

HOLD THIS RECEIPT UNTIL SURE THE ORDER HAS
BEEN PAID

SENT TO The G. Hill

ADDRESS N. Y.

FOR "Young Men's
Association"

23727

RECEIPT

| | |
|---------|----|
| DOLLARS | 20 |
| / | |

FOR REMITTER

TO DETACH AND HOLD

MUST BE PRESENTED AT
OFFICE OF ISSUE WHEN IN-
QUIRY IS MADE REGARDING
ORDER

ISSUING OFFICE

APR 13 1942

STAMP HERE

Better Basketball

September 14, 1940

McGraw-Hill Book Company
330 East 42nd Street
New York, New York

Dear Sirs:

Will you kindly send me five copies of
Better Basketball at the usual author's discount?

I will be glad to send you a check on
receipt of your bill.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

September 20, 1940

McGraw-Hill Book Company
330 East 42nd Street
New York, New York

Dear Sirs:

Will you kindly send me five copies of
Better Basketball at the usual author's discount?

This order is in addition to the order
sent to you under date of September 14.

Upon receipt of a statement I will be
glad to send you a check.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

October 1, 1940

The McGraw-Hill Book Company
330 East 42nd Street
New York, New York

Dear Sirs:

Enclosed is a check in the amount of twenty-four dollars and forty-seven cents (\$24.47) to cover invoices No. T43749 and No. T41806, for ten copies of Better Basketball.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

Enc.

McGraw-Hill Book Company, Inc.

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

T41806

To

* *
FORREST C. ALLEN
DEPT OF PHYSICAL EDUCATION
UNIVERSITY OF KANSAS
LAWRENCE KANSAS
 *

TO AVOID MISTAKES, PLEASE
 SHOW THIS INVOICE NUMBER
 ON YOUR REMITTANCE.

NET 30 DAYS—NO CASH DISCOUNT ALLOWED

~~9-19-40~~ **S** ORDER No. **NONE** REQ. No. VIA **NONE** CLASS **C**

| QUANTITY | CONTRA A/C | TITLES | UNIT PRICE | DISCOUNT | NET |
|----------|------------|-------------------------|-----------------|------------|--------------|
| 5 | | ALLEN BASKETBALL | 4 00 | 2/5 | 12 00 |
| | | | CARRIAGE | | 23 |
| | | | | | 12 23 |

paid

BOOKS SENT BY MAIL, OR SENT TO OTHERS TO BE PACKED,
 ARE AT PURCHASER'S RISK

McGraw-Hill Book Company, Inc.

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

T43749

To

* *
FORREST C ALLEN
UNIVERSITY OF KANSAS
DEPT. OF PHYSICAL EDUC.
* LAWRENCE KANSAS *

TO AVOID MISTAKES, PLEASE
SHOW THIS INVOICE NUMBER
ON YOUR REMITTANCE.

NET 30 DAYS—NO CASH DISCOUNT ALLOWED

DATE 9-23-40 ORDER No. NONE REQ. No. VIA NONE CLASS C

| QUANTITY | TITLES | UNIT PRICE | DISCOUNT | NET |
|----------|-------------------------|------------|----------|--------------|
| 5 | ALLEN BETTER BASKETBALL | 4 00 | 2/5 | 12 00 |
| | | CARRIAGE | | .24 |
| | | | | <u>12.24</u> |

Carried in 9/28/40

paid

BOOKS SENT BY MAIL, OR SENT TO OTHERS TO BE PACKED,
ARE AT PURCHASER'S RISK

October 5, 1940

Mr. Curtis McGraw
McGraw-Hill Book Company
330 East 42nd Street
New York, New York

Dear Mr. McGraw:

I am sending you a letter that I received from
Mr. M.T. Andrews, formerly of Street and Smith. His letter
is self-explanatory.

If compatible with your policy and in conformity
with our agreement, that occasionally the author could recommend
an author's copy for distribution, I should like to recommend
that the Katherine House of Christian Fellowship of East Chicago,
Indiana, receive a copy of Better Basketball for their under-
privileged boys. This institution is located in the hotbed of
Indiana basketball.

Very cordially yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg
Enc.

October 21, 1940

Mr. Curtis McGraw
McGraw-Hill Book Company
330 East 42nd Street
New York, New York

Dear Mr. McGraw:

I had a Masters Coaching School this summer at the University of Texas; also one at Topeka, Kansas sponsored by the Kansas State High School Athletic Association. The year before I was at Georgia Tech in Atlanta, Georgia, and at each one of these groups I have asked the question, "How many have my text, Better Basketball?" After the class is over, invariably a group of fellows come up and want to know where this text can be purchased. I tell them, of course, and then when basketball season starts I get a follow-up from a great number who have been in my coaching school asking that I send them the text, which I do. You can see by checking up my orders with your firm that I individually sell a great number of these books.

