ESTABLISHED 1900

HOOVER BROTHERS, INCORPORATED

EDUCATIONAL MATERIALS

SOUTHWESTERN DISTRIBUTORS FOR MILTON BRADLEY COMPANY

922 OAK STREET
KANSAS CITY, MISSOURI

Jan. 17, 1939

Dr. Forest C. Allen
Dean Phys. Ed.
University of Kansas
Lawrence, Kansas

Dear Doc:

I would like very much to see the boys play tomorrow night and would appreciate it a great deal if you would leave a ticket at the box office for me to be called for.

I see you have had some tough luck this year but know that it is just a question of time until you get things clicking.

It is a shame the way they let that boy Miller be slaughtered last fall.

With best regards, I am.

Very truly yours,

Clarence McGuire

M:D

which should have been written long ago.

The deer arrived in Lawrence, was put in cold storage, and we had some wonderful meat. We banqueted the basketball team on deer meat following the only conference game that we have won this season, the game with Kansas State. We have lost two - one to Oklahoma and one to Nebraska, and the outlook is none too promising.

The only way that we might improve the team is to give them an eel or a rattlesnake dinner. They certainly are not slick enough now to beat any of the opposition.

Mac, you have a lovely family and I enjoyed visiting with them immensely. I wish that we might have opportunity to spend two or three days spinning yarns about ye olden days. It was good to see you and your fine family, and to accept the hospitality of a real adopted Texan.

With deep appreciation and best wishes for this fine year coming up, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

Mr. J. J. McMeekers,
Kerrville, Texas.

January 17, 1939.

My dear Mac,

You know, it is a very unappreciative guy that would accept all the gratuities and courtesies of a friend as I did and then not write that friend, but such is not the case. I do appreciate all the fine things you did, but after I got back from the trip there were so many things for me to do that I just didn't get around to it.

Before practice today I am writing this note of thanks,

January 28, 1939.

Coach J. W. McDonald,
Yates Center City Schools,
Yates Center, Kansas.

Dear Coach McDonald:

Your letter of the 27th has been received during the absence of Dr. Allen. However, I am writing to give you the information you desire.

The price of tickets for your squad will be 25¢ each. The ticket sales are handled by Mr. Earl Falkenstien, financial secretary of the Athletic Association.

I am enclosing a schedule of our basketball games, as you requested. You will see that we have remaining four home games to be played this season.

Sincerely yours,

Secretary to Dr. F. C. Allen.

PRINCIPALS:

W. L. GILLMORE, HIGH SCHOOL
CECILE MASON . JUNIOR HIGH
ALVINA WRAMPE . . LINCOLN
ELMER KRUEGER . WASHINGTON

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Yates Center City Schools

S. R. WIDNER, SUPERINTENDENT

YATES CENTER, KANSAS

Jan. 27 1939

Dr T.C. Allen
Laurence, Kansas

Dear Mr Allen;

I would like to bring my Basket Ball squad up to see one of your games.

Please advise me what the cost will be & your schedule. Thanking you a lot.

Sincerely
Coach J. W. McDonald

SOUTHWEST MISSOURI
STATE TEACHERS COLLEGE
SPRINGFIELD

ROY ELLIS, PRESIDENT

Mar. 20th 1939

Dear Doc:-

When I returned home from Kansas City last week end I found your letter concerning Mano Stuckey.

I have already sent word to M. Anderson to please give Stuckey every consideration if he isn't interested in one of our boys.

I do happen that M. R.W. Bob Anderson is a member of our board of regents at present. formerly a student and football player here.

I would say however that the position is wide open as he has only taken one of our boys in three former efforts.

I know of Stuckey and his fine work & I assure you I will be only too glad to do anything I can for him.

Kindly let me know what you would like for me to do.

As to Watson. I have hopes of getting him & should stand a chance as his coach is one of my former players incidently one of my former boys won the state championship in class A at St Joseph with his Joplin Team.

SOUTHWEST MISSOURI
STATE TEACHERS COLLEGE
SPRINGFIELD

ROY ELLIS, PRESIDENT

Watson is interested in agriculture & Jea Edwards has certainly been on his trail.

Watson needs considerable work but potentially he really has the making of a real player.

I plan to take Mrs. Mac & go to the meeting in Chicago. I believe the dates are the 26th 27th & 28th. Is that right?

I must close as I have a class.

Sincerely yours

Andy McDonald

COLGATE UNIVERSITY ATHLETIC COUNCIL
HUNTINGTON GYMNASIUM
HAMILTON · NEW YORK

March 29, 1939.

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

Dear "Phog":

Thank you very much for the additional material concerning the coaching record of Andy McDonald.

Our Director of Athletics, is working on the matter of the selection of a basketball coach. Andy McDonald is likely to hear from him in the near future.

With kind personal regards and with many thanks for your help in this matter, I am,

Sincerely yours,

Andy

Andrew Kerr
Football Coach

AK:J

JOHN J. WOELFLE
MANAGER

CABLE ADDRESS
HOTALPIN NEW YORK

HOTEL Mc ALPIN

BROADWAY AT 34TH STREET

NEW YORK CITY

April 20th, 1939

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

Dear Mr. Allen:

Thank you for your card of recent date.

