

MEMO

Write - McGraw-Hill Book Co - Mr. H. M. Larsen  
Re -Advertising publicity on Better Basketball

Talk to Raymond Nichols about vacation for Schaake -  
11 or 12 mos. appointment?

~~Write Dr. Aze, approving pool plans - see Mr. Kanehl~~

August 21, 1944.

Mr. H. M. Larsen,  
Treasurer's Office,  
McGraw-Hill Book Company,  
330 West 42nd Street,  
New York, N.Y.

Dear Mr. Larsen:

Having most pleasantly remembered our communications of January 21 and 24, 1944, I am writing you with the hope that I can get matters adjusted so there will be no recurrence of our slight difficulty that happened when the billing clerk incorrectly issued an invoice of a previous date on my book, "Better Basketball".

I wish that you would kindly send me sixty (60) copies of "Better Basketball" at the usual discount rate. Please send this either by express or by parcel post in small numbers, according to the best rate obtainable.

I was one of the instructors at the Iowa High School Athletic Association Coaching School, at Boone, Iowa, from August 15 to 19. I am sending you a copy of the coaching school program. While teaching basketball and theory and practice of athletic injuries, about a fourth of the coaches in attendance ordered my book. I am autographing the books and mailing them from here.

There is one point that I desire to express; namely, that there are so many new coaches in the country due to the war situation, that it is my opinion an advertising program on the book, Better Basketball, will pay big dividends because of this large turnover. I also hope after the war that we can get a nice cover on the new books. It is my opinion that this book will sell after the war quite freely because we will have a great number of returning service men taking up their jobs. And too, our book is the last standard text by a coach who is still coaching the game.

Mr. McGraw and I had a contract that a number of office copies were to be given me from time to time so that I could autograph them and give them to newspaper men and important individuals in attendance at these schools. Bud Parnell, pitcher for the Pirates, Pie Trainer, former manager of the Pirates, and Lew Fonseca, former Chicago White Sox coach, and representatives of the American League were all in attendance giving their baseball efforts to the high school coaching association. A number of key men have asked me for autographed books as a professional courtesy, and if you would send me ten author's copies to be autographed to my professional and business associates, I would appreciate it greatly.

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH

July 26, 1945

McGraw-Hill Book Company  
330 West 42nd St.,  
New York City, N.Y.

Dear Sirs:

Kindly refer to my check as of July 2nd, 1945,  
your invoice T-1311. The check is for \$24.59 to cover your  
invoice for ten of Allen's Better Basketball shipped to me.

My royalties for the past six months ending July  
1st amounting to \$206.10 should have been paid in full. Your  
firm deducted \$24.59 remitting to me a check for \$181.51.  
Kindly remit to me \$24.59, the amount of my over-payment.

Sincerely yours,

Director of Physical Education  
Varsity Basketball Coach

FCA:MEH

June 16, 1945.

McGraw-Hill Book Company,  
330 West 42nd Street,  
New York, N.Y.

Dear Sirs:

Will you kindly send me ten copies of "Better  
Basketball", and bill me at the usual author's discount?

Thanking you, I am

Sincerely yours,

FCA:AH

Director of Physical Education,  
Varsity Basketball Coach.

December 15, 1944.

McGraw-Hill Book Company,  
330 West 42nd Street,  
New York City, Mo.

Dear Sirs:

Will you kindly send me ten copies of "Better Basketball",  
and bill me at the usual author's discount?

Thanking you, I am

Sincerely yours,

FCA:AH

Director of Physical Education,  
Varsity Basketball Coach.

November 18, 1944.

Mr. W. E. Larned,  
Publishing Director,  
Whittlesey House,  
330 West 42nd Street,  
New York 18, N.Y.

Dear Mr. Larned:

I am now answering your two good letters of October 23 and 25. You rather swept me off my feet with your demand that I get started on the book right away. I want to make a short explanation.

When I was at the Iowa State High School Athletic Association Coaching School at Boone, Iowa, this past summer, with other university and college coaches, I gave two courses - Basketball, and the Theory and Practice of Athletic Injuries. We had some 250 high school coaches at the week's conference. There were several sporting goods salesmen like Lowe & Campbell and others, who had a copy of our text, Better Basketball. They sold a few copies but of course did not push the sale.

As a clinic I used these coaches who generally had either a bad knee or a bad ankle carried over from their athletic participation in college, or a sacro-iliac sprain, a bad back they called it. As an emphasis to show what this course could do, I worked on these men. After I worked on them they became interested more in the book. I pointed out that in Better Basketball we had a chapter on athletic injuries entitled "Athletic Injuries and Emergencies", part four in the book. This special chapter sold about sixty books, and I promised these fellows that I would autograph a text for them.

When I came back I wrote each one of these boys asking what autograph they would like. I am sending some of these letters to you so that you can see generally what they thought of the chapter. I would appreciate your returning the letters to me at your convenience.

My notion was that we could use this entire chapter in a new book, augmented with many new findings, treatments and the like since this last book was written. I think without any doubt that we could get \$4.00 for this text because there is nothing on the market that compares with this chapter that I have written. Dr. Thorndike's book - I have forgotten the title - is the nearest approach, and that text does not include specific manipulations like the chapter that I have written. Dr. Thorndike is at Harvard, and so is Jimmy Cox, the head trainer who is one of my boys and a graduate of the University of Kansas.

Other trainers that I have developed are Roland Logan, formerly of the Boston Red Sox, George Washington University, the University of Pittsburgh, the U. S. Military Academy of West Point, and now in the service at North Carolina Pre-Flight with Jim Crowley; Elwyn Dees, another one of our graduates, was with us a while, then with Oklahoma Aggies, Pittsburgh, Nebraska and Iowa Pre-Flight. I have two other men that I have developed, Kelley of the University of Texas, and Dean Nesmith, our present trainer. I mention this to show you that everyone of our boys has been very successful when they have left our place.

We had another school - the Kansas State High School Athletic Association Coaching School, at Topeka, Kansas, right after the Iowa engagement. Frankly, I sell more books on the treatment of athletic injuries than I am now selling on basketball at these coaching clinics because I have been able to demonstrate the treatment while I was there.

I had not planned on doing much before my basketball season was over, which would be in the spring. At present I am secretary of our County Selective Service Board, was county chairman for the 1944 Red Cross drive, and have headed up the University drives for the Community Chest and War Fund, and now the Sixth War Loan Drive. So you can see that I will have little time for this until basketball season is over. Does this meet with your approval?

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH  
Enc.

# WHITTLESEY HOUSE

A DIVISION OF THE MCGRAW-HILL BOOK COMPANY, INC.

MCGRAW-HILL BUILDING · 330 WEST 42ND STREET

New York 18, N. Y.

WILLIAM E. LARNED, *Publishing Director*

ALBERT P. MITCHELL, *Sales Manager*

JANET FURMAN, *Advertising*

WILLIAM POOLE, *Editor in Chief*

J. R. DE LA TORRE BUENO, JR., *Editor*

ELIZABETH MCKEE, *Associate Editor*

HELENE FRYE, *Junior Books*

October 25, 1944

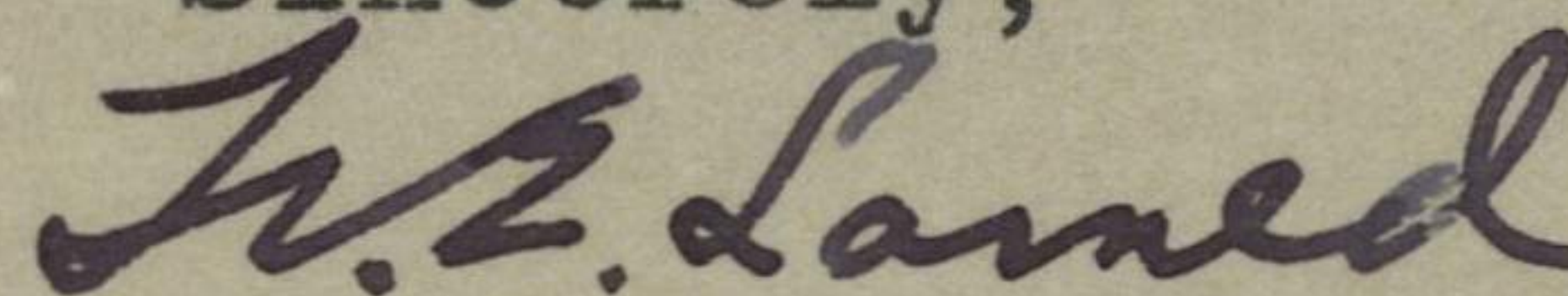
Mr. Forrest C. Allen  
Department of Physical Education  
University of Kansas  
Lawrence, Kansas

Dear Mr. Allen:

At the editorial meeting this morning, I brought up your proposed text on the T.A.I.\* The opinion was practically unanimous that this would be a good book possibility with fine sales possibilities. Furthermore, everyone seemed to agree without question that you were the one person to write such a book. I feel sure that you plan to cover injuries such as might be received in most any sort of sport, including particularly football, basketball, baseball, track, and so forth. I do not know how full your program is at the present moment, but we all think that you should start on this book right away.

We usually ask for a sample chapter and outline before offering contracts, but, in your case, we're willing to forego all this if you feel that you wouldn't like a contract right away. Certainly we are definitely interested in the book and would like to see you get started right away.

Sincerely,



W. E. Larned  
Publishing Director

WEL:eff

\* Treatment of Athletic Injuries



## WHITTLESEY HOUSE

WILLIAM E. LARNED, *Publishing Director*  
ALBERT P. MITCHELL, *Sales Manager*  
JANET FURMAN, *Advertising*

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WILLIAM POOLE, *Editor in Chief*  
J. R. DE LA TORRE BUENO, JR., *Editor*  
ELIZABETH MCKEE, *Associate Editor*

October 23, 1944

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

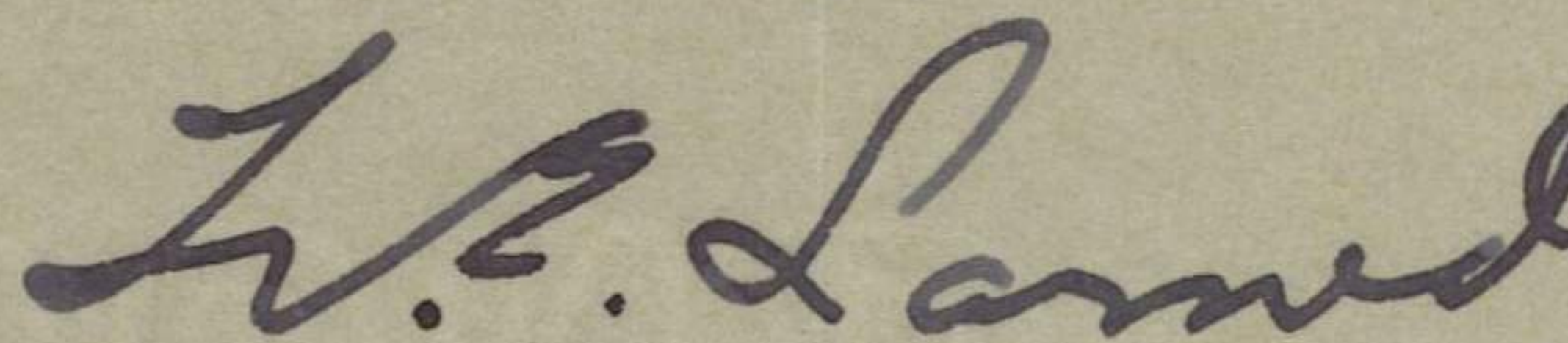
Dear Mr. Allen:

Curtis McGraw has asked me to check with some of my associates as to the feasibility of doing the text which you propose on treatment of athletic injuries. I don't believe there is any such book on the market now, although the subject is covered to some extent in certain chapters included in regular sports books.

Before going into this thing any further, I wish you would let me know about how long a book you propose, and approximately what price you think it should sell for. Also, to what extent do you think you would have to illustrate the book? Off-hand, without digging into the market possibilities very thoroughly it sounds like a good long-term bet. Certainly a great many coaches would be interested in it - high school, college, and grade school, and I think there would be a pretty fair general market for the book.

As soon as I hear from you, I will get definite word to you as to whether we can go ahead with this idea.

Sincerely,



William E. Larned

WEL:AM

November 1, 1944.

Mr. W. E. Larned,  
Publishing Director,  
Whittlesey House,  
McGraw-Hill Building,  
330 West 42nd Street,  
New York 18, N.Y.

Dear Mr. Larned:

I am acknowledging your two letters of October 23 and 25. We are in the midst of enrollment here for our winter term. I have tried three times to answer your letters, and will get around to it before the end of the week.

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH