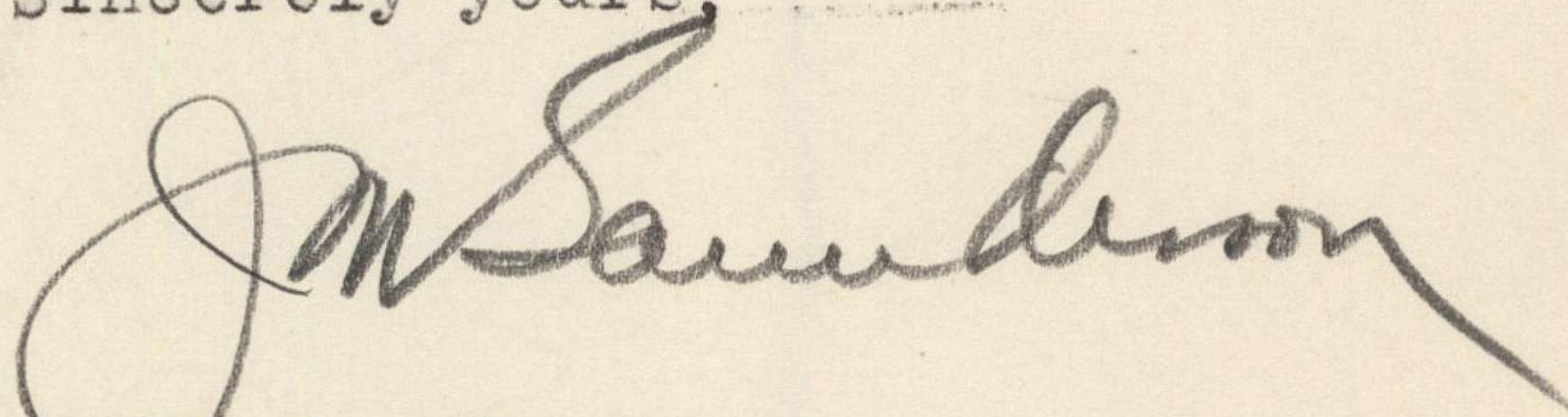
DEPARTMENT OF ATHLETICS
AND PHYSICAL EDUCATION

J. M. SAUNDERSON
R. GLENN ROGERS

Dr. Forrest Allen--3

Everyone says that our school has a fine spirit
of cooperation and enthusiasm. I will be anxious
to hear your reaction to all this.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "J. M. Sanderson". The signature is written in dark ink and is positioned above the typed name.

J. M. Sanderson

JMS:JG

*Dr. Allen
Coach Sch
137*

February 9th
1 9 3 7

Mr. J.M. Sanderson
Athletic Director
Morningside College
Sioux City, Iowa

Dear Mr. Sanderson:

Thank you for your good letter of
the 26th ult.

My conflicts have been so numerous
and varied that I have not been able to answer your letter
sooner.

I would say that if you are able to
line up Noble Kizer of Purdue that you have a top liner for
football coaching.

You may not have enough time to sand-
wich a regular teaching course on The Treatment of Athletic
Injuries through the entire week but if you did you would not
only help your football, track and basket ball courses, but it
would be possible to show all of these coaches how to definite-
ly treat many of their athletic injuries.

I remember back in 1927 when "Pop"
Warner and I were at Superior, Wisconsin "Biff" Jones, then an
assistant at West Point, came out to every one of my Treatment
of Athletic Injuries classes which started at 8 o'clock in the
morning, and never missed a single lecture so interested was
he in this type of work.

I find myself in a peculiar position
trying to sell this course to you. Of course, if I do the
course I would expect added remuneration. Long ago I have
established a reputation for treating athletic injuries and
I am not trying to sell it for the love of the game.

This past summer I had a coaching
school with Matty Bell and he reminded many of the coaches at
that coaching school of the time when he was here at Haskell
Institute and sent many of his worst football injuries to me
when his trainers could not fix them up and invariably we had
enough luck and good fortune to fix them up for playing time.

#2 Mr. J.M. Sanderson
February 9, 1937

Please study the proposition rather carefully and after you have been assured of your football coach, will you write me definitely your proposition and I will then be in position to definitely give you an answer?

Please do not think that I am trying to high pressure you. I know what this added course will do, yet I do not think we should take any of the regular time for that course from basket ball.

With every good wish, I am

Sincerely yours,

Director.

FCA: IW

MORNINGSIDE COLLEGE

—
SIOUX CITY, IOWA

DEPARTMENT OF ATHLETICS
AND PHYSICAL EDUCATION

J. M. SAUNDERSON
R. GLENN ROGERS

January 28, 1937

Dr. Forrest Allen
University of Kansas
Lawrence, Kansas

My dear Dr. Allen:

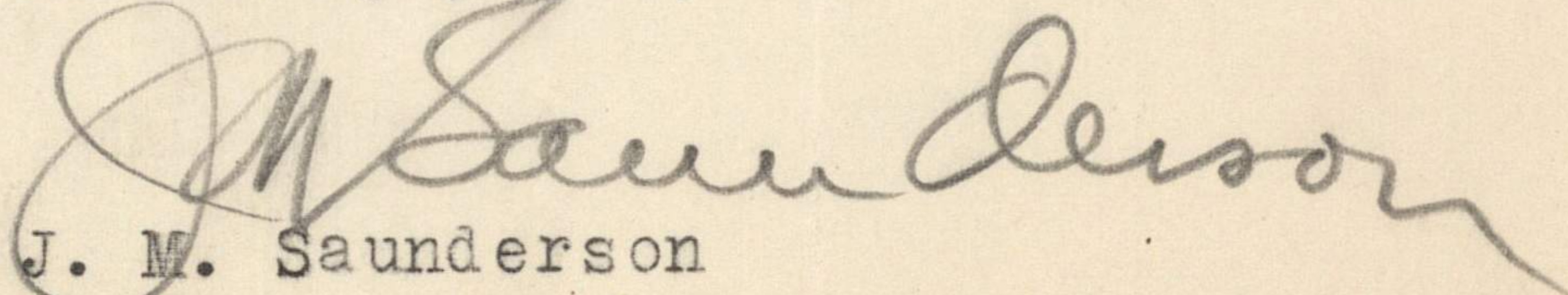
I was very pleased to receive your letter in which you expressed your willingness to come to our summer coaching school next summer. You will remember this school is held at Spirit Lake, Iowa, and that the dates are August 16-21. I am sure that your suggestion of a lecture or two on the treatment of athletic injuries is a fine one. It has been my belief that all the young coaches are very much interested in this subject.