Confirming instructions therein, we will be pleased to entertain you here commencing April 29th, noting that you will attend the National Basketball Committee Meetings, and will reserve accommodations as requested.

It will be a pleasure to welcome you here, and you may be assured that we will render every possible service to make your visit most pleasant.

Very truly yours,
HOTEL MC ALPIN

John F. Everett

JOHN F. EVERETT,
Office Manager.

E:F

" ONE BLOCK FROM PENNSYLVANIA STATION "
PLAN TO VISIT NEW YORK WORLD'S FAIR 1939

February 10, 1939.

Mr. G. C. McPheeters,
c/o Shell Petroleum Co.,
Kerrville, Texas.

Dear Mac:

The enclosed letter has been returned to us, marked "unclaimed". We are trying again, and hope you receive it this time.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA: H

March 11, 1939.

Mr. Andrew W. McDonald,
Basketball Coach,
Southwest Missouri State Teachers College,
Springfield, Missouri.

Dear Andy:

Mr. Mano W. Stuksy, a senior in our School of Education with his major in physical education, is endeavoring to locate for next year. He has written Superintendent R. W. Anderson, of Neosho, Missouri, applying for a coaching position which is made vacant by Coach Paul Matthews. In confidence I am sending you a copy of the letter that Mano Stuksy has written to Superintendent Anderson.

Now, here is what I desire you to do for me, Andy. Since Neosho is in your Southwest Missouri Teachers College district, I want you to give Superintendent Anderson a fine recommendation in favor of Mano Stuksy. Of course you have not met him, but when I tell you that I will recommend him unequivocably as a splendid coach, a clean, fine, personable Christian gentleman and a man who is intensely interested in the welfare of young men, then I am sure you will not be reticent in recommending him. I feel that a recommendation coming from you, in Superintendent Anderson's district, would be worth a lot more than a recommendation from me in Mano's behalf.

I would suggest that Mano Stuksy write Superintendent Anderson giving your name as one of the persons recommending him. Will you be willing to do this? If so, if you will write me then I will communicate with Mano and he will write you, and in turn will write Superintendent Anderson. I think you can see the fine connection that this would bring about for Mano. If you will do this I will thank you for helping Mano along the trail toward getting a job. As you can see by his letter to Superintendent Anderson, he is married and both Mano and Mrs. Stuksy are wonderful aides to young people in helping them find their place in life's program.

By the way, Andy, what about this boy Eugene Watson, of Houston, Missouri, who is 6'8", and abides in your Ozark country? He is just about all that is necessary in the way of a young giant when it comes to dunking the casaba in the elevated hoop, is he not? I am wondering if he is going to your school or to the University of Missouri. Naturally, all the coaches in the Big Six will be wondering. Doubtless you have inquired as to his whereabouts after he leaves high school, and I would thank you if you would give me this information. Being entirely

selfish in my reactions, of course I would like to see him go to the University of Kansas, but if he doesn't go there, then of course my next desire would see him enter your school. And if he doesn't go to either one of our schools, then I would love to see him attend some fine university on the Pacific Coast - ha ha!

I will compile your conference record and will send this on to Andy Kerr and Mr. Rider for their perusal. Andy Kerr writes me that Mr. Reid, the director of athletics, has not returned but when he does that both you and Ray will be given very careful consideration by him.

Let me hear from you, will you, at your earliest convenience?

With all good wishes, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

June 28, 1939.

Mr. Henry McCurdy,
The MacMillan Co.,
60 Fifth Avenue,
New York City, N.Y.

Dear Henry:

I have just received a pamphlet announcing the publication of John Bunn's new book, "Basketball Methods". I am wondering if you will kindly have sent to me one copy, with enclosed bill addressed to the Department of Physical Education.

After I peruse the book and find its values, which it undoubtedly possesses, I will be happy to order some copies for our library. If you will kindly turn over this order to the responsible party in your firm I will greatly appreciate it.

I have already written John Bunn congratulating him on his effort, and as soon as I peruse the book I will be in good position to help him with the sale of it.

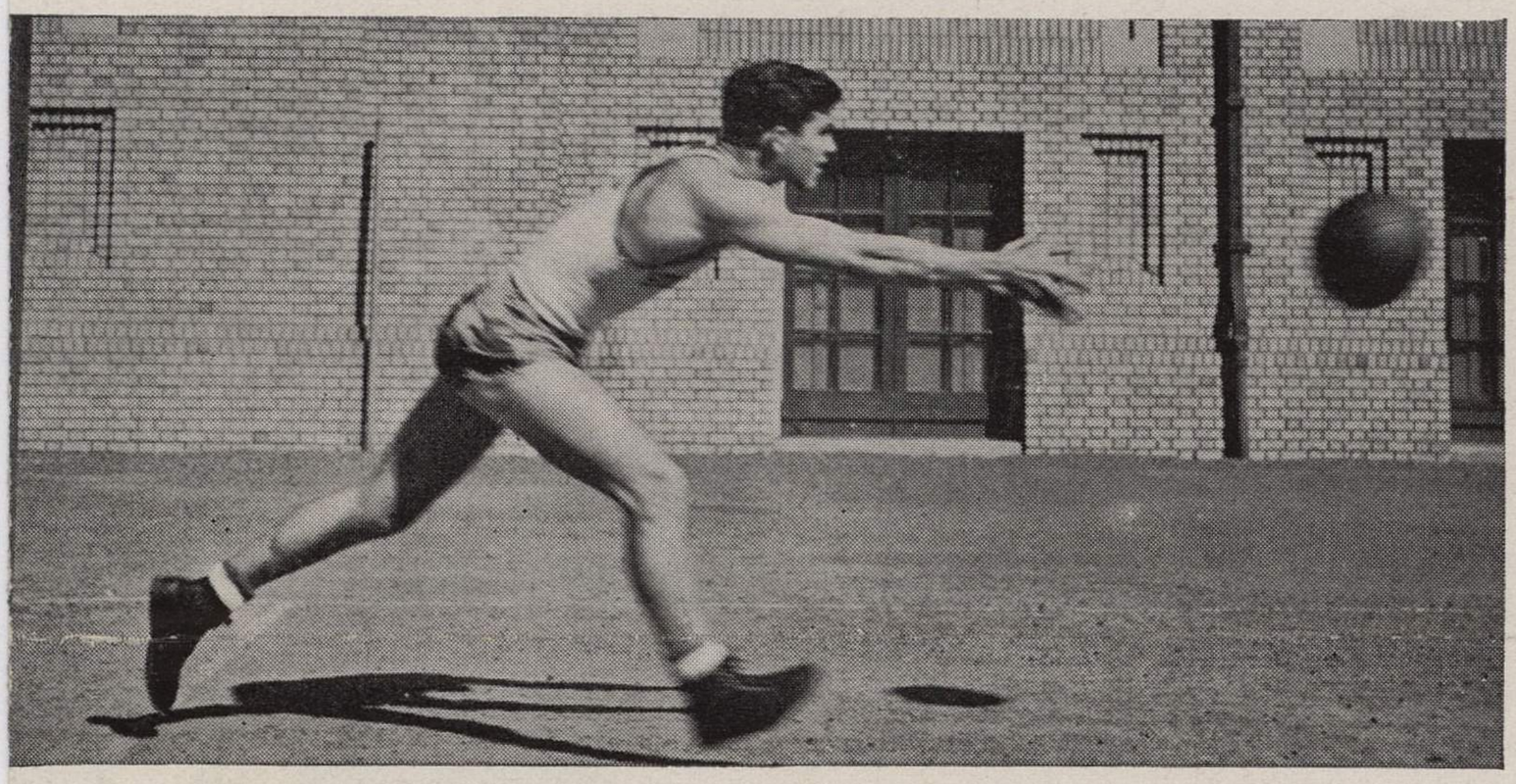
With all good wishes to you, Henry, for your continued success, I am

