

August 10, 1938.

Mr. Henry Iba,  
Basketball Coach,  
Oklahoma A. & M. College,  
Stillwater, Oklahoma.

Dear Henry:

I have received an inquiry from Paul Corlett, of Fayetteville, Arkansas, in regard to my new book, "Better Basketball". He says you referred him to this book, and I want to thank you for your kindness. I have written Mr. Corlett about the book.

I trust you are having an enjoyable summer. With best wishes, I am

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.



THE FARMERS AND MERCHANTS STATE BANK

AUGUST W. LAUTERBACH, PRESIDENT

S. H. ALEXANDER, CASHIER    ✦    C. M. MILLER, ASST. CASHIER

COLBY, KANSAS.

July 22nd, 1937

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

Dear Dr. Allen:

I have today conveyed to the Mc Pherson boy the message you phoned me some time ago. He said he had planned going to Hays to school this winter but he would write you this evening.

I was very pleased to hear your voice over the telephone the other evening and I hope I may have the pleasure of seeing you in the near future and go over more carefully some of the things mentioned. If you drive to Colorado this summer do not fail to stop off to see me.

Very sincerely yours,

*Aug. W. Lauterbach*

President.





August 27th  
1 9 3 7

Mr. Wallie Lord  
Converse Rubber Co.  
Malden, Mass.

Dear Mr. Lord:

Dr. Forrest C. Allen has just telephoned me from Kansas City, stating that Mr. Chuck Taylor had requested that a photograph of Dr. Allen be sent you, and asked that I send you the photograph and some data on his basket ball coaching career.

I am enclosing herewith the material which our publicity department has prepared on Dr. Allen and am sending you under separate cover the photograph of Dr. Allen.

In addition to the enclosed data, Dr. Allen will serve as Research Chairman on the National Basketball Committee of the United States and Canada the coming year and his title in his new position for succeeding years will be Director of Physical Education, University of Kansas.

Dr. Allen has a record of twenty-one championships out of twenty-seven years of coaching basket ball at the University of Kansas.

If there is any other data you would care to have I would be glad to have you write me. Dr. Allen was returning to Culver, Indiana from Kansas City and will not return to his office until after September 1st.

Very truly yours,

Secretary

:IW  
Enc's

*Mr. Dill's material  
+ Basketball Booklet*



October 6, 1937.

Coach J. T. Logan,  
Cumberland High Schools,  
Cumberland, Miss.

Dear Coach Logan:

It would be a pleasure to sketch a couple of plays for you if I knew the type of your opposition. I do not know whether they use the zone or man to man. Some teams use the zone against their opponents and some use man to man, and some others use a combination of both.

It would be very necessary to sketch a number of plays with information on each set-up.

Doubtless you have "My Basketball Bible". We are now just getting out a new text which I think will not only answer your questions of the moment, but of the future. I am sending you a description of this book so if you care to purchase one you may do so. If you do not, if you will send me the detailed information that I ask for, I will do the best I can to sketch a few plays for you.

I hope you have a very successful season.

With every good wish, I am

Sincerely yours,

FCA:AH

Director of Physical Education.



SMITH-HUGHES DEPARTMENT

W. E. MOSLEY,  
AGRICULTURE

MRS. IRMA DOYLE,  
HOME ECONOMICS

CUMBERLAND HIGH SCHOOLS

(SPECIAL CONSOLIDATED)

L. W. BRIGHT, SUPERINTENDENT

J. T. LOGAN, COACH

CUMBERLAND, MISSISSIPPI

GRAMMAR SCHOOL PRINCIPALS

H. V. BRIGHT, MANTEE

ELMORE LUCIUS, CUMBERLAND

E. L. ALLEN, HOHENLINDEN

J. D. WOODS, CLARKSTON

October 4<sup>th</sup>, 1937

Dr. F. C. Allen,  
Basket Ball Coach,  
University of Kansas,

Dear Dr. Allen;

I have a nice squad of boys here & we will soon be out for basket ball practice. Of course, I want to give my team some sound basket ball & something that they can really handle.

