

January 11, 1940

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

Dear Mr. McGraw:

Thank you for your kindness in sending a copy of "Better Basketball", to Mr. Ernest Pontius.

Mr. Pontius is immensely pleased. As he is now at the head of Station W R E N, I am sure that he will have many opportunities and that he will use those opportunities to boost the book.

Thanking you for your courtesy, and with best wishes, I am

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



JAMES H. McGRAW, JR.  
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JAMES S. THOMPSON  
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New York, N.Y.

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"McGraw Hill" New York

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TRADE DEPARTMENT

January 4  
1940

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

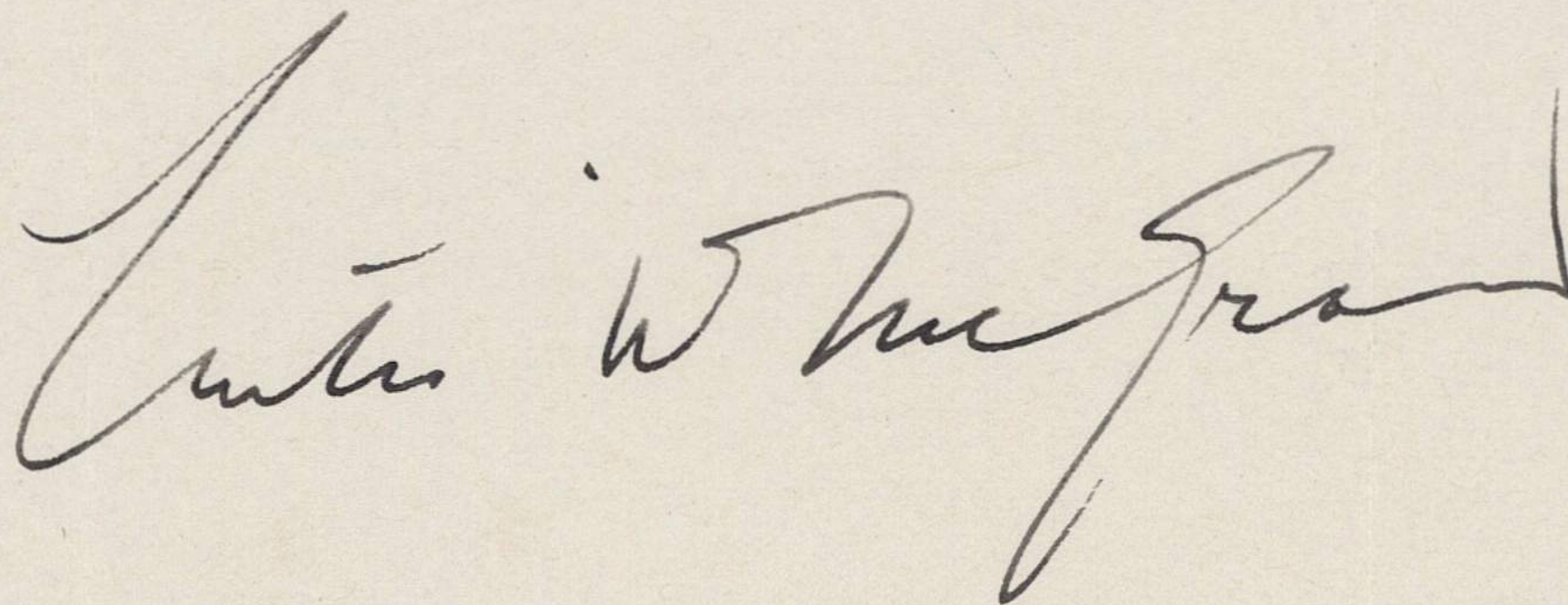
Dear Dr. Allen:

In accordance with your letter of December 29, we are sending a copy of BETTER BASKETBALL, with your compliments, to Mr. Ernest Pontius.

In your letter you mention that we would make such presentations as per our contract. Just for the record, such is not a matter of contract but in most cases where our authors make what we feel a reasonable request for promotion purposes, we are glad to comply.

Best Wishes for the New Year.

Sincerely,



CWM:MK



January 18, 1940.

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

Dear Sirs:

I have just received your blue and yellow sheets featuring "Better Basketball". I particularly want to compliment you on the get-up of the yellow sheet.

I wonder if you would be kind enough to send me a supply of both of these sheets. I have many inquiries about the book, and have a great number of occasions to enclose these sheets in my outgoing mail. My supply of printed leaflets is exhausted, and I would appreciate it if you would send me some at your early convenience.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH



# McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 West 42nd Street

New York, N.Y.

Do you know

--how best to penetrate a zone defense?

--the best modern use of screening, plays against the man-for-man defense, out-of-bounds plays?

A detailed, authoritative exposition of the latest and most advanced tactics of basketball offense and defense, and how to execute them, is only one of the features of this new book that will vitally interest every ardent follower of this game, from coaches and team managers to fans.

How to select and equip a team - how to train players, as individuals and as teams - how to handle them before and during the game, and care for their injuries - how to keep them in a winning mood - how to stage the contest - all these and more are fully covered, out of the experiences of a master coach, who has won 21 championships in 26 years of coaching.

Forrest C. "Phog" Allen's

## BETTER BASKETBALL

Technique, Tactics and Tales

This book fully covers technique, individual player skills, their offensive and defensive movements, handling of the ball, etc. Several well-illustrated chapters comprise a thorough analysis and practical treatment of this important groundwork of better basketball.

The tactics of coordinating the play and developing team offense and defense in its most up-to-date form is taken up in detail in another large section of the book.

Many hints on the psychology of winning games are given, particularly in the interesting true stories that the author tells in the section entitled Tales, all of which involve those human elements that help players to overcome one-sided scores and adverse conditions and to turn impending defeat into victory.

Just a few of the helpful features this book offers:

--163 photographs graphically illustrating individual offense and defense and team offense and defense

--86 diagrams very clearly depicting game formations and clarifying many confusing points

--a comprehensive section on training and conditioning, treatment of athletic injuries, bandaging, manipulation, emergencies, etc., providing many suggestions for keeping men in the game under conditions under which they ordinarily would be lost to the team

(over)



--a important system of motivation, giving set exercises for conducting group drills without the ball in each player's hands

--a detailed treatment of zone defense, man-to-man defense, screening, etc.

#### 10 DAYS' EXAMINATION ON APPROVAL

This big, readable manual of "Phog" Allen's methods is backed up by his record. It gives you the do's and don'ts that have won games for him. Makes the average player good and the good team stronger; and anyone who reads it an authority on the game.

Send for a copy today for examination. There is no obligation; you merely agree to return the book at the end of the examination period or to remit for it then. Mail the enclosed card now.

Very truly yours,

R-372

McGRAW-HILL BOOK COMPANY, Inc.

Coaches-

Trainers-

Managers-

Officials-

The many ideas on staging the contest, creating box-office appeal, raising players' spirits, keeping them in the game, etc.--practical helps in putting on a good show and winning games--are alone worth the cost of Allen's BETTER BASKETBALL.

"A 5-foot shelf in one volume"

- Frederick Ware

"The most nearly complete volume on the subject that has been presented to the public".

- Kansas Athlete

"If you can't beg, borrow or steal this book, call or write me and I'll see to it that you make the right connections".

- Duane Yarnell

"The book has everything. All of Allen's basketball savvy went into its making. Every fundamental of the game - every type of pass, shot and play - has been covered with the great fidelity to detail characteristic of his coaching".

- Scholastic Coach



# BETTER BASKETBALL

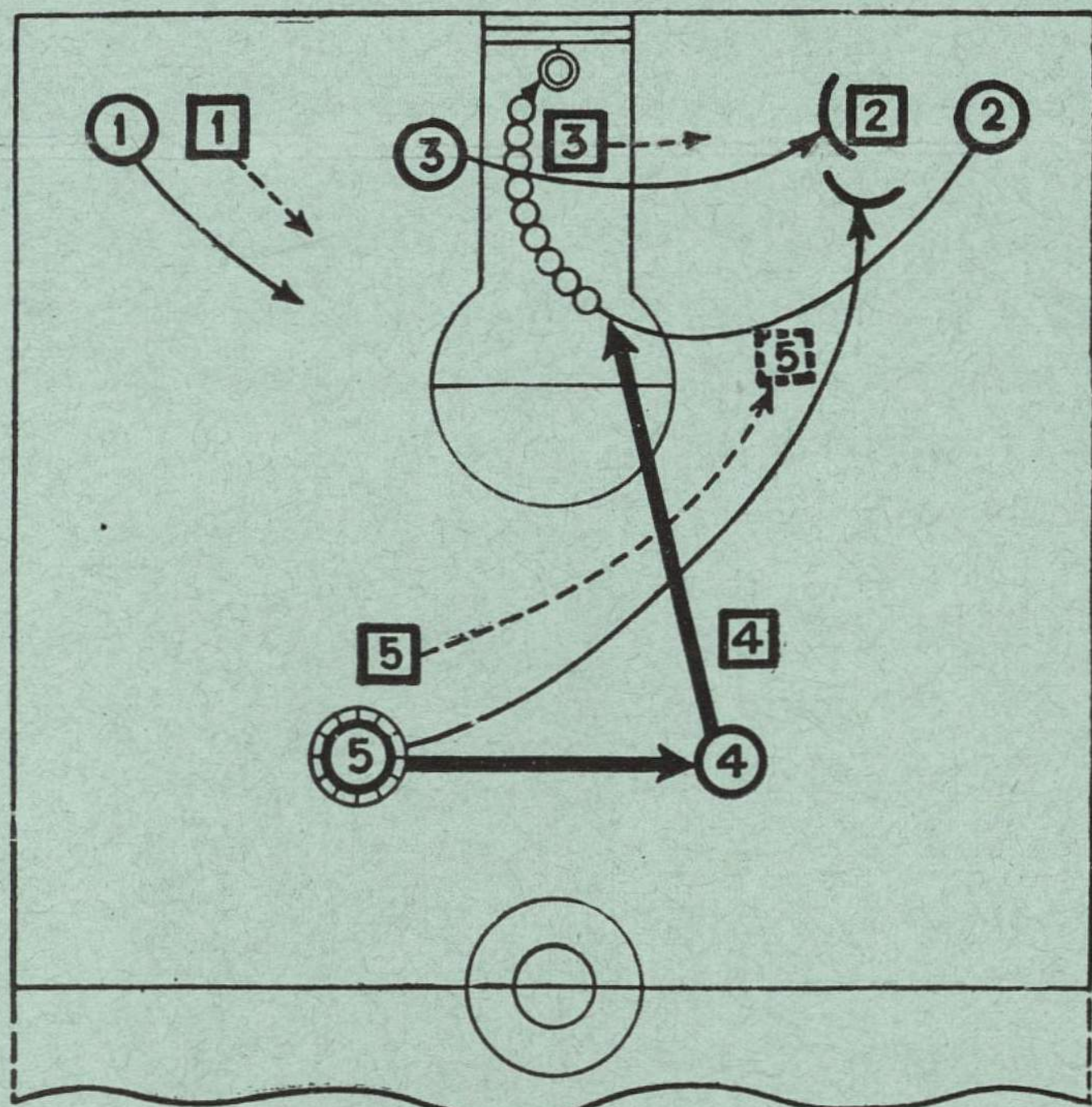
*Technique, Tactics and Tales*

By FORREST C. "PHOG" ALLEN

Director of Physical Education and Coach of Basketball, University of Kansas

HERE is a comprehensive and thorough manual that incorporates many helpful facts for the player, trainer-manager, or official, in his own phases of the game, that gives the coach a complete methodology for developing every factor of team and individual skill, and that interprets the spirit and technique of basketball in an interesting and informative way for every follower of the game. The author explains graphically the most advanced developments of the game, and through copious use of diagrams and photographs makes clear every detail of individual and team play. Offense and defense, both team and individual, are exhaustively treated. Individual and team technique and training also are fully covered, and all these pointers are coordinated in game and play formations of many types.

Besides the full treatment of the technique of the game, the author covers all other departments, from suggestions for officials and managers, to the important duties of the trainer. An entire section is devoted to the treatment of athletic injuries; shows actual tapings, bandages, and braces; outlines emergency measures; covers diet and conditioning; gives scores of valuable pointers for quickly restoring players to condition and keeping them in the game. A special feature of the book is the group of tales of actual games, showing how contests have been won by the use of applied psychology. These true stories are full of human details that illustrate the kind of psychological strategy which causes men to outdo themselves and upset unfavorable scores and adverse conditions.



163 photographs graphically illustrate the individual offense, the individual defense, the team offense and the team defense. 86 diagrams depict game formations and augment the author's clarifying discussions of many confusing and technical points

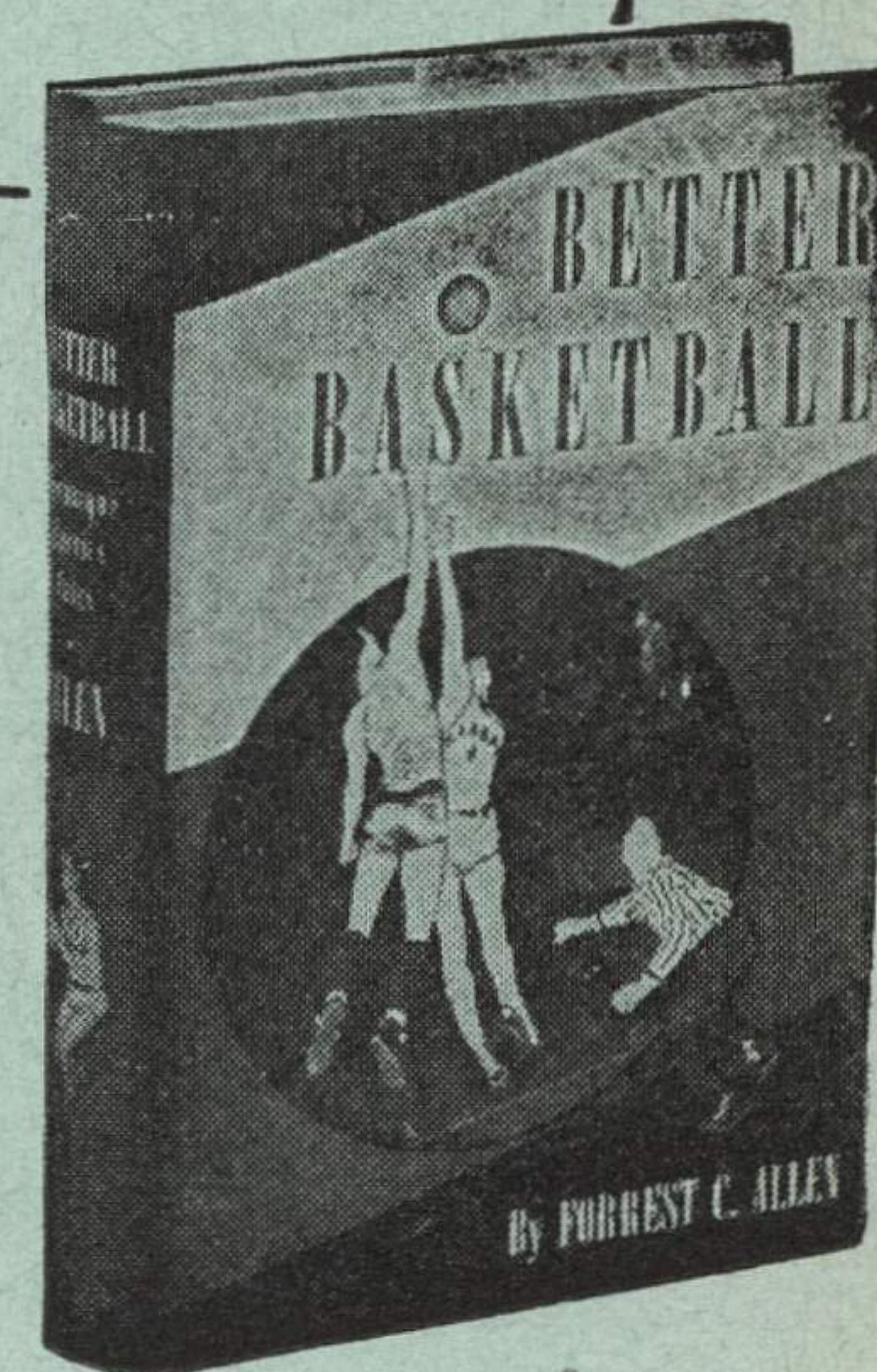
See this book for  
*fundamentals, practical methods,  
fine points of technique, in:*

- motivation, and "skill movements" or drills for group training in fundamentals
- development of ball-handling and other individual player skills and offensive and defensive movements
- modern tactics; team offense and defense; how to work through a zone defense; set plays from scrimmage formation, out-of-bounds plays, plays against the man-for-man defense
- screening; how and when to execute these plays
- applied psychology; leading men to upset unfavorable scores and adverse conditions
- conditioning players; treating all kinds of athletic injuries; handling emergencies
- selecting men, equipping them, handling them before and during games
- staging the contest, creating box-office appeal, officiating, etc.

Modern technique, the development of plays and players, the fine points of all departments of the game—an interpretation and guide for all who supervise, play, or watch basketball, and would know the game at its best.

WHITTLESEY HOUSE  
SPORTS SERIES

490 pages, 6 x 9, illustrated, \$4.00



## Contents

- I. BEGINNINGS
  1. The Major Scopes of the Game
  2. Practical Research in Basketball
  3. Officiating
  4. The Playing Court and Its Equipment
  5. Box-office Appeal
  6. Seasonal Preparation
  7. Selecting the Men
  8. Esprit de Corps
- II. TECHNIQUE
  9. Motivation of Basketball Fundamentals for Younger Boys
  10. The Dribble, the Stop, and the Pivot
  11. The Passes
  12. The Shots and the Held Balls
  13. Guarding
- III. TACTICS
  14. The Evolution of the Offense with Its Resultant Screen
  15. Offensive Screens against Man-for-man
  16. Offensive Practice Floor Drills
  17. Offensive Plays from Center Tip-off and Out-of-bounds
  18. Set Offenses against Zone Defenses
  19. The Evolution of Team Defense
  20. Special Defensive Situations
  21. The Stratified Transitional Man-for-man Defense with the Zone Principle
- IV. ATHLETIC INJURIES AND EMERGENCIES
  22. The Trainer and His Equipment
  23. Sprains or Synovitis of Joints
  24. Bandaging Head, Arm, and Shoulder
  25. Bandaging Wrist, Thumb, Hand, and Fingers
  26. Bandaging Thigh, Leg, and Knee
  27. Bandaging Ankle and Foot
  28. Specific Manipulations
  29. Emergencies
- V. TALES OF THE YESTERYEARS
  30. A Phantom in Cleated Shoes
  31. "Loyalty First" Undone
  32. The Dream Touchdown
  33. A Game That Built a Stadium
  34. Three Obstacles against One Hope
  35. A Lifetime in a Night
  36. Listening for a Droning Plane
  37. The Way of the Transgressor

McGraw-Hill Book Co., Inc., 330 W. 42nd St., New York



Let Raymond R. Camp

guide you to the best locales for hunting and fishing,— and *show you* how to increase your enjoyment and skill at these sports—in all seasons



## ALL SEASONS AFIELD

With Rod and Gun

By RAYMOND R. CAMP

Columnist of "Wood, Field and Stream" in the N. Y. Times. Conductor of "Angler and Hunter" Radio Program over N.B.C.

Whittlesey House Publication. 352 pages, illustrated, \$3.50

WHERE and when to hunt and fish—what to expect—what equipment is actually needed—how to select it and how to use it—how and where to find activity in these sports throughout the year: *All Seasons Afield* deals with the various methods, practices, and equipment vital to the successful taking of the many fresh water and salt water game fish and the large and small game animals of the Eastern United States and Canada.

It is directed not only at the novice in these sports, although many photographs and drawings were included for this individual, but at the expert as well. And it is lifted out of the class of mere handbooks by the many interesting and often humorous anecdotes that enliven the chapters and stress the points made.



Drawings by L. M. Henderson

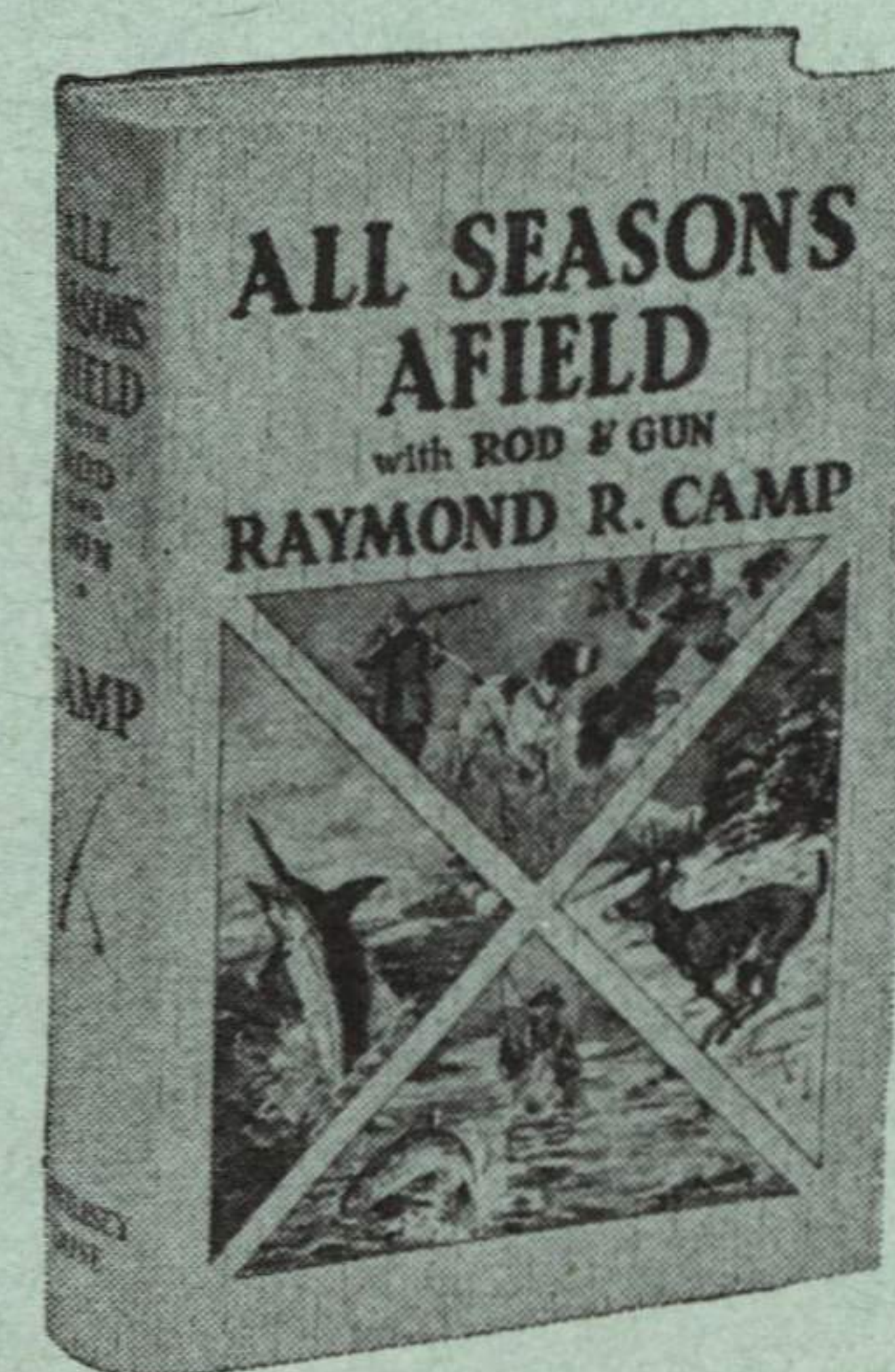
Whether you are interested in brook trout or broad-bill swordfish, woodchucks or bears, *All Seasons Afield* offers detailed and authoritative information on the methods and equipment needed, the places where such sports are to be pursued, and the time of year most likely to be successful. The concluding chapters on sporting tackle and ethics and sporting arms and ammunition are certain to be of great value to the present or prospective follower of these sports.

### "TELLS ALL AND TELLS IT WELL"

Ray Camp "knows his stuff." Not only in his capacity as Rod and Gun Editor of *The New York Times* does he have his finger on the pulse of the great outdoors, but through personal experiences gained from the trout streams of April to the wildfowl of winter.

This book "tells all" and tells it well. It's the kind of book this writer always wanted to write. I am sure that Ray has done it infinitely better. The "Where To Go" section is a mine of information. It is a book no sportsman in the East should be without.

Van Campen Heilner





February 1, 1940.

Mr. F. Dickman,  
Sales Department,  
McGraw-Hill Book Co.,  
330 West 42nd Street,  
New York City, N.y.

Dear Mr. Dickman:

I shall be very glad to receive a supply of the circular as per the sample enclosed at your early convenience. We particularly liked the blue and yellow circulars which you sent out recently, and if you have an additional supply of those leaflets we could use them to good advantage, I am sure.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



JAMES H. McGRAW, JR.  
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TRADE DEPARTMENT

January 29, 1940

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

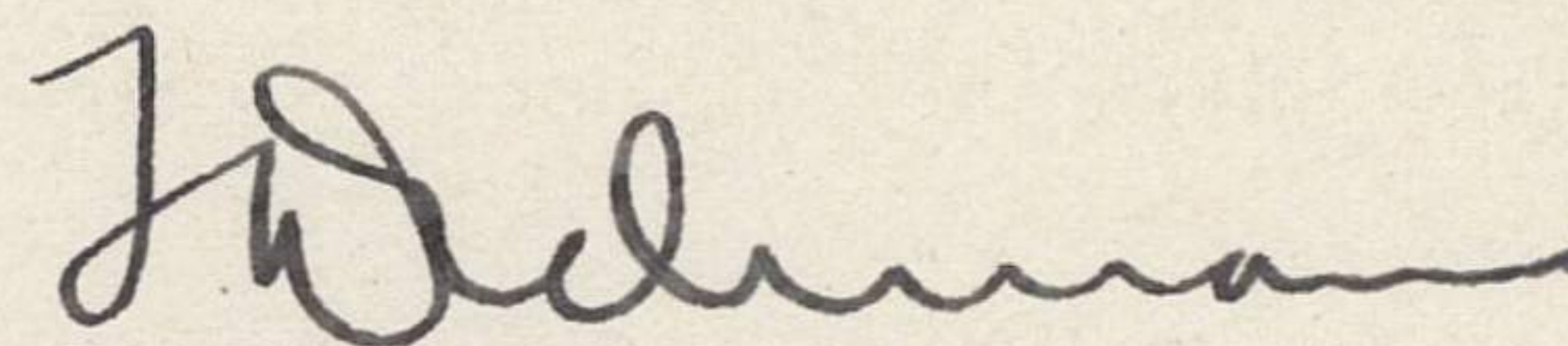
Dear Mr. Allen:

Thank you for your letter of January 18, complimenting us on the use of the blue and yellow letter featuring BETTER BASKETBALL.

The only circular which we can send you a supply of is the one which appears on the fourth page of the enclosed sample or the one which appears on the first page of another circular describing five other books.

The letter is now being printed and if you will let me know which of these circulars you prefer, I will send them to you when the letter is received from our multigrapher.

Very truly yours,



F. Dickman  
Sales Department

FD:AE



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TRADE DEPARTMENT

February 10, 1940

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

Dear Mr. Allen:

I am sending you separately the letters  
and circulars requested in your letter of February 1.

Very truly yours,



F. Dickman  
Sales Department

FD:AE

*Rec'd*



June 5, 1940.

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

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,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



July 19, 1940.

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

Dear Sirs:

Doubtless there has been some slip up in checking over the royalties, or perhaps your summer work has caused a delay in checking up on this detail. It is now getting along toward the 20th of July, and I believe the royalty check was due on July 1st.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



July 20, 1940

The McGraw-Hill Book Company  
330 West 42nd Street  
New York City

Dear Sirs:

Please accept my thanks for the royalty check  
dated June 30 which arrived in this morning's mail.

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach

FCA:lg



July 29, 1940.

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

Dear Mr. McGraw:

You are absolutely right in your statement that you have sixty days after the six months period of payment. But you were generally so exceptionally prompt to remit the check at the close of six months that you spoiled us, I imagine. We were needing just a little gasoline money, and you know when children are spoiled it is harder to deal with them than when you teach them to expect little or nothing.

Yes, I do appreciate the many thousand author royalties and statements that must be carefully checked. This is a huge volume. Just this morning I had a letter from Howard Braucher, secretary of the National Recreation Association, in which he said he was asking you to send me a copy of "Introduction to Community Recreation", on approval. I receive hundreds of communications from authors and it seems as if McGraw-Hill publishes the majority of these books or periodicals that are publicized.