Fraternally yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

Everything that will help a coach develop



good players

and a winning

team is given

in the new book

BASKETBALL METHODS *By*

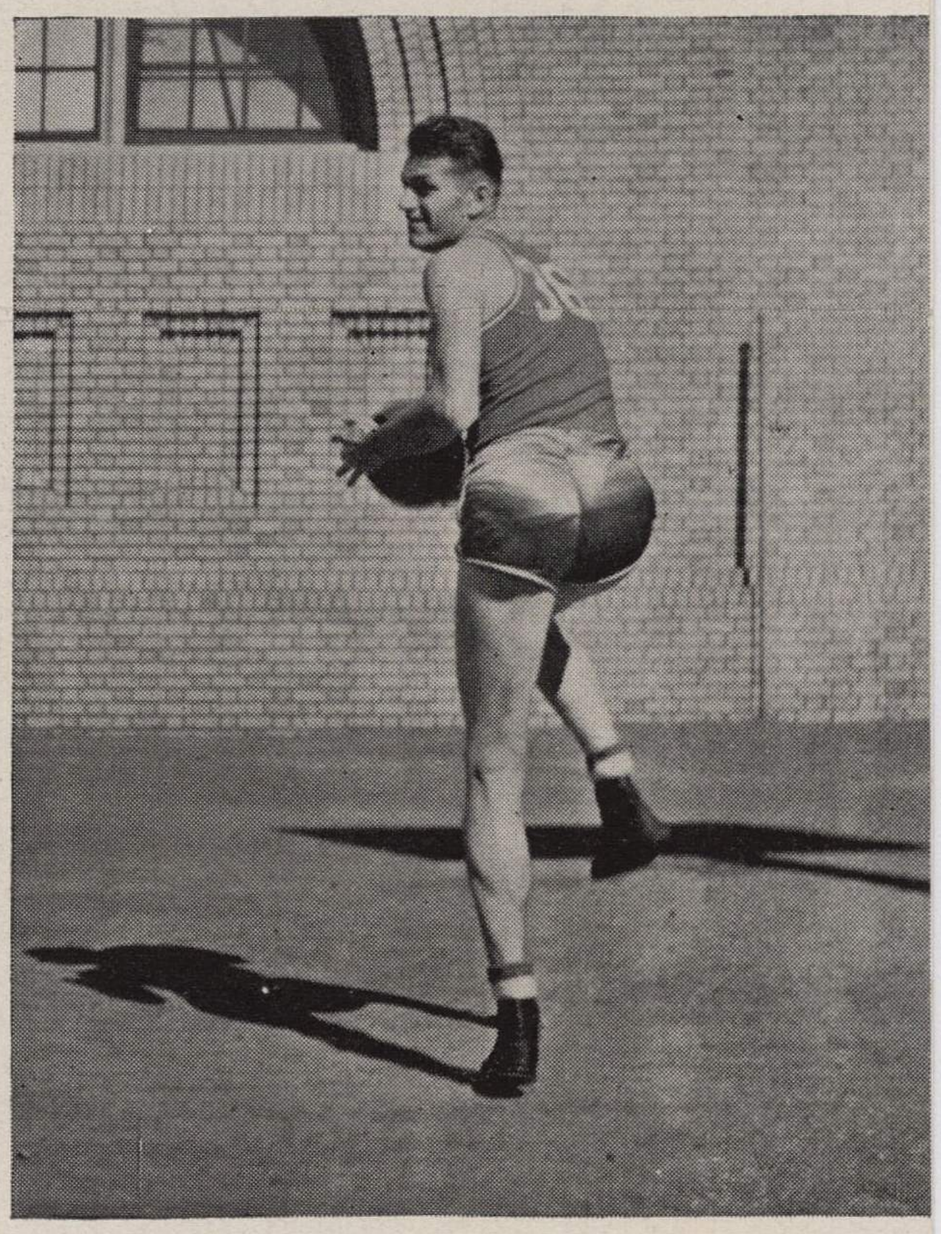
JOHN W. BUNN

Here you will find full and specific information on:—

developing skill, swiftness, and special techniques in the individual player

planning and perfecting team plays that *work*—both offensive and defensive

and on all the many details of good coaching from choosing players and making up practice programs to scouting other teams.



John W. Bunn is Dean of Men and formerly Director of Basketball at Stanford University. In his former position he developed some of the best teams on the west coast. He explains not only the principles and methods of effective coaching but also many of the exact plays of his championship teams in

BASKETBALL METHODS

This book covers every detail that would be useful for a coach of basketball to know, whether he is coaching high school or university teams. It describes many different kinds of drill for developing skill in the individual player and for giving practice in team manoeuvers. These are included with the discussions of each technique or type of play; but there is also a separate chapter on practice drills for convenient reference. A detailed schedule is given for practice periods that will get the best results without overtaxing the players or making the team "go stale." Systematic tests for picking players and for checking up on their subsequent development are described. Especially valuable are the full explanations, with diagrams, of both offensive and defensive team plays developed successfully at Stanford, including a discussion of their disadvantages as well as their advantages, the types of teams they are most effective in opposing, and the situations in which they can be used to best advantage. Another feature of the book that will be very helpful to the coach is that on general strategy. Here the author gives some sound advice on how to analyze the characteristics of an opposing team and the type of game most likely to upset it. Throughout the book freedom of action and player initiative are stressed. The reasons are given for each principle laid down and for each separate technique or type of play, in order to help the coach build up a team that is quick-witted, adaptable and intelligent as well as skillful and fast.

These are some of the many topics on which you will find detailed, useful information and advice.

COACHING IN GENERAL
- Psychology useful in coaching
- Teaching methods that can be applied in coaching
- Materials and devices helpful to the coach
- Well-planned programs for each practice period
- Weekly and seasonal schedule of practice
- Testing candidates for the team
- How to get useful information from scouting
- Training diets
- Physical conditioning and care
- Equipment
- General rules for team strategy

COACHING THE INDIVIDUAL PLAYER
- Principles of all the fundamental techniques
- Special drills for developing each one
- Correcting bad habits
- Variations in technique

NOTE: *36 action photographs graphically illustrate most of the fundamental basketball techniques.*

COACHING THE TEAM
- Complete systems of offensive and defensive plays
- Special drills for perfecting these.
- All aspects of the fast break, with full details on how this manoeuver was used at Stanford
- Philosophy of team defense (as contrasted with man-to-man defense)
- Use of team defense under various circumstances and in various situations
- Methods of attacking zone defense

NOTE: *80 clear diagrams accompany the detailed directions for specific team plays and for drill work.*

This is the first book in the new HEALTH, PHYSICAL EDUCATION & RECREATION SERIES—*a group of college textbooks to be published under the editorship of N. P. Neilson. Watch for our announcements about other forthcoming books in this series.*

