

August 12, 1939.

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

Dear Mr. McGraw:

I am enclosing a postcard which just came to me, together with a copy of my reply to them. I will thank you if you will take care of this.

I am wondering if it would be an unreasonable demand to ask you to send us a copy of shipments that you have made for Better Basketball. I find that when I learn certain individuals or firms have purchased books that I am in a much better position to serve them when they write regarding inquiries on special parts of the text. It would be a great favor if you will ask your firm to send me these copies from the time the book was published.

Very sincerely yours,

FGA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

August 15, 1939.

Mr. Dale Stonecipher,
1914 S. Locust,
Pittsburg, Kansas.

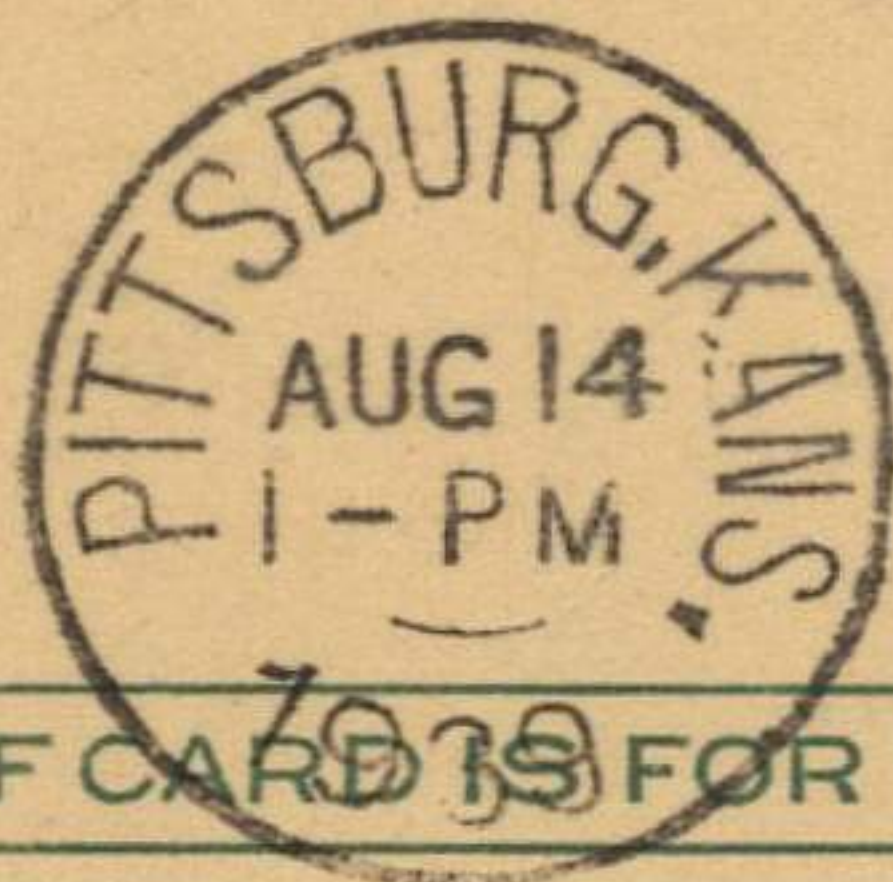
Dear Mr. Stonecipher:

Thank you very much for your inquiry regarding my new text on "Better Basketball". This book is published by the McGraw-Hill Book Company, 330 West 42nd Street, New York City, and may be purchased from them or from any of the leading sporting goods firms. I believe Lowe's Campbell, of Kansas City, have a supply of the books, and also many of the book stores have them. The book sells for \$4.00.

I trust that you will be able to secure a copy soon. If you have questions on any part of the book it will be a pleasure to hear from you again.

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.



THIS SIDE OF CARD IS FOR ADDRESS

Dr. F. C. "Phog" Allen
Physical Ed. Dept.
University of Kansas.
Lawrence, Kan.

Pittsburg, Kan.

Dear Sir,
Will you please advise me
where I can order your book
on Basketball Fundamentals?
I also would like to know
the price of this book. I will
appreciate an answer as
soon as possible & I am
in need of the book.

Thanking you in advance.

Dale Stonecipher
1914 S. Locust
Pittsburg, Kan.

September 2, 1939.

Mr. Harold R. Russell, Manager,
Russell Sporting Goods Co.,
1816 Farnam Street,
Omaha, Nebraska.

Dear Mr. Russell:

After returning from a trip to Atlanta, Georgia, where I have had a coaching school, I find your kind letter of August 24 asking that we send you a copy of our text, "Better Basketball". I am sorry for the delay in responding to your request.

Under separate cover I am sending you a copy of this book. I shall be glad to receive your check for \$3.00 plus postage, which will probably be 6¢. The book regularly sells for \$4.00.

Thanking you for your order, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

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PRESIDENT
A. R. RUSSELL,
VICE PRES.
HAROLD RUSSELL,
TREASURER
RAYMOND RUSSELL,
SECRETARY



WE EQUIP
EVERY
KIND OF SPORT
IN OMAHA
SINCE 1889

1816 FARNAM ST.
OMAHA, NEB.

August 24, 1939

mail
3.00
7001
Mr. Phog Allen
University of Kansas
Lawrence, Kansas

Dear Sir:

Will you kindly send us a copy of your latest book on basketball, or advise where we can obtain same?

Yours very truly,

RUSSELL SPORTING GOODS CO.

Harold R. Russell.

Manager

HR:FN

September 5, 1939.

Miss Marion E. Kay,
Secretary to Mr. Curtis W. McGraw,
McGraw-Hill Book Company,
330 West 42nd Street,
New York City, N.Y.

Dear Miss Kay:

Acknowledging your favor of the 31st ultimo regarding the author's copy, I meant to ask Mr. McGraw to handle this copy as he has other author's copies.

Mr. Dwight Keith is secretary of the Georgia Athletic Coaches Association, and we were asking that a complimentary copy of "Better Basketball" be sent him on account of his administrative position and his influence with the coaches in the state of Georgia. I think if you will look back in the correspondence you will find that this is consistent with our wishes and with your previous practice.

Very sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach.

FCA:AH

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McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 West 42nd Street

New York, N.Y.

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August 31
1939

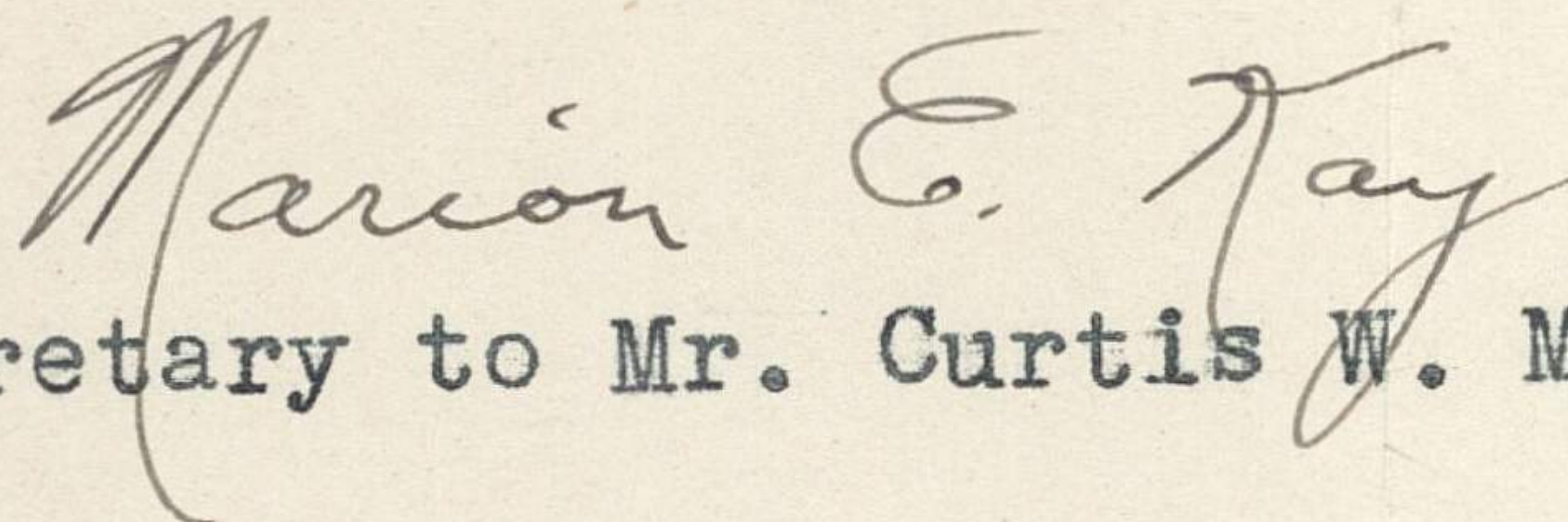
Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

Your letter of August 26 to Mr. McGraw
has been received in his absence.

A copy of BETTER BASKETBALL has gone
forward to Mr. Dwight T. Keith at Atlanta, Georgia.
I did not quite understand what you meant by
"author's copy" but I imagine you meant that
the book was to be charged to your account at
the author's discount of 40%. If this is not
in accordance with your wishes, please let me
know.

Very truly yours,



Secretary to Mr. Curtis W. McGraw.

McGraw-Hill Book Company, Inc.

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

T13667

To

*

*

DR. FORREST C. ALLEN
UNIVERSITY OF KANSAS
LAWRENCE KANSAS

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

NET 30 DAYS—NO CASH DISCOUNT ALLOWED

*

*

DATE 8/29/39 ORDER No. NONE REQ. No. NONE VIA NONE CLASS TM

QUANTITY	TITLES	UNIT PRICE	DISCOUNT	NET
1	ALLEN - BASKETBALL	4 00	2/5	2 40
	CARRIAGE			6
	CONTRA A/C			246
	MR. DWIGHT T. KEITH, SECY. GEORGIA ATHLETIC COACHES ASSOC. ATLANTA GA. 8/29/39MM T 13667			

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.

September 9
1939

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

Dear Dr. Allen:

In accordance with your letter of September 5, I have had the charge against your account canceled covering the copy of BETTER BASKETBALL sent to Mr. Dwight Keith.

The book has been billed as a complimentary copy.

Sincerely,

Marion E. Kay

Secretary to Mr. Curtis W. McGraw.

September 14, 1939.

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

Dear Sirs:

Will you kindly send me by return mail five (5) copies of "Better Basketball", parcel post book rate, at the usual author's discount, and bill me for the same?

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

September 22, 1939.

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

Dear Sirs:

I am enclosing my check for \$12.24 in payment of five copies of "Better Basketball" which were shipped on September 16th, and which were received yesterday. Thank you for your promptness in filling our order.

I would like to order at this time five additional copies of "Better Basketball" at the usual author's discount, to be sent at your early convenience.

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

October 9, 1939.

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

Dear Mr. McGraw:

On August 12th I wrote your firm and asked if it would be possible to have a list of the persons to whom sales had been made so that I could more intelligently correspond with people who have bought this text - Better Basketball.

Only recently I got a letter from a man in Philadelphia who wrote me about some matters in the book.

I furnished you a complete copy of all the sales that Smith-Griever sent me, and I would very much appreciate it if you could have this list prepared so that when I have communications from these people I can keep better acquainted with them. And in turn, I could be in a better position to boost the sale of more books.

If, however, you do not care to give me the individual orders, I would like to have a list of the houses and firms that you are shipping to in large orders - say 10 to 25. That should not take a great deal of time to prepare.

Your Mr. Hawice stated that it would be necessary to hire extra help at my expense. Of course, that would not be desirable from my standpoint.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

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August 18
1939

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

Dear Dr. Allen:

Your letter of August 12 to Mr. McGraw has been referred to me in his absence.

I have put through the order enclosed.

The sales of your book since publication involves approximately 2,500 orders. It would not only be a tremendous job to look up these orders and make a transcript, but right now we are short-handed because of vacations and are also running into our very heavy peak season when we simply could not find the time nor help to do this for you.

Of course, if it is information you must have, we shall be glad to hire the necessary help to do this at your expense.

Very truly yours,

McGRAW-HILL BOOK COMPANY, Inc.

W. E. Hawke
Assistant Treasurer.

WEH:MK

October 20, 1939.

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

Dear Mr. McGraw:

After reading your letter of the 16th instant, I see your problem. Really, those orders for ten or over are not the ones that I wanted. I wanted the individual orders because in Michigan, or California, or Georgia, or North Dakota, I get letters from people asking about the execution of certain plays. Without exception I sit down and write to those people and explain to the best of my ability the interpretation of the situation.

Then I know the people in the different localities. I am acquainted with their names. Later there will come inquiries from people in that section, or I will perhaps speak to a group either in physical education or on some academic subject, and generally an opportunity arises wherein I mention the fact that John Doe or Richard Roe had such and such a problem that he brought up in discussion of my text. I think it does promote the sale very definitely.

The full explanation in your letter caused me to see the impracticability of going through your files, and inasmuch as I wanted the individuals and not the listings from the firms, this will not help me out in my situation. For that reason I withdraw the request, and thank you for your offer. I fully understand.

Thanking you, and with best wishes, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

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McGraw-Hill Building

330 West 42nd Street

New York, N.Y.

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TRADE DEPARTMENT

October 16
1939

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

Dear Dr. Allen:

I have your letter of October 9 asking for a list of purchasers of BETTER BASKETBALL. The question of such a list is not that we do not want you to have it or would not give it to you if we could obtain it, but it is the fact that to compile such a list is a tremendous job.

If you will consider that we bill between 1,500 and 2,000 orders a day, and, of course, such orders are spread over our whole list of almost 2,000 titles, you can better visualize the problem.

Each billing number is posted to the individual title's stock card which means that we would have to search out each individual billing ticket among all the half million or so tickets which have accumulated since your book was published.

It can, of course, be done but it would take an individual at least a week's time to find all the tickets and then make a typed list from the names and addresses on the tickets so found. If we only had a few titles, such as is probably the case with the Smith-Grievess Company, it would be one thing but it is something else with the volume involved.

One of the firms which sell a goodly quantity of BETTER BASKETBALL is Lowe & Campbell but they buy many other of our titles as well and hence at the moment I do not know the exact quantity of BETTER BASKETBALL they have taken, but it probably has been around 400 or 500.

I am not sure that I see the point as to how it would help to more intelligently correspond with people who have bought the text, but I will try

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

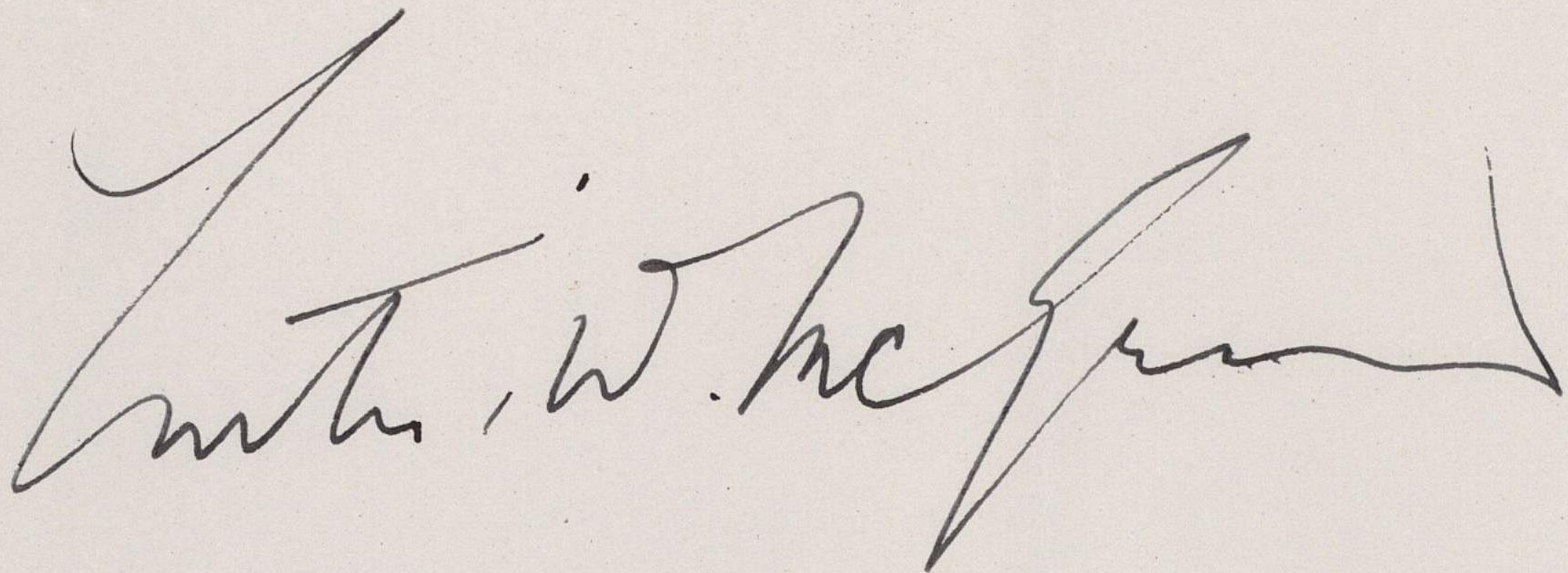
PAGE -2-

DATE 10/16/39

to have a list of those ordering over ten copies prepared in the near future and send it to you.

Sincerely,

CWM:MK

A handwritten signature in cursive script, appearing to read "Arthur W. McFarland". The signature is written in dark ink and is positioned to the right of the typed name "CWM:MK".

October 23, 1939.

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

Dear Sirs:

Will you kindly send me by return mail
five copies of "Better Basketball" at the usual
discount allowed the author. I will send my check
upon receipt of your statement.

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

November 1, 1939.

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

Dear Mr. McGraw:

I would like to have you send me 500 copies each of the enclosed card and leaflets describing the book, "Better Basketball". My supply here at the office is nearly exhausted, and I am expecting to write to several hundred coaches within the next few weeks. If you have any new printed material on the book I wish you would send it along.

We get many inquiries from coaches and players regarding plays, rules, and so forth, and in each letter we insert the advertising material if we think there is a possible sale.

I would appreciate your sending this material at your early convenience.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

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November 3
1 9 3 9

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

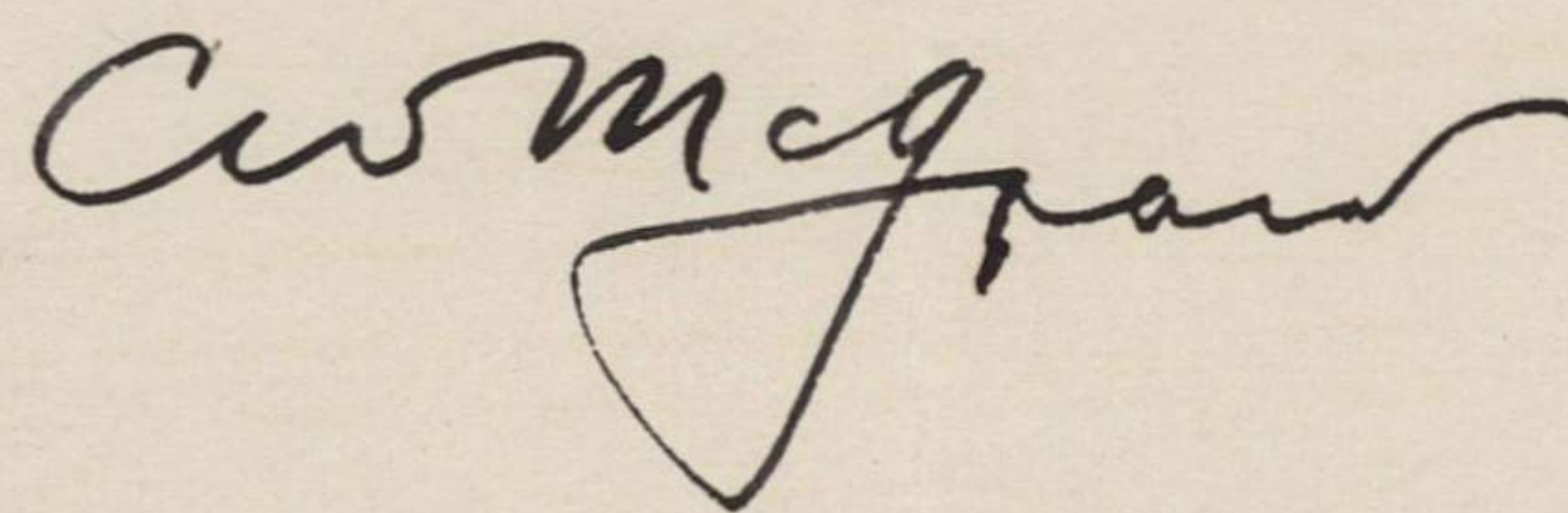
Dear Dr. Allen:

I have your letter of November 1, and our Mail Order Department is sending you around 100 of one kind of a circular and around 300 of another. These are all we have on hand at the moment, but we will overrun some on the November campaign, and if you need any more, should be glad to supply you later.

The smaller circular you received was one used in a large September campaign, and the other circular was used in the October campaign.

We have no more of the small green card. These cards are only made once at the time a book is published, and are primarily for libraries and made to their specification. Therefore, there would be little use of our reprinting them because the libraries have been supplied.

Sincerely yours,



CWM:HML

November 9, 1939.

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

Dear Mr. McGraw:

Last August I had part in a coaching clinic in Atlanta, Georgia, and since then I have been receiving requests from coaches in that state in regard to my book, "Better Basketball". I am enclosing copies of some of these letters so that you may have specific information.

You may recall that last January 23 I wrote you that I expected to be in Atlanta in the summer at this coaching school and suggested that if your salesman could cover this territory at that time it might be a good chance to boost the sale of the book. On January 25 you replied that you were passing the information on to your sales department, and added, "I know they will cover the situation adequately."

If you will pardon my saying so, in my opinion the sale of this book should be handled differently from the ordinary school textbook. The coaches are the ones interested in the book, and they should be approached in a manner different from the way a salesman would approach a professor.

I find this true all over the country, and am constantly getting inquiries from people who do not know where they can secure the book. I just wanted to pass this situation on to you as definite evidence that the books have not been distributed in all sections.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

McGRAW-HILL BOOK COMPANY·INC.

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330 WEST 42ND STREET

NEW YORK, N.Y.

January 25
1 9 3 9

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

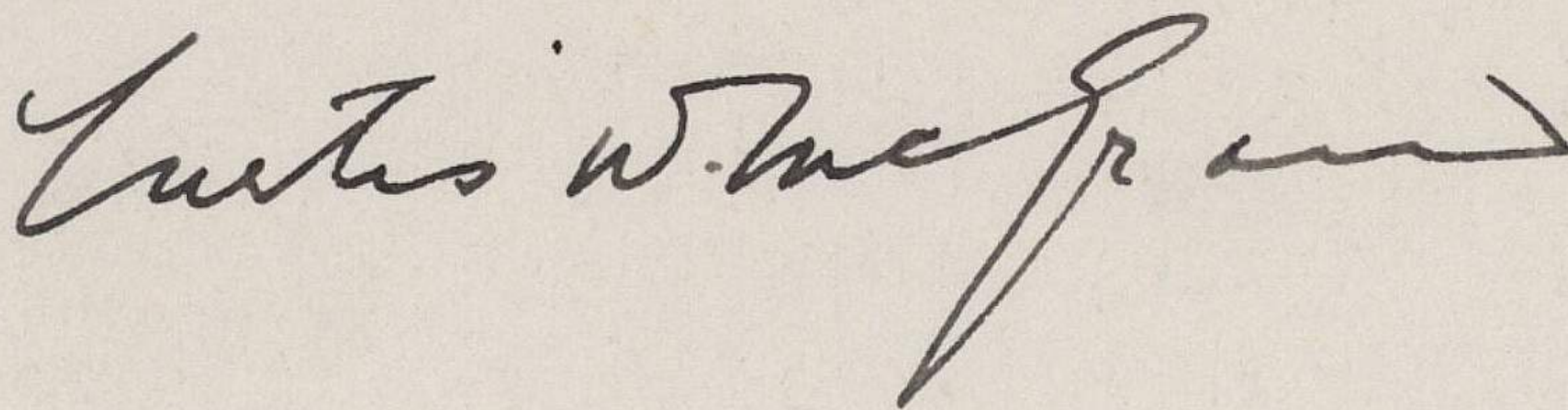
Dear Dr. Allen:

Thanks for your letter of
January 23, and please excuse the
hasty reply as I am rushing to a
meeting.

I will pass on the information
to our Sales Department about your
connection with the Coaching School
at Atlanta next August and I know
they will cover the situation adequately.

Sincerely,

CWM:MK



November 28, 1939.

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

Dear Sirs:

Will you kindly send by return mail five (5)
copies of "Better Basketball" at the usual author's
discount?

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

December 5, 1939.

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

Dear Sirs:

Will you kindly send at once five (5) copies
of "Better Basketball" at the customary author's
rate?

The five copies which were ordered last week
have been received, and we are in need of five
additional copies as soon as you can mail them to us.

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

December 29, 1939.

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

Dear Mr. McGraw:

Mr. Ernest Pontius, sports announcer for Station
W R E N, at Lawrence, Kansas, has been promised a copy of
"Better Basketball" by me for over two years.

When Mr. Vernon "Bing" Smith was the announcer at
W R E N he was sent a complimentary copy of the book by
you, and since that time Mr. Smith has gone to a station
in Omaha. Pontius is in charge of his work here, and I
would appreciate it, if it is in keeping with your desires
and our contract from time to time to send author's copies,
if you would send an author's copy to Mr. Pontius. He has
done much to boost the book, and I would appreciate it if
you would mail him a copy with the company's best wishes.

Wishing you a very happy and prosperous New Year,
I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

January 9, 1940.

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

Dear Sirs:

Will you kindly send by return mail
five copies of BETTER BASKETBALL, at the usual
author's discount?

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.