

December 8, 1938.

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

Dear Mr. McGraw:

This will acknowledge your letter of December first.

I am afraid that your special campaign to sell the book to Kansas coaches is too late to do any good this year. Most of them are well in their basketball season by this time. You will remember that my suggestion to you concerning this letter was sent in August, as we felt the campaign should have been started in September or October. Last year the book appeared on the market too late in the season to expect large sales to basketball coaches, and again we are late in appealing to these people.

You mention that this has been a particularly bad season for mail orders for books. I have not solicited any business personally, but coaches from all over the United States have written me this fall asking if I had a new book out which they could use in their teaching and coaching. They have not heard of "Better Basketball". Wherever I attend coaches meetings and physical education conventions I am asked this same question. So I feel that there is no excuse for the book not selling if the people know about it. There is a continual growing interest in the game of basketball, and people are becoming more and more enthusiastic about the game.

I shall be glad to see the material you are sending out to the coaches in this special campaign, but I still believe that it is so late in the season that the response will not be what it should.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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Mc GRAW-HILL BOOK COMPANY·INC.

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330 WEST 42ND STREET

NEW YORK, N.Y.

CABLE ADDRESS
"Mc GRAW HILL" NEW YORK

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December 1
1 9 3 8

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

Dear Dr. Allen:

I hasten to acknowledge your letter of
November 28.

I am sorry that my letter of November 10 was
not complete enough in that it omitted to tell you about
your suggested letter to go out to high school coaches
in Kansas.

The experiment is now in the works with the
School Department campaign to some 10,000 which I
mentioned in my last letter. I am sending you proofs
of that campaign which will be mailed together with
the special campaign to Kansas coaches. The proof of
that latter campaign had already been returned to the
manufacturer so I cannot forward a proof until the
finished job is complete. I will, however, mail that
to you at an early date.

In the School Department letter you will note
that they do make the suggestion that the librarian of
the school will want to provide at least one copy of
BETTER BASKETBALL for each coach, player, etc.

For the special campaign we are using your
exact letter together with a circular and order card.
I will also let you know the results or returns on
that special campaign.

Without checking into the matter, I do not
know whether I have told you previously or not, but
this fall has been a particularly bad mail order time
for the sale of books. This is not only our experience
but the experience of all publishers with whom I have
talked. This has been so even though our mail promotion

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -2-

DATE 12/1/38

has been as heavy, if not heavier than ever before. Over two million pieces of mail order promotion have gone out this fall and the results have been very discouraging as opposed to good results in other falls.

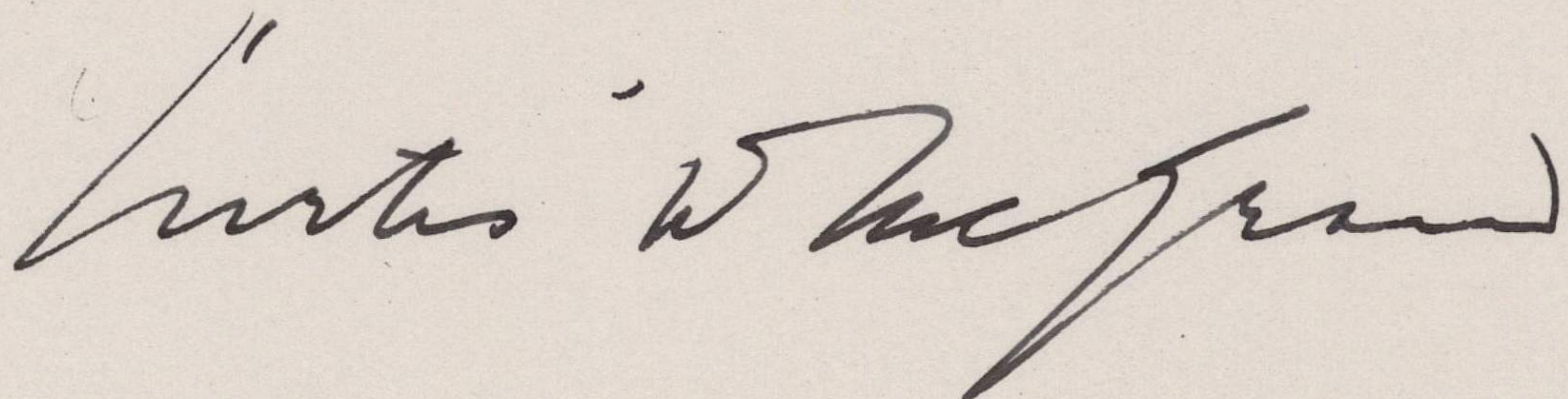
I have said all the above for there are times when books do not sell whether they have the competition of other books or not. Present day times, too, are not comparable to conditions when you published the "Basketball Bible". There is, of course, more interest in basketball than ever before but at the time you published the "Basketball Bible", I am not sure that the competition or the conditions are at all comparable with today.

You, of course, being a great enthusiast and very close to the field, see as you move around where sales could be made here or there. To solicit personally is, of course, impossible on any commercial basis and it seems to me that the promotion efforts we have made, which include much advertising and many thousands of circulars, really shows we are giving the book every chance.

We are sorry you are disappointed in the sale but in times such as the present, we consider them quite good. For the first three weeks in November, almost 200 more copies have been sold so that the total for the first year to date is approximately 3,000. The sales for the next three months we hope will continue at the same or better rate. What your first year sales of the "Basketball Bible" were I do not know, but everything considered, it is a good record and I would challenge anyone to do better today. We naturally want our authors satisfied but we cannot do the impossible.

Sincerely yours,

CWM:MK



McGraw-Hill Book Company, Inc.

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

How basketball can be played to win games--

SCHOLASTIC COACH says: "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."

JOURNAL OF PHYSICAL EDUCATION says: "...This book is a complete treatment of the subject. It incorporates everything that a player, coach, official trainer, or manager of a team needs to know about his own special phase of the game."

Allen's

BETTER BASKETBALL

This book is a practical guide to all recent developments in technique. It brings to everyone interested in the game the successful methods of individual and team play which have given Forrest C. ("Phog") Allen 21 championships in his 26 years of coaching and have made him a leader in this popular sport.

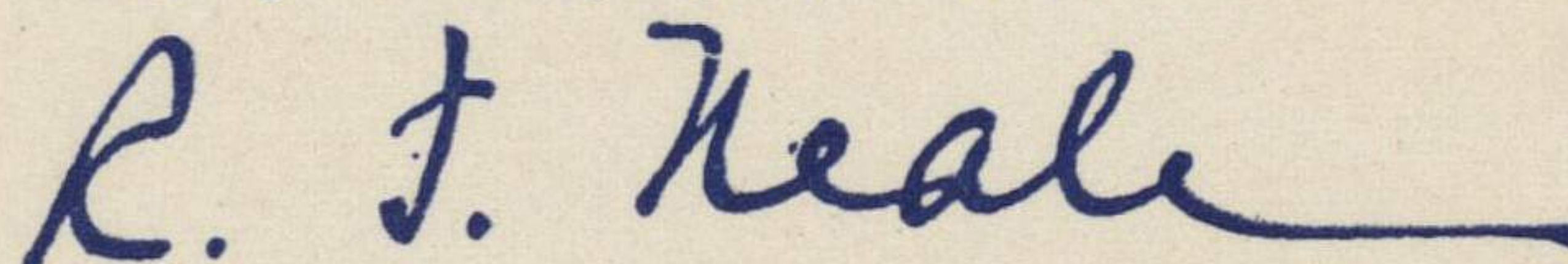
Individual player skills; offensive and defensive movements; and tactics of coordinating the play and developing team offense and defense in their most up-to-date forms -- are described in detail. The author gives many hints, too, on the psychology of winning games. True stories taken from Dr. Allen's own experience picture the part played by morale and other human factors in helping players upset scores and win unexpected victories.

Some high points of the book are:

- 163 photographs illustrating individual offense and defense;
- 86 diagrams clearly depicting game formations;
- the section dealing with training and conditioning, treatment of athletic injuries, and methods of handling emergencies;
- suggestions for skill movements or drill by which groups may be taught the fundamentals of play without handling of the ball by individual players;
- detailed treatment of zone defense, man-to-man defense, screening, and other techniques.

Every librarian will want to provide at least one copy of this basketball manual for the use of coach, players, trainer, and manager. Every basketball team should have its suggestions for winning strategy. Order your approval copy today. Let it help your coach and your players win the next basketball game.

Very truly yours,



Manager, School Department

RFN:H

(over)

McGraw-Hill Book Company, Inc.
McGraw-Hill Building
300 West 42nd Street
New York, N.Y.

Ready in December

HOCKEY

By Richard F. Vaughan, Head Coach, Princeton University,
with the collaboration of Holcomb York, formerly Head
Coach, Yale University

This book, the first comprehensive study of hockey ever made, makes available for spectator, player, writer, coach, the "inside knowledge" of this thrilling sport. With its wealth of diagrams and figures made directly from motion picture prints, it shows clearly the mechanics of stick-handling, shooting, body checking, and other movements in the game. For the man in the gallery, it presents a bird's-eye view of the fundamental offensive and defensive strategies involved in winning hockey.

BETTER BASKETBALL

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Individual player skills, offensive and defensive movements, and tactics of coordinating the play and developing team offense and defense in their most up-to-date forms -- are described in detail. The author gives many hints, too, on the psychology of winning games. Time stories taken from Dr. Allen's own experience picture the part played by morale and other human factors in helping players upset scores and win unexpected victories.

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- 163 photographs illustrating individual offense and defense;
- 80 diagrams clearly depicting game formations;
- the section dealing with training and conditioning, treatment of athletic injuries, and methods of handling emergencies;
- suggestions for skill movements or drill by which groups may be taught the fundamentals of play without handling of the ball by individual players;
- detailed treatment of zone defense, man-to-man defense, screening, and other techniques.

Every librarian will want to provide at least one copy of this basketball manual for the use of coach, player, trainer, and manager. Every basketball team should have the suggestions for winning strategies. Order your approval copy today. Let it help your coach and your players win the next basketball game.

Very truly yours,

Manager, School Department

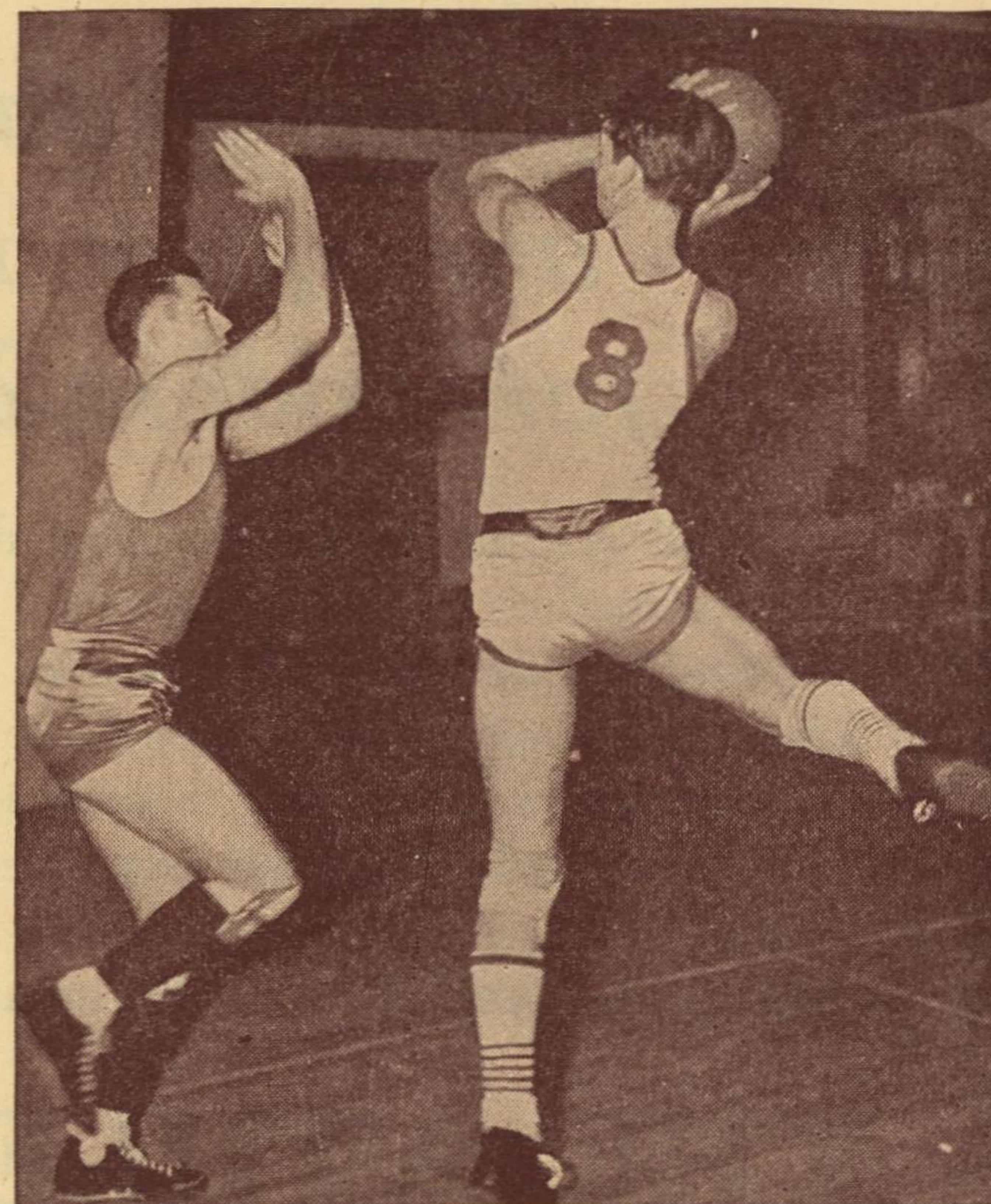
R.F.V.