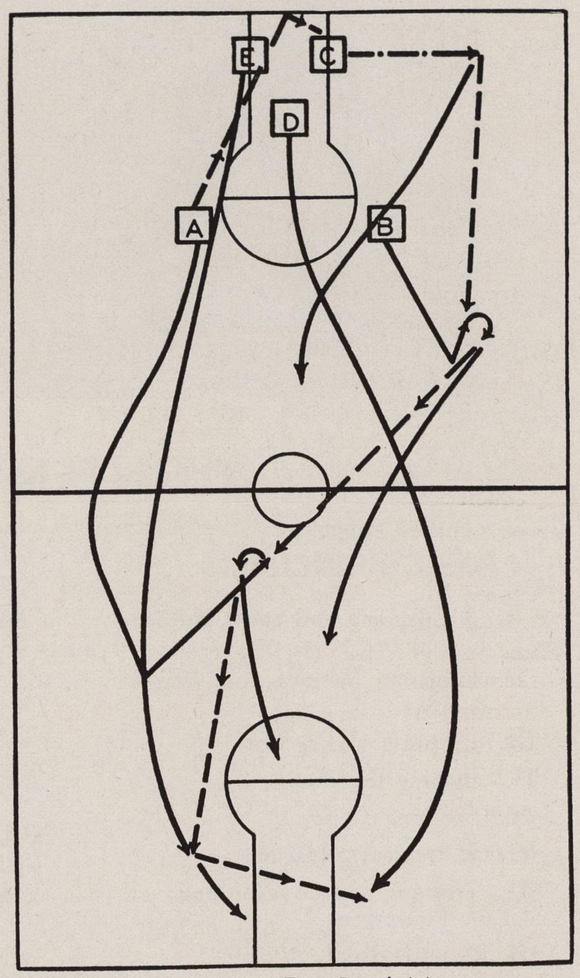


Diagram 34. Basic Fast Break Movement

*Legend: **A** shoots ball against backboard. As the shot is made **A** and **B** start for the center of the court and toward the side lines. As **C** recovers the ball, **B**, who is on the same side of court, turns back to receive a pass from **C**. **A** continues down the court until **B** receives the ball, then cuts back toward it and receives a pass from **B**. Meanwhile, **D** starts down the center. He gradually moves toward the side line to which the ball has been passed. If **B** is not open for a pass, then **D** is a possible receiver. If **D** does not receive the ball, he hurries toward his own basket. At the same time that **C** started on offense, **E** broke for the basket along the opposite side line. He is the logical player to receive the ball from **A**. **A**, after receiving the ball from **B**, should pivot in making his pass to **E**. **E** may shoot or pass to **D**. This movement will synchronize perfectly if every player will RUN. Each player follows the pass he makes. **C** is the safety man. **B** goes to the free line throw for a tip-out. **A** follows in at the center, while **E** and **D** are on the sides. If the fast break does not go through to a score, the players are all in perfect position to continue their freedom defense.*

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BUNN'S Basketball Methods will be published in June

Cloth Crown Octavo 327 pages Illustrated $3.00 (probable)

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SOUTHWEST MISSOURI
STATE TEACHERS COLLEGE
SPRINGFIELD

ROY ELLIS, PRESIDENT

June 7th 1939

Returned
9/19/39

Dear Doctor Allen:

I am enclosing Mr. Reid's letter to me, concerning the decision that was made at Colgate. I wish you would return the letter and I would be glad for your reaction to the matter throughout.

I had an excellent interview with both Mr. Reid & Mr. Kerr. I suggested the figure that we talked of in our conversation over the phone, but Mr Reid understood that the figure was not arbitrary, & he felt they could not meet it. I understood the position he was in for I knew the President felt that $3800 would be the top, even though Mr. Reid had suggested $4000 over the phone.

I know of the man from Akron Ohio.

SOUTHWEST MISSOURI
STATE TEACHERS COLLEGE
SPRINGFIELD

ROY ELLIS, PRESIDENT

whom they offered the position & he was getting between $2000 & $2500 at Akron.

I do want to thank you most kindly for your good work in my behalf & I want to tell you that Mr Reed & Mr. Kerr both, were quite favorably impressed with your looking fine.

I feel that I did the right thing after talking with you & I trust & feel that I did your recommendation justice in my interview at Colgate.

Hoping to hear you have a very enjoyable summer.

With kindest personal regards, I am,

Sincerely yours

Andy McDonald

July 22, 1939.

Mr. J. D. McGehee,
302 Stonewall St.,
McKenzie, Tenn.

Dear Mr. McGehee:

Your inquiry of July 15 addressed to Smith-Grieves Company, of Kansas City, has been forwarded to me.

You ask about my book, "My Basketball Bible". This book has been out of print for a few years and there are no more copies available. However, I have a new book on the market published by the McGraw-Hill Book Company, of New York, entitled "Better Basketball". Possibly this is the book you had in mind.

"Better Basketball" was written to present the latest developments in the game of basketball. It is profusely illustrated with photographs and diagrams, and includes information that every player, coach, or trainer should know about his particular phase of the game. I am enclosing some descriptive material which will give you a better idea of the contents of the book.

"Better Basketball" sells for $4.00, and it may be purchased at most of the leading sports goods firms. However, if you wish an autographed copy I will be glad to send it to you postpaid on receipt of your check or money order for $4.00.

I appreciate your inquiry, and if you have any questions regarding this new book I shall be glad to hear from you.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

July 22, 1939.

Mr. J. Craig Ruby,
Hall Brothers,
Kansas City, Mo.

Dear Craig:

Thank you very much for your note of the 20th instant, enclosing the inquiry from J. D. McGehee. I am sure he must be inquiring about my book "Better Basketball", as the other book, "My Basketball Bible" is now out of print. I shall be glad to send him the information he desires.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

HALL BROTHERS
INCORPORATED
KANSAS CITY

J. CRAIG RUBY

July 20, 1939

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

Dear Phog:

Bailey & Himes of Champaign sent the enclosed letter to me . . . why, I cannot understand.

I hope you are having a good summer.

Cordially,

J. Craig Ruby.

J. Craig Ruby

JCR:RD

302 Stonewall St.
McKenzie Tennessee
July 15, 1939

Smith-Grieves Co.
Kansas City, Mo.,
Gentlemen:

Please forward me immediately your price on Forrest Allen's — My Basketball Bible. Also if convenient give some information as to size and contents of book. I will appreciate an immediate reply for I am very much interested in securing this book.

Yours Very truly
J. O. McGehee

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July 7, 1939

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

Dear Fog:

Your letter of June 28th crossed in the mail a complimentary copy of John Bunn's BASKETBALL METHODS which was sent you on that very day. No doubt you have received it before this time.

With kindest good wishes, I am

Sincerely yours,

Henry

hbm:afr

July 15, 1939.

Mr. H. A. McDonald,
Director of Athletics,
Kosse High School,
Kosse, Texas.

Dear Coach McDonald:

The best prescription that I know for athletes foot is to take Cramer's Foot Toughener, which is known under the trade name of compount tincture of benzoin (if you do not have any of Cramer's stuff go to the drug store and get a quarter's worth of compound tincture of benzoin), get a small camel's hair brush and paint the entire foot, between the toes, the sole, the top of the foot, and up to the ankle with this. Let it dry.

After drying, sprinkle bismuth-formalin-iodide powder over the benzoin and work it in. This powder will keep the sock from sticking to the benzoin and is also a good antiseptic.

Paint the entire foot about twice a week, with the exception of between the toes - make that once a week. If you use Cramer's products you can use Cramer's Antiseptic Powder instead of the B.F.I. powder. Both are good. Use this for three or four weeks and I think your athletes foot will have disappeared.

With all good wishes, I am

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

Coldwater, Kansas
August 24, 1939

Miss A. Hulteen
Athletics Office
Lawrence, Kansas

Dear Miss Hulteen,

I didn't get your letter until the first of this week since I have not been home for two weeks and all my mail that is forwarded to me always gets here about a week later than ordinary.

The key you asked for, you will find enclosed in this letter. I didn't know whether I had it nor not but after searching through all my purses, as luck would have it, I found it in an old coin purse. I tried to take the key back several times but the office was always closed at my time.

I am very sorry to cause you all this trouble and I do hope you will pardon me for my negligence in not answering your letter sooner.

Sincerely,

Irene McAdoo

Irene McAdoo

Key returned to B+G office 9/5/39

G. W. Williams, Sheriff

Office Phone 72

OFFICE OF THE SHERIFF

Comanche County, Kansas

COLDWATER, KANSAS

August 15, 1939.

Miss Irene McAdoo,
510 Atwood,
Kinsley, Kansas.

Dear Irene:

I am very sorry to trouble you with this little matter while you are having a vacation between summer school and the fall semester, but the Buildings and Grounds people asked me if I would write you concerning the key to the cage (Mrs. Pelzel's "office") which you borrowed from the B. & G. Department one day this summer.

Mrs. Pelzel is not working now, and the girls in the B. & G. office cannot get in touch with her to see if she has the key. Did you give it to her, or do you still have it? I would appreciate it if you would drop me a line. I'm not worried about it, but it seems to be the only key they had over there in the office and they want to keep track of it.

With best wishes, I am

Sincerely,

Secretary to Dr. F. C. Allen.

B

November 12, 1938.

Mr. C. E. McBride, Sports Editor,
The Kansas City Star,
Kansas City, Missouri.

Dear Mac:

I wish to thank you again for your notation in your Sporting Comment regarding the error that Liberty Magazine made in locating Dr. Naismith, John Bunn and me at Nebraska. "Yankee Stade", which is perhaps a derivation of the Jewish name, Yankee Stadium, is probably some fellow sitting in some stuffy office in New York, reading a few magazines and hearing about the growth of basketball. He probably wanted to do an article on basketball, John Bunn and Hank Luisetti, and perhaps just didn't realize the territorial difference between Kansas and Nebraska, or Oklahoma and Missouri and Nevada.

When some of these boys never get five miles away from the Bronx all their lifetime, it is no wonder they might think that Kansas and Nebraska are two dots on the earth out here about eight miles apart. Anyhow, I never mind that, but I thank you for the correction.

In regard to the President of Carnegie Tech, I am going to bother you by sending you a copy of the October number of the Rotarian Magazine. The editor of the Rotarian asked me to write an article on the affirmative side of subsidization. He stated that Major Griffith was writing one on non-subsidization, so I accepted, and did the best that I could.

Our good friend, John R. Tunis, from Rowayton, Connecticut, wrote me the following lines: "Congratulations on your piece in the Rotarian. The editor asked me for comment and I wrote as enclosed. Incidentally, don't go off the deep end about Whizzer White. From what I learned in Colorado he's anything but Phi Beta Kappa. You know there are ways of arranging these things. Of course everything you say in your piece is everlastingly true. Why don't the colleges admit this sort of thing? Wish I could figure out."

His enclosed comment to Mr. Teetor, of the Rotarian magazine, is as follows: "Thanks very much for sending me the article in the October number of the Rotarian. It is certainly refreshing to find someone connected with an American university telling the truth about intercollegiate sports."

Robert E. Doherty, President of Carnegie Tech, is one college president who came out and told the wide world exactly what was happening at his institution. For the life of me I cannot understand why other college presidents, knowing what is going on, will maintain such a smug demeanor — knowing only the things they want to talk about.

Mac, I want to explain to you regarding my book, "Better Basketball". For over a year now I have been talking about running in to buy you that spaghetti dinner. I felt pretty badly last year about what happened regarding the book. McGraw-Hill and Company sent a copy of my book to each sport writer in the country. This obtained to the four directions of the compass, north, east, south and west.

These texts apparently arrived at the desks of all the sport writers in the country about the same time. I really wanted them to mail them to me so that I could autograph the books and send the ones that I desired to send first, but of course being merely the author, and they the publishers, I did not feel equal to making such a request of them. Had I had my own way, of course, I would have wanted to write in the fly leaf the thing that I felt toward you and your wonderful attitude toward me through these many years. But that was not done and I felt terribly chagrinned and abashed when the other fellow came out with lines boosting my book. Of course, I am honest enough to say to you that I appreciated the kind words that he had to say. I would be nothing less than a scoundrel if I did not appreciate kind words, but the point I wanted to make was that I wanted you to have the book first, look it over, and write your convictions on the book.

I think "Better Basketball" is by far the best book that I have ever done. It is just about twice as good as "My Basketball Bible", and of course I would have prized the statements from you more than from all the other sports writers combined.

I do remember, too, how kind you were to make comment a little later regarding the book, and I doubly appreciate that. But the program was not the way I wanted it, and it has always been a source of embarrassment to me, and I have always wanted to explain it to you. But I thought over the spaghetti dish I could do it better.

In 1923 I wrote "My Basketball Bible", and we had a sale of over 15,000 copies. In 1929 I wrote for Ginn and Company a chapter on the organization and administration of Physical Education and Athletics for their volume, "Higher Education in America". This text was edited by Raymond A. Kent, who is now President of the University of Louisville, and it was a compilation of all heads of the different divisions in American education. The School of Education chapter was written by Charles H. Judd, Director of the School of Education at the University of Chicago; the School of Engineering chapter was done by William E. Wickenden, President of the Case School of Applied Science; the School of Law chapter was written by Roscoe Pound, Dean of the Law School at Harvard University; the School of Medicine chapter was

contributed by Irving S. Cutter, Dean of the Medical School of Northwestern University; the College of Liberal Arts chapter was written by W. W. Charters, Director of the Bureau of Educational Research at Ohio State University; the chapter on Student Health was written by John Sundwall, Director of Public Health at the University of Michigan, and so forth.

And then this past year I wrote "Better Basketball". This book was published so late in the year last year that many of the coaches had gotten well into their coaching routine and put off the buying of the book until another season. This year I am getting a great number of letters from coaches wanting to know if I have written a new book in the past few years. Of course, I write each and every one of them and describe my book, and in 95 per cent of the cases I am rewarded with an order.

But I would greatly appreciate it if you would be kind enough to write one of your incomparable reviews of the book for the mutual benefit of both the coach and the teacher. The book sale has been splendid indeed. It came out on the market about the first of December last year, and at Christmas time they mailed me a check, and as near as I can remember there had been something under 2,000 copies sold. I think this is especially fine when we consider so many coaching magazines out at present. Every state high school athletic association has their monthly publication in which they ask the respective coaches of the state to elucidate on their special coaching technique, and then we have the Scholastic Coach published in New York, and Major Griffith's Athletic Journal which appeals to both the college and high school coach. Then there are many other publications that I have failed to mention. All of these carry coaching instruction for the benefit of the readers.

So I am not optimistically inclined enough to believe that this book will exceed the sale of the other publication, but I am sure that this book will last more than 15 years in its durable sales possibility.

While at the National Health and Physical Education meeting at Atlanta, Georgia, I was told by Mr. Henry McCurdy, who is the head man for McMillan and Company, that although my book was published by a rival concern of theirs, ihey (McMillan's) considered it the outstanding contribution by far on not only basketball but athletic subjects. I also met Dr. Pearson, the editor of McMillan's, and he made a similar remark. And then Dr. McCloy, of the State University of Iowa, who is an editor for Croft and Company, publishers in New York, also made the same statement.

At New York University and other places my text is the one adopted for teaching basketball. I am told they use it at the University of Illinois, and in at least a number of other large schools. I am just mentioning these things to let you know that there is a great field that has opened up for the sale of this book that has not heretofore presented itself. All the teachers colleges and universities and most of the small colleges give a baccalaureate degree with a major in Physical Education. It is necessary, of course, that these major sports be taught and every

student is expected to get a textbook, and in a great many places they are using my book as their text. So you see if every student buys a book before he graduates that opens up a very large sale for this publication. It is not limited to the number of coaches in the country, but to those studying who hope to be coaches.

I still think that my contribution, "The Tales of Yesteryears", is important in that I have used this as a means to stimulate the high school boy into doing his level best. My prime conviction is that if we can challenge the boy's better thought and effort into becoming a real champion then he will give up the harmful things of life for a taste of victory. And it is this challenge to this combative youngster that makes him say "no" a thousand times to temptation so that he may say "yes" once to victory.

In the high school libraries of the country they are stocking this book for their youngsters. Neal Wherry, the Principal of the Lawrence Memorial High School, bought four of them, and he sent me a notation from his own librarian which was to this effect: This book of Dr. Allen's is worth the price, if for nothing else than that it has kept Raymond Wiley still in the study hour period. This book is the only thing that has been able to accomplish this result.

Then I have a chapter on mimetics, teaching basketball in the grades and junior high school without the use of the ball. I think this has great possibilities. At the sectional meeting of the National Health and Physical Education Association from one platform I heard eight different speakers say that basketball as an educational instrument has all the attributes that are necessary to teach an educable child. They were not speaking of the competitive athletic side. They were speaking of the physical, emotional and social side of the individual. Some of these educators were Dr. C. H. McCloy, of the State University of Iowa, Miss Mabel Lee, head of the women's department of Physical Education at the University of Nebraska, a superintendent of one of the large city schools, an intermediate teacher, and other educators that I cannot name. But they all used the game which Dr. Naismith originated as a definite contribution to education in teaching the child rhythm, poise, grace, health, confidence, and social betterment - meaning teamwork and participation with one's fellows.

Mac, I guess I have caused you to swoon from this long letter, but I would want to mention the chapter on Treatment of Athletic Injuries, and other contributions like research, and so forth, that I have made in this text. And I do want to autograph that book and say in it the things that I mean. Now, Mac, if you are doggone busy, just forget this stuff because I know just before Thanksgiving how busy you are, and perhaps it would be much better after the football season is over.

Our Big Six basketball coaches will meet Friday evening, December 2nd, in Kansas City, and perhaps I might have an opportunity to see you when I am up there. Then Saturday morning at breakfast time we are meeting with the Missouri Valley coaches to discuss the

rule changes, when both conferences will try to adopt uniform regulations agreeable to each other. At ten o'clock we will meet and have our rules interpretations. I am chairman of the Fifth District Basketball Rules Committee of the N.C.A.A., and I will conduct the meeting. Then at 2:30 o'clock Saturday afternoon here at Lawrence Coach Tom Scott of the Central Missouri State Teachers College, Warrensburg, will use his basketball players to demonstrate to the high school people here assembled for a basketball clinic different interesting fundamentals that his team will execute. Of course, you will get a story on that through your correspondent. This demonstration will last one-half hour, then I will use the Kansas team to demonstrate a half-hour. Ernie Quigley, who is to referee the game that evening, will talk on officiating. Then we will have the basketball films shown - those that I made for the Eastman Kodak Company on teaching fundamentals - and also we will have the movie talkie that John Bunn, George Keegan, Dave McMillan, Clair Bee, Dr. Carlson and I shot in Kansas City year before last. All of this is a free basketball clinic which will from from 2:30 to 5 in Hoch Auditorium, the basketball court of the University of Kansas.

This clinic is for the benefit of high school basketball players and their coaches who are invited to be the guests of the University of Kansas Athletic Association at the clinic and the game that evening. The game will be called at 7:30 p.m. and E. C. Quigley and John F. Carmody will be the officials. Already one high school coach, named Hodges, out at Miller, Kansas, had read about the clinic and wrote me that he would like to come and bring 20 of his players. Miller is quite a few miles from here, but they are coming, and I wouldn't be surprised to have about a thousand boys and coaches here as our guests. We are not limiting them to Kansas. Kansas City, Missouri, schools and any of the other schools in Missouri are welcome guests.

Well, that is enough of this, Mac. I just wanted to let you know that we are struggling along the basketball highway. And we appreciate all the niceties that you have always been so kind to bestow.

It was good to see you and Helen last Saturday. You both looked swell and happy, although I think you are working too hard for a guy that has all the dough you have. But maybe that is why, when you get it you have to work to keep it. You ought to be like me - not worry about it, but just work anyhow.

With lots of good luck, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

February 9, 1939.

Mr. C. E. McBride,
Sports Desk, Kansas City Star,
Kansas City, Missouri.

Dear Mac:

I am sending you a clipping from the Topeka Daily Capital as of February 3, 1939, for your casual inspection.

I merely want to say that I have heard a number of times that the Chancellor, as well as the Dean of the School of Education, Dr. Schwegler, and the Dean of the Graduate School, Dr. Stouffer, and other people who are connected with and interested in our department, say that in their opinion we are doing here a bang-up job, or a fine job, of putting this department over. There have been a few of our athletes fail in some of the courses in the Department of Physical Education.

I have a notion that all this information did not come to Mr. Kemper from Topeka, but I have a conviction that some of it possibly eked its way out of Lawrence to him. It might have come from people who could well afford to take care of their own premises and not go to Mr. Kemper about it. I want to say, Mac, that I am absolutely taking care of my own affairs, have not delved into the other fellows' business, and it looks very much like the wolf drinking upstream.

Of course, Mr. Evan Edwards and some other good friends are still in Topeka, but I have a notion that some of this came from one of the coaches. You are the only one to whom I have said anything outside. I would like for you to know what I think, although I might be wrong.

I am also sending you a carbon copy of a letter that Ted O'Leary wrote me, showing that Ted has gotten friendly again. You will recall that at one time Pete Bausch made application for the coaching job at Pembroke Country Day. I was out of town during that summer on coaching school excursions and did not know that Ted O'Leary was also applying for the job. Dumpy Bowles had been promoting Ted's possibilities and qualifications, unknown to me. Had I known it, of course I would have recommended Ted. But not knowing it I recommended Pete and Pete got the job. That hurt the entire O'Leary family, although I would rot have done it for

the world had I known it, but now things are fine again and I am happy about it. I just wanted you to know about it.

With all good wishes to you and the family, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH
Enc.