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January 5, 1939

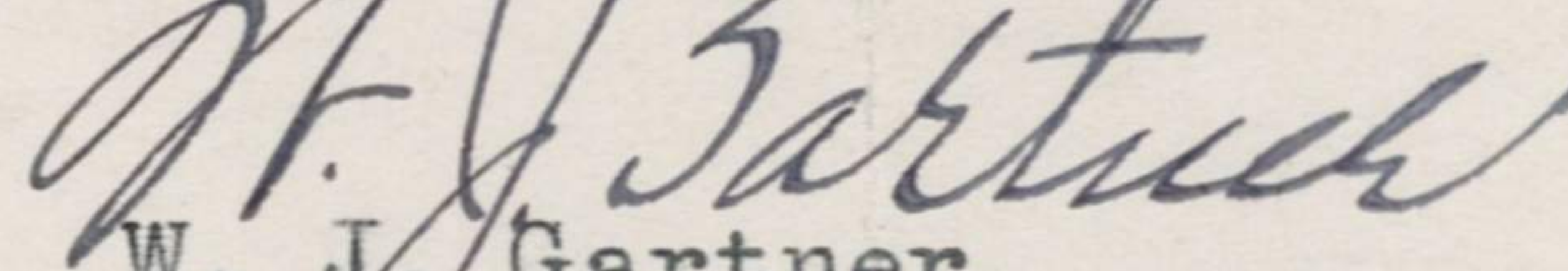
Dr. Forrest C. Allen  
University of Kansas  
Lawrence  
Kansas

Dear Dr. Allen:

I have your letter of January 3rd with the corrected drawing of Diagram 81 on page 293 of BETTER BASKETBALL. I shall have a new drawing prepared and then make a new cut, and have this substituted immediately for the incorrect illustration. This figure will then be correct for all future printings of the book.

Thank you very much indeed for your kind New Year wishes which I reciprocate most heartily.

Very truly yours,

  
W. J. Gartner  
Production Department

WJG:CC



January 3, 1939.

Mr. W. J. Gartner,  
Production Department,  
McGraw-Hill Book Co.,  
330 West 42nd Street,  
New York City, N. Y.

Dear Mr. Gartner:

Referring to your letter of December 7 in regard to Diagram 81 on page 293 of Better Basketball, I am enclosing a corrected drawing of this diagram.

There are two changes to be made in the corrected plate for the book. In the upper right hand corner (5) should be (2) and (3) should be (2). These corrections have been made on the drawing I am enclosing.

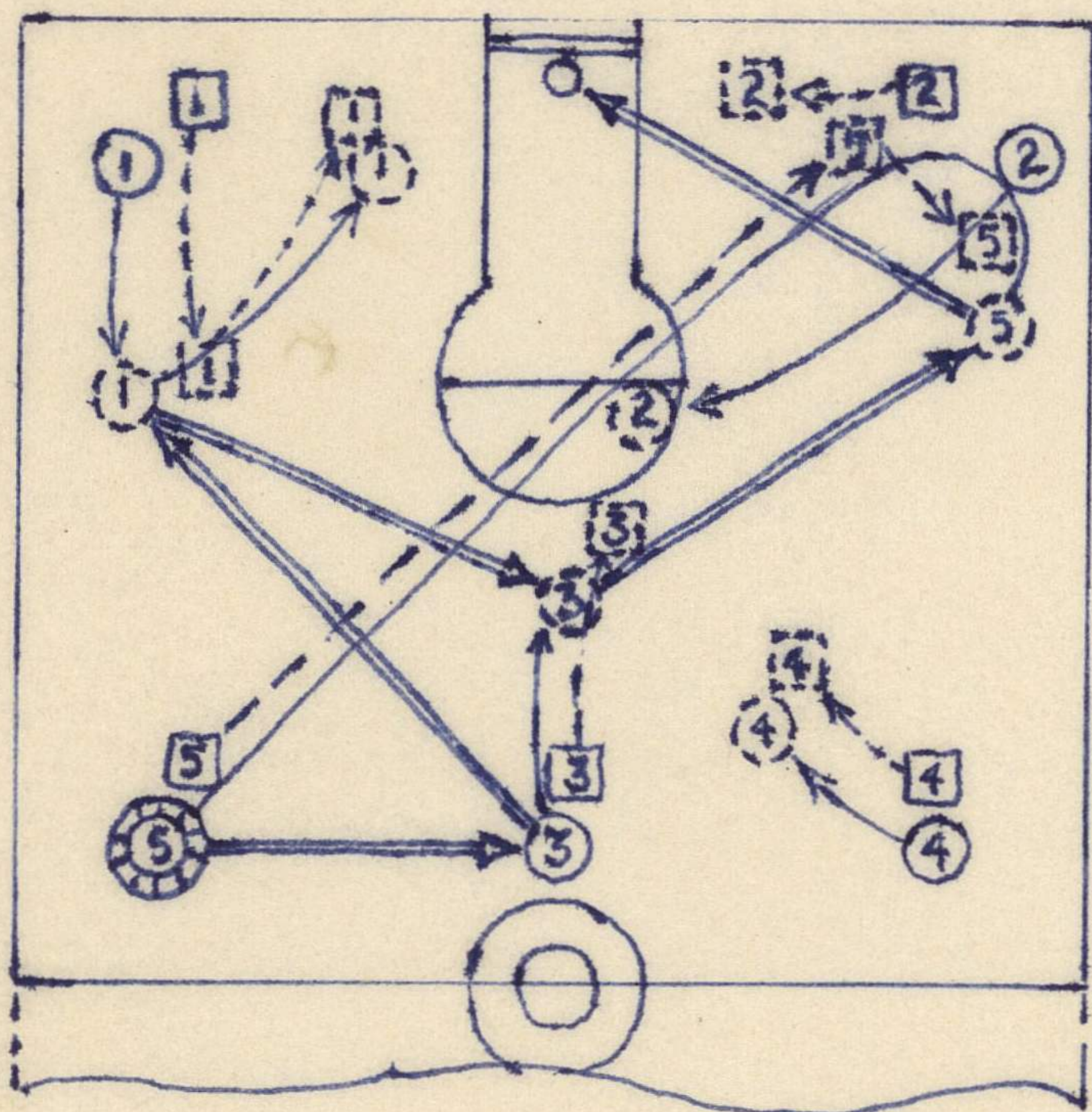
I shall appreciate having this new cut made for future printings of the book.

Thanking you, and with best wishes for a very happy and prosperous New Year, I am

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.







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December 7, 1938

Dr. Forrest C. Allen  
University of Kansas  
Lawrence  
Kansas

## BETTER BASKETBALL

Dear Dr. Allen:

I have your letter of November 28th about the error which has been called to your attention in Diagram 81 on page 293.

To make this change in the remaining copies of the current printing of the book would be very expensive and so we have decided against it. We shall, however, be glad to make the correction in the plate now, so that the error will be correct for future printings of the book.

At your leisure, will you kindly send me the drawing of this figure and I shall have it corrected and make a new cut. I shall then send the new cut to the printer and have him insert this in the plate of page 293 in place of the present incorrect illustration.

Very truly yours

*W. J. Gartner*  
W. J. Gartner  
Production Department

WJG:CC



November 28, 1938.

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

Dear Mr. Gartner:

I have just had a letter from Coach Bob Mack, of White Cloud, Michigan, calling my attention to the fact that on diagram 81, page 293, there is no (2) man in the diagram. I find that there is an error by the draftsman or the men who did this work, and doubtless I gave him this diagram to draw it from.

I do not have the originals with me, and suffice to say that (5) in the right corner should be changed to (2).

Of course, if this coach had looked at diagram 80 on page 292 he would see (2) stationed in there to the right of (2), but my diagram is incorrect. (5) should be (2).

I am wondering if there is any way that this could be corrected in future copies, thereby lessening the number of errors that an author is subject to.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH

(3) should be  
(2)

*[Handwritten signature]*



January 13, 1939.

Mr. W. J. Gartner,  
Production Department,  
McGraw-Hill Book Co.,  
330 West 42nd Street,  
New York City, N.Y.

Dear Mr. Gartner:

I am returning herewith the new drawing of  
Diagram 81 for page 293 of "Better Basketball". I  
have checked it over, and find no mistakes.

Thank you for preparing this new cut for  
the next printing of the book.

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.



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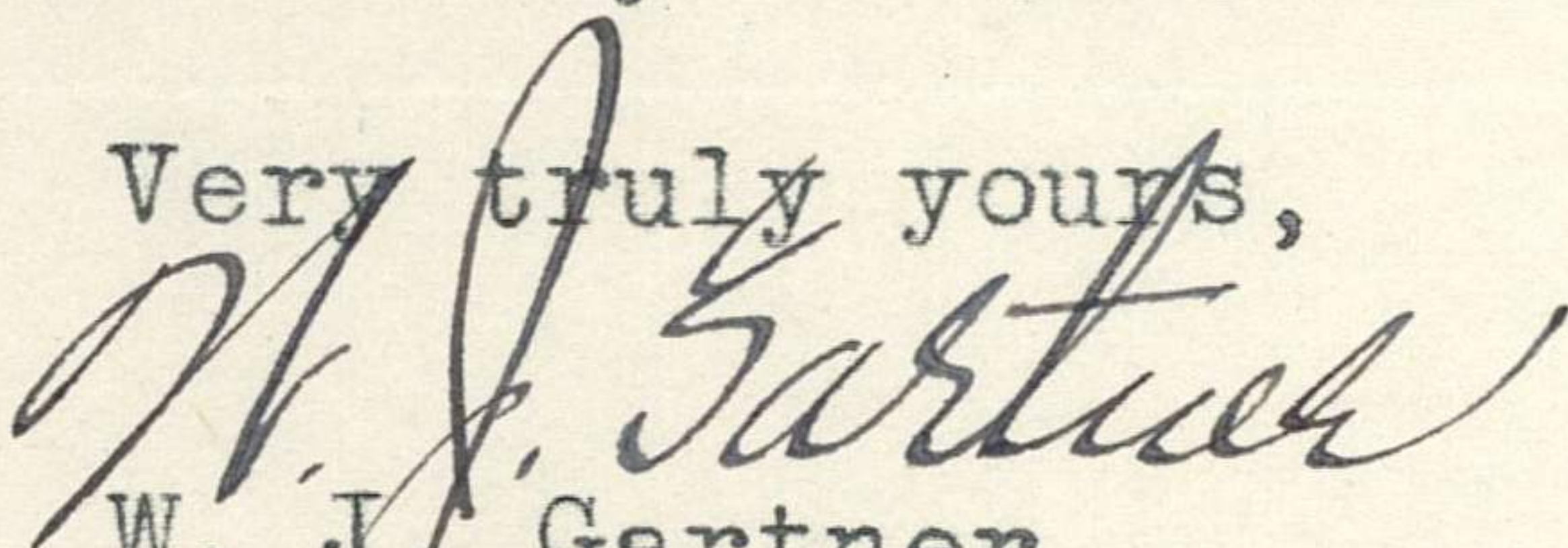
January 9, 1939  
Dictated 1/7/39

Dr. Forrest C. Allen  
University of Kansas  
Lawrence  
Kansas

Dear Dr. Allen:

I have had a new drawing prepared of Figure 81 on page 293 in BETTER BASKETBALL. This is enclosed. I would like you to check it before I prepare the new cut. There will be no hurry about returning this drawing; you may return it at your leisure.

Very truly yours,

  
W. J. Gartner  
Production Department

WJG:CC  
Enc.



January 14, 1939.

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

Dear Mr. McGraw:

Thank you very much for your kind letter of the 10th instant. I am much interested to know the results of the special campaign, and trust that the January and February sales will show a great improvement.

A great number of people write to me directly to inquire where they can obtain a copy of BETTER BASKETBALL, so I do not believe the bookstores and the sporting goods firms are letting the coaches know that they have the books.

I am wondering how many books have been sold over the past six months period. Can you give me an estimate on this? I presume, however, that the January 31st report will show the exact number. I shall be glad to hear from you.

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



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January 10  
1939

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

Dear Dr. Allen:

In my letter of December 13 I promised to let you know the result of the special campaign to your Kansas list, as well as from the mailing of 10,000 by our School Department.

To date, 5 orders have been received from the special Kansas list, which is disappointing, but to our minds is accounted for by the fact that individual names are much better prospects than where the position only is used.

During December, somewhat over 300 copies of BETTER BASKETBALL were sold. Of these, 232 were direct results of the School Department campaign. The remainder came through bookstores, which probably was the direct result of the mail campaign as well. Besides the orders received for BETTER BASKETBALL, there were many other of our sports books ordered in connection therewith as well, so we feel the campaign was mighty successful and orders are still coming in from it.

The latter part of January we will publish Dick Vaughan's book on HOCKEY. That will have a mailing of well over 20,000 to school and college coaches and libraries. With the campaign will be included a full page circular on BETTER BASKETBALL, so the sales in January and February should be again satisfactory.

Then, too, in the January and February issues of Athletic Journal and Scholastic Coach, both the HOCKEY book and BETTER BASKETBALL will be featured.



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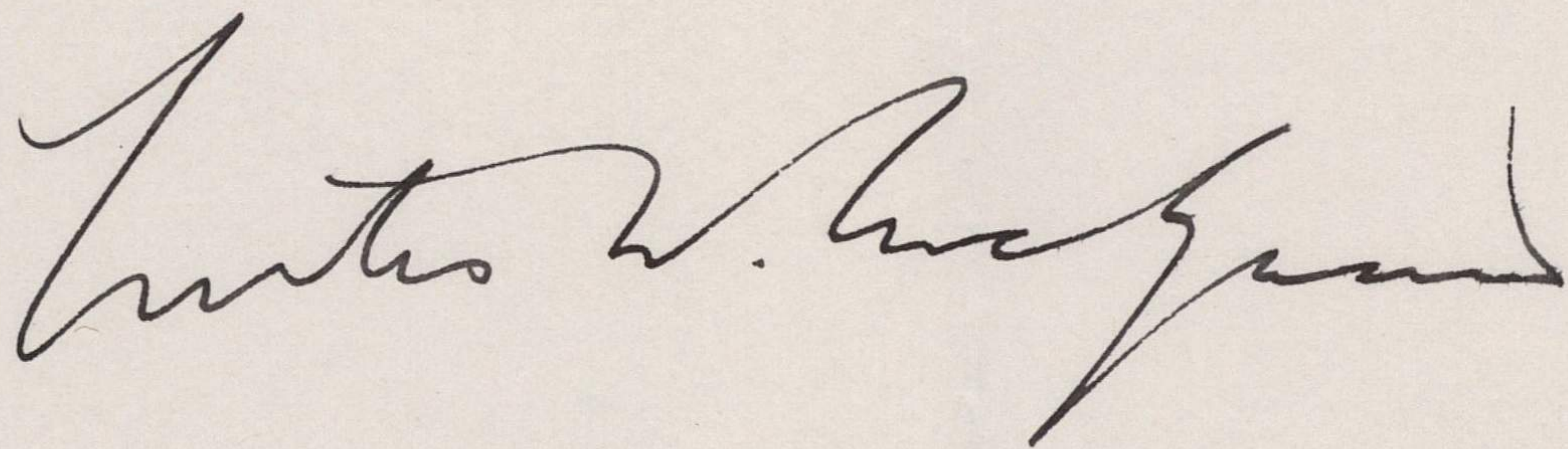
TO Dr. Forrest C. Allen

PAGE -2-

DATE 1/10/39

Our trade salesmen to the general bookstores are starting out next week to call on most of the stores from here to the West Coast and your book will be discussed personally with every general bookstore buyer.

Sincerely,

A handwritten signature in cursive script, appearing to read "Lester W. Crawford". The signature is written in dark ink and is positioned to the right of the typed name "Lester W. Crawford".

CWM:MK



January 25, 1939.

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

Dear Mr. McGraw:

Thank you for your kind letter of the 17th instant. On the whole, I think this is a very excellent number, considering the hard time, and so forth. I want you to know that I am boosting the sales in every possible way, and when I speak at any gatherings, or when writing articles for any magazine, I mention the book and the fact that it is published by McGraw-Hill and Company.

I am to be at Atlanta, Georgia, this summer in August at the Georgia State High School Athletic Association coaching school. I only mention this so that if there is any chance for your salesman to cover this territory prior to the meeting it might be good advertising. I am to take charge for a week and Coach Roy Munderff is to have a week. If there is enough propoganda for the book at Atlanta, I am sure that the sport writers down there will give a good deal of attention to it.

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



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January 17  
1939

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

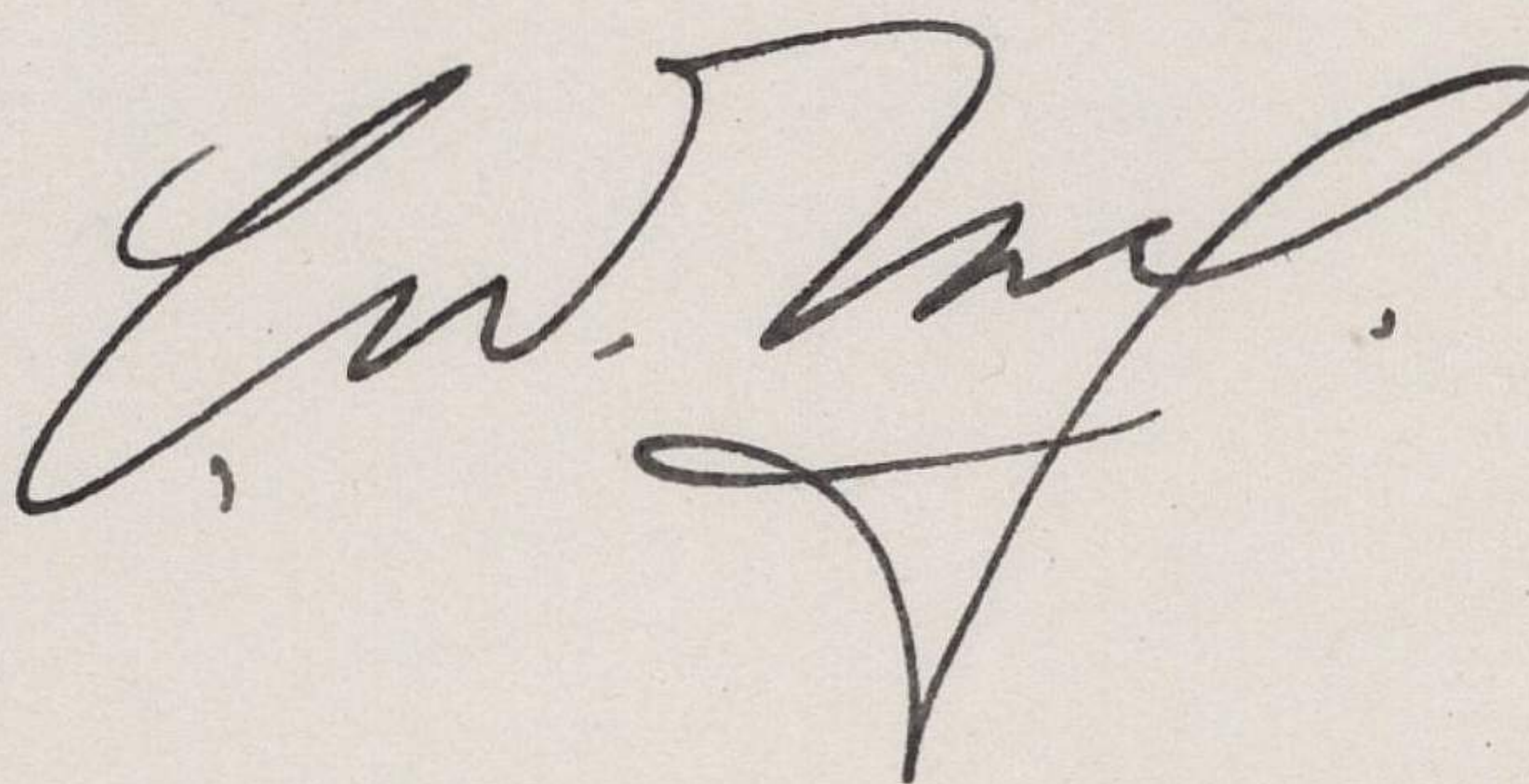
Dear Dr. Allen:

I have your note of January 14, in the last paragraph of which you ask an estimate of what the sales of BETTER BASKETBALL have been in the six months period ending December 31.

At the moment, my figure will not be exactly accurate for the Accounting Department is in process of checking carefully. However, sales during that period have been around 1,150 copies, which I think with everything considered, a good record.

You are right that our statement of sales, plus remittance to cover, will be in the mails by the end of the month.

Sincerely,



CWM:MK



March 6, 1939.

Mr. Curtis G. Benjamin,  
Manager, College Department,  
McGraw-Hill Book Company,  
330 West 42nd Street,  
New York City, N.Y.

Dear Mr. Benjamin:

I like very much the new advertising sheets you have sent out regarding BETTER BASKETBALL. The little blue cards are, I think, especially effective and if a supply is available I should very much like to have some to use in answering the many inquiries that come to me regarding the book.

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



# Allen—Better Basketball

Technique, Tactics and Tales

*Published December, 1937*

By FORREST C. ALLEN, Director of Physical Education and Coach of Basketball, University of Kansas. *Whittlesey House Sports Series*. 490 pages, 6 x 9, 249 illustrations.....\$4.00

A comprehensive and thorough manual incorporating many helpful facts for the player, trainer, manager, or official, in his own phases of the game, giving the coach a complete methodology for developing every factor of team and individual skill, and interpreting the spirit and technique of basketball in an interesting and informative way for every follower of the game. Includes a unique collection of true tales, all involving those human elements that help players overcome adverse conditions and win games.

CONTENTS: PART I. BEGINNINGS. I. The Wider Scopes of the Game. II. Practical Research in Basketball. III. Officiating. IV. The Playing Court and Its Equipment. V. Box-office Appeal. VI. Seasonal Preparation. VII. Selecting the Men. VIII. Esprit de Corps. II. TECHNIQUE. IX. Motivation  
(OVER)

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of Basketball Fundamentals for Younger Boys. X. The Dribble, the Stop, and the Pivot. XI. The Passes. XII. The Shots and the Held Balls. XIII. Guarding. III. TACTICS. XIV. The Evolution of the Offense with Its Resultant Screen. XV. Offensive Screens against Man-for-man. XVI. Offensive Practice Floor Drills. XVII. Offensive Plays from Center Tip-off and Out-of-bounds. XIII. Set Offenses against Zone Defenses. XIX. The Evolution of Team Defense. XX. Special Defensive Situations. XXI. The Stratified Transitional Man-for-man Defense with the Zone Principle. IV. ATHLETIC INJURIES AND EMERGENCIES. XXII. The Trainer and His Equipment. XXIII. Sprains or Synovitis of Joints. XXIV. Bandaging Head, Arm, and Shoulder. XXV. Bandaging Wrist, Thumb, Hand, and Fingers. XXVI. Bandaging Thigh, Leg, and Knee. XXVII. Bandaging Ankle and Foot. XXVIII. Specific Manipulations. XXIX. Emergencies. V. TALES OF THE YESTERYEARS. XXX. A Phantom in Cleated Shoes. XXXI. "Loyalty First" Undone. XXXII. The Dream Touchdown. XXXIII. A Game That Built a Stadium. XXXIV. Three Obstacles against One Hope. XXXV. A Lifetime in a Night. XXXVI. Listening for a Droning Plane. XXXVII. The Way of the Transgressor.



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**HOCKEY**

For Spectator, Coach and Player

In this new book a master coach discusses all the elements of the game of hockey, for the better understanding and enjoyment of spectators, and with exposition of his own winning methods that will help every coach and player. The book is comprehensive, covering strategy of offense and defense; coach's problems of handling players and equipment; technique of skating, stick-handling, shooting, checking; goal tending; etc.

One of the outstanding features of the book is the drawings made from motion picture prints and used in conjunction with many of the diagrams. These pictures eliminate nonessential details and help the reader to visualize the moves, strokes, and plays described.

\*\*\*

Allen's  
**BETTER BASKETBALL**

Technique, Tactics and Tales

Here is a comprehensive and thorough manual, an interpretation and guide for all who supervise, play, or watch basketball. 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.

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. Another feature is the section on athletic injuries and emergencies, giving scores of valuable suggestions for quickly restoring players to condition and keeping them in the game.

Read the descriptions of these two important books contained in the accompanying circular, and then send for copies on approval. An order card is enclosed for your convenience.

Very truly yours,



Manager, College Department



# BETTER BASKETBALL

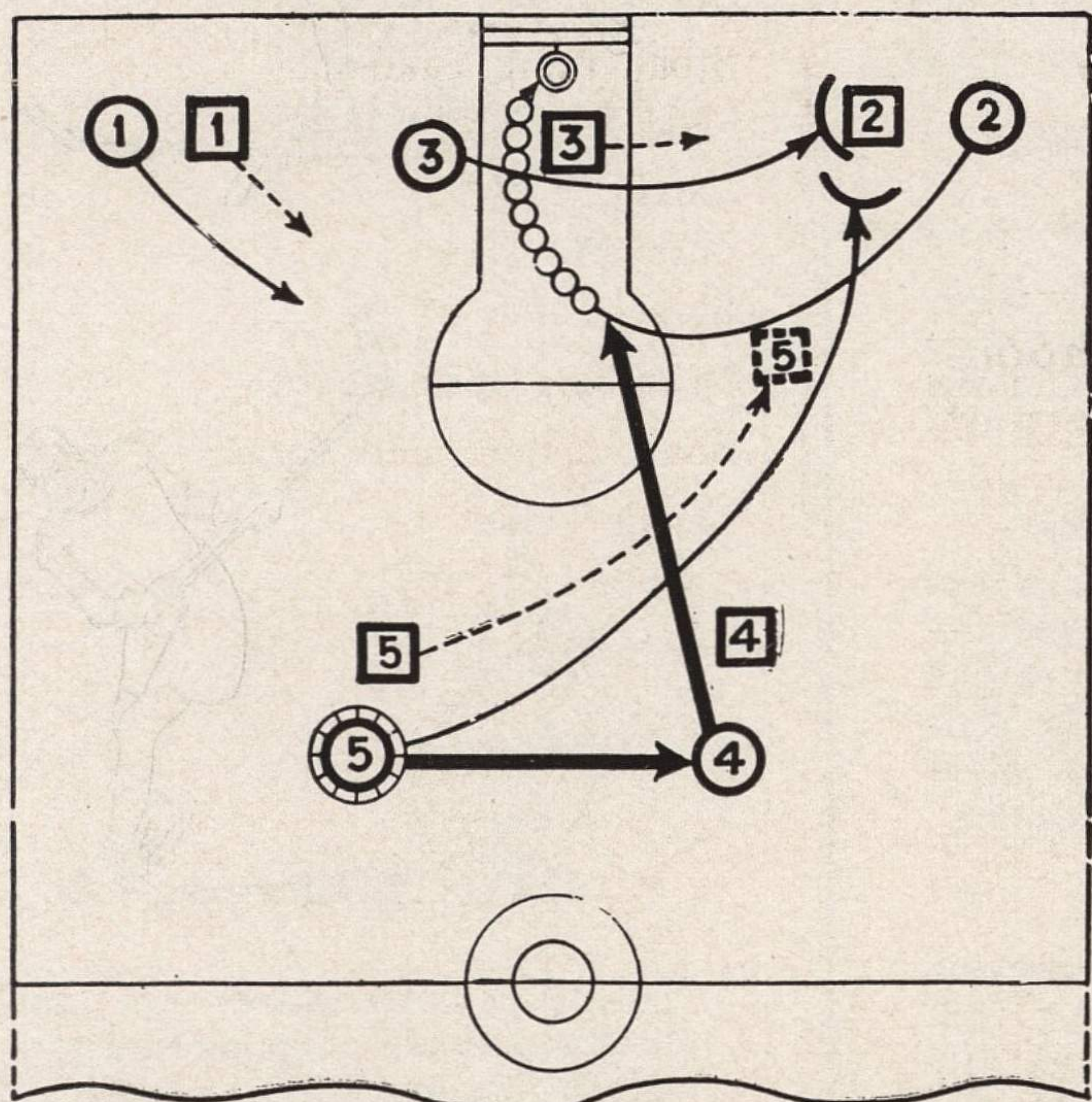
*Technique, Tactics and Tales*

By **FORREST C. "PHOG" ALLEN**

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

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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.

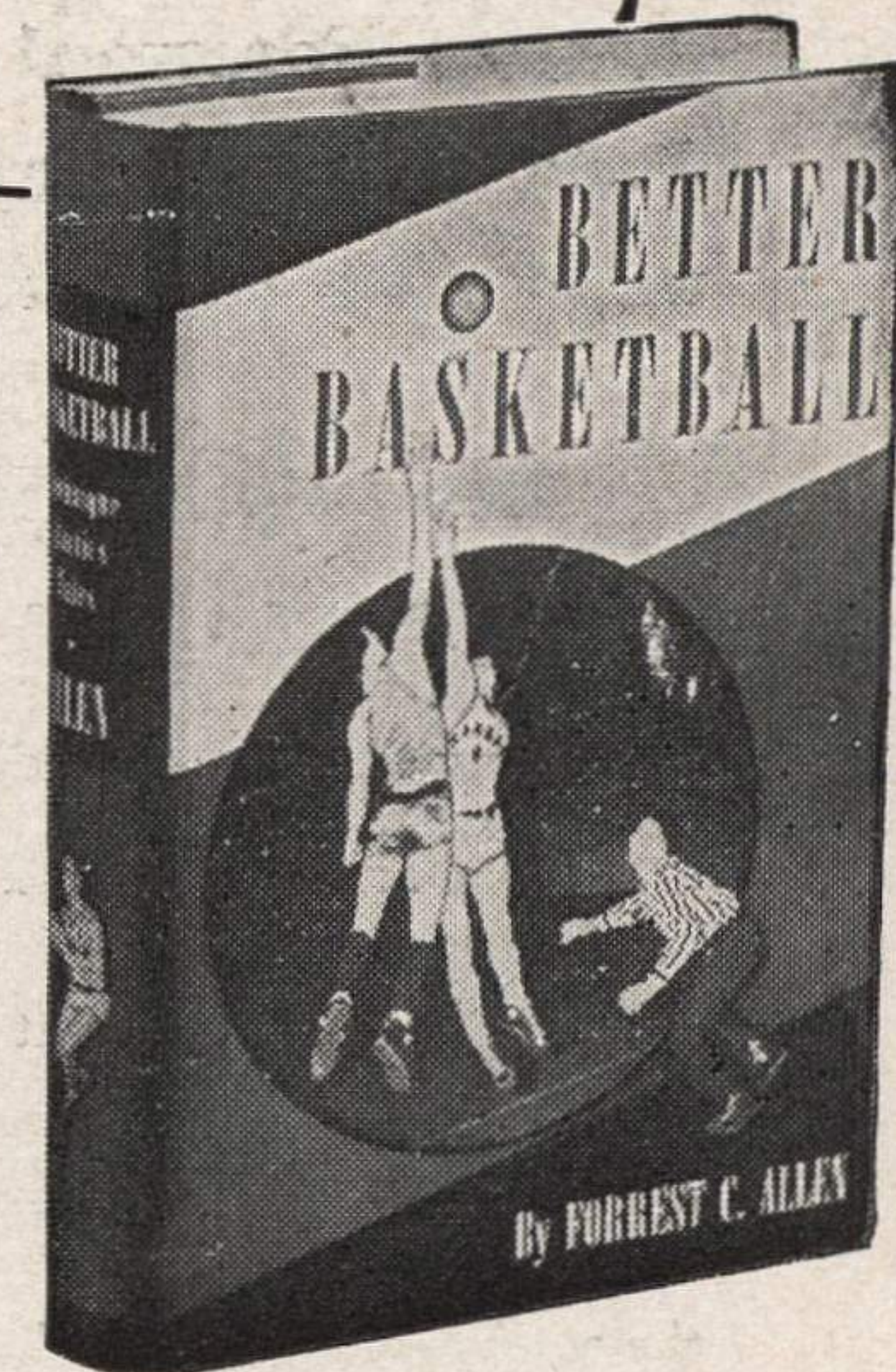
See this book for  
*fundamentals, practical methods,  
fine points of technique, in:*

- 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

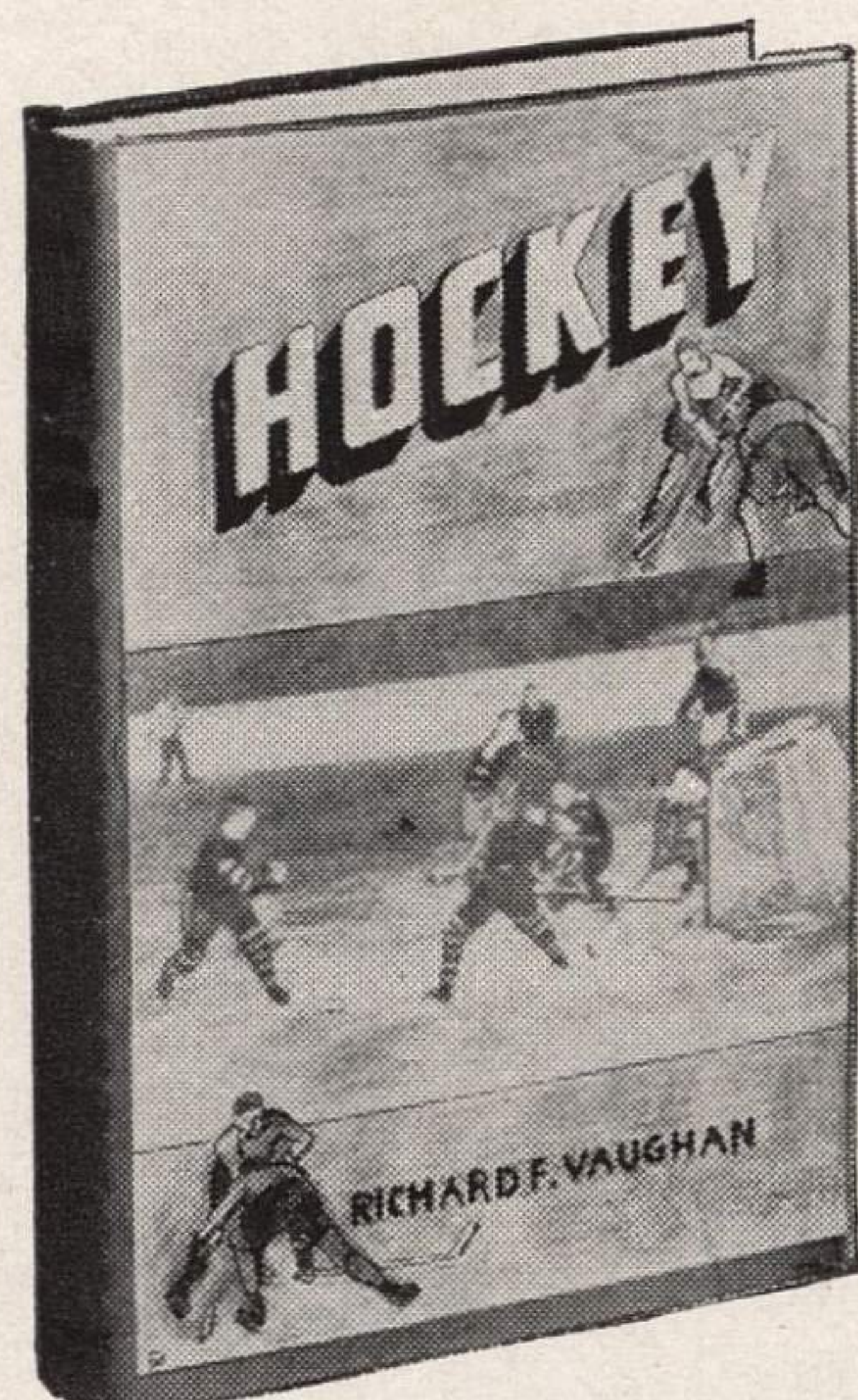


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  2. Practical Research in Basketball
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  4. The Playing Court and Its Equipment
  5. Box-office Appeal
  6. Seasonal Preparation
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— *the spirit and science of the game*

— *individual technique and strategy*

— *team-play fundamentals and fine points*

## HOCKEY: For Spectator, Coach and Player

By **RICHARD F. VAUGHAN**

Head Coach, Princeton University

in collaboration with **Holcomb York**

Formerly Head Coach, Yale University

With a Foreword by Lester Patrick, Manager and Coach  
New York Rangers

370 pages, 5½ x 8, 219 illustrations, \$3.50

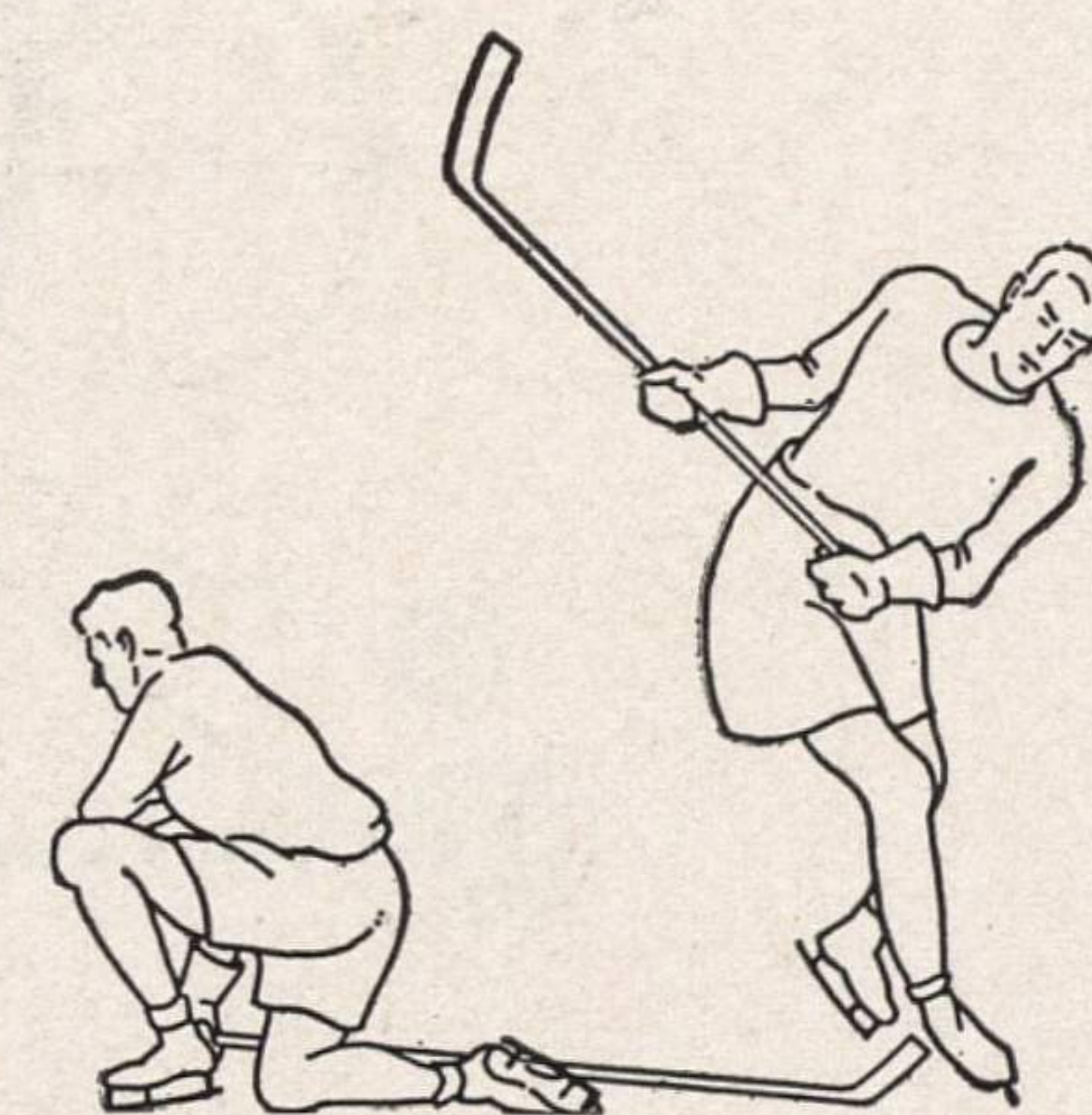
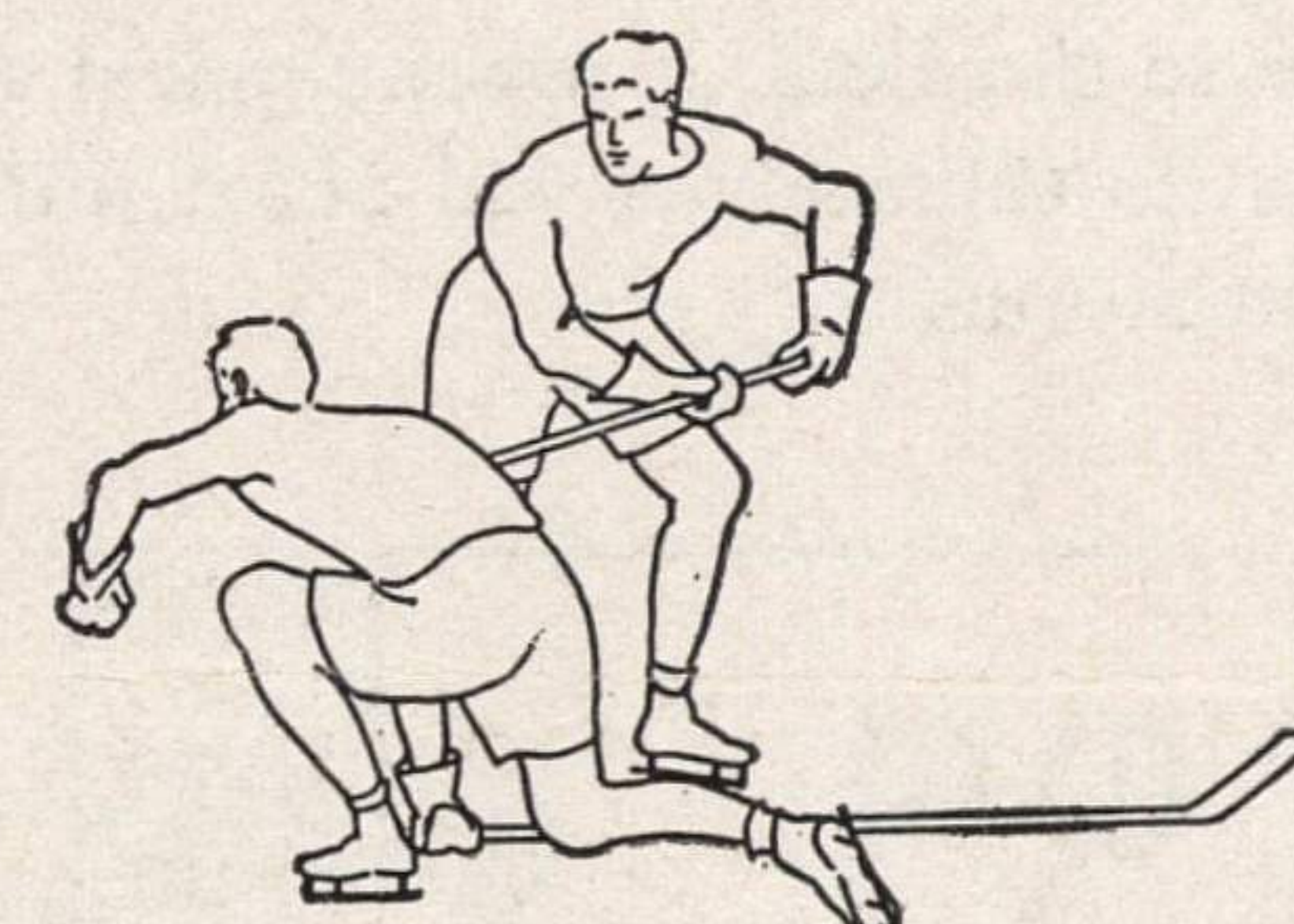
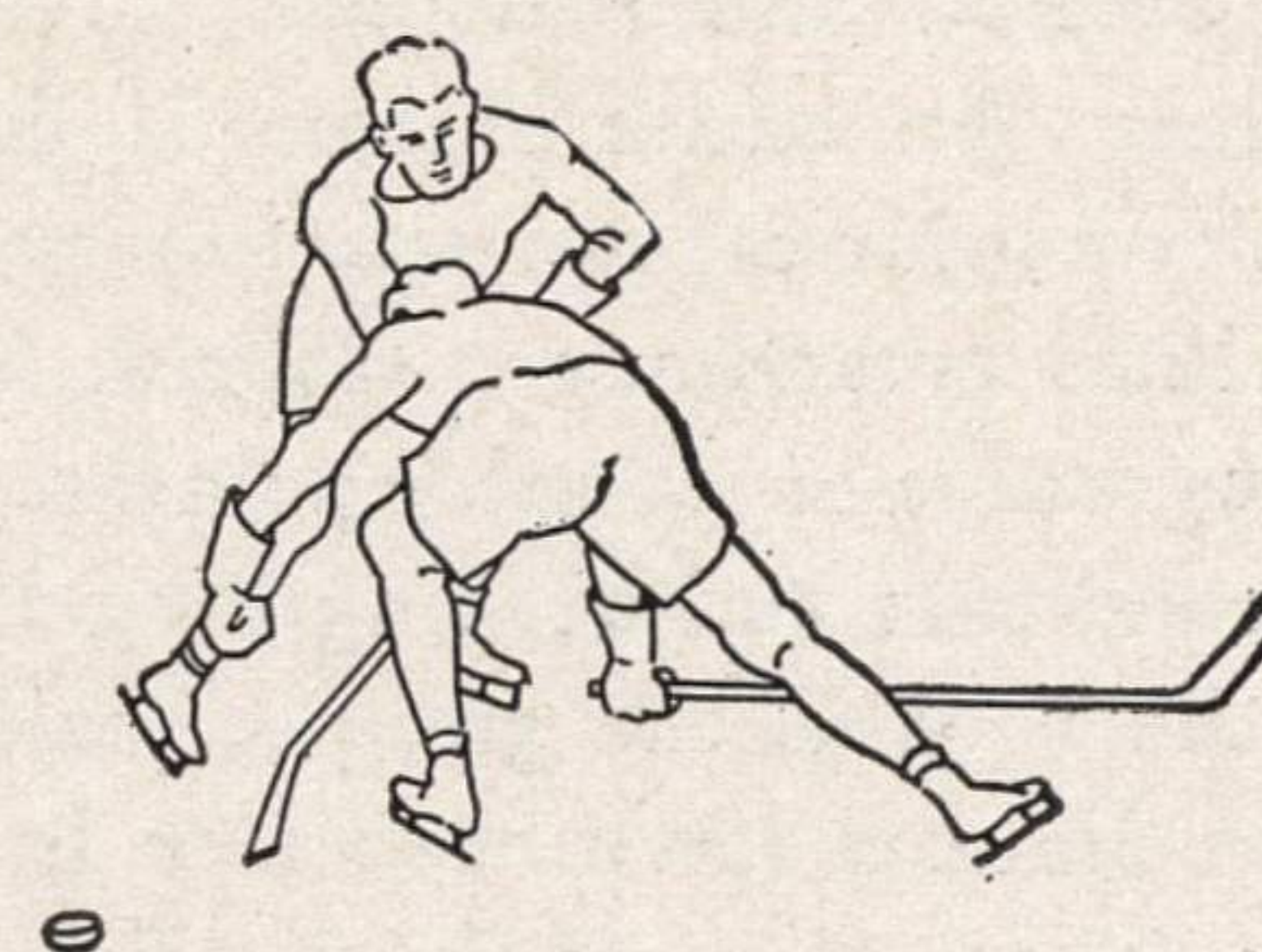
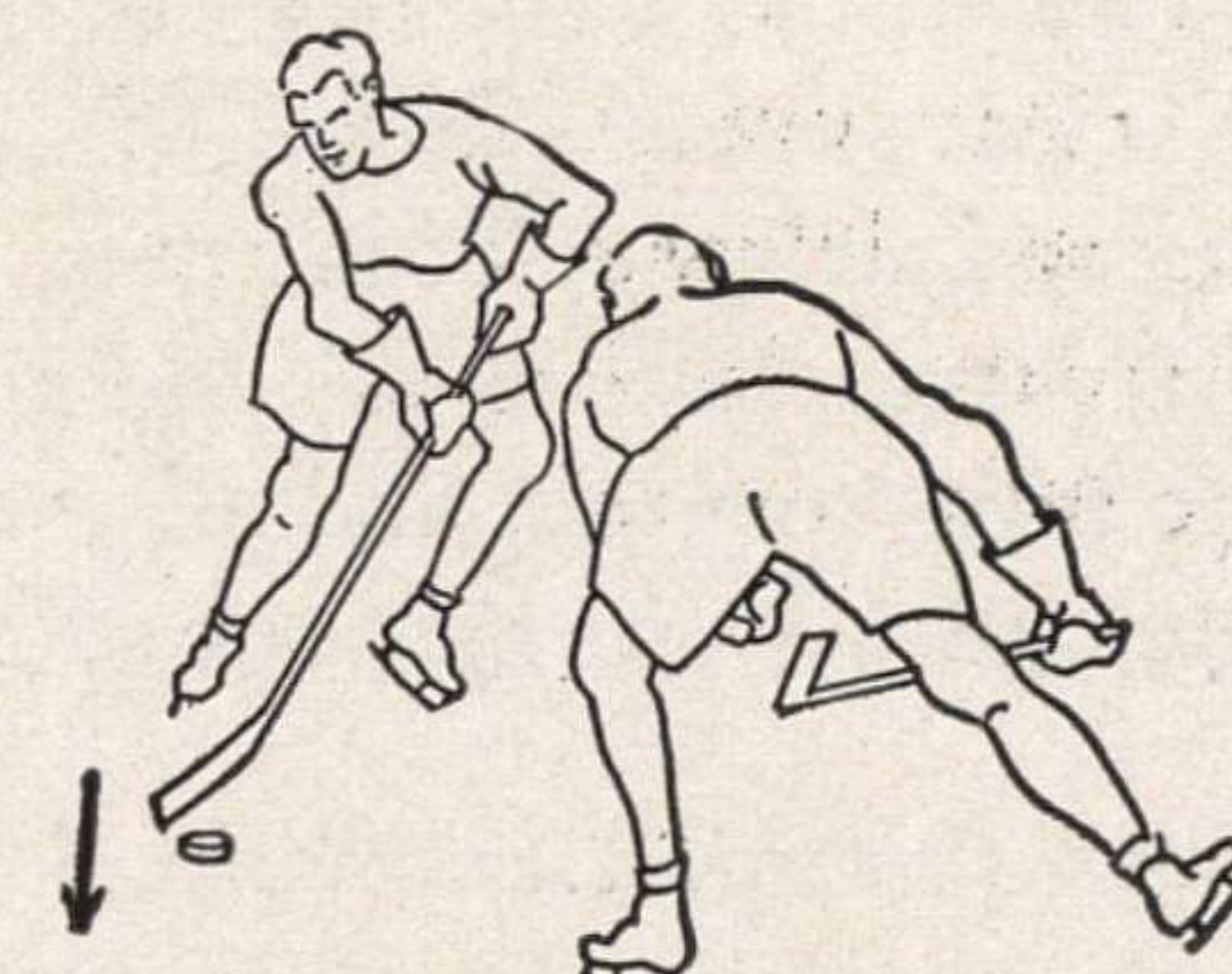
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- the interesting exposition of the game as a spectacle and as a contest
- the many details of individual technique and pointers on skill in skating, handling the stick and puck, and outmaneuvering opponents
- the systematic treatment of offensive and defensive elements; play in the defensive, neutral, and attacking zones; swings and jumps; making up quick plays; triangle-trailer offense; etc.
- the comparison of the orthodox and unorthodox systems of goal-tending
- the suggestions for squad building; seasonal planning; practice; team management; etc., for the coach  
and other topics

**T**HIS book comprehensively covers the game of hockey, with authoritative advice on all phases that are vital in winning games. Many helps for the individual player, on skating, stickhandling, shooting, checking. Covers strategy of offense and defense, and all the coach's problems of handling players and equipment. Special section on goal tending. A detailed and precise manual of technique, yet written with warmth and a flavoring of hockey's notable episodes that will interest every follower of the game.

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|--|---|



Especially important are the drawings made from motion picture prints and used in conjunction with many of the diagrams. These pictures eliminate non-essential detail and help visualize the moves, strokes, and plays described.

**McGRAW-HILL BOOK CO., INC., 330 W. 42nd ST., NEW YORK**



McGRAW-HILL BOOK COMPANY·INC.

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

March 9, 1939

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

Dear Professor Allen:

Your letter of March 6 has been received in Mr. Benjamin's absence from the office.

In response to your request, I have sent you under separate cover a supply of the small blue cards describing BETTER BASKETBALL.

Mr. Benjamin will return at the end of the month, and I know that he will be glad to learn that you are so well pleased with the new circular on your book.

Very truly yours,

*M. Gallagher*

Secretary to  
Mr. Benjamin

MG



June 17, 1939.

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

Dear Sirs:

Will you kindly send me five (5) copies of BETTER BASKETBALL at your early convenience, and bill me at the discount rate of 40%. I would appreciate it if you would send the books to me parcel post, educational book rate, in care of the Department of Physical Education, University of Kansas, Lawrence, Kansas.

You will recall that last February I placed a similar order with you for five books, and you allowed me the author's discount of 40%.

Your early attention will be appreciated.

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.



JAMES H. McGRAW, JR.  
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# McGraw-Hill Book Company, Inc.

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February 24  
1 9 3 9

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

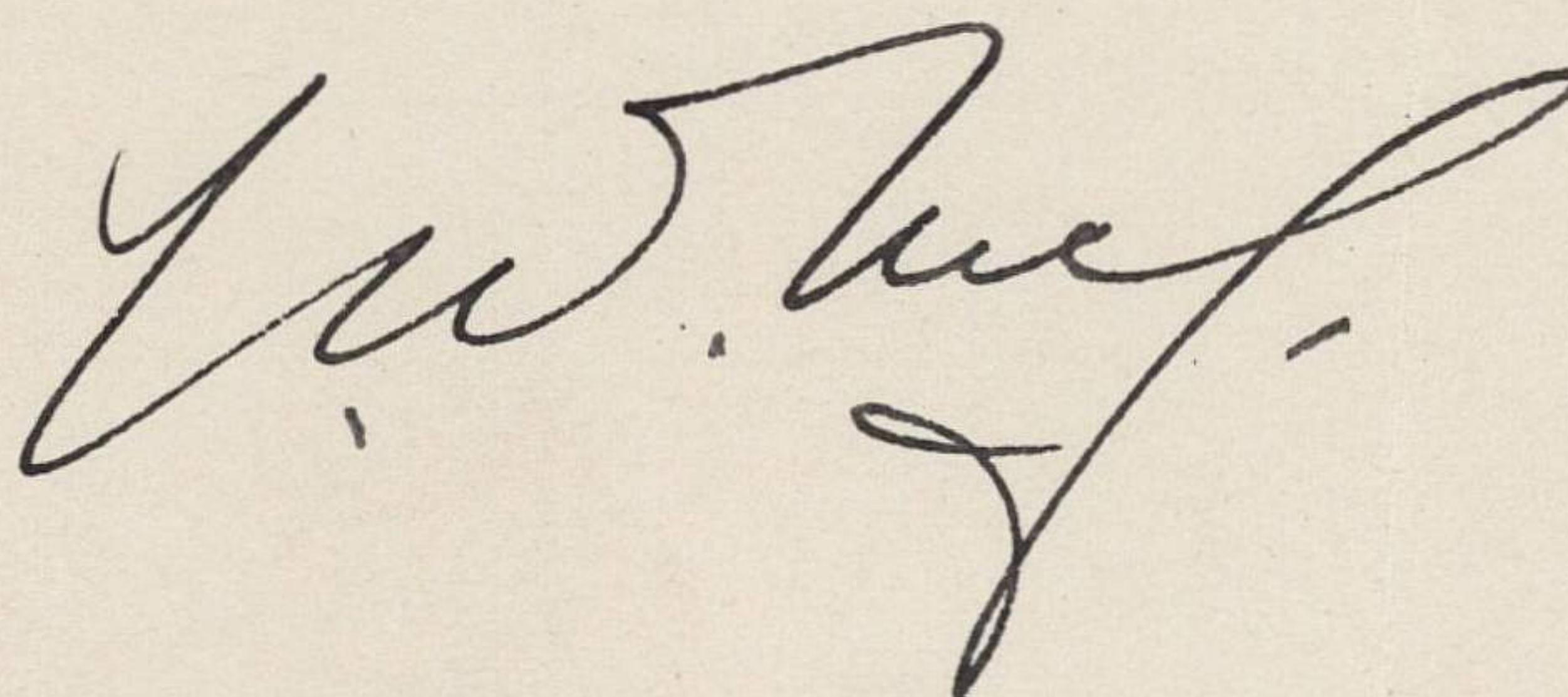
Dear Dr. Allen:

I have your letter of February 21 and will send under separate cover the five copies of BETTER BASKETBALL you request. We will bill you at 40% off which is, under our agreement, the author's discount on his own book. Possibly in November of 1937 I overlooked that and quoted you our regular discount schedule but after all, it amounted to the same thing so it makes no difference.

The book is still moving along and it should have another good year. We are again covering all the Departments of Physical Education by mail as well as coaches, and will cover the summer schools, too. All of this, with promotion at the beginning of the season next fall, should give us a respectable total of sales.

Without looking up your last answer, the thought just came to mind about the book on Athletic Injuries. Have you done anything about it?

Sincerely,



CWM:MK



February 21, 1939.

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

Dear Mr. McGraw:

Our supply of the 125 copies of Better Basketball is practically depleted. Many persons have desired autographed copies of the book, and I have let them have them from the supply you sent me last winter.

In your letter of November 19, 1937, you quote a discount rate of 40% on purchases of 5 to 99 copies. Will you kindly send me 5 copies carrying this discount rate? I should like you to send them parcel post, educational book rate, to me here at the University of Kansas, Department of Physical Education.

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



June 23, 1939.

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

Dear Sirs:

I am enclosing my check for \$11.99 to cover the charge for the 5 books which I recently ordered from you. I am sending this check immediately so that the amount will not be deducted from the royalty check which is due July 1.

The books have arrived, and I thank you for your prompt attention to my order.

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



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June 30, 1939.

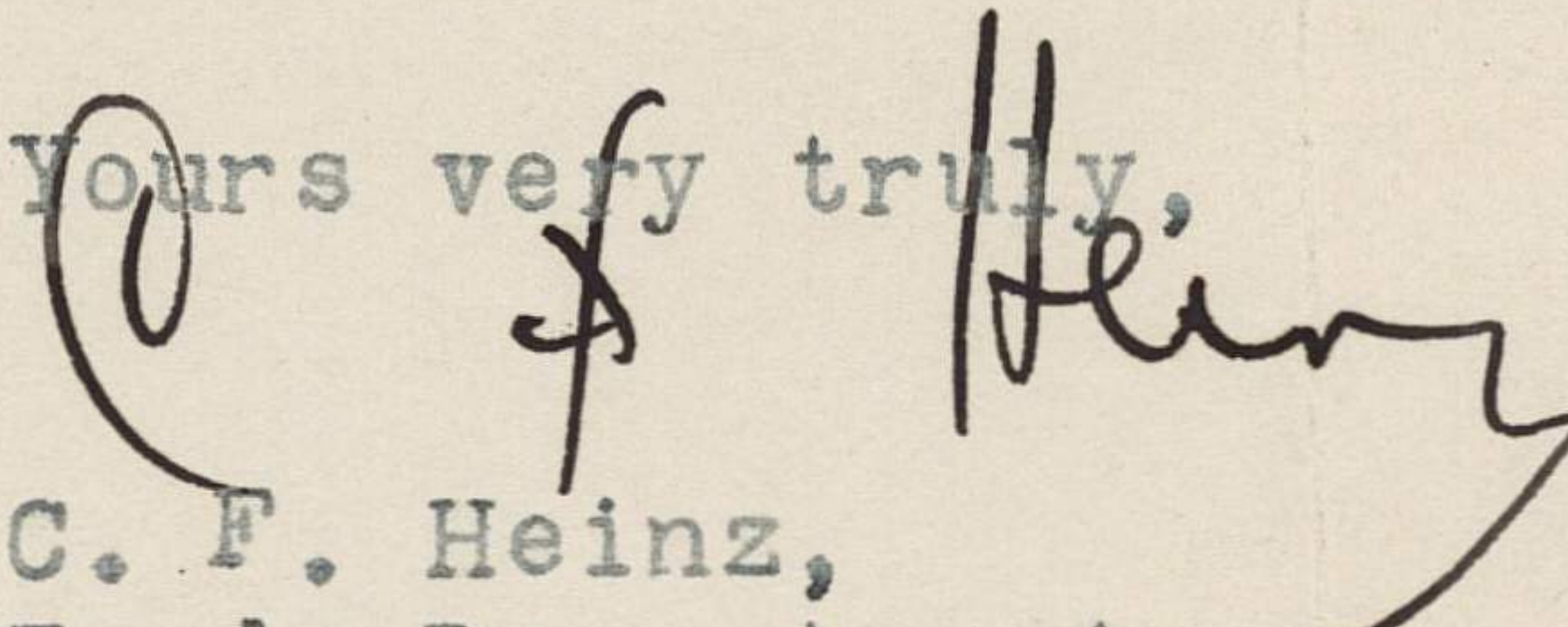
Professor Forrest C. Allen,  
Department of Physical Education,  
University of Kansas,  
Lawrence, Kansas.

Dear Professor Allen:

We thank you for your remittance for \$11.99 covering five copies of BASKETBALL supplied on invoice T 94159.

We have credited the payment to your account so that our charge will not be deducted from your royalty check. We note that you have taken into consideration a 2% cash discount which is not allowable as our terms of sale are thirty days net. Will you please make a note of this so there will be no misunderstanding on future payments? Our Accounting Department automatically returns all checks carrying a 2% cash deduction but in view of the circumstances mentioned in your letter we credited your account, to avoid any misunderstanding when your royalty statements are rendered.

Yours very truly,

  
C. F. Heinz,  
Trade Department.

CFH:MC:6/29



July 21, 1939.

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

Dear Sirs:

Will you kindly send me by parcel post, book rate, five copies of BETTER BASKETBALL, billing me at the usual author's discount? I should appreciate your early attention to this order.

By the way, our check for the July 1st royalty has not yet been received. I realize the publisher has an allowance of sixty days before remitting the royalty, but since I had had no word from you I thought it best to inquire.

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.



August 2, 1939.

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

Dear Mr. McGraw:

This will acknowledge receipt of my order for five copies of "Better Basketball", which were received yesterday. Thank you for sending them so promptly.

I am enclosing my check for \$12.23, and prefer that you do not place this charge on our royalty account.

I wish also to acknowledge receipt of your royalty check for the first six months of this year. Thank you very much for your kindness in forwarding this check.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH



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TRADE DEPARTMENT

July 27  
1939

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

Dear Dr. Allen:

I acknowledge your letter of July 21 asking that we ship you five copies of BETTER BASKETBALL at the author's discount. This was done several days ago and the books should now be in your hands.

The charge has been debited to your royalty account and will remain there unless you care to pay for them now, leaving the royalty account clear.

Your royalty check and statement to cover for the first six months of this year were mailed to you on June 19. These should also now have been received. If not, please notify me promptly.

Sincerely,

CWM:MK