Master coaching methods

for training, tactics, and the
physical and mental
factors of better basketball

—a complete, detailed manual for coaches,
players, trainers, and managers

BETTER BASKETBALL



Technique, Tactics and Tales

By **FORREST C. ALLEN**

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

482 pages, 6 x 9, fully illustrated,

\$4.00

A PRACTICAL guide for teaching and developing basketball technique, together with a complete discussion of how the game should be played. 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.

Technique

Individual technique and individual training are stressed, as the fundamentals upon which the success of every team is based. Each movement that a skilled player must execute is presented in detail. The author also describes a series of "skill movements," or drills, by means of which the fundamentals of play may be taught to groups without each player handling the ball. These will be of special value to high school and junior high school coaches.

Tactics

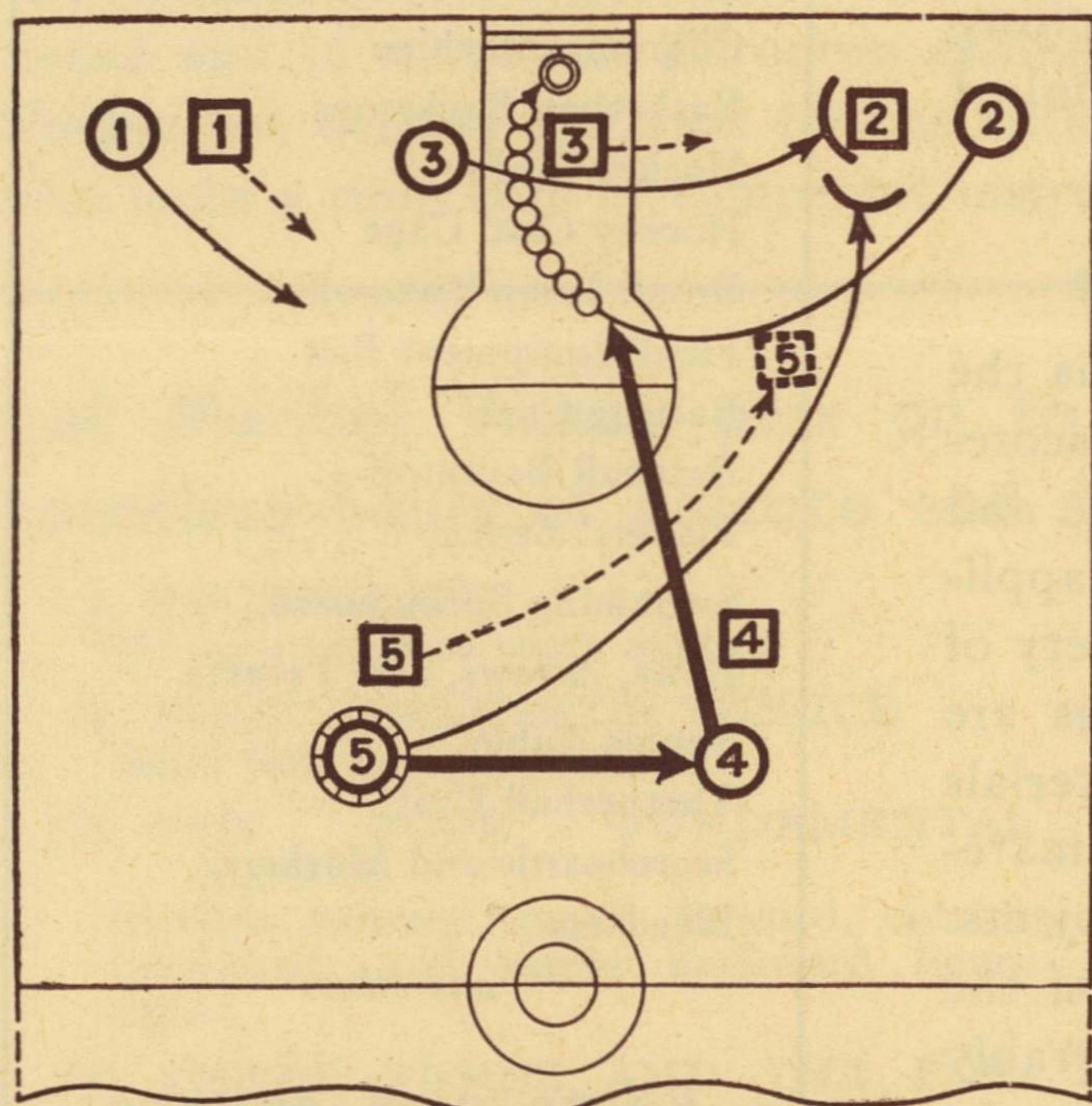
The full treatment of tactics involves discussion of such topics as how to work successfully through a zone defense, including both "set" plays from scrimmage formation and out-of-bounds plays. The author gives thirty-four "set" plays against the man-for-man defense, and many out-of-bounds plays. There is a full chapter on methods of "screening," explaining just how and when to execute these plays to the utmost advantage.

Tales

Stories of actual games show how contests have been won by the use of applied psychology. These 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.

Special Features

A comprehensive, well-illustrated chapter on the treatment of athletic injuries explains to the coach-trainer how to keep his players in the game. The book also goes into the subject of pre-game and between-game activity and shows possibilities for drawing patrons to the games. In short, *Better Basketball* is a complete treatment, incorporating everything that a player, coach, official, trainer, or manager of a team needs to know about his own phase of the game, and to win more games.



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.

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

How to lay out and equip indoor and outdoor fields for modern athletic contests

A practical manual to aid physical directors, coaches, and camp and playground directors in the problems of planning and providing facilities for all types of indoor and outdoor sports. The book gives plans and instructions for laying out and marking a wide variety of fields and courts, and includes complete instructions, specifications, list of materials, etc., by which many items of equipment may be economically constructed in school shops. Suggestions on care of equipment, efficient conduct of sports events, and other topics round out a handy manual.

THE ATHLETIC PLANT

Layout, Equipment and Care

By **EMIL LAMAR**

Teacher of Physical Education and Track Coach, Berkeley High School,
Berkeley, California

WHITTLESEY HOUSE SPORT SERIES

302 pages, 6 x 9, 90 illustrations, \$3.00

THIS book explains how to lay out athletic fields and construct the necessary equipment used in conducting athletic contests. It also incorporates ideas for high schools and colleges for preparing indoor facilities for conducting physical education activities and indoor games. Completely dimensioned diagrams and views show fields and courts for practically every type of game followed in this country. How to mark and maintain surfaces is also covered. Many suggestions are given for taking care of playing equipment and implements. Practical suggestions are given for considering all the important factors in such larger projects as field house, swimming pool and bleacher construction. The author's combined experience in teaching shop work and physical education has been drawn on to make a manual of unusually wide scope and usefulness.

Chapter Headings

1. Football Field and Equipment
2. Winter Sports and Paraphernalia
3. Spring Sports and Paraphernalia
4. A Model Athletic Field and Plant
5. Leisure Time Activities
6. Upkeep and Care of Athletic Equipment
7. Suggestions for Illumination of Athletic Fields for Night Play
8. Ideas and Suggestions for Bleacher Construction
9. Scoreboards and Field Markers
10. Sound Installations and Their Uses
11. Modern Efficiency in Handling Athletic Contests

Practical shop instructions

An outstanding feature of the book is the material on constructing standards, scoreboards, playing implements, backstops, and other equipment, by methods readily applicable in the average school shop. A variety of detail drawings and assembly drawings are given, which together with lists of materials and textual instructions provide all the material necessary for taking up these projects. This feature alone is worth the price of the book, yet its pages contain considerably more of practical value. Throughout the author has kept in mind the controlling factor of purpose for which the athletic plant is used and in connection with this gives scores of helpful suggestions and pointers for the smooth and efficient conduct of athletic contests.



Field and court layouts for

Football
Basketball
Soccer Football
Girls' Soccer Football
Girls' Hockey
Ice-hockey
Running Events
Jumping Events
Baseball
Tennis
Softball
Handball
Volleyball
Horseshoe Pitching
Badminton
Hurdles

and others

How to construct

Goal posts
Tackling-dummy Machines
Charging Machine
Basketball Backstops
Hockey Walls
Hockey Goal Cage
Broad Jump Take-off
Field Equipment Box
Batting Cage
Baseball Backstop
Players' Bench
Swimming Springboard
Bows, Arrows, and Targets
Tennis Table
Thetherball Unit
Scoreboards and Markers
Bleachers

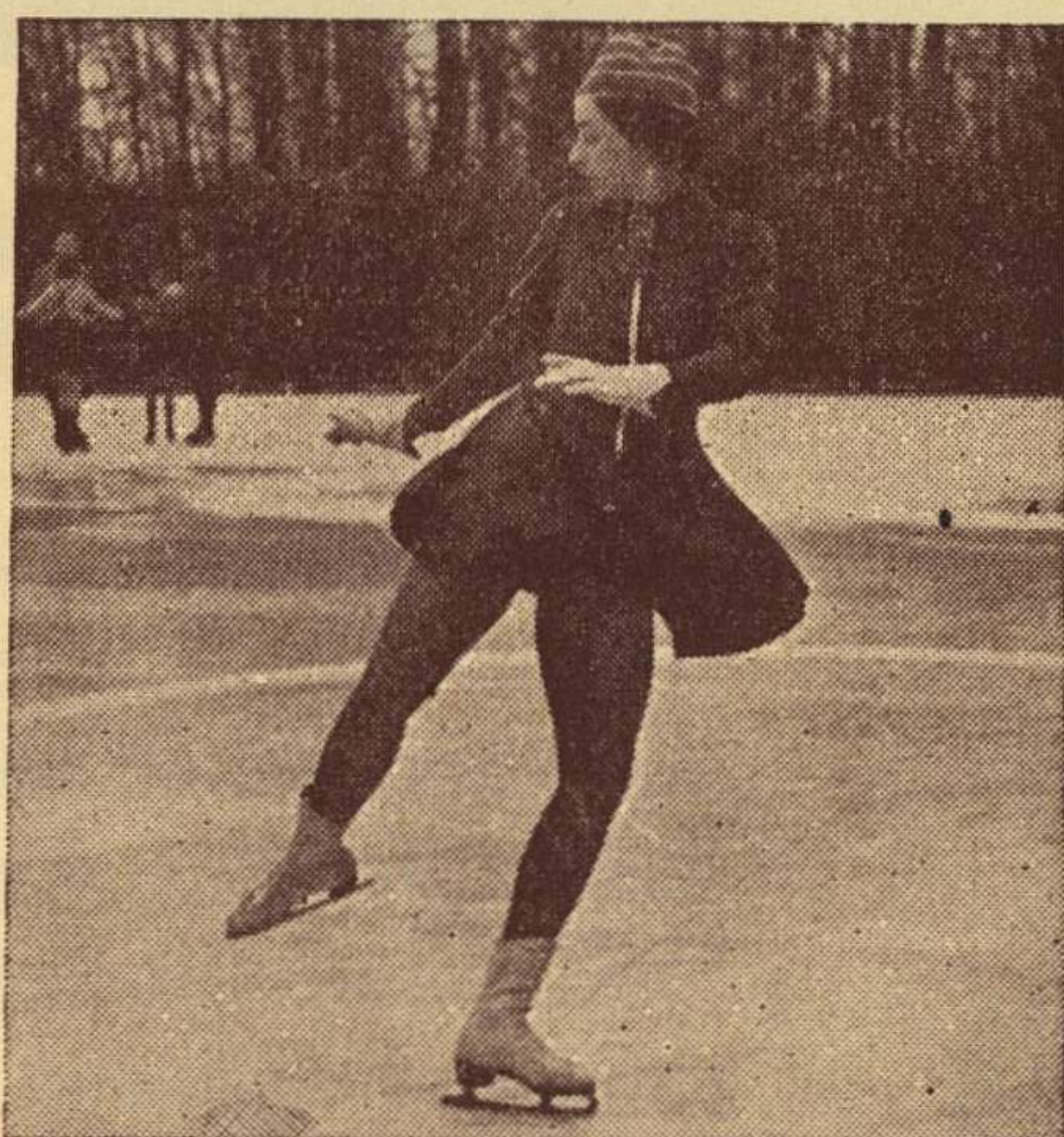
and others

Facts and sugges- tions on

Running Tracks
Swimming Pools
Field Houses
Night Lighting
Physical Education Games, etc.

School figures and dance steps for the skating novice

Minutely described for you with text and diagram by the nine times U. S. National Ladies Singles Champion.



A complete elementary "course" carrying you through the first three official tests of the U. S. Figure Skating Association.

Maribel Y. Vinson's

PRIMER OF FIGURE SKATING

182 pages, 6 x 9, fully illustrated, \$2.75

HERE is a book to introduce you easily and effectively into the fascinating art of figure skating and dancing. The author takes nothing for granted, but begins with the very first strokes so that you get the proper start that makes advanced figures easier to do because they are done correctly.

The book brings you the careful, easily understood directions of a National Champion figure skater and dancer, representative of the United States on three Olympic teams and in numerous European championships. Miss Vinson has written the book for the enthusiastic novice who lacks a rink, club or competent instructor and must

visualize the school figures and positions through written descriptions, diagrams, and pictures.

From hints on how to buy your skates and skating clothes wisely and economically, to the moment you are "actually out there alone on the ice with the judges, a competition referee, and a knowing gallery to watch your every move" at your first competition, Miss Vinson is always a patient and thorough instructor, overlooking no suggestions she has found to be valuable in her wide experience. Fourteen plates of motion picture stills show the various figures in each stage of execution. The four standard ice dances: waltz, fourteen-step, fox trot, and tango are clearly interpreted and blueprinted with diagrams.

Let Maribel Vinson pass on to you what she has learned from countless hours of practice and numerous hard-fought competitions

I. EQUIPMENT

No such thing as weak ankles.

II. FIRST STROKES ON THE ICE

Bend that knee of yours

III. THE FOUR FUNDAMENTAL EDGES

Cutside forward, inside forward, outside backward, and inside backward figure eights

IV. THREE TURNS AND THE FORWARD CHANGE OF EDGE

The first test. Begin to dance now, too

V. BACKWARD CHANGE OF EDGE

The rest of the three turns. The second test. Begin to free skate now

UNITED STATES FIGURE SKATING ASSOCIATION: Its Objects and Functions

By Richard L. Hapgood, Secretary

VI. FORWARD DOUBLE THREES

Threes in combination with the change of edge

VII. LOOPS

The third test. Competition requirements

VIII. THE FOUR STANDARD ICE DANCES

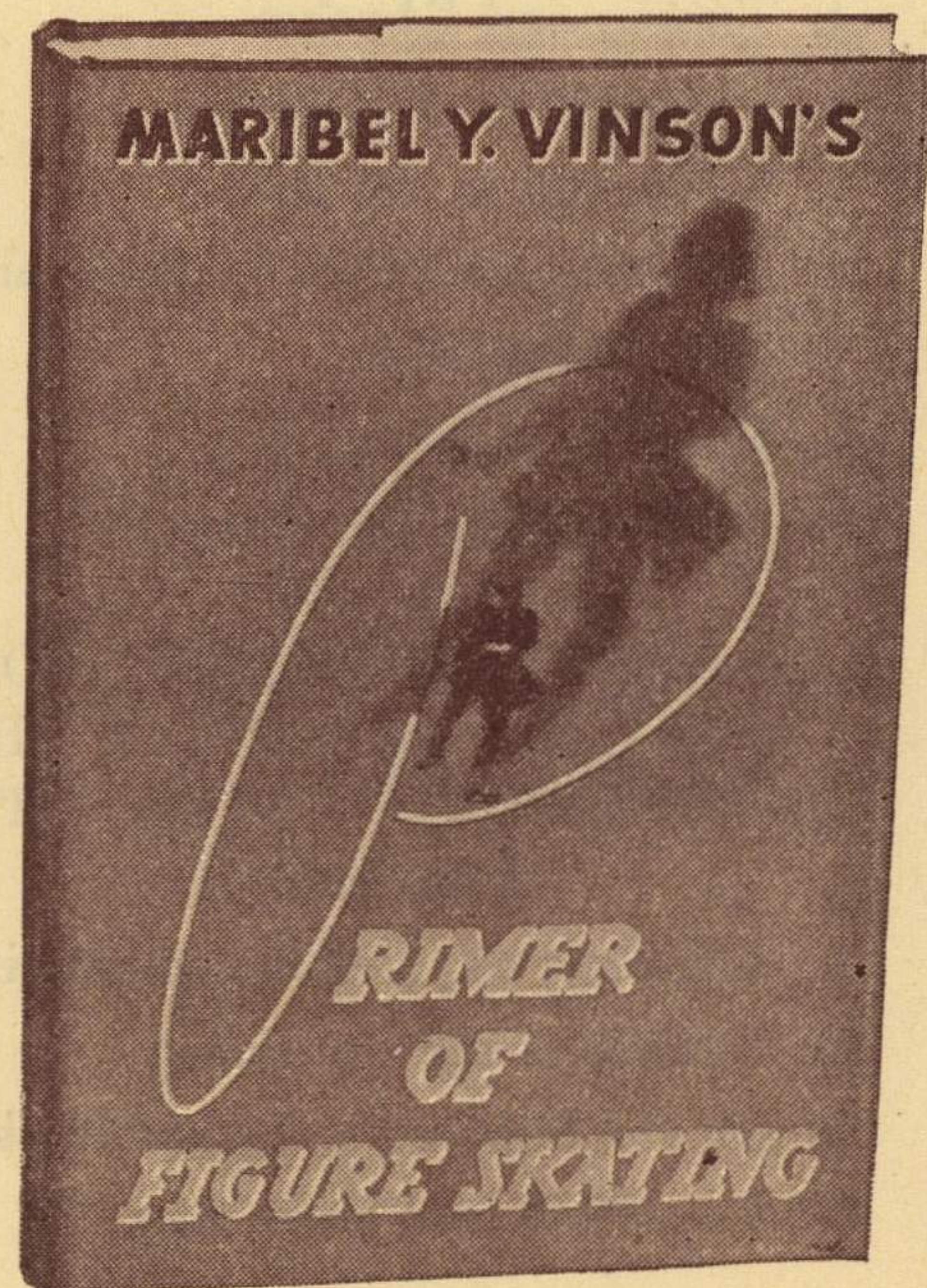
Waltz, fourteen-step, fox trot, tango

IX. FREE SKATING

Simple moves. Program construction

X. YOU ARE A GOOD SKATER NOW

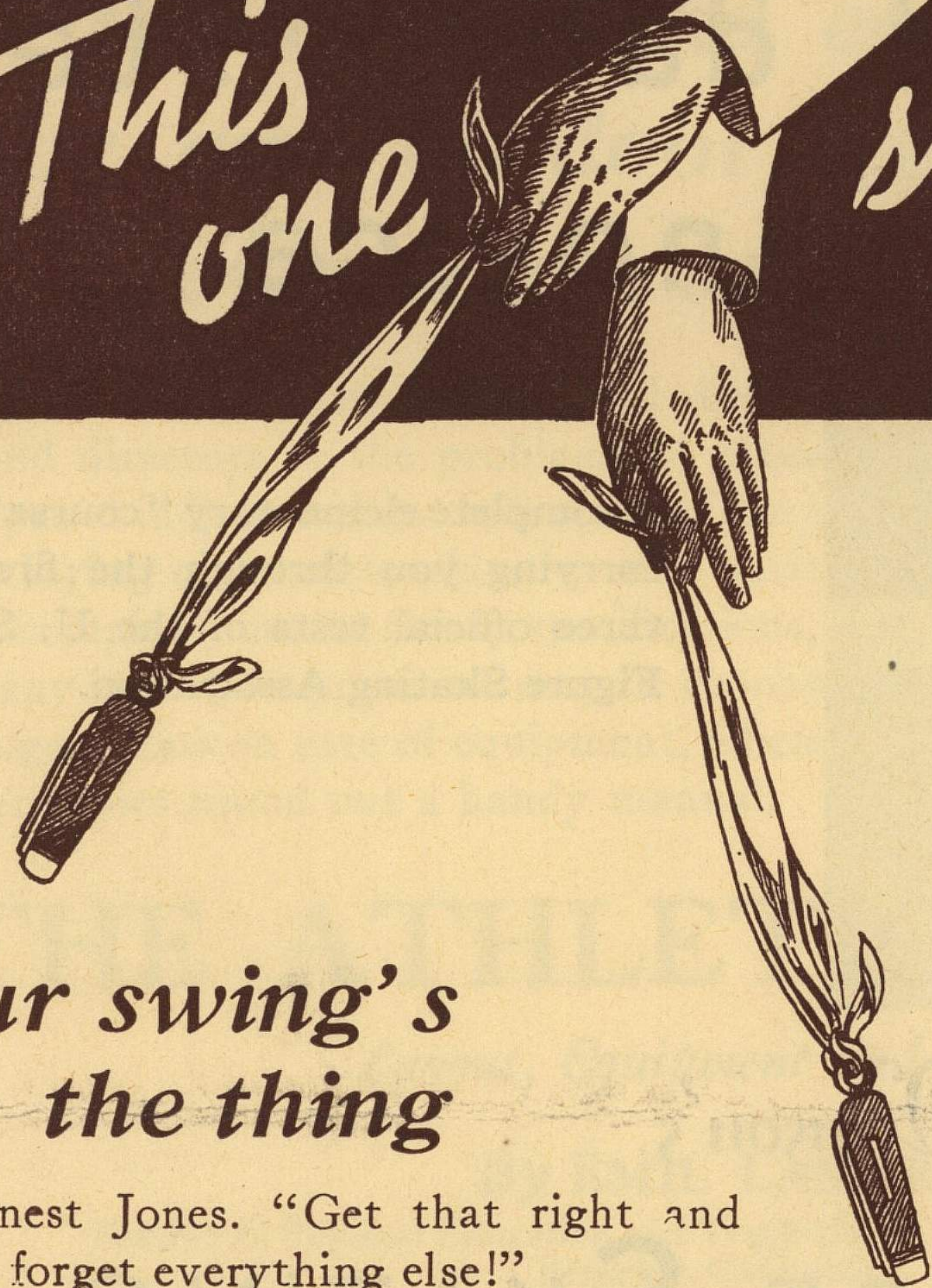
What can be done by the skater who has mastered the figures in this book. Pairs, fours, carnival groups, etc.



This one

simple idea

gives you
the key
to a better
game!



*Your swing's
the thing*

says Ernest Jones. "Get that right and you can forget everything else!"

LET THE man who is acknowledged one of the greatest golf teachers of all time show you how really easy it is to cut strokes off your score. Hundreds of golfers who have benefited by it assert that his system is the soundest and simplest method of golf instruction ever developed. Charlotte Glutting, Virginia Van Wie, and other golfing stars testify to the effectiveness of the Ernest Jones system. He employs just one positive principle—"swing the club head"—and he shows you how to do it without a thousand and one confusing details. Follow his simple, definite instructions and before you know it you have acquired a related, natural, easy swing. Slices, hooks, and other faults disappear and you're playing—and enjoying—better golf than you ever thought possible.

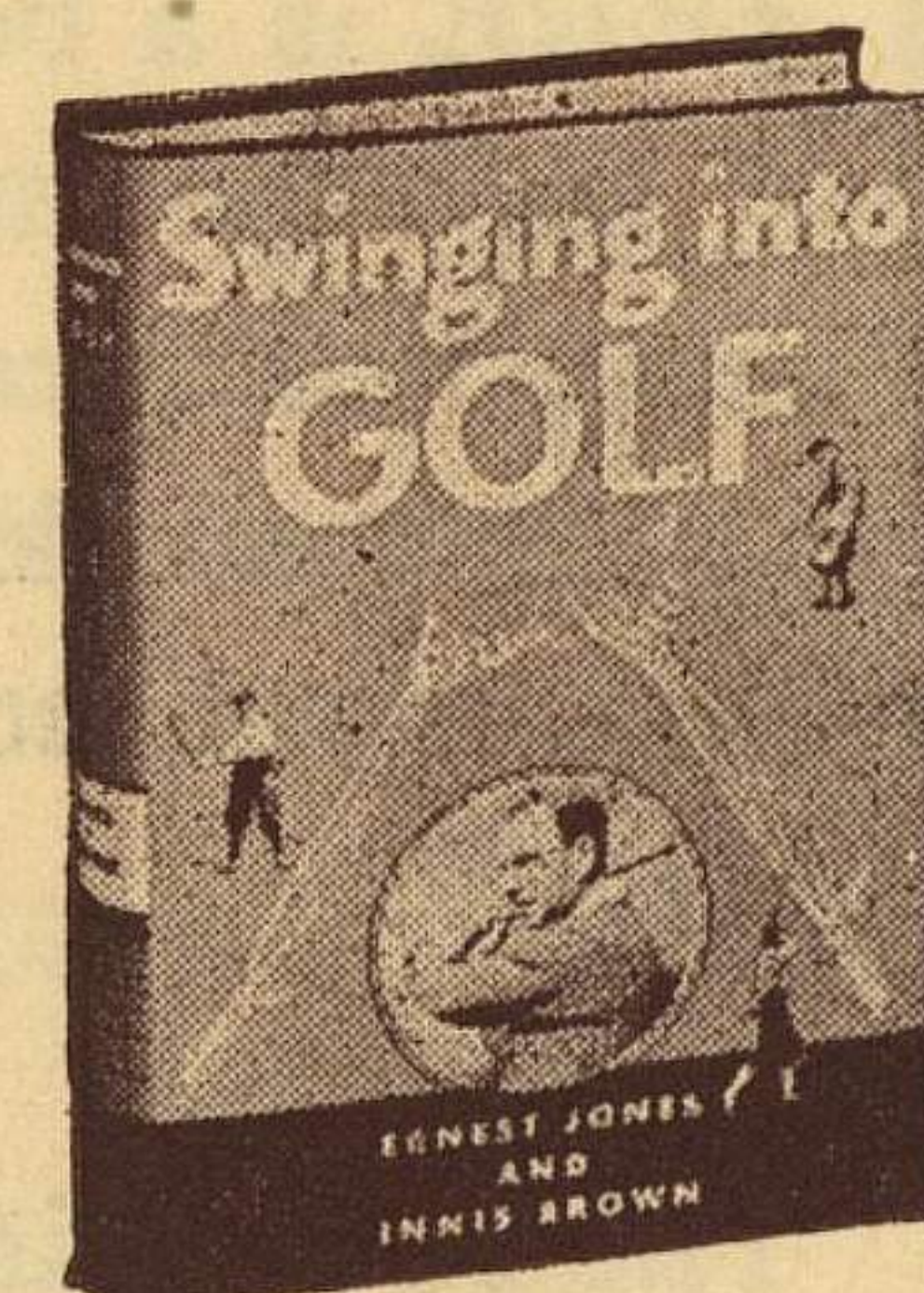
SWINGING INTO GOLF

By ERNEST JONES

Professional, Women's National Golf and Tennis Club, Glenhead, N.Y.
Formerly Professional at Chislehurst Golf Club, Kent, England

and INNIS BROWN

Golf Commentator and Formerly Managing Editor, *The American Golfer*



GRANTLAND RICE says: "In my opinion he has one of the soundest and simplest systems of instruction I have ever seen, and his results have been phenomenally good. One had only to talk to any of his pupils to catch the enthusiasm they feel and to understand the services he has rendered in reducing scores."

Whittlesey House Publication,

150 pages, 5½ x 8, illustrated, \$2.00

Contents

I. THE SWING TECHNIQUE

1. What It Is All About
2. How to Hold the Club
3. How to Stand to the Ball
4. A Swing and How to Acquire It
5. Timing and Rhythm
6. Obstacles to Swinging
7. Variations in the Swing
8. Accuracy and How It Is Attained
9. The Mental Side
10. Profit from Practice
11. "Swing Tells the Story"

II. GENERAL OBSERVATIONS AND COMPARISONS OF THE JONES' SYSTEM WITH OTHER METHODS

1. A Matter of Joint Responsibility
2. Adding to the Confusion
3. On the Subject of Concentration
4. Your Golf and Your Ego

ERNEST JONES says: "Good golf is easy to play and it is regrettable that so many persons who play at golf make such a labor of it." His book will help the great army of laborers at golf to become players.

Over a period of more than twenty years, Jones has taught thousands of golfers, from national champions down to the rankest duffers. He has taken new pupils taking up the game at 60 years and beyond, and brought them to playing consistently in the low 80's in less than a year's time.

The results he gets come from his system of releasing the student from negative principles and numerous rules. He has but one message: "The swing's the thing—get that right and you can forget everything else!"

Stop worrying, and play golf

Many golfers flounder around in the midst of dozens of do's and don'ts. Their stroke, which takes but a

moment to perform, is hindered by their trying to remember a number of separate rules and cautions during that time. Even a first rank player would perform terribly under such a handicap. Instead, he can, and does, think of only one thing at a time, when actually playing a stroke—hitting the ball.

Under Jones' method of teaching, everything is subordinated to this central idea of concentrating on what the player is doing with the club head, through his sense of touch or feeling. He shows you in detail how to "swing the club head," how to have control of the club head through the hands and fingers.

Now you can have the next best thing to Jones' personal instruction in applying this positive principle. His system—his manner of teaching—the single, simple principle—is brought out fully in text and diagram in this book. Read it, and take strokes off your score.

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

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TRADE DEPARTMENT

December 13

1 9 3 8

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

Dear Dr. Allen:

As promised in previous correspondence, I am enclosing herewith a sample of the special campaign which went out to the Kansas list which you furnished us. This has just been mailed and we will keep track of the orders received.

I should tell you also that the School Department campaign of 10,000 was mailed last week and a goodly amount of orders are starting to arrive. In fact, yesterday the returns were around 60 copies. We very much hope that this indicates that sales by mail order are starting to improve.

You will remember that I told you in an earlier letter that mail order in general throughout the country has been very poor all this Fall. Consequently, we delayed a lot of the campaigns which we had planned. I think we were wise in this, particularly in the light of the fact that the campaign of 10,000 circulars on BETTER BASKETBALL which our College Department sent out early in October was a complete flop. As you well know, it is mighty difficult to buck a falling market.

While writing this, your letter of December 8 has arrived and I think the above fairly well answers everything you mention and I think I have discussed most of your points in previous letters as well.

Please do not worry. We are watching the situation carefully and your book is getting every

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

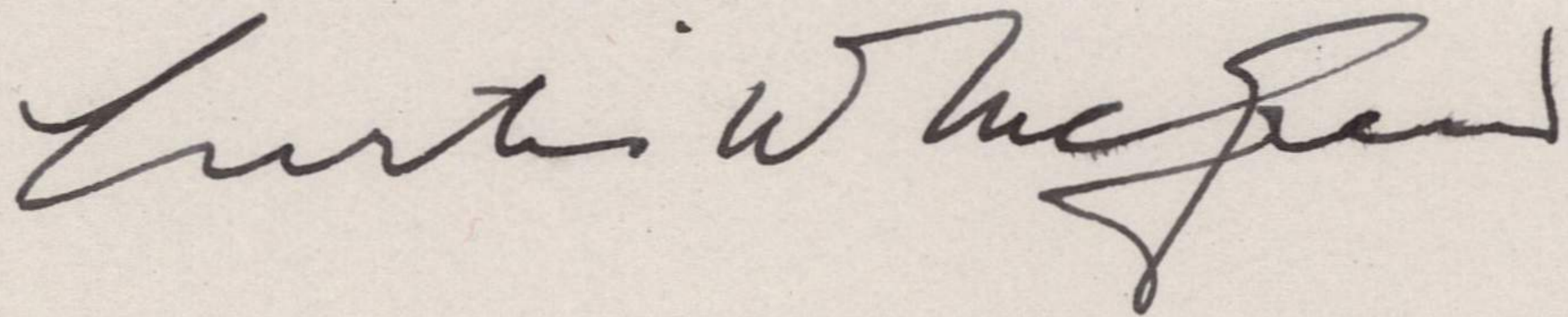
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DATE 12/13/38

attention. Naturally, present day conditions are not everything we would like so consequently we can only do the best we can in any situation.

With kindest regards,

Sincerely yours,



CWM:MK

P.S. What is the latest information concerning the proposed book on Injuries?

C.W.M.

UNIVERSITY OF KANSAS
LAWRENCE

DEPARTMENT OF PHYSICAL EDUCATION

- 3 -

To the Basketball Coach -

Your success as a coach depends upon your acquiring the latest methods in fundamentals and play execution. Doubtless you have heard of my new source book on basketball, entitled BETTER BASKETBALL, in which Technic, Tactics and Tales predominate.

I am wondering if we are using the latest and most improved methods of teaching this game of basketball. If many teachers of history, English and mathematics resorted to the old time method of teaching, in which the instructor had access to the only book in the class, then I am wondering just how much we would learn. The libraries are filled with reference and source books of all kinds to which the instructor refers the students for sources of study so that the student may get a well-rounded education.

Why is it not logical then that your school library obtain the best text available on basketball for your basketball players? There is no good reason to expect that a coach be forced to purchase these books. Every school has a library fund, and it is thinkable to me that you should ask your library to purchase one or more copies of BETTER BASKETBALL for the use of your students. I might add that our own Lawrence Memorial High School purchased four copies of the book for their school library. Mr. Neal Wherry, the principal, writes as follows:

"The first day the books were in the library the librarian reported that they had been worth what they cost because one of her most troublesome boy customers had been reading in one of them and kept quiet. Our head English teacher has approved the book for use in English classes.

"Besides containing plenty of good technical information, with numerous drawings and pictures, the book abounds in good psychology. Especially to be commended to the high school students are the eight game short stories.

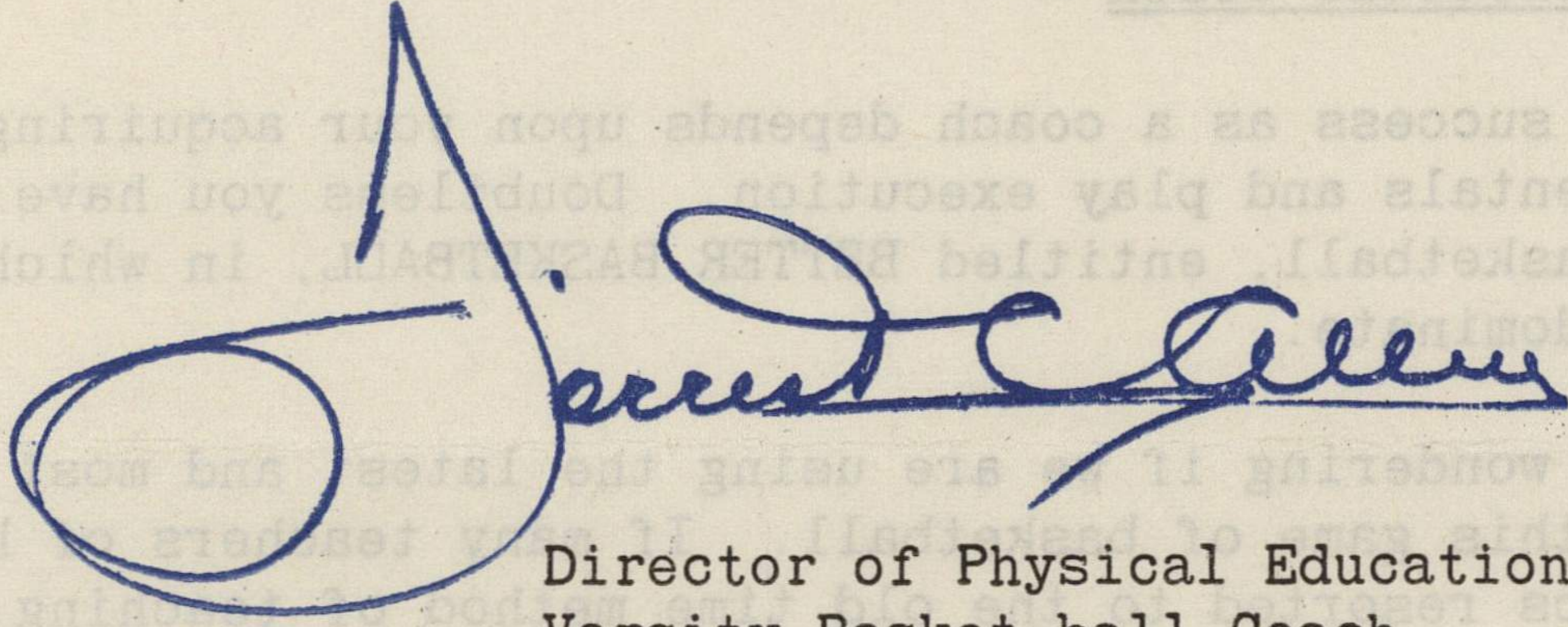
"We are very enthusiastic about the book and think that the teachers and students of any high school should be."