Would it be asking too much of you to sketch one or two simple plays, suitable for high school use?

I know you are swamped with such requests, but I would surely appreciate your help & advice.

With every good wish, I am,  
Sincerely,

J. T. Logan



November 9, 1937.

Mr. Mark Langston,  
Thackerville Public Schools,  
Thackerville, Oklahoma.

Dear Coach Langston:

Very happy to have your letter of November 6th.

I am glad to know that you have ordered a copy of our new book, "Better Basketball". The book will not be off the press for another week or so, but they will be delivered the latter part of this month.

I have no other printed material available, with the exception of the older book that I published thirteen years ago entitled "My Basketball Bible". If you ordered the Basketball Bible from Lowe and Campbell possibly you should write them and tell them you want the new book, "Better Basketball, Incorporating Technique, Tactics and Tales". I am sure, however, that that is the book they are sending you.

Thank you for your kind words regarding our team.

With every good wish, I am

Very sincerely yours,

FCA:AH

Director of Physical Education.



BOARD  
VERNON BOND, CLERK  
BOB JOHNSON, MEMBER  
S. M. BRIGHT, DIRECTOR

# Chackerville Public Schools

M. R. Hickman, Superintendent

Chackerville, Oklahoma

ELLEN SMITH  
HIGH SCHOOL PRINCIPAL  
THEO COBB  
GRADE SCHOOL PRINCIPAL

Chackerville Okla.  
Nov 6 - 1937

Mr Phog Allen:  
Kansan University.

Dear Mr Allen

I am the coach at Chackerville High School and I sent for your book.

Lowe + Campbell was out at that time. If you have some old books or literature about basket ball I wish you would send me some of them, if it isnt asking to much.

I have heard some fine compliments about your ability to coach a winning team.

I like to get some information on anything that would help me make a winning team

Yours Truly  
Mark Langston.



October 20, 1937.

Mr. Robert L. Lowe,  
Holsum Products,  
1204 W. 12th St.,  
Kansas City, Mo.

Dear Bob:

You certainly would be mistaken if you thought that I had an impression that you did not show your appreciation at last Sunday's meeting for what little thing I was able to do for you and your Dad. I assure you it was a pleasure to me to be able to step in the breach and give you what little advice that might sustain your nerves under such trying conditions. I only wish I could have done more for you.

I first want to acknowledge receipt of your thoughtful remembrance in sending me a package of peanut crunch. I certainly will fatten up my entire family, with the exception of my wife, on this product. You know the women folks don't want to get any heavier, but for Bobby, Eleanor and me - we will certainly show our approval of this by putting it on the table for the luncheon hour. I am very fond of peanut butter and I believe that goes for the whole family.

I am much interested in your possibilities of future success with the Holsum Products, and too, am happy to see you going ahead with your business work in the night school at the University of Kansas City. I never doubted for a moment but what you had a lot of stuff in you, and when you left I assure you you had my confidence that you were leaving the University to enter business and that you had a definite objective in view. Bob, you impress people that way, and I have great hopes for you for the future.



-2-

Let me hear from you once in a while, and if I can ever do any favor for you it will be an extreme pleasure. Give my regards to your good Dad.

Very sincerely yours,

FCA:AH

Director of Physical Education.



# HOLSUM



# PRODUCTS

OLIVES • PICKLES • SALAD DRESSINGS • MUSTARD  
PEANUT BUTTER • PRESERVES • HONEY

1204 W. 12TH STREET VICTOR 0100  
KANSAS CITY, MISSOURI

October 19, 1937

Dear Mr. Allen:

Just thought I would write you a few lines to again thank you for your kind interest extended my Dad and me last Sunday when we had an altercation with a Kansas game-warden.

I did want to speak to you about what has happened since leaving Kansas University but didn't have time under the circumstances.

As you remember I attended school the first semester of 1936 and then was offered a position in the company whose name appears at the head of this sheet.

My job comprises doing most of



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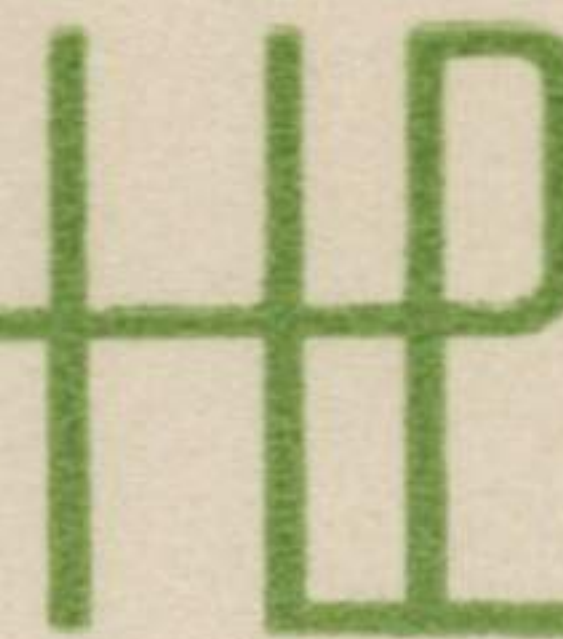
the buying of raw materials, glass,  
cups, labels, boxes, supplies etc.

We are considered one of the largest  
packers of food products in the  
country and so I believe I am  
justified in stating that I believe  
there is a future in the business  
for me if I am the type of man  
that will work hard and endea-  
vor to make myself a success.

My reason for telling you all of  
this detail which I am sure  
means little or nothing to you  
is that I am trying to convince  
you that my leaving school was  
not merely an act on the spur  
of the moment but was an act



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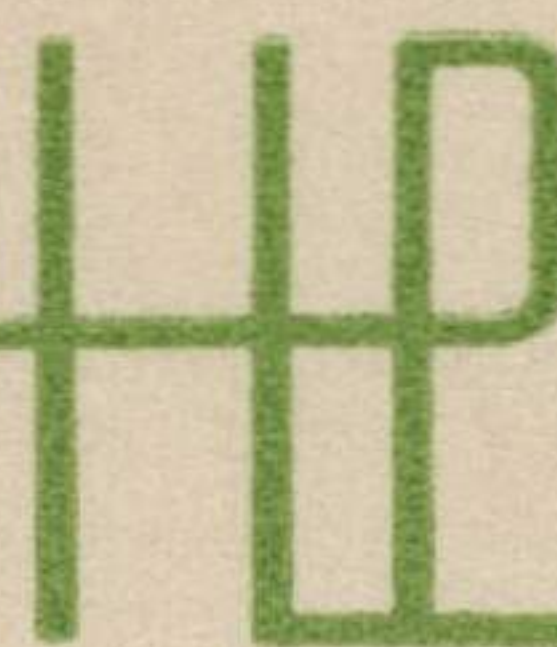
1204 W. 12TH STREET VICTOR 0100  
KANSAS CITY, MISSOURI

to which I had given considerable consideration before making my decision. I was a little afraid that you might feel that I did not display much appreciation for the help you gave me in making it possible to work at the stadium and thereby pay for a portion of my expenses.

I have been attending night school at the University of Kansas City since I left Kansas. It will take about two years in addition to this year to get my degree in business work and I am going to do all possible to



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KANSAS CITY, MISSOURI

attain that end. It takes three times as long to get a degree when going to night school because the maximum hours one can carry are six per semester. I hope I have not bored you too much with all this idle chatter. I would certainly enjoy seeing some of the basketball games this season and I hope I may be able to do so. Your teams always exhibit an excellent brand of basketball.

I am forwarding a jar of our newest and most popular product, Peanut Crunch. Recommend it to your boys.

Respectfully yours  
Robert L. Lowe



December 15, 1937.

