

December 27, 1938.

The Baker & Taylor Co.,  
55 Fifth Avenue, at 12th St.,  
New York City.

Dear Sirs:

Your order No. JH-5709 sent to Smith-Grievess Company of Kansas City, Mo., for one copy of MY BASKETBALL BIBLE has been sent to me. A copy of this book has been mailed to you. The retail price is \$4.00, the wholesale price \$3.00.

This is emphatically the last copy of the book available. It is now out of print, and has been for some time. I wish you would kindly make a note of this so that you may advise your customers that there are no more copies of MY BASKETBALL BIBLE for sale.

I have a new text on basketball on the market now, BETTER BASKETBALL, published by McGraw-Hill and Company, of New York. This is much more up-to-date, and incorporates all the features of the other book. I am enclosing a printed folder describing it.

Very sincerely yours,

FCA: H

Director of Physical Education,  
Varsity Basketball Coach.



In Account with

FORREST C. ALLEN  
801 Louisiana St.  
Lawrence, Kansas.

Baker & Taylor Company,  
55 Fifth Avenue at 12th Street,  
New York City, N.Y.

One copy of MY BASKETBALL BIBLE . . . . . \$3.00

postage . . .03

Total amount due . . . . . \$3.03



**THE BAKER & TAYLOR CO.***Wholesale Dealers in the Books of All Publishers*

55 FIFTH AVENUE, At 12th Street

NEW YORK,.....**12/21/38**.....

PLEASE SEND **IMMEDIATELY** WITH BILL OR **CANCEL**.  
 DO NOT SHIP OTHER THAN YOUR OWN PUBLICATIONS. WE REQUIRE  
 WHOLESALE DEALERS DISCOUNTS. C.O.D. SHIPMENTS CANNOT BE ACCEPTED.

MARK PACKAGE AND BILL: "MAIL ORDER, 4TH FLOOR, 12TH ST. ENTRANCE"

BOOKS \$10.00 LIST OR OVER ARE TO BE QUOTED before being  
 supplied unless price is noted on order.

Order No.

JH

5709

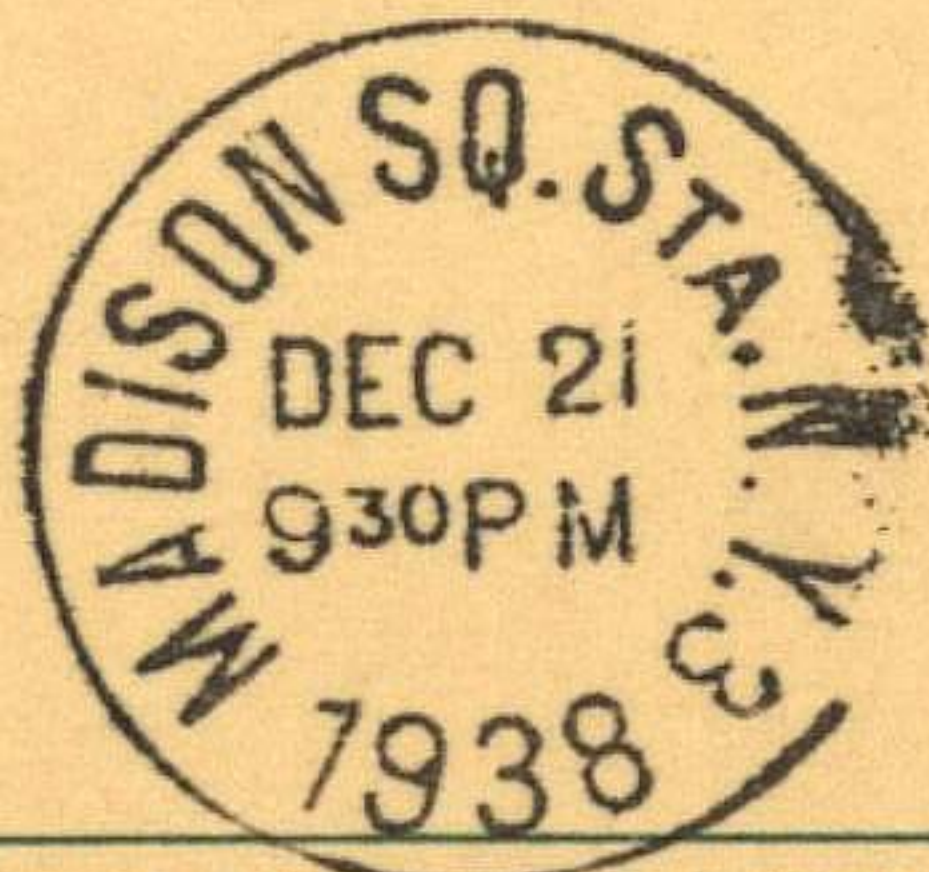
THE BAKER &amp; TAYLOR CO.

1 Allen Forrester My Basketball Bible 4 00

FOR EXPORT AT BEST DISCOUNT

All goods ordered by us are to be supplied only if they have  
 been produced in conformity with the Fair Labor Standards Act of  
 1938.





MAIL  
EARLY  
FOR  
CHRISTMAS



THIS SIDE OF CARD IS FOR ADDRESS

Smith-Grievess Co  
1701 Washington St  
Kansas City, Mo.



June 13, 1938.

Miss Edna C. Riefler,  
Smith-Grievos Publishing Co.,  
17th and Washington,  
Kansas City, Mo.

Dear Miss Riefler:

Thank you so much for your good letter of a month or so ago. The delay in answering was accounted for by the fact that I have been out of town very much during the past two months.

It was nice to hear from you. Good luck and regards to the Smith-Grievos family.

Sincerely yours,

FCA:AH

Director of Physical Education,  
Varsity Basketball Coach.



Sorry to be so late getting  
this out. Best regards and  
good luck with the new book

Edna C. Reifler



Basket Ball Bible Statement  
January 1, 1938 to April 1st, 1938

\* \* \* \* \*

State Teachers College	Dickinson, N. Dak.	4
G. E. Stechert Co.	New York City	1
American News Co.	New York City	1
Hale-Haas Corp.	Eau Claire, Wisc.	2
Glenville State Teachers Co.	Glenville, W. Va.	13
Library Book House	Springfield, Mass.	1
J. K. Gill Co.	Portland, Ore.	1
American News Co.	New York City	1
Gover's Supply Co.	Mt. Pleasant, Mich	1
		<hr/>
		25

Books previously sold and paid for 12305

Total Books sold to Jan. 1, 1938 ----- 12330

Royalty on 25 books @ 50¢ each

12.50



January 13, 1938.

Smith Grieves Publishing Co.,  
17th and Washington,  
Kansas City, Mo.

Attention: Miss Reifler.

Dear Miss Reifler:

This afternoon I mailed the one only copy of "My Basketball Bible" back to your firm. I wrote you several months ago about returning this, but thought I might have a call for it before the new book was published, but did not. Will you kindly give me credit for this one book ordered several months ago?

We were shocked and grieved beyond measure when we learned of our mutual friend's passing. Mr. Kleinhoffer was one of the finest, sincerest gentlemen that we have ever met. His passing was so soon after our visit with him in Kansas City. I told Mrs. Allen of the visit I had with him and she said, "You know, I think Mr. Kleinhoffer is one of the grandest gentlemen that I know of."

He was a successful business man, but he had the kindest interest in people of anyone I have known. He was so sincere in everything he did. When I visited with him in his office I thought he did not look well, but his condition did not portray the dangers that apparently lurked within.

I wanted to write to Harold Smith and the rest of you people who have been there so long with him, but I simply didn't have the heart to write. Please convey to Miss Bearg- I don't know her married name - Mr. Adams, Mr. Smith, the bookkeeper and all the rest of you one-hundred-per-centers when it comes to loyalty to a grand firm, the Allen's most heartfelt sympathies in the great loss that you have sustained.

Sincerely yours,

FCA:AH

Director of Physical Education,  
Varsity Basketball Coach.



November 5, 1937.

Miss E. C. Reifler,  
Smith-Grievess Publishing Co.,  
Kansas City, Missouri.

Dear Miss Reifler:

I am wondering if you will send me two only copies of "My Basketball Bible". It might be well to have a couple on hand, and if I should not use the two before you exhaust your supply, if you would write me I would send the other copy back immediately upon your request.

We have use for one, but these belated calls make me feel that I should be prepared and have an extra one on hand. I will thank you if you will give this your prompt attention.

It was good to see you and Miss Bearg (I have forgotten her married name). And of course all those compliments profusely strewn by you and Miss Bearg about an old man looking young naturally hit the vanity spot.

With every good wish, I am

Very sincerely yours,

FCA:AH

Director of Physical Education.



November 1, 1937.

Miss E. C. Riefler,  
Smith-Grieves Co.,  
17th and Washington,  
Kansas City, Mo.

Dear Miss Riefler:

Will you kindly mail me parcel post  
three copies only of "My Basketball Bible"?

Mr. Kleinheffer tells me that you  
have but fifty books on hand, and I told him that I  
was very certain we would get rid of these before the  
new book comes out. I am doing my part in a small  
way to accomplish this end.

It was good to see you people, espec-  
ially you and Miss Bearg - you know, I never did know  
her husband's name. You know how vain men are, and  
when you women say the things you do to old men and  
tell them they look young, that makes a big hit with  
them!

With every good wish, I am

Very sincerely yours,

FCA:AH

Director of Physical Education.



September 17, 1937.

Miss E. C. Reifler,  
Smith Grieves Company,  
17th and Washington St.,  
Kansas City, Missouri.

Dear Miss Reifler:

On August 2 a monthly statement for \$6.83 was mailed to me. This is for a "Basketball Bible".

Right after that I returned one only "Basketball Bible" for credit. I also sent an order in to you for a "Basketball Bible" to be mailed out to a customer.

I did not mail you the check feeling that there was more of a credit coming to me than was debited to me. I trust that agrees with your bookkeeper's account.

If you are not too busy, will you kindly inform me?

Very cordially yours,

FCA:AH

Director of Physical Education.



11/11/11

Dr Allen -

I know nothing about this book or  
am sending the order on to you

C. C. Riefler



MONTHLY STATEMENT

SMITH-GRIEVES COMPANY, *Printers*  
A 24-HOUR PRINTING SERVICE

TELEPHONE

HA 2020

17TH AND WASHINGTON

Kansas City, Mo., AUG 2 1937

Forrest C. Allen,  
801 Lawrence,  
Lawrence, Kansas.

TERMS: Net cash. NO DISCOUNT. Accounts Payable First of month following date of Invoice.

JUN 8

6.83



October 22, 1937.

Mr. E. P. Graber,  
Freeman College,  
Freeman, S. D.

Dear Mr. Graber:

I acknowledge with pleasure receipt of your post card dated October 20, asking that we send you one copy of "My Basketball Bible", c.o.d.

We have had a great deal of difficulty under this procedure because many people not knowing the price are somewhat disappointed and send some of the books back, thus causing some confusion.

Our procedure is generally to write them and inform them of the price, and on receipt of a Post Office Money Order we mail them the book, parcel post, insured, without any extra charge to them. The price of "My Basketball Bible" is \$4.00. If you would kindly mail us a money order for that amount we will be very happy to send you the book, parcel post, insured, immediately.

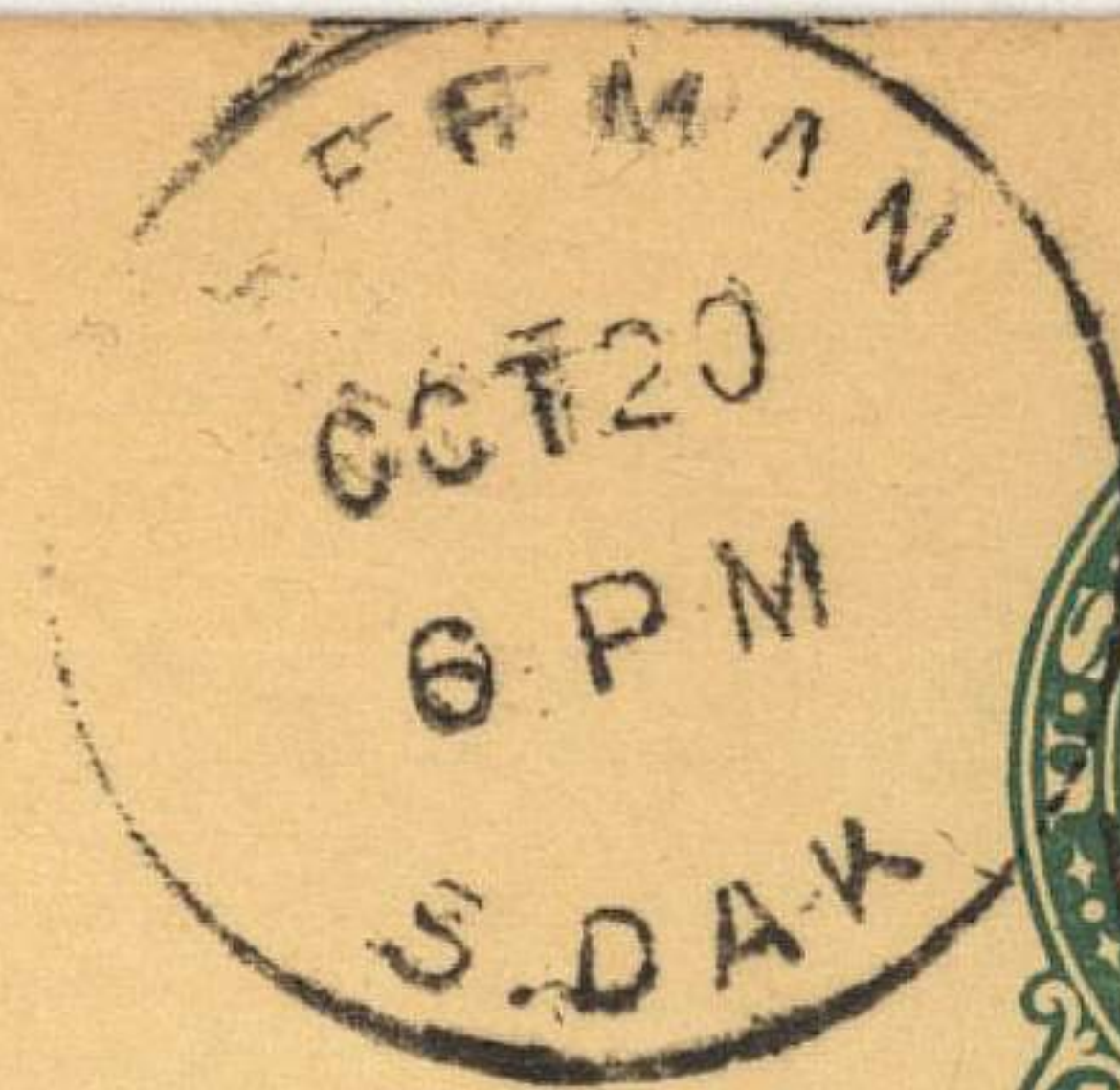
For your information, the book contains 450 pages profusely illustrated with photographs and diagrams. It is divided into chapters on individual offense, individual defense, team defense, team offense, inspirational coaching and the treatment of athletic injuries. It also contains a chapter on preparation for the season and action diagrams through the book explain definitely the technique of the game.

Very sincerely yours,

FCA:AH

Director of Physical Education.





THIS SIDE OF CARD IS FOR ADDRESS

Mr. Forest Allen,  
University of Kans.  
Lawrence,  
Kansas.



Freeman College  
Freeman S.D.  
10/20/37

Dear Sir:

Please send me one  
of your "Basket Ball Bibles."  
C.O.D.

Thanks for trouble

E. P. Graber.



October 15, 1937.

Smith-Grievess Publishing Co.,  
17th and Washington,  
Kansas City, Mo.

Attention: Miss Riefler.

Dear Miss Riefler:

Will you kindly send me two copies  
of "My Basketball Bible" to 801 Louisiana Street,  
by parcel post?

I was under the impression that  
perhaps we won't have need for any more copies  
since the book is now thirteen years old, but  
sporadic inquiries come now and then, so if you  
will mail them to me and charge them to my  
account, I will appreciate it.

I am expecting to get up and have  
a visit with Mr. Smith and Mr. Kleinoffer in the  
near future.

Sincerely yours,

FCA:AH

Director of Physical Education.



## MY BASKETBALL BIBLE

By Forrest C. Allen

(Published by Smith- Grieves Co., Kansas City, Mo., Price \$4.00)

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September 24, 1937.

Mr. J. F. Staley,  
Superintendent of Schools,  
Nelson, Missouri.

Dear Mr. Staley:

I have just received a letter from Smith-Grieves Company, in Kansas City, stating that they billed you a book and that you were returning the same saying the price was prohibitive.

If they billed you the book for \$4.00 certainly you were right as the school should have had some sort of a discount. However, the price of the "Basketball Bible" has for twelve or thirteen years \$4.00 at Lowe & Campbell, and other places where it is sold. They still carry the book and it is sold at that price.

I have just finished the manuscript of a new book, "Better Basketball", which McGraw-Hill and Co., of New York, are publishing. It will be out in late October or early November. I am sending you a description of the material so that you will know what the new book is like.

I would be very happy to hear from you informing me why you felt that the price of the "Basketball Bible" was prohibitive. All basketball as well as football texts are not simple things to construct, and of course in this day of printing and binding the publishers have never been known to lose their hair by giving them away.

I trust that you will have a fine year.

Sincerely yours,

FCA:AH

Director of Physical Education.



HAROLD SMITH  
A. M. KLEINHOFFER  
LAWRENCE E. SMITH, JR.

SMITH-GRIEVES COMPANY, *Printers*

SEVENTEENTH AND WASHINGTON  
KANSAS CITY, MO.

September 18, 1937.

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

Dear Dr. Allen:-

The statement sent you on August 2nd was  
sent you in error, Dr. Allen, while I was  
on my vacation.

Your account now stands \$4.63, and this  
amount will be deducted from the payment  
due you when we make our report to you  
shortly after October 1st.

The order for book for J.F. Staley was billed  
to him at \$4.00 and we have a letter from  
him saying that the price is prohibitive  
and that he is returning the book. To date  
we have not received it.

I'm sorry that the statement was sent you -  
so just ignore it.

Very truly yours,

*E. C. Riefler*

Edna C. Riefler  
SMITH-GRIEVES COMPANY

B



**Dr. F. C. Allen**

**DIRECTOR OF ATHLETICS**

**UNIVERSITY OF KANSAS**

Memo:

In about a week write  
to Mr. Staley about the new  
book.



September 7, 1937.

Mr. J. F. Staley,  
Superintendent of School,  
Nelson, Missouri.

Dear Mr. Staley:

Yes, indeed, I was happy to receive your letter of the 29th ultimo, and I assure you it was a pleasure to hear from you. I am writing my publisher, the Smith-Grievess Publishing Company, 17th and Washington, Kansas City, Mo., asking that they communicate with you and send you a copy of the book, as you desire.

It is always a pleasure to hear from former students and alumni of C.M.S.T.C. In trying to recall the fellow who struck me out in one of the faculty games I found that I had great difficulty in placing you from that particular standpoint, because I believe I struck out most of the times I got up to bat.

Seriously, I do remember you, and I trust that you will have splendid success. I trust that the book will be of some benefit to you and that you have a championship team this year.

With every good wish, I am

Cordially yours,

FCA:AH

Director of Physical Education.



## School District of Nelson

NELSON, MISSOURI

Nelson, Mo.,  
Aug 29, 1937.Dr. J. C. Allen;  
University of Kansas,  
Lawrence Kansas.

Dear Dr. Allen:

I wish to obtain a copy of your  
book - "My Basketball Bible".Could you have one of these sent  
me and billed to the Board of  
Education Nelson High School, Nelson,  
Mo, please.I am a former student of M.S. J.C.  
when you were there and pitched for  
the Fresh-Pup class and was very  
proud because I happened to strike  
you out in a game against the Faculty.

Sincerely yours,

J. J. Staley  
Supt. of Schools,  
Nelson, Mo.



September 7, 1937.

Smith-Grievos Publishing Co.,  
17th and Washington,  
Kansas City, Missouri.

Attention Miss Rifler:

Dear Miss Rifler:

I am sending a copy of a letter of Mr. J. F. Staley, Superintendent of Schools, Nelson, Missouri. He desires a copy of my Basketball Bible. I am sure that you can handle this in your established way.

With every good wish, I am

Sincerely yours,

FCA:AM  
Encl.

Director, Physical Education.