In the teaching profession there is a complete turnover of teachers every eight years; in the coaching profession, I believe with reasonable thinking, this could be lowered almost 50%, or say there is almost a complete turnover every four years. I am wondering if there has been any special solicitation by your corporation of Better Basketball in the last year. With so many new coaches coming in I feel as if there is a possibility of placing this text before these coaches in a different way.

I confess that I do not have a definite suggestion, but I am passing on what information might be valuable should you contemplate any additional advertising. Last year our basketball team won the Western National Collegiate title by defeating the University of Southern California. We lost to the University of Indiana for the National title in the game played in the finals of the National Collegiate in Kansas City on March 30. We grossed \$22,600 in the clear, and \$10,000 net on the tournament. I thought you might care to use some of this additional data which we could give you should you decide to carry out an advertising venture.

There are other interesting angles to this play-off series. We tied with Missouri and Oklahoma for the Big-Six title; then we played it off at Wichita, to packed houses, to see which team would be eligible to represent our Fifth District against the Oklahoma Aggies, who were the winners of the Missouri Valley Conference. We played this game at Oklahoma City and filled their municipal auditorium to overflowing, and we won it in an over-time game. Then on March 22 and 23, the University of Southern California and the University of Colorado, Rice Institute and the University of Kansas met. Kansas defeated Rice and Southern California defeated Colorado. Then we were successful against the University of Southern California, 42 to 41.

Every one of these games taxed the seating capacity of the new municipal auditorium

Oct. 21, 1940

Every one of these games taxed the seating capacity of the new municipal auditorium in Kansas City, and when the finals came up the whole town of Kansas City went basketball conscious decidedly. The National Collegiate named me Managing Director of the Tournament and I arranged to have the members of the National Basketball Rules Committee of the United States and Canada meet at Kansas City at that time. We also arranged to have the National Association of Basketball Coaches session there coincident with these dates.

We had planned to have Dr. Naismith present, but he passed away the latter part of November. However, everything else that had to do with basketball was centered there.

While the games in Madison Square Garden drew the attention of the public, we had the real McCoy here in Kansas City because it had the sanction of the National body. It was a National Tournament because the University of Southern California had won the Pacific Coast Conference championship; Rice Institute of Houston had won the Southwest; Colorado had won the Rocky Mountain Conference or the Big-Seven; and we had won the Big-Six and the Fifth District.

I am wondering if any of these angles would be appealing in an advertising way. While we are not National champions we are Western champions and semi-finalists in the National. With our string of victories, as far as winning championships are concerned, I believe we the outstanding record of any team in the United States, in that we have won more championships here than any team in the United States.

I feel that I should pass on to you any information that would make the sale of the book larger.

Very cordially yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

October 21, 1940

McGraw-Hill Book Company
330 East 42nd Street
New York, New York

Dear Sirs:

Will you kindly send me five copies of
Better Basketball at the usual author's discount?

I will be glad to send you a check on
receipt of the bill.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

October 26, 1940

Mr. Curtis W. McGraw
McGraw-Hill Book Company
330 East 42nd Street
New York, New York

Dear Mr. McGraw:

I am sending you a letter, the last paragraph of which is self-explanatory.

Although we gave Mr. Ligon the name of the book and the address where it could be purchased, he failed to take the matter seriously.

My point in sending you this letter is to tell you that I believe, if we could get this book before the coaches in some unusual way, it would show us that they want the book in larger numbers than they have expressed themselves.

Very cordially yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg
Enc.

October 29, 1940

Mr. Curtis W. McGraw
McGraw - Hill Building
330 West 42nd Street
New York, N. Y.

Dear Mr. McGraw:

Thank you for your very good letter of the 25th explaining the additional promotion advertising in favor of Better Basketball.

I quite agree with you that your campaign of "Scholastic Coach" and "Athletic Journal" should pretty well cover all the newer coaches if they read their professional literature. I am in accordance with your feelings, however, in that some people will never read it even though it is placed right under their nose.

Thanking you for your letter, I am,

Very cordially yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg:mln

JAMES H. MCGRAW, JR.
CHAIRMAN OF THE BOARD

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VICE PRESIDENT

CURTIS W. MCGRAW
VICE PRESIDENT AND TREASURER

WILLIAM E. HAWKE
SECRETARY & ASST. TREASURER

McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 West 42nd Street

New York, N.Y.

CABLE ADDRESS
"McGraw Hill" New York

LONDON
Aldwych House, W.C.2.

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MAIL ORDER DEPARTMENT

JOSEPH A. HYLAND
PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

October 25th

1 9 4 0

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

Dear Doctor Allen:

I have your letter of October 21 asking certain questions about the promotion of BETTER BASKETBALL and giving me the most interesting picture of your basketball season and the play-offs for the title. My congratulations to you even though a bit late and best wishes for the coming year. I knew in a hazy sort of way that you were pretty close to the top last Winter and I agree with you that basketball throughout the country certainly holds the very high interest and attendance of the public, in fact, basketball many years ago passed football attendance by a considerable margin.

Of course, I have known that the coaching turnover particularly among the smaller teams is great but I did not think it as much as you pointed out which was surprising.

In checking with our Promotion Department, I find that during the year BETTER BASKETBALL has been included in six mail campaigns as well as several advertisements. The main circular used was the full-page one which you have and a few of our other sport books were included as well. They pull pretty well too!

During the first part of November, Mr. Egner tells me that he is having another campaign using the "Scholastic Coach" and "Athletic Journal" as well which should pretty well cover directly all of the newer coaches. There is no question about it but that no matter what book is published, you are always going to find some people who haven't heard of it even though it is in their line and has been placed right under their noses. The book is selling well and the next campaign should help some more.

With kindest regards,

Sincerely yours,

Curtis W. McGraw

CWM:HML

November 9, 1940

The McGraw-Hill Book Company
330 East 42nd Street
New York, New York

Dear Sirs:

Enclosed is a check in the amount of
twelve dollars and twenty-four cents (\$12.24)
to cover invoice No. T62755, for five copies of
Better Basketball.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

Enc.

McGraw-Hill Book Company Inc.

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

T 62755

To

*
FORREST C. ALLEN
DEPT OF PHYSICAL EDUCATION
UNIVERSITY OF KANSAS
LAWRENCE, KANSAS
*

TO AVOID MISTAKES, PLEASE
SHOW THIS INVOICE NUMBER
ON YOUR REMITTANCE.

NET 30 DAYS—NO CASH DISCOUNT ALLOWED

DATE **10/25/40** ORDER No. **NONE** REQ. No. VIA **NONE** CLASS **C**

| QUANTITY | TITLES | UNIT PRICE | DISCOUNT | GROSS OR NET |
|----------|-------------------------|------------|----------|--------------|
| 5 | ALLEN BETTER BASKETBALL | 4 00 | 2/5 | 12 00 |
| | CARRIAGE | | | 24 |
| | | | | <u>1224</u> |

*Received
11/1/40*

*in
11/1/40*

BOOKS SENT BY MAIL, OR SENT TO OTHERS TO BE PACKED,
ARE AT PURCHASER'S RISK

November 12, 1940

Mr. Curtis W. McGraw
The McGraw-Hill Book Company
330 East 42nd Street
New York, New York

Dear Mr. McGraw:

Last week I spent my time in speaking before the Northwestern Ohio State Teachers Association in Toledo, and later in the week at the Wisconsin State Teachers Association in Milwaukee. I also attended administrative meetings in Chicago, Illinois.

Mr. Arthur Morse, of the Intercollegiate Athletic Association in Chicago, asked me if I would mail him an autographed copy of my book. I find it very embarrassing at times when I run into these fellows to turn them down. Upon several occasions I have autographed personal books that I purchased from McGraw-Hill and Company rather than to write and ask you to okay this or that complimentary copy. For the past year I have sent out several copies. It is necessary that I have them here to autograph them and when I write you and have you send it to them, then they mail it to me and after I have autographed the book I mail it back.

At both places, Toledo and Milwaukee, when the keymen at these meetings announced my book, the publisher of it, etc., and when they showed me other courtesies they naturally said, "Would you kindly send me an autographed copy"?

I quite agree with you that these fellows do not need to take anything for their nerves. They have plenty of it, but yet at the same time I am faced with a problem of promoting the book in the best possible way, and frankly I believe that a book well placed at times does not do any harm; especially when they are in a position to help in the distribution of it. For that reason if you would care to send me four or five copies to be used where I can do the most good with them I would appreciate it.

We had very large gatherings at all of our meetings, and I told them, of course, that I was not selling the book, that the same lecture I was giving could be found in my book, Better Basketball, in fuller detail; that while I could only touch on a part of the subject, I had it definitely worked out by photograph, exposition and diagram in the text. I have a letter

Mr. McGraw

Page Two

Nov. 12, 1940

from one of the coaches on my desk dated November 8, in which he states, "Of course I refer to your Better Basketball continually, and it really does give a lot of help that I did not know I had at hand." I tell them that everything I coach my varsity team to do is found in this new book, Better Basketball.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

November 22, 1940

The McGraw-Hill Book Company
330 East 42nd Street
New York, New York

Dear Sirs:

Will you kindly send me five copies of
Better Basketball at the usual author's discount?

I will be glad to send you a check on
receipt of the bill.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

December 19, 1940

Mr. Curtis W. McGraw
The McGraw-Hill Book Company
330 West 42nd Street
New York, New York

Dear Mr. McGraw:

One of the users of our text entitled Better Basketball, calls my attention to two apparent errors, and I am writing to pass this information on to you so you may pass it on to the proper authority for correction.

On page 167, the fourth line in the paragraph on "A More Difficult Recovery" reads as follows: "thrown himself down over the guard's left thigh"; this should read right thigh instead of left thigh.

On page 239, the last line reads, "3 passes to 1 and so on"; this should read, 3 passes to 2 and so on.

These are two small corrections but I believe that if and when the next edition is printed it will be good to catch these two points.

Thanking you for your cooperation, I am,

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

December 27, 1940

The McGraw-Hill Book Company
330 East 42nd Street
New York, New York

Dear Sirs:

Will you kindly send me five copies of
Better Basketball at the usual author's discount?

I will be glad to send you a check on
receipt of the bill.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

McGRAW-HILL BOOK COMPANY·INC.

McGRAW-HILL BUILDING
330 WEST 42ND STREET
NEW YORK, N.Y.

February 17
1 9 4 1

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

Dear Dr. Allen:

Thank you for your letter
of February 11 calling our attention
to an error on Page 3 of BETTER
BASKETBALL.

I have passed this over
to our Production Department and the
error will be corrected for the next
printing.

Sincerely,

Lueta W. McGraw

MK

September 26, 1941.

Mr. Curtis McGraw,
McGraw-Hill Publishing Co.,
330 West 42nd Street,
New York City, N.Y.

Dear Mr. McGraw:

I have just received a copy of Bulletin No. 9 on Health, Physical Education, and Recreation, published by the Missouri Public School System, in which "Better Basketball" is listed in the bibliography on page 300.

I just wanted you to have this information and thought you could pass it on to your proper department. You may wish to obtain a copy of this bulletin, if you do not already have it, and I suggest that you write to Mr. Forrest G. Stith, Coordinator, Jefferson City, Missouri.

With all good wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball and Baseball Coach.

FCA:AH

November 28, 1941.

Mr. Curtis McGraw,
McGraw-Hill Publishing Co.,
330 West 42nd Street,
New York City, N.Y.

Dear Mr. McGraw:

This past week I have spoken in Knoxville, Iowa, and Cape Girardeau, Missouri, at the State Teachers College. I also came in contact with Dan Partner, stellar sports writer of the Kansas City Star.

I find that "Better Basketball" has been published long enough now that there are changes coming in certain sports departments and radio stations, and these men in the present positions I find do not have copies of my book. Some have asked me for them and I have given one or two with my autograph on them.

I am wondering if you would have your secretary mail me five copies for the author's autograph gift. I assure you that I will not give away any unless they definitely have publicity value toward good saleability. When a new man comes on a job and I give him one of these books he is enthusiastic about it and picks out some part of the text to elaborate upon.

I will appreciate your response at your convenience.

With kindest personal regards, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball and Baseball Coach.

FCA:AH

November 29, 1941.

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

Dear Mr. McGraw:

Will you kindly send me by return mail five
copies of "Better Basketball"? I will send you a check
upon receipt of your statement.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball and Baseball Coach.

December 8, 1941

Mr. Curtis McGraw
Vice-president McGraw-Hill Book Co.
330 S. 42nd St.
New York, N.Y.

Dear Mr. McGraw,

I wish to acknowledge receipt of ten copies of Better Basketball.

I am enclosing my personal check for \$12.24 for five of these,
and I wish to thank you very much for the five copies for use
as the author's autograph gift.

With all good wishes I am

Sincerely,

FCA/pg

Director of Physical Education and Recreation
Varsity Basketball and Baseball Coach

JAMES H. MCGRAW, JR.
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PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

December 2
1 9 4 1

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

Dear Dr. Allen:

I have your two letters of November 28 and 29 respectively. As requested in your letter of November 28, we are sending you five complimentary copies of BETTER BASKETBALL to take care of certain changes in personnel in certain sports departments and radio stations who may be able to plug your book and I think this a good idea. I am glad you suggested this for it may help the sale and we are glad to cooperate.

In answer to your second letter, we are sending you five more copies at the regular author's discount which you are to pay for.

With kind regards and best wishes.

Sincerely,

CWM:L



January 20, 1942.

Mr. C. W. McGraw,
McGraw-Hill Book Co.,
330 West 42nd St.,
New York City, N.Y.

Dear Mr. McGraw:

In the January issue of the Journal of Health and Physical Education there is an article written by Jack Matthews of the University of Missouri entitled "Lower the Baskets". In this article he refers to our book, Better Basketball. I thought you would be interested in this reference.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball and Baseball Coach.