Mr. Dave Lutton,  
Phillips Petroleum Co.,  
Bartlesville, Okla.

Dear Dave:

Here are some pictures that were used  
in the new book, Better Basketball, which I thought  
you might like to have.

Cordially yours,

Varsity Basketball Coach,  
Director of Physical Education.



December 3, 1937.

Mr. Robert H. Lynn,  
Kerlyn Oil Company,  
First National Bldg.,  
Oklahoma City, Okla.

Dear Bob:

Thank you for your letter of November 29th.  
It is mighty nice of you to arrange an appointment  
for Mimmy Brazil with Dean McGee.

Thanks for your kind words regarding Bobby.  
He is enjoying his freshman year at the University,  
and is making a fine record in his studies. He is  
on the freshman basketball team, and we are playing  
our first game tonight, the varsity and the frosh.

With best wishes, I am

Very cordially yours,

Varsity Basketball Coach,  
Director of Physical Education.



# KERLYN OIL COMPANY

FIRST NATIONAL BUILDING



OKLAHOMA CITY, OKLA.

November 29, 1937.

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

Dear Phog:

If Jimmy Brazil will advise us of the approximate time of his next visit to Oklahoma City, I shall very gladly arrange an appointment for him with Dean McGee. We have Dean out in the field the greater part of the time and I am sure his failure to meet McGee is due to no other cause.

I shall be very happy to see you here in February, and as usual, you have my best wishes and assurance of heartiest cooperation at all times in the administration of your affairs.

I was pleased to note in the Kansas Phi Psi we have your youngest boy pledged this year. I hope he is a chip off the old block, as both the chapter and the school can easily stand it.

Sincerely,

R. H. Lynn

RHL:AW



December 3, 1937.

Mr. Monroe C. Lewis,  
509 Olive Street,  
St. Louis, Missouri.

Dear Poge:

This is in reply to your good letter of the 29th ultimo. Let me suggest that you write at once to George Veenker, who is my successor as secretary of the Big Six directors.

The athletic directors and coaches are meeting at Kansas City this week end, and they may pick officials. But, really, Poge, the football coaches are meeting now among themselves and making the selections, and then after the selections are made the secretary of the Big Six writes to these officials and asks if they can work. Only in case of their not working or some break in the liaison is the secretary of the directors asked to secure anyone else.

He then communicates with the directors and they with their coaches, asking for nominations, and after the nominations are made for positions that were not filled at that meeting, then the secretary of the directors does function. The way I handled it was to get the nominations, write the officials, and if they could work, all was set. If they couldn't, we asked the coaches for other nominations and then attempted to procure officials according to that scheme.

Biff Jones, Stidhams, Wes Fry, Don Faurot, Ad Lindsey and Kruger are the boys that will pick their respective officials.

With kindest regards and best wishes to you, Poge,

I am

Sincerely yours,

FCA:AH

Varsity Basketball Coach,  
Director of Physical Education.



MONROE C. LEWIS, PRESIDENT  
7741 MARYLAND AVE.  
CLAYTON, MISSOURI

DR. FRANK E. DIEKNEITE, LIFE MEMBER  
WRAY D. BROWN, LIFE MEMBER

HOWARD V. STEPHENS, 1ST VICE-PRESIDENT  
A. B. LAMBERT, JR., 2ND VICE-PRESIDENT  
REGINALD HARTNETT, TREASURER

# St. Louis District Tennis Association

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DONALD J. BEEBE  
DR. ARTHUR FRIES  
CHARLES E. GROERICH  
RUSSELL C. HADDEN  
KARL HODGE  
H. J. HOPKINS, SR.  
KARL P. KAMMAN  
EDWARD H. MILLER  
JOYCE PORTNOY  
NORMAN J. STUPP