Thank you very much for your prompt reply and remittance.

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH



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PRODUCTION DEPARTMENT

HUGH J. KELLY  
TRADE DEPARTMENT

July 22  
1940

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

Dear Dr. Allen:

I have your letter of July 19 saying that there must have been a slip-up or delay in payment of royalties for the first six months of this year, for you believe your royalty check was due on July 1.

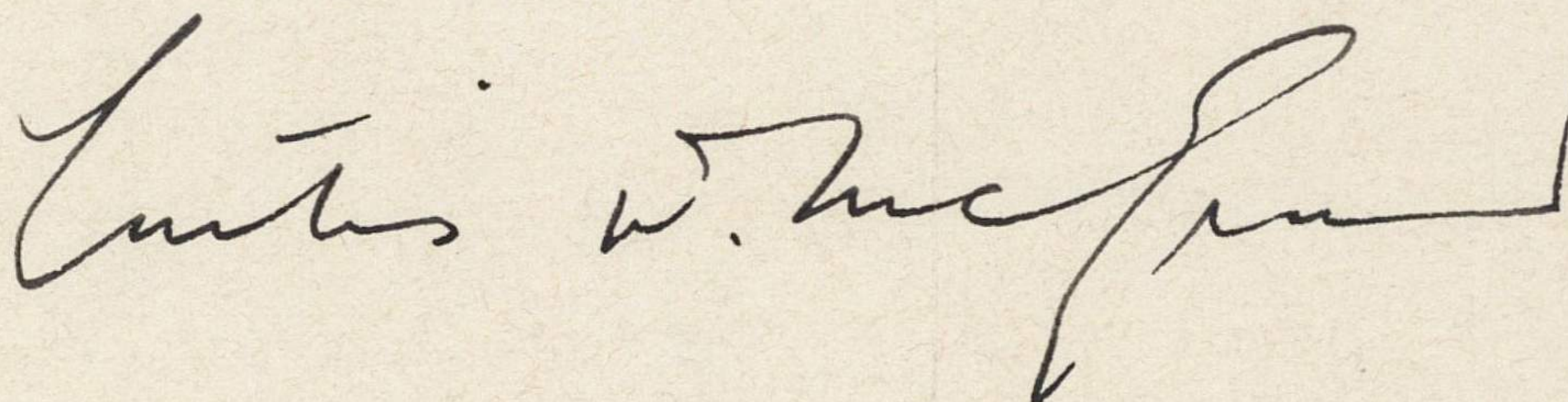
If you will refer to your agreement with us you will find that we pay royalties twice a year, within sixty days of the close of the six months periods ending June 30 and December 31 respectively. There therefore has been no slip-up, nor are your royalties due until the end of August, although we usually complete the payments within a month rather than the two specified.

Naturally, if you will consider the matter of paying several thousand authors' royalties, plus making statements and carefully checking each account you will appreciate that it would be an impossibility in less time.

Your royalty check and statement went forward to you last Friday.

With kind regards,

Sincerely yours,



CWM:MK



August 29, 1940

The University Book Store  
4326 University Way  
Seattle, Washington

Dear Sir:

Your order for the book entitled My Basketball-Bible has been forwarded to Dr. Allen at the University of Kansas.

The book you wish has been out of print for two or three years, but has been replaced by another entitled Better Basketball also written by Dr. Allen. Better Basketball may be purchased at most any sporting goods company, or from the McGraw-Hill Book Company in New York at the price of \$4.00. Dr. Allen himself would be glad to send you a copy upon receipt of a check for \$4.00.

Sincerely yours,

Secretary to Dr. Forrest C. Allen



# SMITH-GRIEVES COMPANY *Printers*

17th and WASHINGTON  
KANSAS CITY, MO.

August 28, 1940

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

Dear Mr. Allen:

I am sending you this order we just received for one of your Basketball Bibles. In as much as we have no more Bibles on hand, I thought you might have it filled with your new book.

Yours very truly,

*E. C. Riefler*

SMITH-GRIEVES COMPANY

ECR:LB

*out of print  
2 c 3 on  
p. 172 h  
x my 8  
6 1/4  
6' x 6  
2 books*