Present indications would be that we are to have as the head-liner in football Noble Kizer, of Purdue, and he expects to bring two of his assistant coaches with him to help put on his football classes. We also expect to use Coach Leahy, of Fordham, in a lecture or two on some special football subject. We are to again use the plan which was so successful last summer of giving an hour or two to a number of outstanding high school coaches in this section of the country. These men discussed subjects of special interest to high school coaches, and the plan was very popular last summer.

As outlined in my previous letter, we are suggesting that we give you one-sixth of the receipts for your work at the school. You would be assigned five two-hour periods for basketball, and probably two periods for athletic injuries lectures. We feel that the percentage of the receipts is the fair way for all concerned in the school. I am sure that you will agree that we have a fine staff lined up, and if the school draws students because of the program, it is fair that our instructors should share in the patronage.

I would be very pleased to have your reaction to the proposal, and will be glad to keep in touch with you as our plans develop. With best wishes, I am

Sincerely yours,


J. M. Saunderson

JMS:JG

Coaching
School
'37

December 9
1 9 3 6

Mr. J.M. Sanderson
Athletic Director
Morningside College
Sioux City, Ia.

Dear Coach Sanderson:

I have your letter of the 1st inst. regarding your Fifth Annual Morningside Coaching School and I assure you that I would be very happy to be considered.

I, of course, would like to know who the other leaders of the staff would be because they undoubtedly would be the drawing power that would make the school a financial success.

You certainly had a fine set-up last year in Bible, Hauser and Piggie Lambert.

The dates late in August seem to be very satisfactory.

I do not know whether you have thought of the course in the "Treatment of Athletic Injuries" or not. At every school that I have been the course in the "Treatment of Athletic Injuries" has been the one that has commanded a very great interest and respect.

I remember when Pop Warner and I were at Superior, Wisconsin in '27 the class met at 6 o'clock in the morning so crowded was the time. Major Lawrence "Biff" Jones and some of the bigger coaches attended every session at 6 o'clock.

I take all the coaches who have bad ankles, knees, etc. - old football injuries - and show them what can be done for them in a very short while. It is not long before we have them following us around the campus.

I show them how they can relieve their boys athletic troubles.

#2 Mr. J.M. Sanderson
December 9, 1936

Of course, I am not seeking to just make money alone, nor am I over anxious to do additional work gratuitous. But, I am very sure that this course would prove a very popular one. If you will think it over and write me what you think of this I will appreciate it.

I will also be happy if you will keep me informed of your staff and other details as they come to you.

It might be possible that I may have an opportunity to see you when we play Iowa State College at Ames on February 5th for any further discussion in which we might care to indulge.

I am

Thanking you for your good letter,

Sincerely yours,

Director.

FCA: IW

December 4
1 9 3 6

Mr. J.M. Saunderson
Athletic Director
Morningside College
Sioux City, Iowa

Dear Mr. Saunderson:

This will acknowledge your favor
of December 1st addressed to Dr. Allen.

Dr. Allen is attending the meeting
of the Directors of the Big Six Conference in Kansas City
this week-end and will not return to his desk until Monday
morning.

At that time your letter will be
brought to his attention and you will hear from him very
shortly.

Very truly yours,

Secretary to Dr. Allen

:IW

MORNINGSIDE COLLEGE

SIOUX CITY, IOWA

DEPARTMENT OF ATHLETICS
AND PHYSICAL EDUCATION

J. M. SAUNDERSON
R. GLENN ROGERS

December 1, 1936

Dr. Forrest Allen
University of Kansas
Lawrence, Kansas

My dear Dr. Allen:

We are making plans for the fifth annual Morningside coaching school, which is held under the direction of the college at Iowa's summer resort at Spirit Lake, located on Lake Okaboji. This school has enjoyed a steady growth and real popularity among the coaches attending.

In general, our arrangements with the visiting faculty has been to give them a percentage of the gross receipts. In the past we have allowed one-sixth of the receipts for basketball, and this has amounted to slightly over \$300 the last couple of years. The college spends its share of the receipts in promotion and advertising, and we have thought that it was fair for our faculty to gamble with us on the amount of the money to be taken in. I realize that ~~you~~ should you be interested in the school and before accepting any such proposition as that above, that you would like to know who the other leaders on the staff will be, because they would be the drawing power of the school and make the school a success. I am not able just now to tell you just who will be head of football. Last year our football men were Bible of Nebraska and Hauser of Minnesota, and Piggie Lambert of Purdue was head of the basketball group. We have been running our school six days, and it will probably run from August 16 to August 21 next year. We have allotted five two-hour periods for basketball, starting on Monday and closing on Friday afternoon.

I would like to know whether you would be interested in handling the basketball work at the school next year.

The location of the school is very fine from the standpoint of vacationing, and everyone enjoys his stay at Spirit Lake, and visiting salesmen and others speak very well for the school from all viewpoints.

MORNINGSIDE COLLEGE

—
SIOUX CITY, IOWA

DEPARTMENT OF ATHLETICS
AND PHYSICAL EDUCATION

J. M. SAUNDERSON
R. GLENN ROGERS

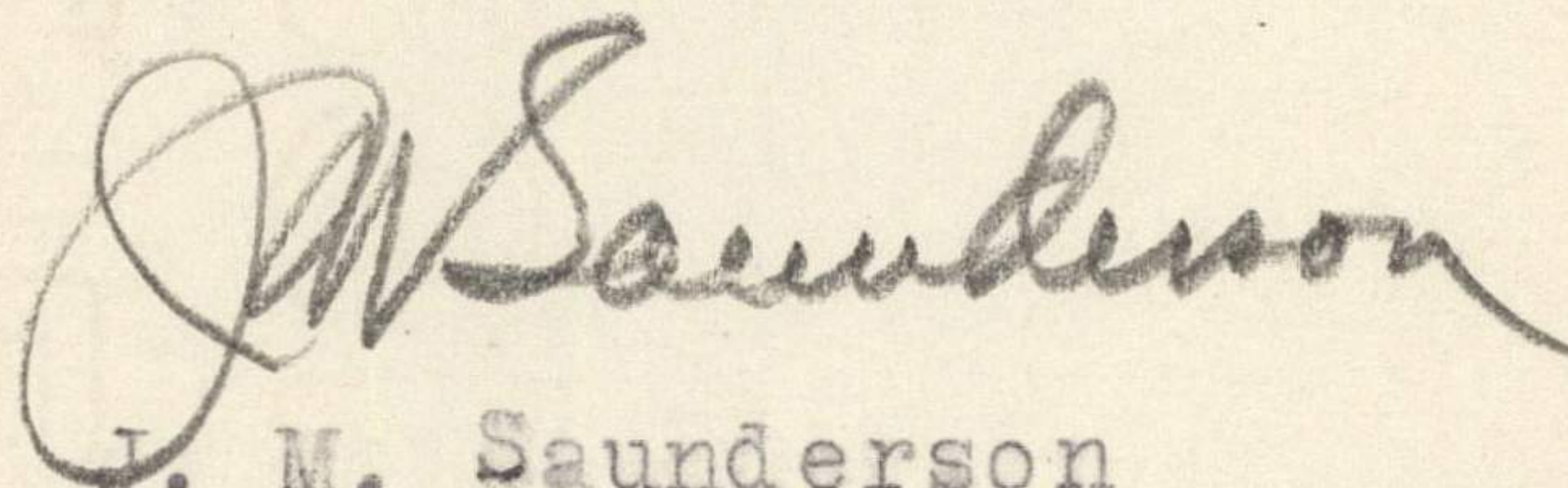
Dr. Forrest Allen--page 2

We have had some of the same men attend each of the four previous schools, which speaks well for the whole program.

I would certainly appreciate hearing from you and knowing your attitude on this whole matter, and if there is a likelihood of our getting together, I will keep you informed on the line up of our staff and other details of interest to you.

With personal greetings, I am

Sincerely yours,



J. M. Saunderson
Athletic Director

JMS:JG

Fourth Annual

KANSAS

State High School
Athletic Association

Coaching School



Topeka, Kansas

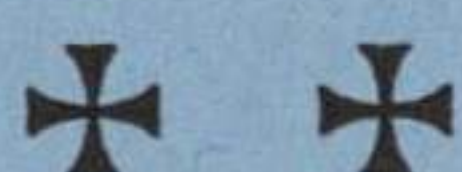
August 24-29, 1936

E. A. THOMAS, Director

F O O T B A L L

Madison Bell,

Southern Methodist University



We are fortunate in being able to secure Madison Bell, coach of the famous Southern Methodist University Mustangs, to head the football coaching staff. Coach Bell was a member of the famous Praying Colonels of Centre College in Kentucky and his steady progress in the coaching profession has finally placed him in charge of one of the most popular and colorful teams in football history.

Bell has been at Southern Methodist University for a number of years and the wonderful team of the 1935 season, considered the best forward passing aggregation on the American gridiron, was a product of his expert coaching. The team went through an undefeated season and was chosen to play in the Rose Bowl at Pasadena.

Coach Bell is an advocate of the single-wing back and the short punt formations, and features kicking and forward passing in his offensive attack. He will have a fund of valuable information for the student coaches.

Wesley Fry, Kansas State College

Coach Fry is one of the younger coaches of the middle west, but has already established himself as one of the most successful. In his college days at Iowa University he was chosen as an all-star quarterback and later played fullback in professional football where he was recognized as one of the great players of the country. He is head football and baseball coach at Kansas State College at Manhattan.

Fry will feature the double-wing back formation and kicking and defensive tactics in his course and will do some demonstration work, something in which he excels.

Elmer Holm, Washburn College

Holm has taught in the coaching school before and is recognized as one of the finest coaches in the country. Two years ago his course on line play was so popular that the coaches requested he be held over for an extra day. He is the new Director of Athletics and head football coach at Washburn College and in his playing days was a star lineman at Nebraska University.



B A S E B A L L

Wesley Fry, Kansas State College

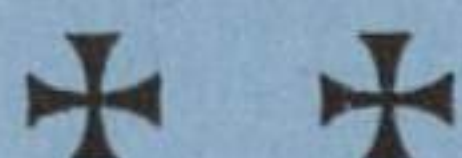
In addition to his football work, Coach Fry will also handle baseball in the coaching school. He is head coach of baseball at Kansas State and understands the game from every angle. He will emphasize fundamentals and his lectures will be supplemented by moving pictures showing the proper methods to be employed in coaching boys in the fine points of the game.

BASKETBALL AND ATHLETIC INJURIES

Dr. Forrest C. Allen, University of Kansas

Doctor Allen is recognized as one of the real authorities on basketball. He is the author of several books on basketball and is one of the most successful coaches in the country. His teams have won more conference championships than the representatives of all the other schools in the Big Six conference and he has a course this year which will be the very best to be obtained in any school for coaches. He will stress the really important fundamentals of the game and will explain all types of offense and defense and the proper times for their individual use.

In addition to his basketball course, Dr. Allen will offer one in The Care and Treatment of Athletic Injuries which is without doubt the best given by any instructor anywhere. Coaches cannot win games with injured players. Learn how to take care of your athletes scientifically in Dr. Allen's classes this summer.

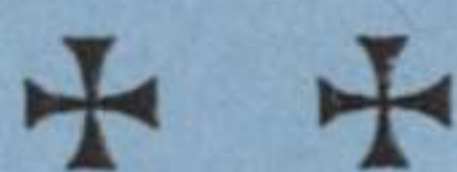


TRACK AND FIELD

George S. Bretnall, Baker University

Coach Bretnall is a track coach who has proved his ability. During the nine years he has been at Baker University he has turned out eight conference championship teams. Situated at a school which has not attracted the great high school stars, he has developed teams which would be a credit to any school in the country.

Bretnall in his college days in Iowa was a great middle distance runner and represented the United States in the Olympic Games in 1924. He understands the problems of the high school coach in dealing with inexperienced material and has something to offer that will be invaluable.



RULES, OFFICIATING, FIRST AID

Courses in Rules and Officiating will be featured. Round-table discussions will be held for intramural sports and physical education directors, etc.

There will be the talking picture "Take Me Out to the Ball Game," which shows the famous stars of the American League in action, illustrating the correct methods of batting, fielding, base running and how to play each position correctly. Also educational films in all other sports.

A valuable course in First Aid and Proper Training Facilities will be offered. There is no more important part of a coach's duties than the proper care of his athletes. You can't win games with cripples. Learn how to take care of them.

Facilities, Accommodations, Tuition

SCHOOL FACILITIES: The Washburn College field house, stadium and field, track and baseball diamonds will be available for the school. Plenty of room, lots of shade, pleasant surroundings. You will enjoy it.

RECREATIONAL FACILITIES: Tennis and golf on the college court and links. Swimming in the college and public park pools. Baseball diamonds available.

LIVING ACCOMMODATIONS: Board and room in private homes; individual rooms; meals at the College Inn, and many other available places. All at the most reasonable rates.

TUITION: The tuition charge for the entire six days is \$10. Total expenses, including living costs, less than tuition alone at most schools. Part time tuition rates, \$3.00 per day.



Additional Features

The Topeka Junior Chamber of Commerce will furnish a dinner and program in honor of the visiting coaches. It will be a night of good food, fun, and real entertainment free to all regularly enrolled coaches and instructors. These boys are going to a lot of trouble and expense to make this session a success and to show the appreciation of the city of Topeka and its sports fans of the coaches of the major sports in our schools and colleges. Other entertainment features will also be provided.

Into the six days of the school this year will be crowded a program that will provide more than is usually given in a two weeks school. Come to Topeka the last week in August and enjoy a coaching school that specializes in providing the coaches what they want and what they need.

Enrollment will begin at 8 o'clock Monday morning, August 24th, and classes will begin at 10 o'clock the same morning.

Everything possible will be done to make the stay of the coaches in Topeka profitable and enjoyable. Many other features not mentioned in this folder will be presented. Send in your name so as to be on the mailing list for future information. If you are interested in a fine school for coaches at the lowest possible cost, get in touch with

E. A. THOMAS, *Director*,
Box 14, Topeka, Kansas.



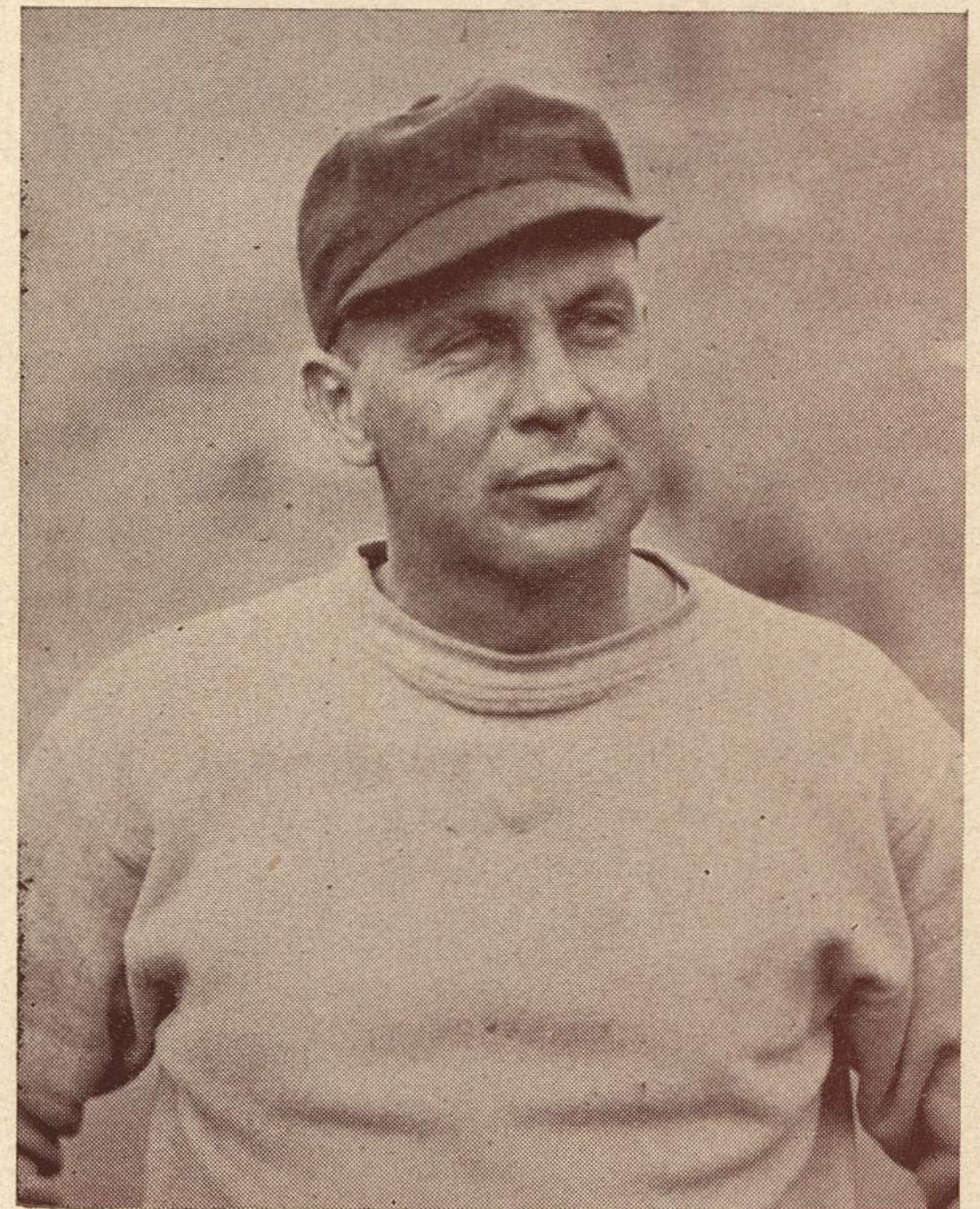
DR. F. C. "PHOG" ALLEN
UNIVERSITY OF KANSAS

"Phog" Allen, Director of Athletics and Basketball Coach at the University of Kansas; Chairman of the National Basketball Rules Committee from the Fifth District; a member of the Olympic Committee representing the National Basketball Coaches Association; and famed psychologist in the coaching field, will conduct the "basketball school" on July 28, 30, 31 and August 1, 2. In connection with the basketball work, Allen will also give a course on the "Treatment of Injuries." This alone is worth more to any coach than the fee charged for the entire school. On Sunday, July 29, Dr. Allen will lead a round table discussion on "rules" which is open to the public—one of the additional features of the school.

His course will deal with individual defense, individual offense, team defense, team offense, formations, signals and strategy. The merits of both the man-to-man and the stratified, transitional zone defenses will be carefully explained and demonstrated. Plenty of action is planned for this course and Allen intends to demonstrate freely the methods which have led him to twelve conference championships in the past seventeen years—a record which speaks for itself.

D. X. Bible, Director of Athletics and Football Coach at the University of Nebraska; President of the American Football Coaches Association; member of the National Football Rules Committee; and former East-West Coach, will conduct the "football school" at Estes on July 23 to 27, inclusive. D. X. needs no introduction to the football coaches of the Middle West—all know of his many accomplishments and the regularity with which he turns out championship teams—four in the five years he has been at Nebraska. He will have something worth while for every football coach in this section. Plan to spend five very profitable days with D. X.

Bible will conduct a "rules discussion" before the opening of the school, on Saturday afternoon, July 21, which is open to the public. Football instruction, like basketball, will not be confined to lectures but will include demonstrations and practice work. Bible will stress in his course, rules, fundamentals and individual play, building of offense and defense; and developing at least three formations, single wing, double wing and punt; rounding out the work with the application of the fundamental principles to team play, generalship and strategy.



DANA X. BIBLE
UNIVERSITY OF NEBRASKA

DOANE COLLEGE-ESTES PARK
COACHING SCHOOL

July 23-August 2, inclusive

A. EUGENE HAYLETT, *Director*
DOANE COLLEGE

CRETE

NEBRASKA

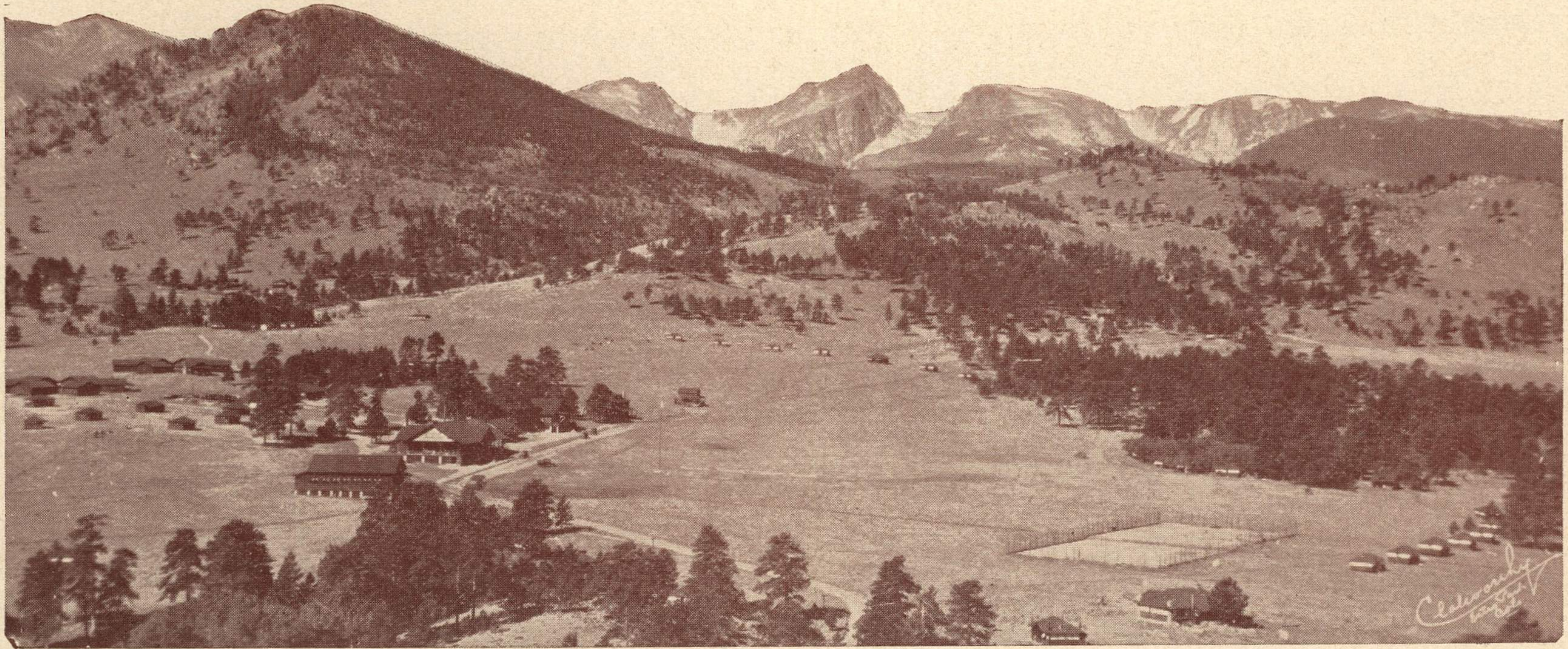
SERIES XXV

MAY, 1934

NO. 3

Entered at the Post Office at Crete, Nebraska, as
Second Class Matter under Act of July 16, 1894.

Football—Basketball—Rules—Treatment of Injuries—Athletic Training—Motion Pictures



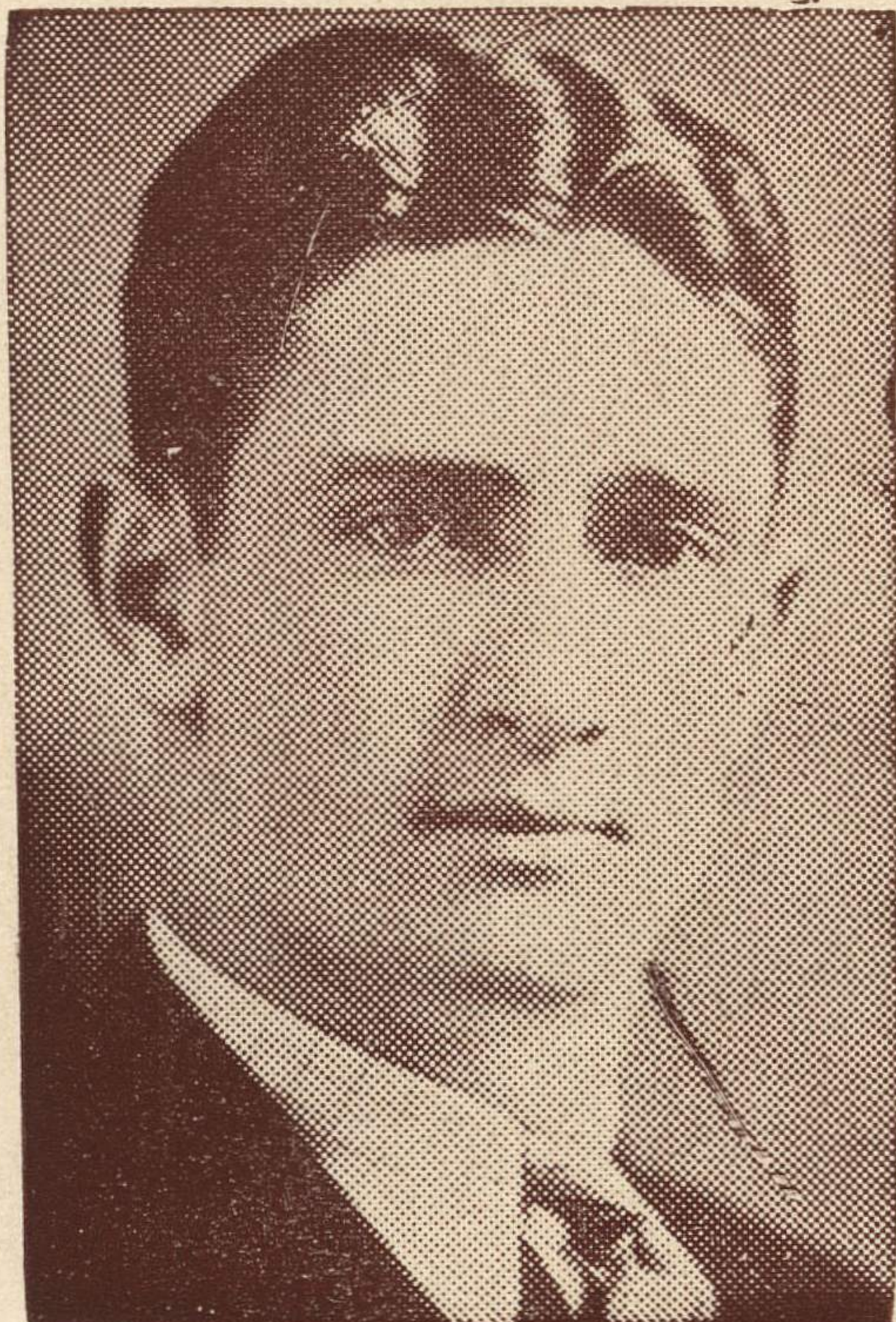
A VIEW OF THE CONFERENCE GROUNDS WHERE THE DOANE COLLEGE-ESTES PARK COACHING SCHOOL WILL BE HELD THIS SUMMER.

Ten Days of Profitable Pleasure....

The hours devoted to the coaching school will be intensive ones of course; yet you'll find time to participate in the recreations for which the Estes Park region is famous. The Estes Park Conference, where the school will be held, with its 800 acres and 150 buildings, is located $4\frac{1}{2}$ miles southwest of Estes Park Village, in the heart of the scenic beauty of that country, adjoining Rocky Mountain National Park. Those familiar with the conference grounds, claim there is no other location of such surpassing beauty, or so convenient to so many points of interest.

The Doane College-Estes Park Coaching School offers a two-fold advantage to those who attend. First, the opportunity to study with and obtain instruction from two of the most eminent authorities of the day; and second, to combine with your school work, the pleasures of an ideal vacation in the most pleasant surroundings and at a very reasonable figure. Remember, we have the type of living accommodations that will fit every pocketbook—lodging as low as 75 cents a night and meals as low as \$1.00 per day. Bring the wife and family, relatives or friends, and rent a house-keeping cabin to accommodate as many as six people, with everything furnished, including linens, bedding, dishes, and cooking utensils for as low as \$12.50 per week.

It will pay you to investigate this school thoroughly before you decide to spend your vacation elsewhere.



A. EUGENE HAYLETT
DIRECTOR

INFORMATION

PLACE: Association Camp, Colo. ($4\frac{1}{2}$ miles from Estes Park).

DATE: July 23 to August 2, inclusive.

TUITION: \$15. Includes Football, Basketball, and Treatment of Injuries.

BOARD AND ROOM: Explained above.

REGISTRATION: Sunday, July 22—1:00-4:00 p. m.

Monday, July 23—8:00-12:00 a. m.

EQUIPMENT: Everything furnished free of charge. (Basketball shoes excepted, bring yours along).

RECREATION AND ENTERTAINMENT: Golf, Tennis, Hiking, Swimming, Horse-back Riding, Fishing, etc.

For ADDITIONAL information address

A. EUGENE HAYLETT, *Director*

DOANE COLLEGE

CRETE,

NEBRASKA

(After June 1, Association Camp, Colo.)

"An Ideal Vacation Spot—Bring the Family Along"

SUMMER SCHOOL OF EDUCATION

JULY 2 TO AUGUST 4, 1934

International Y. M. C. A. College, Springfield, Mass.

GENERAL EDUCATION

Contemporary political systems; French; mental hygiene; modern and contemporary European history; principles of education; psychology of individual differences; psychology of learning; theories and techniques of teaching.

SCHOOL OF COACHING

Basketball, (July 2-9) Dr. F. C. (Phog) Allen, University of Kansas; **Football**, (July 9-14) Andrew (Andy) Kerr, Colgate University; **Tennis**, (July 2-August 4).

Track and Field Athletics, (July 9-14) Earl Thomson, Naval Academy, Annapolis.

PHYSICAL EDUCATION PRACTICE

Archery; dancing; free-hand and natural exercises for school room; stunts and self-testing activities.

PHYSICAL EDUCATION THEORY

Anatomy; corrective gymnastics; first aid; gymnastic therapeutics; physiology; treatment of athletic injuries.

GRADUATE COURSES

Health education; modern trends in physical education; philosophy of physical education; physiological problems in athletics; physical education seminar; psychology of physical education.

CHARACTER EDUCATION AND HUMAN RELATIONS

Character education; community organization; educational sociology; heredity, eugenics, evolution; personal and vocational guidance.

For further information and printed matter, Address G. B. Affleck, Director.

1934

Fifteenth Annual

SPRINGFIELD COACHING SCHOOL

Intensive and Thorough Courses in

BASKETBALL FOOTBALL TRACK

Featuring

DR. "PHOG" ALLEN

University of Kansas

"ANDY" KERR

Colgate University

EARL THOMSON

United States Naval Academy



Planned for

High School, Preparatory School and College Coaches

SPRINGFIELD COLLEGE

Springfield, Massachusetts

Forrest C. Allen, D.O., Director of Division Physical Education and Athletics and Basketball Coach, University of Kansas, Lawrence, Kansas.

Basketball Coaching. July 2-9. 4 hours per day. \$20

Perhaps no one has a more enviable reputation as a basketball coach than Dr. Allen. Always interested in sports, Dr. Allen after medical and osteopathic training became coach of all sports at Missouri State Teachers College in Warrensburg in 1912. After seven years there he went in 1919 as athletic director of the University of Kansas, which position he still holds. During his supervision his teams have always been conspicuous for their clean skilled performance. He continues to hold a position of great prominence in the collegiate basketball world on account of the number of his championship teams. He had one series of thirty-four straight conference victories some years ago, and during the season just closed he has won his twelfth championship in seventeen years, winning the Big Six trophy with nine victories and one defeat.

His teaching methods are most admirable and his splendid personality has won him a host of friends among his students. He is returning to Springfield for his fifth consecutive summer.

Dr. Allen advocates a two men type man to man defense with a three man shifting zone defense, thus combining the man to man with the zone scheme in one defensive mechanism. His emphasis is also very strong upon fundamentals, such as handling of the ball, pivots, stops and proper shots in different situations.

Treatment of Athletic Injuries. July 2-14. 2 hours per day. \$17

The course in Treatment of Athletic Injuries is intended to give coaches an opportunity for both personal treatment and for qualifying in helping others. In general it contains the following—1. MANIPULATION. Upon many occasions a coach is forced to be his own team physician and trainer. This course aims to give the coaches such knowledge and practical skill as will render them efficient in handling "charley horses," sprains, contusions, bruises, "shin splints" and other acute and chronic injuries that occur in athletic competition. 2. TAPING AND BANDAGING. This stresses a better understanding of the proper anatomical relationships of the body. It includes practice in the uses of adhesive tape to reinforce and strengthen joints and ligaments. A knowledge of the origin and insertion of the muscles is helpful in the taping.

**Football Coaching by Andrew Kerr, A.B., Head Coach Football,
Colgate University, Hamilton, N. Y.**

July 9-14. 4 hours per day. \$20

As an undergraduate at Dickinson College, Mr. Kerr participated in various forms of athletics. His early coaching experience was in the high schools of Johnstown and Pittsburgh, Pa. In the University of Pittsburgh from 1914-1922 he made an enviable record. At Stanford University as head football coach in 1922 and 1923 and as first assistant to Glenn S. (Pop) Warner in 1924 and 1925, his reputation was still further enhanced. His Washington and Jefferson College record from 1926-1929 established permanently his standing as a football coach and since going to the University of Colgate in 1929, he has left no doubt in the minds of football fans as to his ability. Any coach who during a career of more than fifteen years has won over 80% of the games played with colleges in or above his class certainly has the goods. Since going to Colgate his teams have won forty games, lost four and tied one, and of these last only one was to an eastern team. In 1932 the Colgate team was unbeaten, untied and unscored upon. In the fall of 1933 the only loss, that to Tulane, saw Colgate on the last play of the game within two yards of the tying touchdown.

This phenomenal success is due in part to Mr. Kerr's knowledge of the techniques of the game, but also in a large measure to his ability and inspiration as a teacher. His methods are worthy of serious consideration by any coach faced with the double problem of managing men and presenting football techniques.

Mr. Kerr's strength lies in his thorough insistence upon fundamentals and in the splendid details with which he has worked out systems of offense, perhaps with chief emphasis on single and double wing back formations. His defensive strategy has been carefully worked out and will emphasize formations to meet the forward pass which is likely to occupy an increased place in the game. Students should come with outfits ready to take an active part in the practices, as both the fundamentals and team plays will be demonstrated on the field as well as in the classroom.

Track Coaching by Earl J. Thomson, B.A., Navy Track Coach, Navy Athletic Association, Annapolis, Md.

July 9-14. 4 hours per day. \$20

Mr. Thomson's coaching record is as follows: Assistant to Harry Hillman at Dartmouth for two years. Head coach West Virginia University for one year, during which time the University of Pittsburgh was beaten for the first time. Assistant coach at Yale University for four years, during which time he was acting head coach when Yale was the last eastern team to win the I. C. 4 A. meet. Has been seven years head coach at United States Naval Academy, during which time all but three of the present Academy track and field records have been set. He has made Navy teams a consistent threat to larger and more experienced teams because of his methods of coaching. Has been coach of the last two Navy Olympic contingents and has had several men go to the final trials.

Mr. Thomson's athletic record consists of having been the world record holder in the 120-yard and 110-meter high hurdles as well as having won the 1920 Olympics in the latter. He won several collegiate and national titles in both the high and low hurdles through the years from 1916-1922, as well as having placed third in the National A. A. U. All-rounds on two occasions.

The following is a résumé of the track coaching course which Mr. Thomson plans to give this summer:

This will include coaching on the sprints, middle distances, mile and two mile, high and low hurdles, shot put, discus, javelin, hammer, broad jump, high jump and pole vault. Cross country and indoor running will also be considered. The course will consist of lectures, slow motion and the latest still pictures, with demonstration in the classroom and on the field. Students are asked to bring appropriate track gear in order that they may actively engage in the work-outs. Mr. Thomson teaches with the Mannscope and slow moving pictures as well as actual demonstration on the field. His motion pictures are probably the best collection for such purposes that exist.

E X P E N S E

Registration	\$3.00
Each Coaching Course	20.00
Treatment of Athletic Injuries	17.00
Towel and Locker	1.00
Room per week	4.00
Board (Cafeteria) estimate per day	1.00

Send for complete Summer School announcement of courses in Graduate Work, General Education, Physical Education Theory and Practice; and in Character Education and Human Relations.

G. B. AFFLECK, Director



TWENTY-TWO AUTHORITATIVE DISCUSSIONS OF
IMPORTANT ASPECTS OF HIGHER EDUCATION
TODAY IN A NEW BOOK—

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By JAMES H. TUFTS, Professor of Philosophy; sometime Vice President, The University of Chicago

Continued on reverse side

HIGHER EDUCATION IN AMERICA

Edited by RAYMOND A. KENT, President of the University of Louisville. With an Introduction by LOTUS D. COFFMAN, President of the University of Minnesota

"Higher Education in America" reflects the research and the thinking of men in representative positions in the college world in all parts of the country. It brings together in one unit a discussion of the objective features of curricula, organization, and administration. Its great merit lies in its concern with fact rather than with theory and opinion. Each article is followed by references to further reading in books, magazines, or special publications.

In an interesting introductory statement, President Coffman of Minnesota sums up the present interest in higher education: "The growth in college registration has produced a number of new problems and has accentuated a number of old ones to the point of creating a situation tantamount to a crisis in higher education. Public opinion has been focused upon college and university education as never before. The public has been, and still is, insisting upon a fair return for the money it invests in higher education, and it has been raising questions as to the desirability of attempting to provide college training for all those who are applying, and as to its ability to pay for it or for a considerable share of it.

GINN AND COMPANY

“Arising out of this situation and out of the spread of science in every field, including education, have come two streams of influence, powerful in nature and impelling in their forcefulness. These two streams, however, have been actuated by the same purpose or motive,—that is, the careful, methodical, and (so far as possible) scientific study of every matter and of every problem in the field of higher education. One of these streams of influence arises out of public opinion, which is demanding a stricter accounting of the claims of education, and the other flows directly from the spread and the increasing popularity of science everywhere, including the field of education. The result is that college and university administration and instruction are now for the first time coming under the spotlight of scientific scrutiny and inquiry.”

“Higher Education in America” enables all students of education to follow intelligently one of the major educational movements of today.



Please send me copies of “Higher Education in America,” edited by Raymond A. Kent, 689 pages, at \$4.00 per copy.

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Also copies of Clapp, Chase, Merriman’s “Introduction to Education” at \$3.00 per copy and copies of Knight’s “Education in the United States” at \$2.60 per copy.

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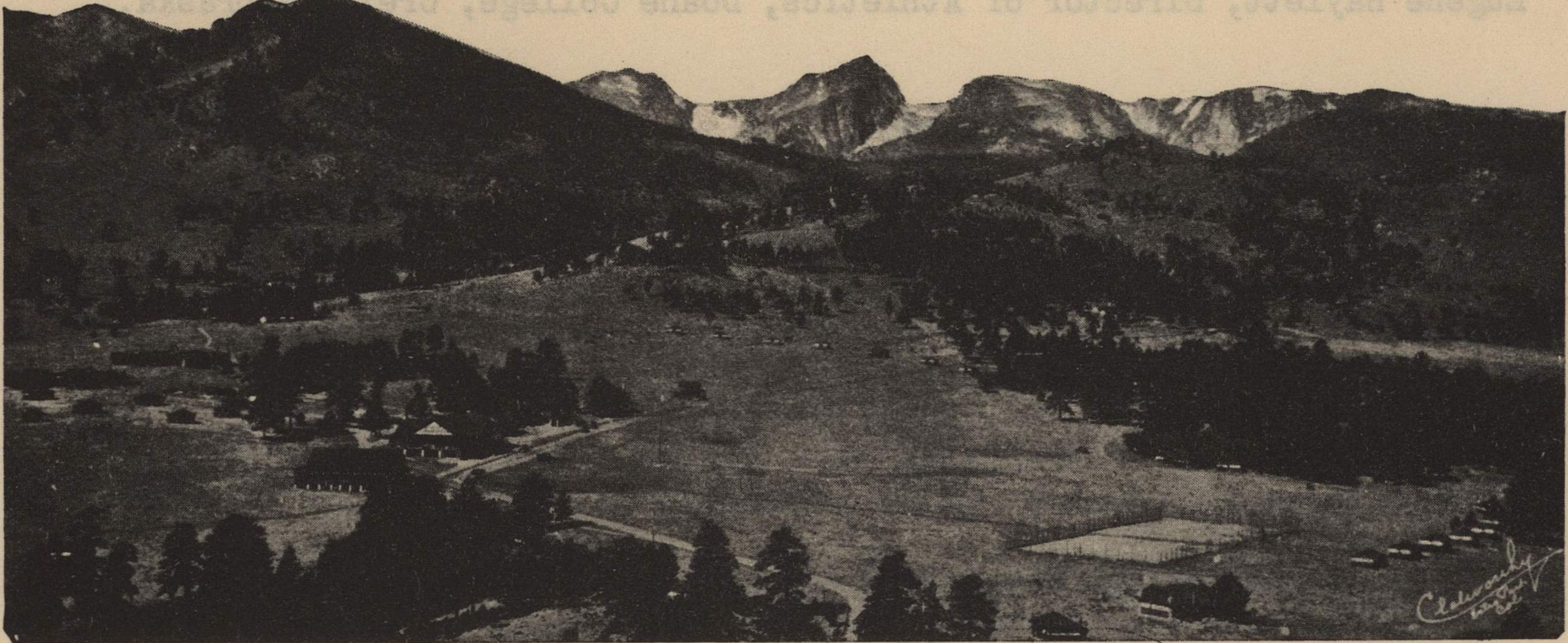
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A VIEW OF THE CONFERENCE GROUNDS WHERE THE DOANE COLLEGE-ESTES PARK COACHING SCHOOL WILL BE HELD THIS SUMMER.

Doane College - Estes Park School of Coaching

July 23 - August 2 inclusive

at

Estes Park, Colorado
Rocky Mountain National Park

Football - Dana X. Bible, Director of Athletics and Football Coach, University of Nebraska; President American Football Coaches Association; Member National Rules Committee.

Lectures - demonstration - practice work - rules - fundamentals - offense - defense - single wing - double wing - punt-team play - generalship.

Mr. Bible will be assisted by a number of leading coaches at an all day conference on rules, July 21, open to all. Lecture and demonstration of the use of moving pictures in coaching by H. E. Evans, member of Columbia University Football Staff.

Basketball - Dr. F. C. "Phog" Allen, Director of Athletics and Basketball coach at the University of Kansas, member of Olympic Committee, Basketball Rules Committee, noted authority on the game.

Individual defense - offense - team defense - formations - signals - strategy. Demonstrations. Course on the treatment of injuries. Open conference on Rules, July 29.

The management of the school will be under the direction of Eugene Haylett, Director of Athletics, Doane College, Crete, Nebraska.

Ten Days of Profitable Pleasure...

The hours devoted to the coaching school will be intensive ones of course; yet you'll find time to participate in the recreations for which the Estes Park region is famous. The Estes Park Conference, where the school will be held, with its 800 acres and 150 buildings, is located 4-1/2 miles southwest of Estes Park Village, in the heart of the scenic beauty of that country, adjoining the Rocky Mountain National Park. Those familiar with the conference grounds, claim there is no other location of such surpassing beauty, or so convenient to so many points of interest.

The Doane College-Estes Park Coaching School offers a two-fold advantage to those who attend. First, the opportunity to study with and obtain instruction from two of the most eminent authorities of the day; and second, to combine with your school work, the pleasures of an ideal vacation in the most pleasant surroundings and at a very reasonable figure. Remember, we have the type of living accommodations that will fit every pocketbook - lodging as low as 75 cents a night and meals as low as \$1.00 per day. Bring the wife and family, relatives or friends, and rent a house-keeping cabin to accommodate as many as six people, with everything furnished, including linens, bedding, dishes, and cooking utensils for as low as \$12.50 per week.

It will pay you to investigate this school thoroughly before you decide to spend your vacation elsewhere.

INFORMATION

PLACE: Association Camp, Colorado (4-1/2 miles from Estes Park).
DATE: July 23 to August 2, inclusive.
TUITION: \$15. Includes Football, Basketball, and Treatment of Injuries.
BOARD AND ROOM: Send for folder
REGISTRATION: Sunday, July 22 - 1:00- 4:00 P.M.
Monday, July 23 - 8:00-12:00 A.M.
EQUIPMENT: Everything furnished free of charge. (Basketball shoes excepted. Bring yours along).
RECREATION AND ENTERTAINMENT: Golf, Tennis, Hiking, Swimming, Horseback Riding, Fishing, etc.

For ADDITIONAL information address

A. Eugene Haylett, Doane College, Crete, Nebraska, or
Herbert E. Evans, Earl Hall, Columbia University, New York City
(After June 1, Association Camp, Colorado)

"An Ideal Vacation Spot - Bring the Family Along"

"Instruction from Dana X. Bible will be of real help to any member of the coaching profession or one who may plan to coach." - Lou Little, coach, Columbia University.