## J. HOUSTON WITHERSPOON, SECRETARY

622 BOATMEN'S BANK BLDG.  
CENTRAL 6783

## PAST PRESIDENTS

C. DRUMMOND JONES, 1917-18, 1923-24  
CALVIN P. BASCOM, 1919  
ROLAND M. HOERR, 1920-21  
ANDREW B. LYNN, 1922  
JOSEPH L. WERNER, 1925-26-27  
DR. FRANK E. DIEKNEITE, 1928-29  
EDMUND H. SERRANO, 1930  
WRAY D. BROWN, 1931  
KARL HODGE, 1932  
DAVISON OBEAR, 1933-34  
KARL KAMMAN, 1934  
RUSSELL C. HADDEN, 1935-36

## MISSOURI VALLEY DELEGATES

DONALD J. BEEBE  
JOYCE PORTNOY

## WOMEN'S COMMITTEE

MRS. ELDA STEMMLER  
MRS. MONROE C. LEWIS

Hear "Phog"

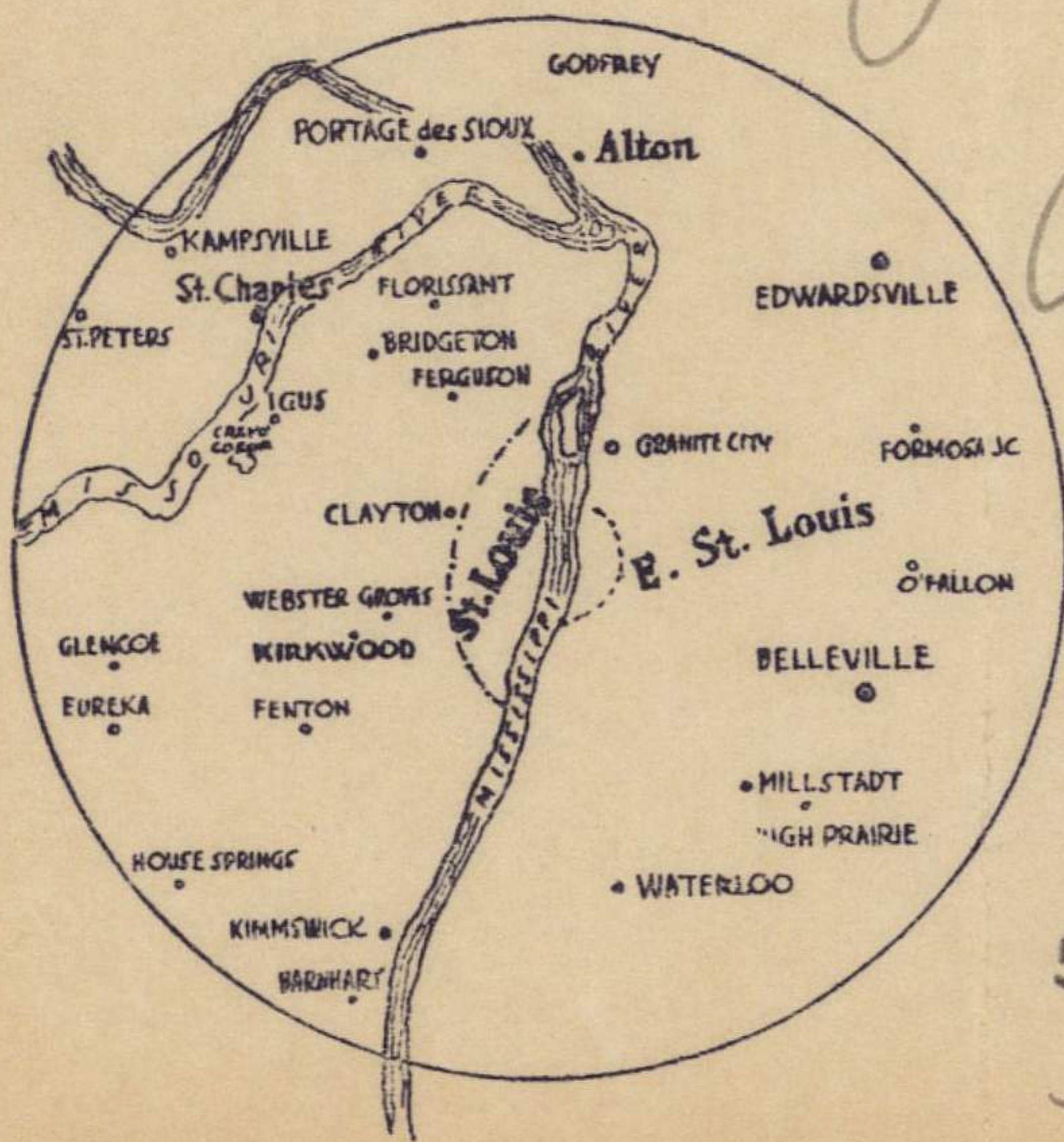
Nov. 29<sup>th</sup> 1937

Please keep me in mind this year when it comes time to select officials for 1938 Football - I was certainly disappointed when I wasn't included in the 1937 list - I have been working in the Mo Valley & Big Six Conferences since 1919 and have had from 2 to 5 games each year. These coaches change around so much that if I don't get in there again none of them will know me - Thanks in advance for any assistance you can give me and with best

personal regards, I am

Sincerely

Monroe C. "Phog" Lewis



ST. LOUIS DISTRICT

"PHOG" LEWIS  
509 Olive - GA. 0250  
St. Louis Mo.



December 3, 1937.

Mr. Roy Lawrence,  
906 Massachusetts St.,  
Lawrence, Kansas.

Dear Roy:

It certainly was swell of you and Web to send those Delicious apples out to our home. They and are delicious. And I would say that you are regular fellows in remembering an old fellow who likes to eat apples better than to polish them.

Thank you so much.

With kindest regards, I am

Sincerely yours,

Varsity Basketball Coach,  
Director of Physical Education.

FCA:AH



November 26, 1937.

Mr. Robert Lynn,  
Kerlyn Oil Company,  
Oklahoma City, Okla.

Dear Bob:

I just ran across Jimmie Brazil and he tells me that he stopped by to see Dean McGee with your firm, but he was unable to contact him because he was out in the field.

Bob, I would appreciate it very much if you would personally see that Jimmie hooks up with the right liaison so far as contacting McGee is concerned. Jimmie tells me he stopped in three times and failed to make connections with Dean.

You doubtless remember Jimmie Brazil as a varsity football and basketball letter man here at the University. He played here in 1930-'31-'32. He spent two years in South America with the Gulf Oil Company.

I hope to see you when I come to Oklahoma City with the varsity basketball team on February 18. We will stop at our usual place, the Kingcade, because it is always handy to the railway station.

Bob, I hope you are going great guns down there. I am very sure you are, because I have never seen you strike out yet.

I am sending this note to you by Jimmie Brazil as he expects to run down to Oklahoma City in the next few days. I will appreciate any courtesy and kindness that you may show Jimmie.

With every good wish, I am

Fraternally yours,

FCA:AH

Director of Physical Education.



November 4, 1937.

Principal H. C. Lacey,  
Alexander, Kansas.

Dear Principal Lacey:

I have your post card of October 30th asking for material on "Physical Education for Junior High Boys and Girls".

The enclosed set of mimeographed sheets gives quite a full discussion on physical training which might well be used for the boys.

We have no mimeographed or printed material for girls, but would suggest the following books:

An Athletic Program for Elementary Schools,  
by Leonora Anderson, published by A. S. Barnes Co.

An Athletic Program for High School and  
College Women, by Hillas and Knighton, pub-  
lished by A. S. Barnes Co.

Physical Education Activities for High  
School Girls, by the University of Michigan  
Physical Education Department.

I trust this will give you the in-  
formation you desire, and if you have any further  
questions we shall be glad to hear from you again.

Very sincerely yours,

Director of Physical Education.



an Arch Procy for El. Sed.  
Lemon Budgreen

for # SV-Caf. 2  
William H. Wrighton

THIS SIDE OF CARD IS FOR ADDRESS

Dept. of Physical Education  
Kansas University,  
Lawrence, Kansas

ALEXANDER  
OCT 31 AM  
1937  
KAN. S.



Stude  
The  
6229



W. L. Lacey

Alexander, Kansas  
Oct, 30, 1937

Dear Sir,

Will you please send me  
any available material you have  
on "Physical Education for Junior  
high Boys & Girls"?

Thanking you, I am

Yours truly,  
(Print.) N. C. Lacey



High School Departments

\*\*\*\*\*

W. E. MOSELEY, AGRICULTURE  
MRS. IRMA DOYLE, HOME EC.  
MISS PEARL MCGEE, COMMERCIAL  
J. T. LOGAN, COACH

Cumberland High School

SPECIAL CONSOLIDATED

L. W. BRIGHT, SUPERINTENDENT

Cumberland, Miss.

Grammar School Principals

\*\*\*\*\*

H. V. BRIGHT, MANTEE  
E. L. ALLEN, HOHENLINDEN  
J. D. WOODS, CLARKSON  
ELMO LUCIUS, CUMBERLAND

November 4, 1937.

Dr. F. E. Allen,  
Basketball Coach, University of Kansas,  
Lawrence, Kansas.

Dear Dr. Allen;

I am in receipt of your kind letter of some days ago, for which I am very grateful. I appreciate very much your offer of outlining some plays for our use here.

I am sorry that our financial condition is such that we cannot avail ourselves of the information in your new book. However, the case is such that our resources are very limited; our having a new building to pay for and a few other projects that have cut down our money for athletics.

We have a strong little ball club though for our class school though and have a splendid athletic spirit. The type of opposition most common to our teams here is of the man to man type. Practically all the teams that we meet use this form of play and defense.

My boys and I will appreciate it very much if you can see fit to sketch us a few plays that are suitable for use against such a defense as outlined above. I told my players of your letter and they were highly pleased to have had a communication from you as of course they are keen followers of the game and familiar with your work. Assuring you of our thanks and appreciation, I beg to remain,

Respectfully Yours,

*J. T. Logan*  
J. T. Logan, Coach.

JTL/LLW



January 20, 1938.

Mr. Lawrence Lynch,  
110 E. Elm,  
Independence, Mo.

Dear Lawrence:

I remember you very well, and will  
be happy to see you at my office Saturday morning,  
say about 10 o'clock.

It will be a pleasure to see you.

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.



Jan. 17, 1938  
110 E. Elm  
Indy., Mo.

Dear Dr. Allen:

I want to see you sometime between now and Sat. or Sat. if it can be conveniently arranged. I have enclosed a self addressed envelope in which you may let me know when it would be best to come to Lawrence.

I want to start school this semester and would like to talk with you about basketball if you can possibly see me before the beginning of the next semester. I will appreciate it a great deal.

Sincerely yours,  
Lawrence Lynch

P.S. If you do not remember me, I am the son of Mr. & Mrs. J. R. Lynch of Independence, Mo.



January 7, 1938.

Coach Ad Lindsey,  
University of Kansas.

Dear Coach Lindsey:

I am enclosing some correspondence I had with  
Mr. P. C. Popplewell, of Texas, while you were at New  
Orleans. I thought perhaps you would wish to communicate  
with Mr. Popplewell.

Sincerely yours,

Director of Physical Education.



January 10, 1938.

Mr. George Lupfer,  
1320 Ohio Street,  
Lawrence, Kansas.

Dear George:

I want to take this means to thank you for your very splendid act between halves of the basketball game with Washburn.

We endeavored to give you as much publicity as was possible. As you know, none of these entertainments receive any compensation as there is no fund available. It is considered a good-will act by graduates, former students and friends of the University.

Thanking you again, I am

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH