

Dr. Forest C. (Phog) Allen



R. FOREST C. (PHOG) ALLEN is America's foremost basketball coach. He is the "Knut Rockne" of the game. He is president of the National Association of Basketball Coaches. His book, "My Basketball Bible," has reached the seventh edition and is considered "the" authority on basketball coaching. He has written for many magazines and his daily articles "Baskets and Backboards" appear in all Associated Press newspapers. The "Phog" Allen Basketball, the "Phog" Allen Basketball Shoe, the Allen-Lowe-Campbell basketball goal, and the Allen-Ransdell Score Book are all his own inventions. Before coaching, Dr. Allen was well known as an athlete, playing on the University of Kansas teams, and as a member and manager of the 1905 Kansas City Athletic Club team. This was the K. C. A. C. team that won the championship of the world.

Dr. Allen is best known as a coach. He started coaching at the University of Kansas and Haskell Institute. Central Missouri State Teachers' College at Warrensburg claimed him as Director of Athletics until 1920 when he accepted that office at his Alma Mater. For six consecutive years his teams swept through to the title for the Missouri Valley Championship.

He is not only a builder of great teams but a builder of great players. Tustan Ackerman, Alfred Peterson, John Wulf, Paul Endicott, Charles Black, basketball coach at the University of Nebraska, Arthur Lonborg, basketball coach at Iowa State College, are a few of the brilliant basketball stars of his making.

"Phog" Allen is in constant demand during the summer for the coaching schools held throughout the country.

He is a forceful speaker with a winning personality. One man, after hearing him talk, declared, "He appeals to all that is clean and fine in a man, but still he's all man." His lectures will be animated with interesting stories from games, carrying the inspiration of his twenty years' experience with young men and women. Not only boys and girls, but all interested in boys and girls will enjoy hearing and knowing "Phog" Allen of Kansas. His lectures are:

1. *The Way of the Game.*
 2. *The Need to Dream and to Play.*
 3. *The Plan of Sports and Games in American Life.*
 4. *Life's Great Challenge.*
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