This exhaustive volume on basketball contains everything that a player, a coach and a trainer should know. When any player is not up to par on his fundamentals the coach could assign certain chapters or parts of chapters to this

(over)

individual for further study. BETTER BASKETBALL is just twice as good as MY BASKETBALL BIBLE, and it is 13 years newer. It is published by McGraw-Hill Book Company, and is available at all sporting goods houses. Why not let Lowe and Campbell, or some other sporting goods house, supply your library early this fall? I have put everything into this book that I use and that I used this past year and expect to use this coming year.

Yours for winning success,



FCA:AH
R-368

Director of Physical Education
Varsity Basket ball Coach

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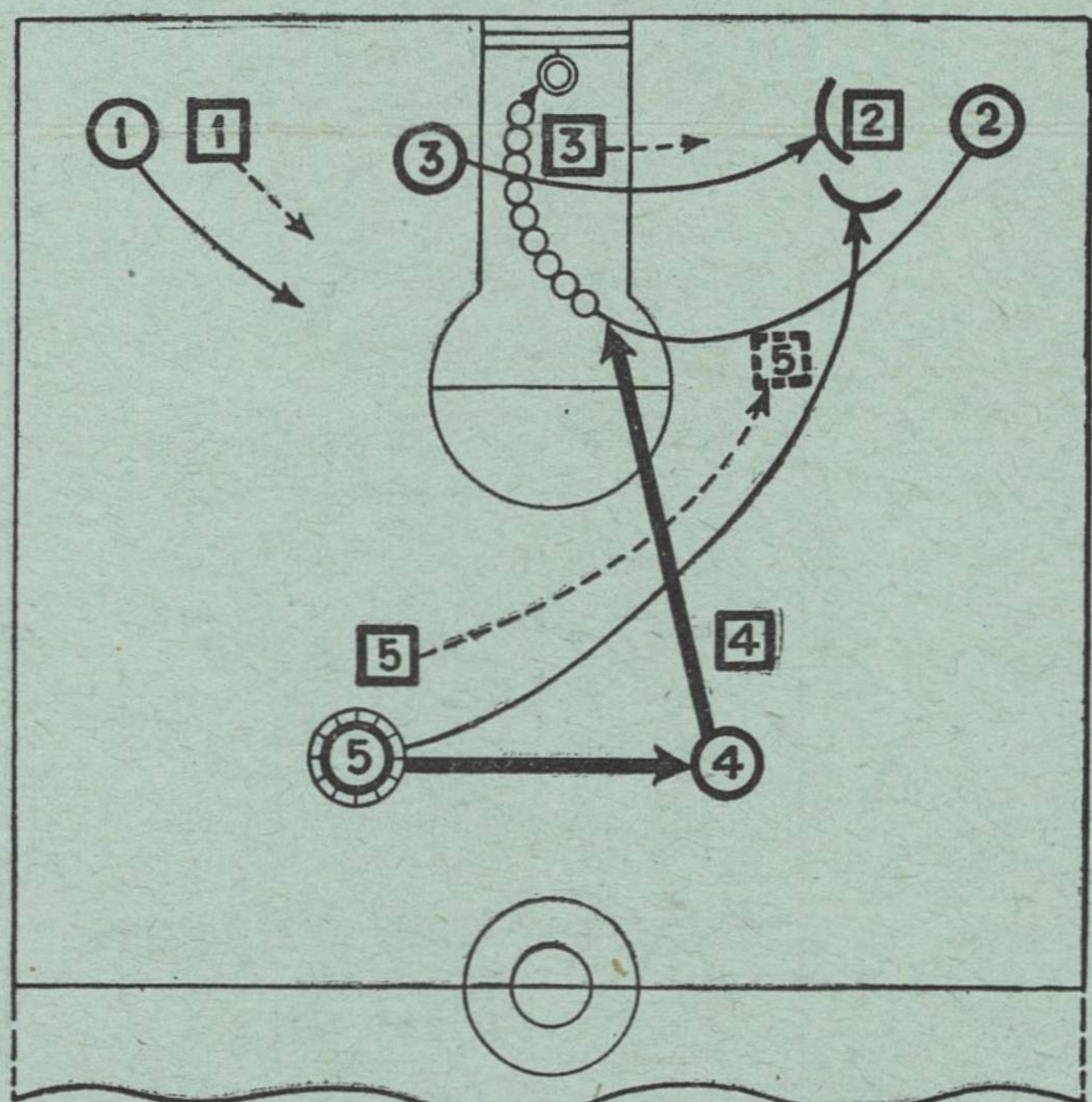
Technique, Tactics and Tales

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.

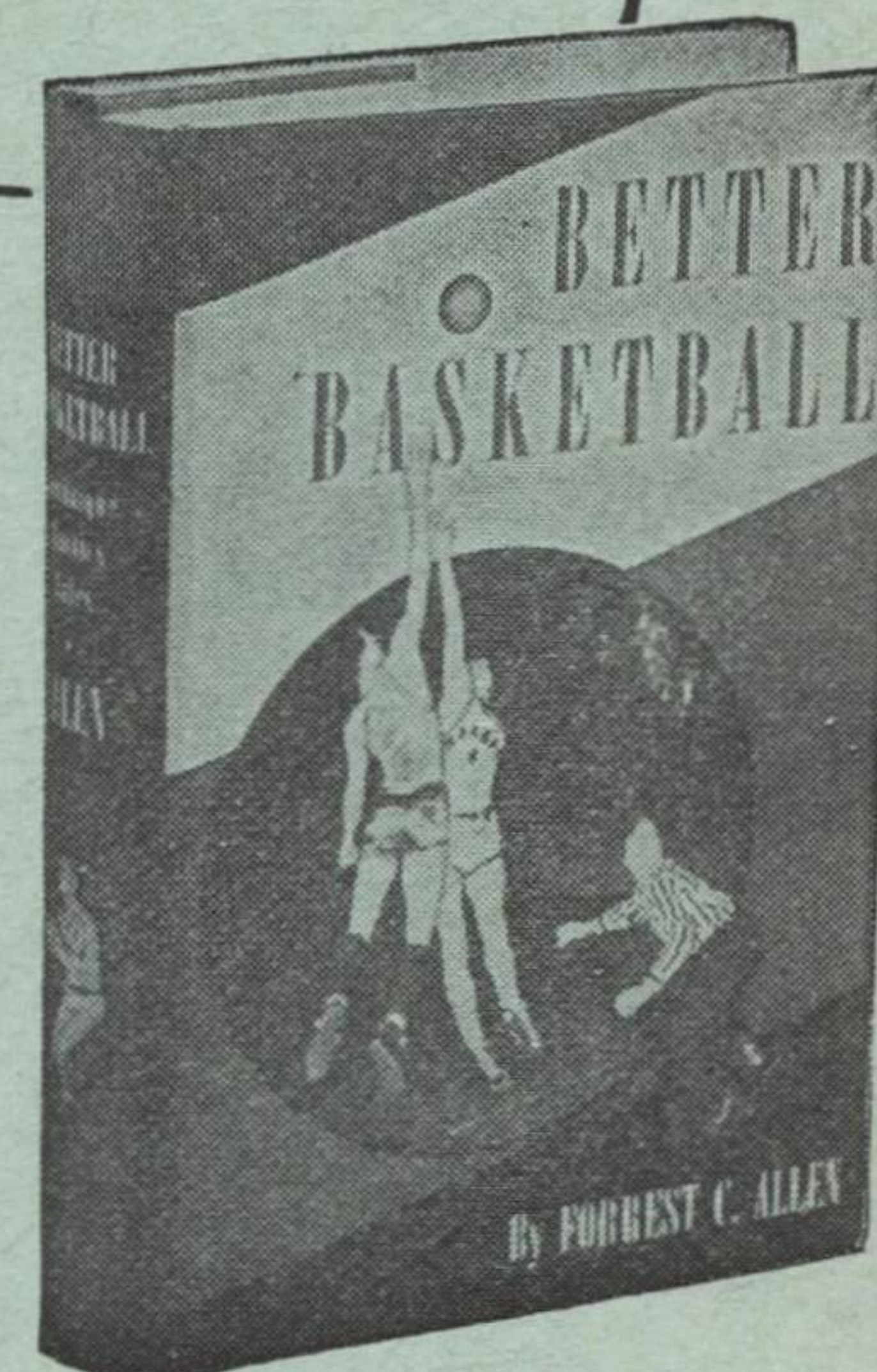
See this book for
*fundamentals, practical methods,
fine points of technique, in:*

- 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

- | | |
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| <p>I. BEGINNINGS</p> <ol style="list-style-type: none"> 1. The Wider 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 <p>II. TECHNIQUE</p> <ol style="list-style-type: none"> 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 <p>III. TACTICS</p> <ol style="list-style-type: none"> 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 | <ol style="list-style-type: none"> 19. The Evolution of Team Defense 20. Special Defensive Situations 21. The Stratified Transitional Man-for-man Defense with the Zone Principle <p>IV. ATHLETIC INJURIES AND EMERGENCIES</p> <ol style="list-style-type: none"> 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 <p>V. TALES OF THE YESTERYEARS</p> <ol style="list-style-type: none"> 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 |
|--|---|

How to lay out and equip indoor and outdoor fields for modern athletic contests

A practical manual to aid physical directors, coaches, and camp and playground directors in the problems of planning and providing facilities for all types of indoor and outdoor sports. The book gives plans and instructions for laying out and marking a wide variety of fields and courts, and includes complete instructions, specifications, list of materials, etc., by which many items of equipment may be economically constructed in school shops. Suggestions on care of equipment, efficient conduct of sports events, and other topics round out a handy manual.

THE ATHLETIC PLANT

Layout, Equipment and Care

By **EMIL LAMAR**

Teacher of Physical Education and Track Coach, Berkeley High School,
Berkeley, California

WHITTLESEY HOUSE SPORT SERIES

302 pages, 6 x 9, 90 illustrations, \$3.00

THIS book explains how to lay out athletic fields and construct the necessary equipment used in conducting athletic contests. It also incorporates ideas for high schools and colleges for preparing indoor facilities for conducting physical education activities and indoor games. Completely dimensioned diagrams and views show fields and courts for practically every type of game followed in this country. How to mark and maintain surfaces is also covered. Many suggestions are given for taking care of playing equipment and implements. Practical suggestions are given for considering all the important factors in such larger projects as field house, swimming pool and bleacher construction. The author's combined experience in teaching shop work and physical education has been drawn on to make a manual of unusually wide scope and usefulness.

Chapter Headings

1. Football Field and Equipment
2. Winter Sports and Paraphernalia
3. Spring Sports and Paraphernalia
4. A Model Athletic Field and Plant
5. Leisure Time Activities
6. Upkeep and Care of Athletic Equipment
7. Suggestions for Illumination of Athletic Fields for Night Play
8. Ideas and Suggestions for Bleacher Construction
9. Scoreboards and Field Markers
10. Sound Installations and Their Uses
11. Modern Efficiency in Handling Athletic Contests

Practical shop instructions

An outstanding feature of the book is the material on constructing standards, scoreboards, playing implements, backstops, and other equipment, by methods readily applicable in the average school shop. A variety of detail drawings and assembly drawings are given, which together with lists of materials and textual instructions provide all the material necessary for taking up these projects. This feature alone is worth the price of the book, yet its pages contain considerably more of practical value. Throughout the author has kept in mind the controlling factor of purpose for which the athletic plant is used and in connection with this gives scores of helpful suggestions and pointers for the smooth and efficient conduct of athletic contests.



Field and court layouts for

Football
Basketball
Soccer Football
Girls' Soccer Football
Girls' Hockey
Ice-hockey
Running Events
Jumping Events
Baseball
Tennis
Softball
Handball
Volleyball
Horseshoe Pitching
Badminton
Hurdles

and others

How to construct

Goal posts
Tackling-dummy Machines
Charging Machine
Basketball Backstops
Hockey Walls
Hockey Goal Cage
Broad Jump Take-off
Field Equipment Box
Batting Cage
Baseball Backstop
Players' Bench
Swimming Springboard
Bows, Arrows, and Targets
Tennis Table
Thetherball Unit
Scoreboards and Markers
Bleachers

and others

Facts and sugges- tions on

Running Tracks
Swimming Pools
Field Houses
Night Lighting
Physical Education Games, etc.

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

A

April 27, 1939.

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

Dear Mr. McGraw:

Pardon my delay in answering your good letter of the 13th instant.

I have not done any more concerning the book on treatment of athletic injuries because I have not been too enthusiastic regarding the sales of the book "Better Basketball". When in New York I want to see Mr. Benjamin and Mr. Egner regarding the possible promotion of "Better Basketball".

This book on treatment of athletic injuries cannot begin to have the sale of "Better Basketball", so until I am more enthusiastic about the sale of that book and until I can get a little more free time from my arduous duties directing the new physical education set-up here, I believe I will not be too concerned about it. I have been rather drifting along allowing Hitler and Mussolini absorb more of my time than they deserve. I think everybody is just a little jittery and not content to get down to work until we settle this infernal fuss between that den of thieves over there.

Thank you for your kind words regarding Deane W. Malott, our new chancellor. We believe that he has the stuff and will make a fine chancellor.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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April 13th
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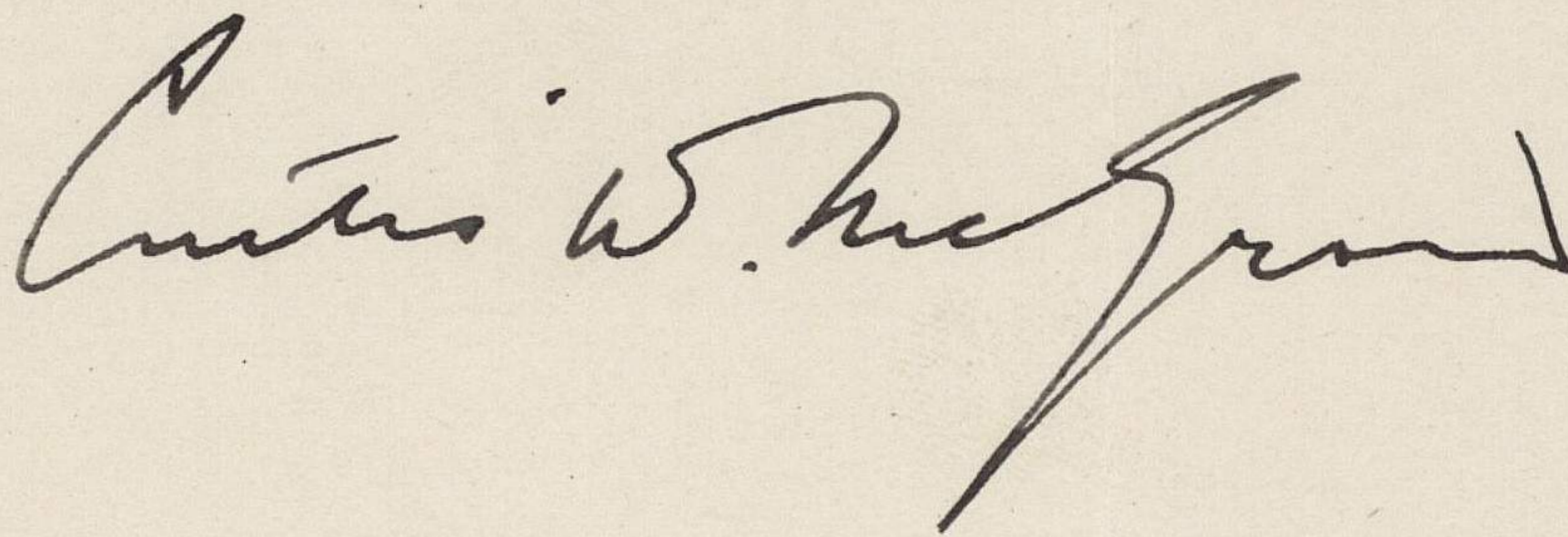
Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

When writing you the other day, I forgot to include a follow-up concerning the book on the Treatment of Athletic Injuries. Have you given it any further thought or done any work thereon? A progress report will be appreciated.

I also forgot to mention that I noted in the newspaper that the University of Kansas has just appointed a new President or Chancellor. May I say that the new appointee, Deane Waldo Malott, has written several books for us and I congratulate you all on the choice.

Sincerely,



CWM:MK

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April 10th
1939

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

Dear Dr. Allen:

I am addressing this answer to your letter of April 5 to Lawrence, Kansas, figuring that you will stop off there after you leave San Francisco.

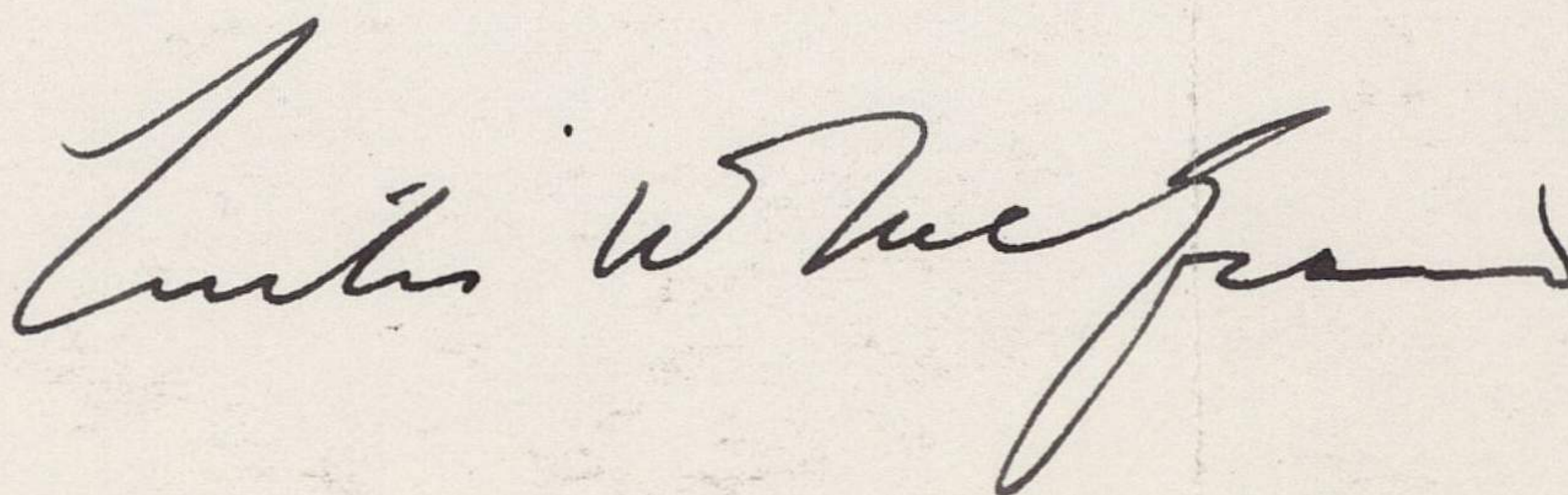
I note with interest that you have been speaking on basketball on the Coast and all such publicity does naturally help the sale of BETTER BASKETBALL. There is no question, too, that even if you wandered over the country for many years mentioning BETTER BASKETBALL, there would always be some who had not heard of it. That would probably include the BASKETBALL BIBLE as well.

We will be glad to welcome you here at the New York office to discuss more sales plans. I plan to be away the first week in May but Kelly and Egner will look after you.

As pointed out before, with all the advertising and many thousands of circulars which have gone out on BETTER BASKETBALL over the past year, the market should be pretty well covered. However, there are a high percentage of people who never read advertisements or books even though they talk a lot about such things. However, your idea for an attack from a different angle may have merit.

Sincerely yours,

CWM:MK



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May 5th
1939

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

Dear Dr. Allen:

I hardly know how to answer your letter of April 27, for after so many letters on my part concerning the sales record of BETTER BASKETBALL, you still overlook them and also have the feeling that sales should have been better. You also intimate that the so-called scarcity of sales is due to lack of promotion.

I am not going back again and enumerate all the various amounts of promotion that the book has already had. May I say that it has had much more than the average of our books and we still feel the record of sales of 3,554 copies to May 1, in a little more than a year, is very satisfactory.

In your feeling you are not taking into account the difference in times between now and fifteen years ago. You are also not taking into account all the competition of other basketball books which are on the market now and were not on the market when your BASKETBALL BIBLE was published. High priced book units do not sell as well today as they did when the BASKETBALL BIBLE was published and there are many other factors which you apparently refuse to accept.

Hence, my reaction at the moment is that I wish we had never published the book, for we do not want unsatisfactory and disappointing relationships. I honestly doubt whether you alone or any other publisher could have made as good a record, and I doubt whether the amount of money on promotion would have been spent.

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

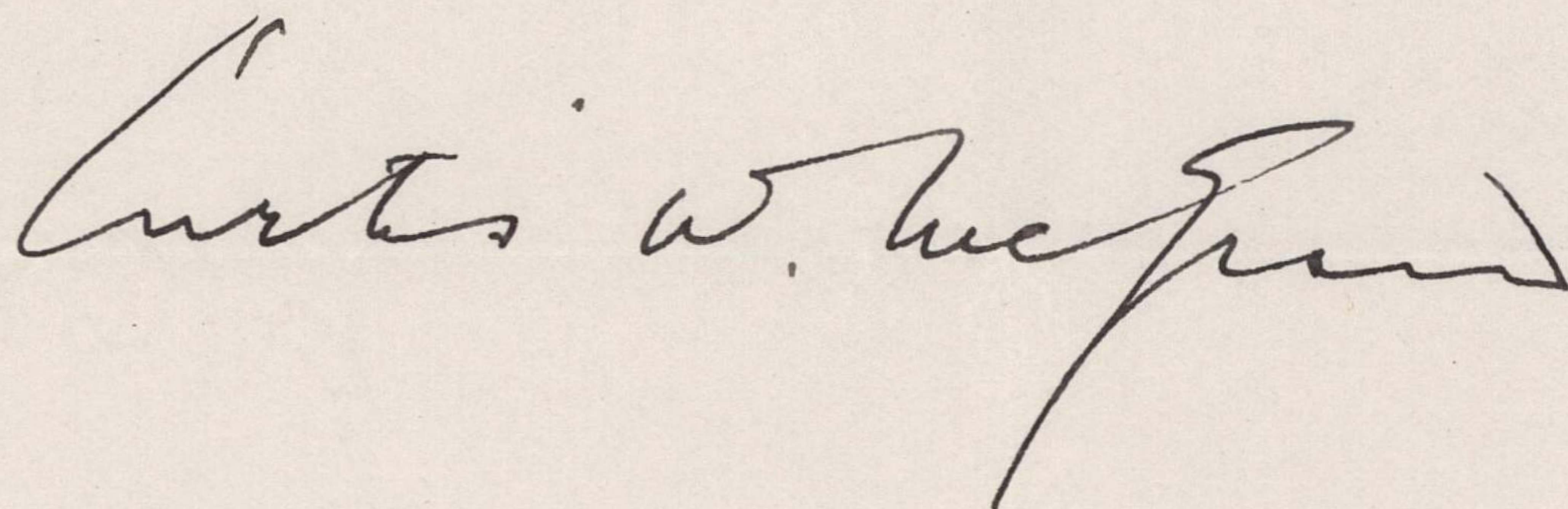
PAGE -2-

DATE 5/5/39

You mention that the foreign situation has everybody jittery, and that situation is one of the major troubles with not only the sales of your book but all other books and the book industry as well, to say nothing of sales of other products. In other words, you seem to recognize a situation which can affect everything except your own book.

Therefore, let us drop the matter of my athletic injuries suggestion, for we would not want you to undertake anything else in which you will not be satisfied.

Sincerely yours,



CWM:MK

13

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JOSEPH A. HYLAND
PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

November 13
1939

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

Dear Dr. Allen:

I have your letter of November 9 and have discussed it with our Sales Department.

I think I have told you before that we do not believe there has ever been a book published whereby everybody, even in the field of the book, knows about it. A great many people just do not read or notice much which is going on around them. We cannot change these habits and naturally we or any other publisher cannot be expected to call on every individual who might be interested in a book.

BETTER BASKETBALL has and is receiving every attention possible within reason. First of all, we have been over the list twice of every purchaser of the BASKETBALL BIBLE and we have also sent circulars to all the subscribers to "Athletic Journal" and "Scholastic Coach" on several occasions.

We have sent out on two occasions, circulars to our special sports book purchasing list which total over 10,000. Little stuffer circulars have been tucked in all kinds of mail going out as well. Every high school and college library, as well as departments of education themselves, have received circulars on numerous occasions. We also have probably had at least a dozen advertisements of the book too. I would not doubt but that circulars of the book have been in at least 200,000 pieces of mail.

Outside of the school and college field as above, our trade or general bookstore salesmen have

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

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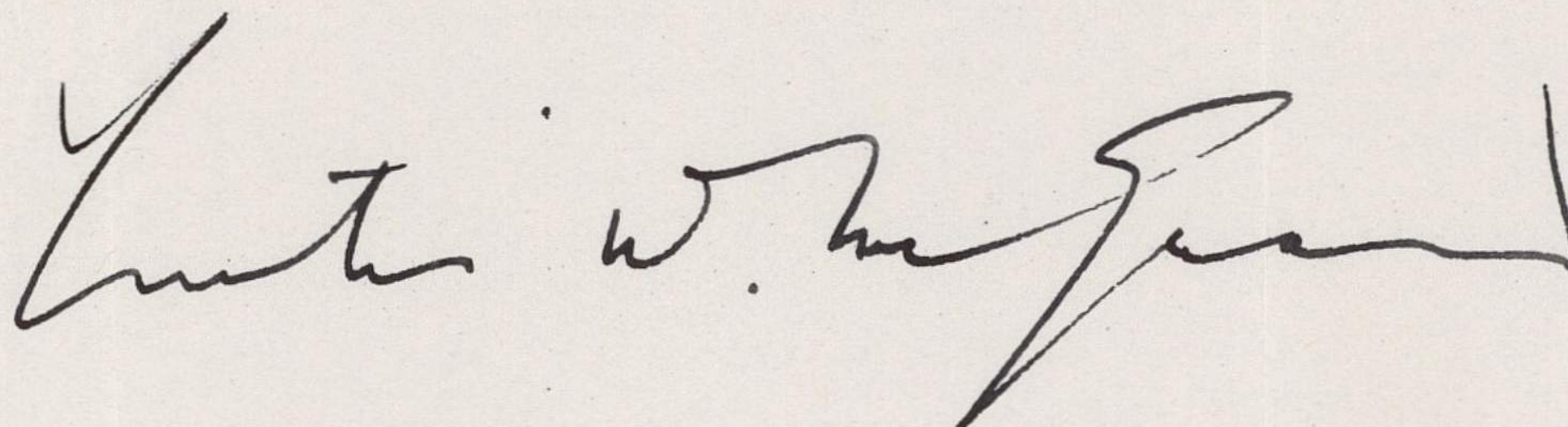
DATE 11/13/39

mentioned it on every trip since the book was published in covering the general bookstores of the country. They have also written to every sportings goods house, sending circulars as well, of which they have a list. Even with all the above, we are actually not going to catch everybody who might be a prospective purchaser.

It would seem to me that the promotion coverage has and is being accomplished as well as it is humanly possible to cover it in a reasonably economical way, and the promotion will be continued.

I have mentioned to you before the reasons why such a book cannot sell as well in these times as fifteen years ago, but the results have been and will continue to be respectable and it is our feeling that the book has received every attention. Naturally, coaches are the primary market but we cannot call on every one. We have mailed many circulars to every coach who is on any available list, but we cannot make all of them read their mail.

Sincerely,



CWM:MK

COPY

ATHLETIC ASSOCIATION
WILDWOOD HIGH SCHOOL
WILDWOOD, N.J.

November 16, 1939

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

Dear Dr. Allen:

I wish to express my sincere thanks for your kindness in sending the information as I requested.

I have written the Eastman Kodak Company requesting a date for your picture. I have also ordered your book "Better Basketball" through the Publisher.

Very truly yours,

Mike C. Malley

IN ACCORDANCE WITH

In Account With

MIKE C. WILSON

Dear Mr. Wilson:

Thank you for the information regarding the book "Better Basketball" through the publisher. I have also ordered the book and will be glad to receive it. I have written the publisher regarding the book and will be glad to receive it. I am glad to express my sincere thanks for your

Dear Mr. Wilson:

Enclosure
Director of Physical Education
Dr. William C. Wilson

November 19, 1933

MILMOOD, N.Y.
MILMOOD HIGH SCHOOL
ATHLETIC ASSOCIATION

COPI

Registration List
American Association for Health, Physical Education & Recreation
San Francisco, California

Amey, Harry E.
Roosevelt Jr. High
San Francisco, Calif.

Lee Alderman
San Francisco State College
San Francisco, Calif.

Bud Beasley
Reno High School
Reno, Nevada

Henry Beiden
Paso Robles High School
Paso Robles, Calif.

Clarence E. Bishop
Santa Barbara High
Santa Barbara, Calif.

J. Kelly Bryan
Albany High School
Berkeley, Calif.

Lowell G. Diddulph
Ricks College
Rexburg, Idaho

Aubrey Russell
Whittier College
Whittier, Calif.

Charles W. Brown
Beverly Hills High School
Beverly Hills, Calif.

Gerald Adams Calhoun
Dorsey High School
Los Angeles, Calif.

Louis H. Carlson
Marin Jr. College
Kentfield, Calif.

Ralph O. Coloman
Oregon State College
Corvallis, Oregon

Louis G. Conlan
San Francisco Jr. College
San Francisco, Calif.

George E. Cooper
Santa Barbara State College
Santa Barbara, Calif.

Robert L. Divic
Weber College
Ogden, Utah.

Joseph S. Depely
Turlock High School
Turlock, Calif.

Robert E. Damon
Fortuna High School
Fortuna, Calif.

Huntley A. Dayton
Sanger Union High School
Sanger, Calif.

Dudley S. Degroot
San Jose State College
San Jose, Calif.

Harold W. Drummond
San Luis Obispo Jr. College
San Luis Obispo, Calif.

✓ Charles L. Eaton
820 Clay St.
Colusa, Calif.

Charles Easterbrook
Pacific Grove High
Pacific Grove, Calif.

Eldridge Farnsworth
W.P.A.
Chico, Calif.

William G. Fischer
High School of Commerce
San Francisco, Calif.

James M. Flynn
Sacramento St. High
Sacramento, Calif.

Harold A. Fosberg
San Jose State College
San Jose, Calif.

Richard M Glover
Anaheim U. M. S.
Anaheim, Calif.

Michael Garrigan
Stockton High
Stockton, Calif.

Don George
Chas. A. Lindberg Jr. High School
Long Beach, Calif.

Earl A. Goodell
Hilmar, Calif.

Herbert L. Hart
Humboldt State College
Arcata, Calif.

Ralph Chas. Henricus
602-33rd St.
Oakland, Calif.

Howard H. House
Wash. State College
Pullman, Wn.

Fred Lester Hamlow
San Jose State College
San Jose, Calif.

Wallace M. Hallberg
Senora Union H.S.
Sonora, Calif.

Frank A. Heath
Coalinga High School
Coalinga, Calif.

Arthur W. Jones
Mission High
San Francisco, Calif.

Eldon Irl Jenne
847 N.E. Floral Place
Portland, Oregon

Thomas Kim
San Francisco State College
San Francisco, Calif.

Karl Wm. Kaiser
216 Harvard Rd.
Ontario, Calif.

Claude L. Kitchen
346-30th Ave.
San Francisco, Calif.

Harry B. Lenz
Stockton High
Stockton, Calif.

Elwood J. Lang
Oreville High
Oreville, Calif.

Charles F. Lappenbusch
Western Wash. College
Bellingham, Wash.

Rudolf H. Lavik
Arizona State College
Tempe, Ariz.

Lloyd R. Leith
George Washington High
San Francisco, Calif.

Henry Albert Lloyd
Univ. of Ore.
Eugene, Ore.

Kenneth D. Miller
Liberty Union High
Brentwood, Calif.

Glenn J. Mack
173 Merced Ave.
San Francisco, Calif.

Heber Allen Newsom
Un. of Calif.
Berkeley, Calif.

Eugene Nixon
Pomona College
Pomona, Calif

John Erkkine Nixon
Pomona College
Pomona, Calif.

Lester A. Perschau
Hamline Univ.
St. Paul, Minn.

B. A. Pfeiffer
Sonoma High
Sonoma, Calif.

Howard W. Raabe
O.S.C. Ore. St. Col.
Corvallis, Ore.

Leon Scheman
Lindbergh Jr. High
Long Beach, Calif.

Geo. H. Smith
3815 ASo. West
Seattle, Wash.

David O. Stone
S. F. State College
San Francisco, Calif.

Clarence H. Schutte
Santa Barbara High
Santa Barbara, Calif.

John Art Schwab
Bishop High School
Bishop, Calif.

Joe Tercheria
S. F. State College
San Francisco, Calif.

Paul R. Washke
Univ. of Oregon
Eugene, Oregon

Conley Watts
So. Cache High
Hyrum, Utah

Delbert D. Young
Davis High School
Kaysville, Utah

Harold R. Youngman
Monterey Union High
Monterey, Calif.

COACHES ATTENDING SECOND ANNUAL COACHING CLINIC

atlanta, Ga.

W. A. Alexander
Georgia Tech
Atlanta, Ga.

Jack Meagher
A. P. I.
Auburn, Alabama

Forrest C. Allen
Kansas University
Lawrence, Kansas

Forrest Towns
University of Ga.
Athens, Ga.

Roy Mundorff
Georgia Tech
Atlanta, Ga.

Rex Enright
University of South Carolina
Columbia, S. C.

Paul Burnum
University of Ala.
Tuscaloosa, Ala.

Bobby Dodd
Georgia Tech
Atlanta, Ga.

✓ Henry Crisp
U. of Ala.
Tuscaloosa, Ala.

Wilbur Huttsell
Auburn, Ala.

George Griffin
Georgia Tech
Atlanta, Ga.

Norris Gean
Georgia Tech
Atlanta, Ga.

Jas. H. Sullivan
Glynn Academy
Brunswick, Ga.

✓ H. W. Clements
Rockmart High School
Rockmart, Ga.

Jack Thompson
Benedictine School
Savannah, Ga.

J. H. Oliver
Savannah High School
Savannah, Ga.

Charles Brown
Wrightsville High School
Wrightsville, Ga.

✓ Roy Rollins
Richmond Academy
Augusta, Ga.

C. T. Tolbert
Tech High
Atlanta, Ga.

J. W. Riggs
Reidsville High School
Reidsville, Ga.

R. V. Brewer
Hapeville High School
Hapeville, Ga.

D. E. Riggs
Grier High School
Grier, S. C.

W. J. Eddy
Schenectady High School
Schenectady, N. Y.

Phil Alexander
Cordele High School
Cordele, Ga.

M. S. Flynt
S. W. DeKalb High School
Decatur, Ga.

W. R. McDonald
Schley County High School
Ellaville, Ga.

H. J. Sharp
Lithonia High School
Lithonia, Ga.

Walton Laney
Y. M. H. A.
Birmingham, Ala.

Don I. Gorham
Joe Brown Jr. High
Atlanta, Ga.

H. D. Butler
Gordon Mil. College
Barnesville, Ga.

W. L. Golightly
Carrollton High
Carrollton, Ga.

Art Graves
Spalding High
Griffin, Ga.

W. C. Smith
Fitzgerald High
Fitzgerald, Ga.

K. R. Stewart
Spalding High
Griffin, Ga.

O. Mitchell
Abram Baldwin College
Tifton, Ga.

Joe Martin
Decatur High
Decatur, Ga.

A. J. Slaton
Grenada High
Grenada, Miss.

T. L. Alexander
Tech High
Atlanta, Ga.

C. E. McLain
Mt. Hill High
Hamilton, Ga.

H. A. Harmon
Savannah High
Savannah, Ga.

H. E. Rhame
Columbia High
Columbia, S. C.

A. D. Watson
Wrens High
Wrens, Ga.

N. R. Haworth
Canton High
Canton, Ga.

R. D. Powell
Murphy Jr. High
Atlanta, Ga.

M. E. Herndon
South Ga. College
College, Ga.

John Lewis
Russell High
East Point, Ga.

H. W. Sturgis
Eatonton High
Eatonton, Ga.

W. H. Leverette
Acworth High
Acworth, Ga.

Jerry Eisenberg
Savannah High
Savannah, Ga.

R. W. Langford
Albany High
Albany, Ga.

S. F. Burke
R. E. Lee Institute
Thomaston, Ga.

John W. Davis
Lanier High
Macon, Ga.

Lew Cordell
G. M. C.
Milledgeville, Ga.

J. H. Farmer,
Summerville High
Summerville, Ga.

D. H. Purvis
Center School
LaGrange, Ga.

W. P. Campbell
Clarkston High School
Clarkston, Ga.

Frank Anderson
Oglethorpe University
Atlanta, Ga.

Allen Shi
West Fulton High School
Atlanta, Ga.

H. J. B. Turner
Dacula, Ga.
Dacula High School

J. K. Acree
Nacoochee School
Rabun Gap, Ga.

R. L. Bowen
Russell High School
East Point, Ga.

Jerome K. Jay
Newnan High School
Newnan, Ga.

S. B. Mims,
Cartersville High
Cartersville, Ga.

Homer Sutton
Dalton High School
Dalton, Ga.

Frank M. Holland
Chauncey High
Chauncey, Ga.

J. L. Jackson
Lee High
Chickamanga, Ga.

J. W. Tippens
Pickens Co. High
Jasper, Ga.

R. W. Dent
Clarkston High School
Clarkston, Ga.

Robert Pinski
Parrott High
Parrott, Ga.

E. E. Baker
Hapeville High
Hapeville, Ga.

T. W. Gressette
Citadel
Charleston, S. C.

E. D. Palmer
Cordele High
Cordele, Ga.

E. J. Harrell
Athens High
Athens, Ga.

Bill Roney
Ramsey High
Birmingham, Ala.

H. L. Madden
Boys High
Atlanta, Ga.

Ralph Quarles
Quitman High
Quitman, Ga.

R. G. Moyer
Emory University
Atlanta, Ga.

S. F. Jarrell
Newnan High
Newnan, Ga.

Rufus Godwin
Commercial High
Atlanta, Ga.

✓ D. B. Carroll
Canton Jr. High
Canton, Ga.

Fred Perkins
Canton Jr. High
Canton, Ga.

T. G. Loudermilk
Decatur High School
Decatur, Ga.

Jim Cavan
Gainesville High School
Gainesville, Ga.

A. C. Shuler
Jacksonville Beach
Jacksonville, Fla.

Didney Scarborough
Tech High School
Atlanta, Ga.

Eddie Anderson
Toccoa High School
Toccoa, Ga.

Allen Moore
Jordan High School
Columbus, Ga.

✓ Bob Lee
Elberton High School
Elberton, Ga.

E. P. Edge
Tennille, Gr. High School
Tennille, Ga.

W. W. Scheerer
Edison High School
Edison, Ga.

L. C. Perry
LaGrange High School
LaGrange, Ga.

J. T. Goen, Jr.
Hapeville High School
Hapeville, Ga.

Louis Van Houten
Marist College
Atlanta, Ga.

Hollis Stanford
Albany High School
Albany, Ga.

George Carter
Columbus High School
Columbus, Ga.

V. C. McGinty
Waynesboro High School
Waynesboro, Ga.

B. W. Rushton,
Waycross High School
Waycross, Ga.

Marshall O'Rear
Waycross High School
Waycross, Ga.

B. F. Register
Jordan High School
Columbus, Ga.

H. E. McNabb
Albany High School
Albany, Ga.

C. H. Cofer
Louisville Academy
Louisville, Ga.

Lt. R. T. Evans
Ft. Benning, Ga.

B. O. Lanford
Anderson High School
Anderson, S. C.

Wendell Sullivan
Richmond Academy
Augusta, Ga.

Dwight Keith
Boy's High School
Atlanta, Ga.

Hubert Harper
Richardson High School
College Park, Ga.

E. P. Staples
Perry High School
Perry, Ga.

C. E. Sammons
Darlington School
Rome, Ga.

Jack Finklea
Americus High
Americus, Ga.

H. L. Garland
Baldwin High
Baldwin, Ga.

John Varnedoe
Savannah High
Savannah, Ga.

E. P. Story
Russell High
East Point, Ga.

M. W. Bird
?

Selby Buck
Lanier High
Macon, Ga.

Tobe Edwards
Ga. Vocational & Trades School
Walker Park, Ga.

E. C. Townsend
Savannah High
Savannah, Ga.

Bill Orgain
Boys' High
Atlanta, Ga.

R. L. Doyal
Boys' High
Atlanta, Ga.

UNIVERSITY OF KANSAS
Lawrence

Department of Physical Education

November 15, 1939.

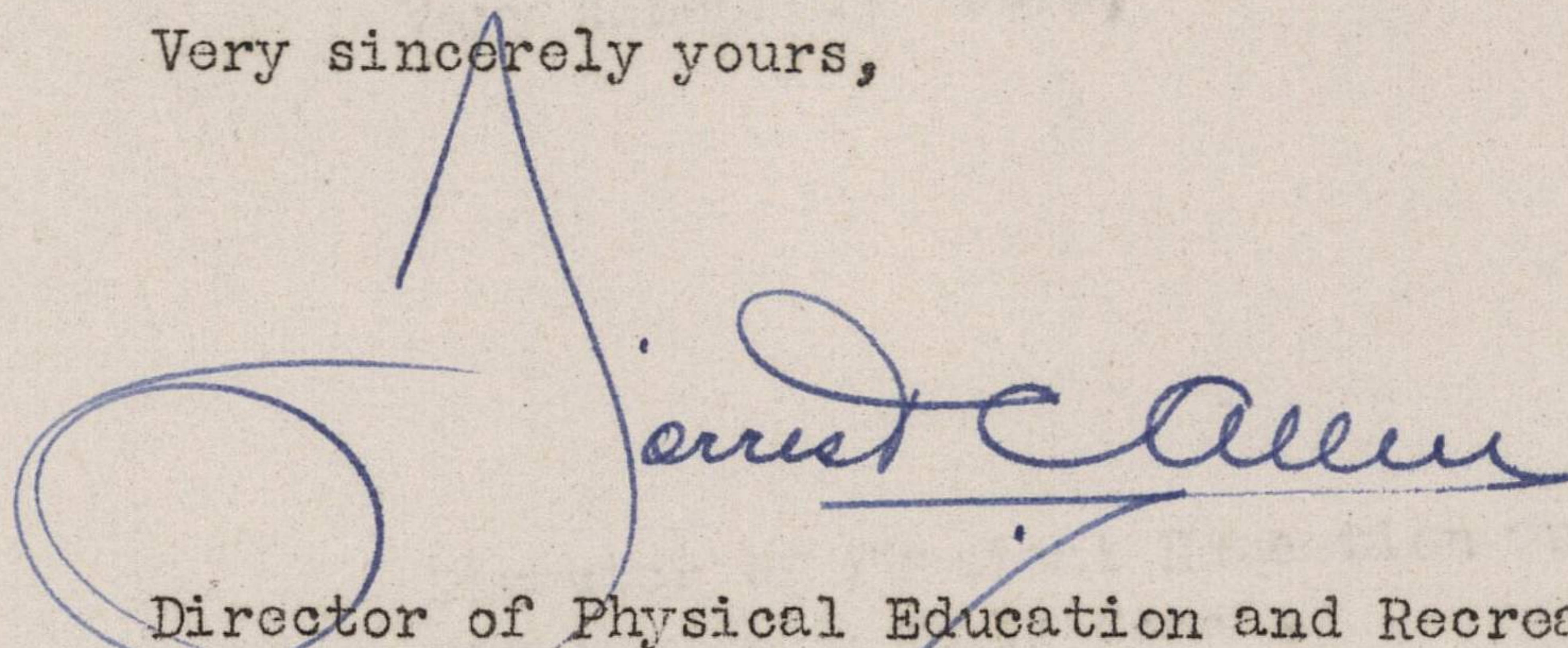
Dear Coach

I have had letters from Coach Roy E. Rollins, of Augusta, Georgia, Coach B. D. Lee, of Albany, Georgia, Coach D. B. Carroll, of Canton, Georgia, and Coach Horace Cook, of Carrollton, Georgia, ordering my book, "Better Basketball". Coach Hal Clements, of Rockmart, Georgia, wrote me saying that had already purchased a copy and was finding it very interesting and profitable.

Not knowing whether you had been able to procure a copy of this book I am sending you a folder describing the same. If you have not ordered a text and desire one I will be glad to autograph the same for you and mail it pre-paid for \$4.00. Please enclose a check or money order if you desire the autographed book.

With all good wishes, I am

Very sincerely yours,

A handwritten signature in blue ink, reading "Ernest Allen". The signature is written in a cursive style with a large, looping initial "E".

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

UNIVERSITY OF KANSAS
Lawrence

Department of Physical Education

November 15, 1939.

Dear Coach

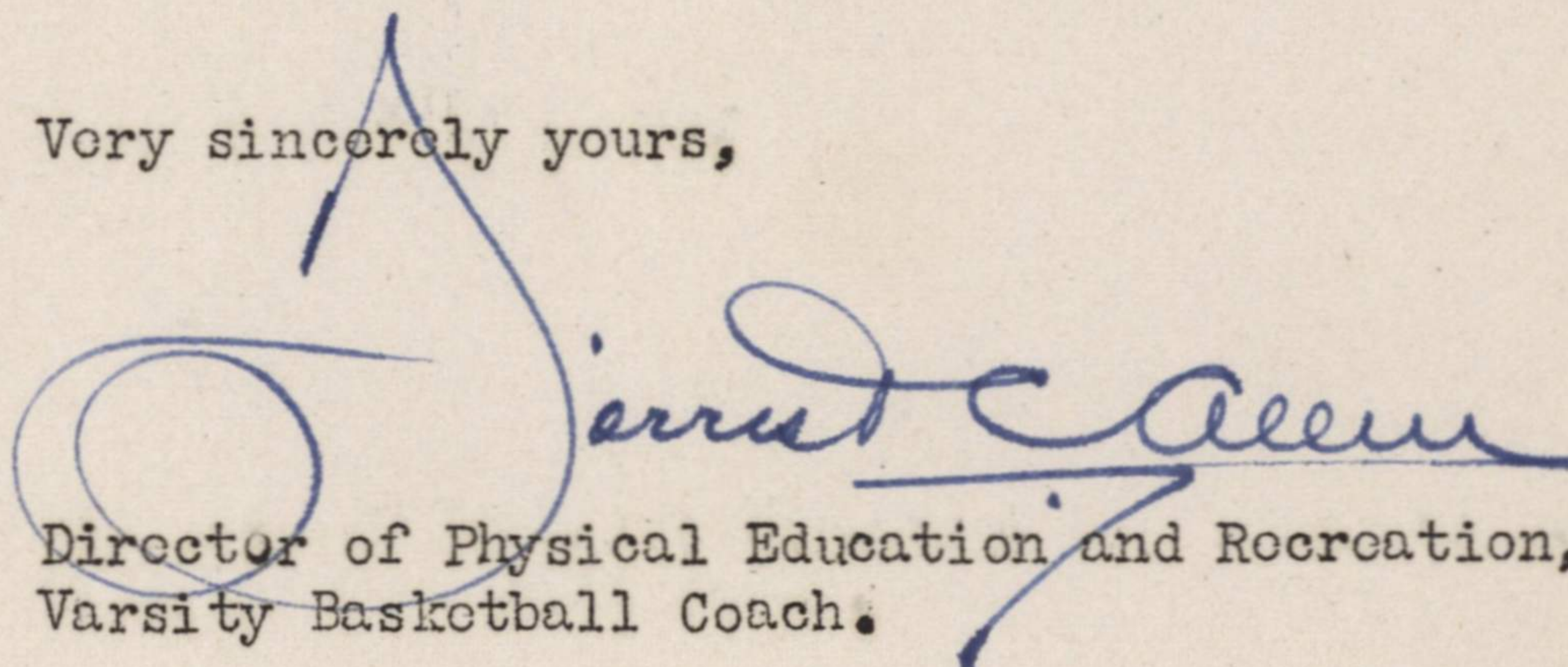
Last April I had the pleasure of speaking to your group during the meeting of the American Association for Health, Physical Education and Recreation. It was a great pleasure to meet with your association and I enjoyed very much the opportunity to be with you.

I am sending you a circular of my new book published last year. If you are desirous of purchasing a copy of this text I will be very happy to send you an autographed copy, postage prepaid, for \$4.00.

I believe that I have included most everything in this type of book that a coach would desire to know. I wrote it for high school coaches, and included a chapter on the treatment of athletic injuries. The Tales of Yesteryear are written expressly for the purpose of stimulating in the coach's mind the necessity of building morale and building a definite tradition in a school. I believe it is the most complete book of this kind that has been written, and therefore I have no hesitancy in calling it to your attention.

Wishing that you have a very successful basketball season, and with kindest personal regards, I am

Very sincerely yours,


Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH