June 13, 1938.

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

Dear Mr. McGraw:

I am sending you the clipping that Frederick Ware of the Omaha World Herald did last December 12, 1937.

You can see that he got the price wrong, but otherwise he did rather a fulsome job of it. What do you think?

Cordially yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

June 13, 1938.

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

Dear Mr. McGraw:

I am sending you the names and addresses of the people mentioned in our book who perhaps would be interested in buying a copy of Better Basketball.

My thought was that a good snappy sales letter, telling them that their name was mentioned in this excellent (?) basketball text, giving the hook-up whether it was in regard to a thrilling story in Tales of Yesteryear or whatever it happened to be, saying that it was the writer's notion that he, the reader, would want to know about it.

Where they are old Kansas varsity men, this fact will be shown, as well as to whether they are coaches in the field from other schools, etc. This is for the purpose of giving you a background for sales promotion.

Very cordially yours,

FCA:AH

Director of Physical Education,
Varsity Basketball Coach.

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June 6
1 9 3 8

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

Dear Dr. Allen:

I do not like to bother you but my follow-up file brings up the point that you would send us a list of the directors of summer schools where basketball will be offered this summer, and also a list of the names mentioned in your book, so we can write them special letters.

We hope to receive these soon because we want to make sure we have missed no changes for selling any of BETTER BASKETBALL this summer.

Sincerely yours,

CWM:MK

Curtis W. McGraw

McNichol, Eddie, 87 Pa.?

Mahoney, Ike, 34 ?

Mandeville, Frank, 454,455 K.C.

Means, Frank, 31 ?

Meanwell, Dr. Walter E., 22 Wisc.

Menze, Louis E., 87 Ia. State.

Metzdorf, A. E., 19 N.Y. Rules Game.

Mills, Douglas, 87-88 U. Del.?

Morgan, Ralph, 19 Pa.

✓ Naismith, Dr. James, 3-4, 19-21, 27, 46, 81

Nee, Dan, 439 Springfield Mo Internal Revenue Collector KC Mo.

✓ Nettles, George, 454,455 Pittsburg Midway Coal Mining Co.

✓ Noble, Ray, 478 Mo Deere KC.

Norgren, Nels, 87 Chi. U.?

O'Leary, Theodore, 476 ✓ KC Star

Olsen, Harold, 83 Ohio St.

Ortner, Howard, 87 Cornell?

Page, Lee, 476 ✓ Coast Paint KC Mo.

Page, Pat, 38-9 ?

Parkins, Ray F., 87 Minn. Elisaunette Hi Minneapolis Minn

Parks, Percy, 87 ? Wyandotte Hi KCK.

✓ Perry, L. R., 108

Peters, Reeves, 87 KC Northeast Hi.

✓ Poster, H. V., 19 Exec Secy Illinois State HS

✓ Pralle, Fred, 478

Price, Clarence, 87 U. Cal. ?

✓ Quigley, E. C., 11, 31-33, 461, 476

Raycraft, Dr. Joseph, 19 Chi + Princeton

Reid, T. C., 87 Marysville Mo T. Sch. Wheat farming

Reilly, John, 93 Chef at hotel

Rody, George, 445-7 Alumni office

Root, Frank, 87 " K.S. State ?

Rowe, Floyd A., 19, 21 Cleveland Pub Schools

Ruby, Craig, 87, 460

Rupp, Adolph, 87 U. Ky.

(Samuels, Sammy, 41)

Sandefur, Edwin, 454 ?

Schaake, Elmer, 476 Lindsborg Bethany Col.

Schulte, Henry, 453 U. Neb.

✓ Sermon, Dr. Ray R., 87, 439-443 N Carolina State Raleigh NC

(Sieweke, Herr, 11 (Germany)

✓ Schaku R., Mr., of Japan, 11

Solem, Ossie, 447 U of Syracuse

(Seyojima, Count, of Japan, 11)

✓ St. John, L. W., 19

Stagg, Alonzo, 42 Chi. ? 4th Dir. Col of Pacific

Stiehm, Ewald, 32

(Suzuki, Jr., of Japan, 11)

Tower, Oswald, 19 Andover Mass

Waeiter, Ed., 80 ?

Weeks, Lyle, 441 ? Independence Mo.

Welch, Kenneth, 451, 455 ? Emporia Ks alumni office

Weller, Louis, 78-9 Hackett

Wells, Dick, 476 Denver Alumni Office

Williams, Rollie, 87 Ia. ? U of Iowa

Woestemeyer, Armin, 459-460 La People's State Bank

✓ Woody, Warren, 454,455 Cpnl

Wulf, John, 464 ? alumni office.

Yost, Fielding H., 34 U. Mich.

MEN MENTIONED IN BETTER BASKETBALL

Ackerman, Tusten, 89-90, 462-464 Equitable, Chicago.

Allen, Henry J., 453, 454 Topeka State Journal

Allen, Milton, 478-482

Anderson, Dr. A. J., 474

Ash, Ed, 87 K.C. Coach of KCKS Jr College

Banks, Mark, 449 ?

Barber, Wm. McKinley, 19 BB Rules Comm 1936 Yale

Barry, Sam Justin, 26, 88 U. So. Cal.

Bennett, Roy, 445, 446 ? Parsons Ks.

Black, Charles, 464, 468 ? See Owen Glass Co.

Booth, Albie, 80 ?

Bowman, Waldo, 462,4,8 McGraw Hill Co.

Bray, Dick, 40 ?

Breidenthal, Maurice L., 473

Brown, Dr. John A., 19 N.Y. Dir. Culver Stockton Mo. - ?

Bunker, Herbert, 461

Bunn, John W., 19, 22, 87, 444-8 Stanford

Burnside, C. O., 472,3 Okla City.

Cappas, Mary, 93 ? Cook in Lisle;

Carlson, Dr. H. C., 87 U. of Pittsburgh

Churchill, Tom, 33 Okla City Ok

Clevenger, Z. G., 458 Mo. U. of Indiana

Cooper, George, 34 Colo. Sch.

Cox, Forrest B., 87 U. Colo.

Cox, James, M., 339 Harvard. ath Assn.

Cullen, Tommy, Jr., 80 ? — U of Ind

Dean, Everett 87 Ind.

Dees, Elwyn, 339

Diem, Dr. Karl, 12 ?

Ebling, Ray, 478 Phillips Pet Co.

Edwards, George, 87 Mo. ?

Endacott, Paul, 464-9 Phillips Pet Co. alumni office

Fearing, Olin, 446 ?

Fredericks, Byron, 461-2 ?

Gore, Harold, 91 U Miss. St. Col.

Hale, George, 454 ? alumni office.

Harms, Marvin, 446 ?

Hepbron, George T., 19 N.Y.

Higgins, Severt, 454 Springfield Col.

Holliday, Roy E., 480 KC Ks

Johnson, Bill, 470-7 alumni office.

Johnson, Tommy, 89-90 X

Jones, Bobbie, 7-8

Jones, Renalto, 11 ?

Kappelman, Francis, 478 ?

Kelley, Milton, 339 U. Texas Trainer.

Kishi, Dr., of Japan, 11 ?

Lambert, Ward, 87 Purdue?

Laslett, Howard, 32-33, 444-8 ? Austin Minn. Rensdale.

Lawrence, Arthur, 87 K.C.

Lenglen, Mlle., 7

Lindley, E. H., 454

Little, Harley, 450-2 Alumni office. U. of Pittsburg

Logan, Roland, 339

Lonborg, Arthur, 87, 444-6, 450-5 N.W. Lonborg, John ? Argentine KCKs.

McAdams, Carl, 454 alumni office.

McCurdy, J. H., Dr., 20 Springfield Col

McDermott, Hugh, 87 - Okla ? U.

McDonald, Andy, 87-454 SW Mo. Teachers Col.

McGraw, Muggsy, 434, 449

June 13, 1938.

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

Dear Mr. McGraw:

I am sending you the list of the summer coaching schools all over the United States.

Of course, you will understand that many of these basketball coaches will want to use and teach their own systems and perhaps they will not want to use my text. Anyway, I am sending you the list to do as you think best.

I still think that a circularization of all teachers colleges, sending a letter to the varsity basketball coach at each place and another letter to the book store at the college, giving them your price on orders comprising certain lots, will get the job done. Letters just about the time school opens next fall and then another follow-up in thirty days will help.

It is not too late to try this out on the teachers colleges now. The summer school is the largest enrollment the teachers colleges have. Either the director of physical education or the director of athletics would be the fellow to write to this summer. And of course a letter to the college book store, or where the school has no co-op or book store, then the down town store is O.K.

I know this sale can be largely developed. By looking over Smith-Grieves previous sales sheets you can see the possibilities of the teachers colleges on basketball books. I trust that I have given you all that you have asked for.

Very cordially yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

June 13, 1938.

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

Dear Mr. McGraw:

Smith-Grieves Publishing Company sent me a statement enclosing their check for $12.50 for 25 Basketball Bibles which they sold from January 1, 1938, to April 1, 1938. I am enclosing this list for your benefit.

Smith-Grieves have only about 15 more copies. They have withdrawn this book from their market, but they are closing them out so long as orders come in unsolicited and as long as the supply lasts.

I am sending you the list so that your force may write people like State Teachers Colleges at Dickinson, North Dakota, and at Glenville, W. Virginia, and any others that may be attractive.

It is my opinion that the very best field for sales is at the State Teachers Colleges all over the United States. Most of the students in these classes purchase these texts because the coaches in the teachers colleges are not the big shots and they advise these students to purchase texts to take out in the field with them. While at the state universities the athletes won't spend money for texts as they, the athletes, are big shot athletes, who expect some one else to purchase their books for them. But every school now, whether college, teachers college, or university, have the four-year coaching course, and if the right approach is made can be sold these texts for their basketball courses as well as for their athletic injuries course.

Very cordially yours,

FCA:AH

Director of Physical Education,
Varsity Basketball Coach.

SUMMER COACHING SCHOOLS

American Football Institute, Atlantic City, N.J., Aug. 22-27, John Da Grosa, director.

Butler University (Football, Basketball, etc.), Indianapolis, Ind., Aug. 8-13, Paul D. Hinkle, director.

Catalina Island, Catalina Island, Calif., Aug. 8-13, Sam Barry, director.

Cornell University, Ithaca, N. Y., June 27-July 2, George K. James, director.

Duke University, Durham, N. C., July 25-30, Wallace Wade, director.

Fort Wayne, Fort Wayne, Ind., Aug. 8-13, Burl Friddle, director.

Indiana Basketball School, Logansport, Ind., Aug. 15-19, Cliff Wells, Director.

Kansas State High School, Topeka, Kansas, Aug. 22-27, E. A. Thomas, director.

Missouri State High School, Columbia, Mo., Aug. 22-24, Ralph Husted, director.

New York Herald Tribune Football School, New York, N.Y., Aug. 29-Sept. 2, Stanley Woodward, director.

Northwestern University, Evanston, Ill., Aug. 15-27, K. L. Wilson, director.

Penn State College, State College, Panna.; main session, June 27-Aug. 5; inter-session, June 7-24; post session, Aug. 8-26.

Texas High School, Lubbock, Tex., Aug. 1-6, Carroll Wood, director.

University of Indiana, Bloomington, Ind., Aug. 1-5, Z. G. Clevenger, director.

University of Kentucky, Lexington, Ky., June 6-11, Bernie A. Shively, director.

University of Michigan, Ann Arbor, Mich., June 27-Aug. 5, Fielding H. Yost, director.

University of North Carolina, Chapel Hill, N. C., Aug. 15-27, Robert A. Fetzer, director.

Utah State College, Logan, Utah, June 13-17, E. L. Romney, director.

West Virginia University, Morgantown, W. A., Aug. 8-13, Alden W. Thompson, director.

Wisconsin Coaching School, Milwaukee, Wis., Aug. 22-27, Herman Kluge, director.

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June 14th
1938

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

Dear Dr. Allen:

In looking over the Scholastic Coach for June, I ran on to two articles which I enclose herewith; the first one by Lustig on "Prevention of Football Injuries", and the second one, a review of a book on "ATHLETIC INJURIES" just published by Lea and Febiger.

I am ordering a copy of the book and if you have not already received one, please let me know and I will forward it to you so that you may go over it and possibly formulate an idea as to how to improve it in the one which we hope to publish for you.

With kindest regards,

Sincerely yours,

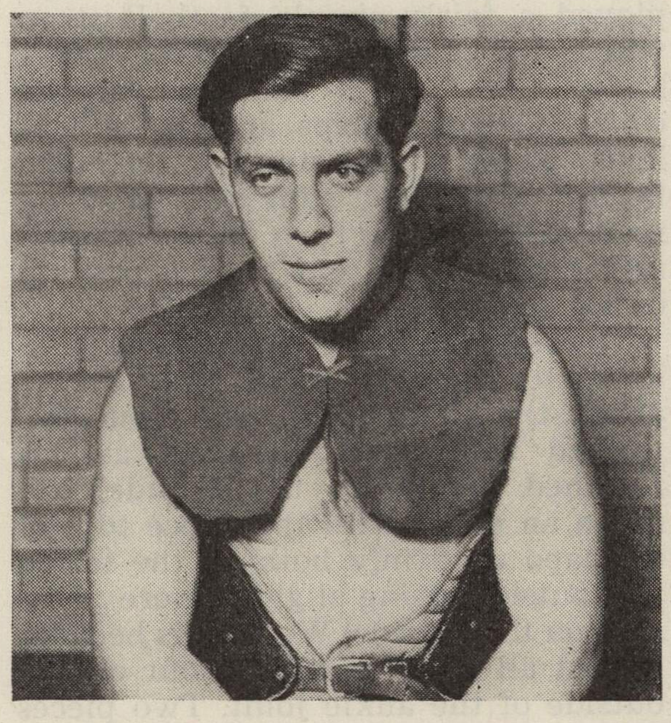
CWM:HML
Encls.

C. W. McGraw

PREVENTION OF FOOTBALL INJURIES

Several student managers and the coach can prepare 18 players for the game or scrimmage in an hour

By Arthur Lustig



Arthur Lustig coaches football and basketball at the Weequahic High School in Newark, N. J. From conversations with a number of coaches in his state, Lustig believes that too little time is spent in the prevention of football injuries.

So carefully does he safeguard against injuries, that during the past football season his squad did not suffer a single ankle sprain, twisted knee, shoulder injury or bruised rib, kidney or hip. He believes that similar results can be obtained by all schools.

TOO OFTEN football coaches are so deeply concerned over formations, scoring plays, schedule making, and other similar problems that they have little time to devote to the prevention of injuries. Most of the coaches know how to take care of injuries once they occur, and can tell you all about whirl-pool baths, hot and cold applications, remedial adhesive taping, massage and a host of other things to bring back into service a player who has been injured. But how many of them do anything to prevent these same injuries?

Perhaps the slow progress in accident prevention is due to the belief on the part of most coaches that a program to cut down injuries must be expensive and involve a considerable loss of time. My own experience does not justify this assumption. Such a program may result in a greater expenditure for adhesive tape, felt, sponge rubber, and certain other medicinal supplies, but this will probably be the best investment made by the school. In several cases, a slight modification of standard football equipment may be necessary. Most manufacturers will gladly make such changes at little or no cost.

While it is true that some extra time is necessary in this matter of preventing injuries, it is surprising how little time is actually needed. In my experience I have found that with the help of several of the boys on the manager's staff, I can prepare about 18 boys for the game in a little over an hour.

Here's the plan which we employed during the past year. First of all, most coaches will agree that almost as many, and in some cases more, accidents occur during scrimmages and other practice sessions than in games. Therefore, our boys are prepared for all scrimmages exactly as they would be for games. This rule has paid high dividends.

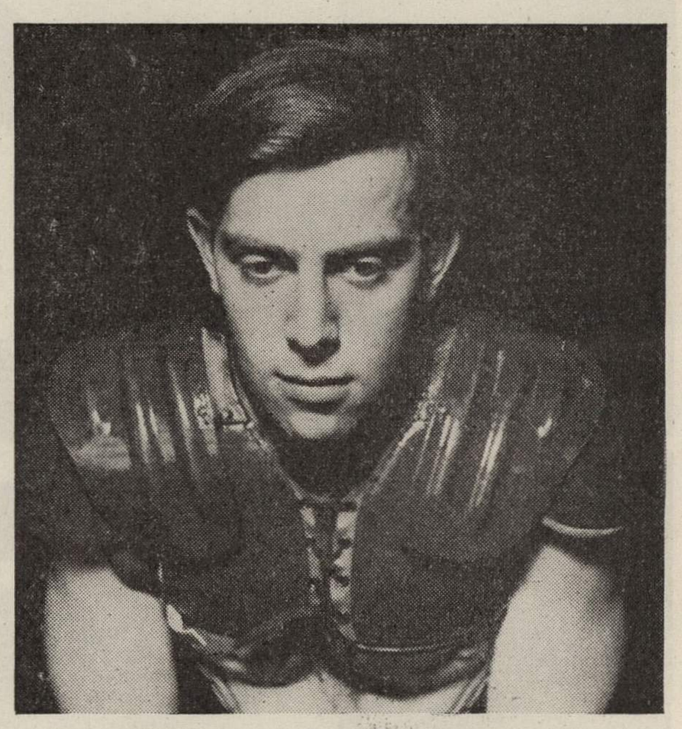
To prevent irritation to the skin wherever adhesive tape is applied, we advise the boys to shave the hair off the skin first, and then apply a compound of tincture of benzoin directly on the surface to which the tape is to be applied. This tincture of benzoin compound also provides a very good adhesive surface for the tape. About two gallons of this compound will be sufficient for the entire season. We have also found, incidentally, that this compound has practically eliminated "athlete's foot" from our squads.

Wherever strength is required in adhesive tape, we use a brand of adhesive tape which is a good deal stronger than the ordinary type. We have found from experience that not only do we use a good deal less tape in this way, but we also save money and time and have a greater assurance that the tape will not break or tear. We use the ordinary type of adhesive tape when there is little tension or when we wish to secure other tape more firmly. In all of our taping we use two-inch tape, with the exception of the small pieces which we use to anchor these two-inch strips. For this purpose we use the one-half inch ordinary tape.

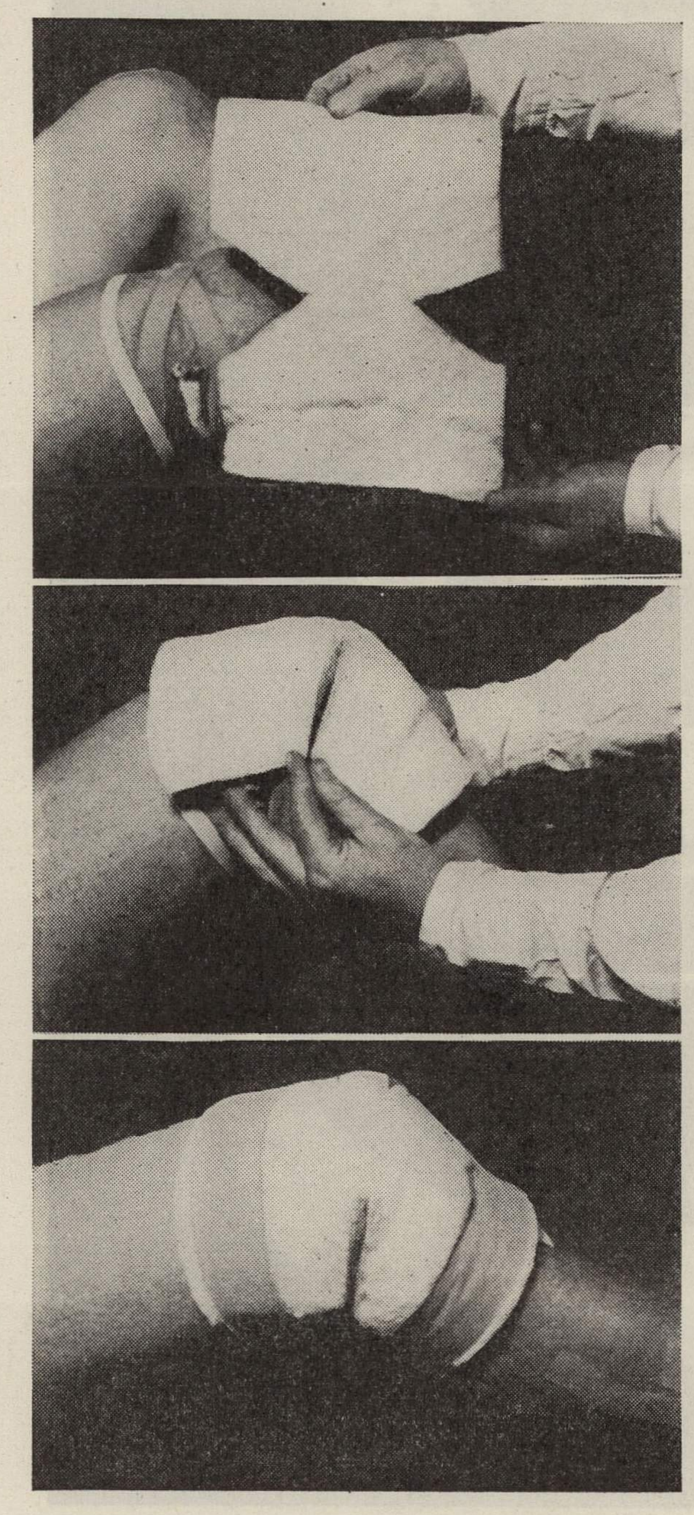
We have found it expedient in preparing the application of tape to have several of our managers cut the desired number of strips into the proper sizes at least one hour before the squad starts to dress for the game or scrimmage.

Following are the methods which

LEFT: Worn underneath the regular shoulder pads, this sponge rubber pad provides complete protection for the shoulder and also protects a considerable portion of the pectoral and upper dorsal regions. Note how well the shoulders are protected when the complete harness is adjusted (right). The loose shoulder pieces on the pads have been pushed forward about an inch to provide the collar bone with additional protection.



BELOW: This knee guard is used in place of the one that is cut out of the pants. A "V" is cut on opposite sides of a piece of felt about a foot square and placed over a modified "Duke Simpson" knee wrap. For games and scrimmages the guard is anchored with tape. It is imperative that the leg is slightly flexed while the felt is being adjusted.



we use in dealing with the more vulnerable parts of the anatomy.

Ankles

While there are a good many well-known ankle wraps, all of which are undoubtedly effective, we have employed a fairly simple football strap which has given us complete satisfaction. Our ankle bandage consists of two 20-inch strips applied as follows: The first strip starts on the outer border of the foot, runs over the long metatarsals and is then drawn around under the instep and then firmly up on the outside.

The second piece starts from the inside of the leg about four inches above the ankle joint, and then goes around underneath the heel and is fastened firmly on the outside. We make an effort with this piece to pull the tape up firmly both on the inside and outside, using slightly more pressure on the outside. We do this because almost all ankle sprains occur on the outside of the ankle joint. Two pieces of one half-inch tape about a foot long are used to anchor the two-inch tape strips. It takes about a minute to apply the strips to both ankles.

We emphasize in our ankle strap very little extension of the toes, except in the case of kickers who are permitted a good deal of extension. All four ends of the ankle strips are split down about three inches from the end, and are separated in a "V" shape when applied. The ankle strap is left on all during the week and is replaced for each game or as often as the case demands. Some times the tape becomes loose and must be replaced for each scrimmage.

Knees

All knees are strapped with a modified "Duke Simpson" bandage. We use one piece of adhesive tape about 30 inches long, and a piece of felt cut in the shape of a capital letter "I". This piece of felt varies in length according to the size of the boy's knee. It is generally about a foot long and is cut so that when placed underneath the knee joint, both of the enlarged ends will furnish lateral support to the knee joint, particularly opposite the internal and external cartilages.

The adhesive tape is applied so that an equal amount of tape extends beyond both ends of the felt. This is applied as follows: In order to avoid too much stiffness in the joint and also to prevent possible splitting of the tape, we permit the boy to flex the knee slightly. The felt is placed underneath the knee joint. The tape is split down to where it comes in contact with the felt on both ends, and then is drawn in diamond fashion around the knee joint—leaving the knee cap free. Considerable pressure should be applied

Left: Ankle Wrap

This bandage should be applied with the leg extended over the table and the foot held at a 90 degree angle. The tape is pulled up firmly both on the inside and outside of the foot.

to bring the felt firmly against the side of the knee joint. Two pieces of one-half inch tape are placed across the four ends of the strap as anchors. This bandage is removed after each game and a fresh one is applied before every scrimmage and game.

Knee Guards

To prevent injuries around the knee joint, such as water on the knee, puffed knees, etc., we cut out the usual knee pads from the pants. Our pants are now ordered from the manufacturer without knee pads. In their place we use a piece of felt about a foot square. A "V" is cut on two opposite sides to permit flexion of the knee joint. The felt is then placed so that the "V's" are opposite the joint; the guard is applied with the knee bent.

During practice sessions, one-inch elastics are used to hold this knee guard in place. During scrimmages and games, the felt is taped on. A startling reduction in knee injuries resulted from the use of this type of pad. Either three-eighths inch or one-half inch felt is satisfactory for this type of knee guard.

Thighs

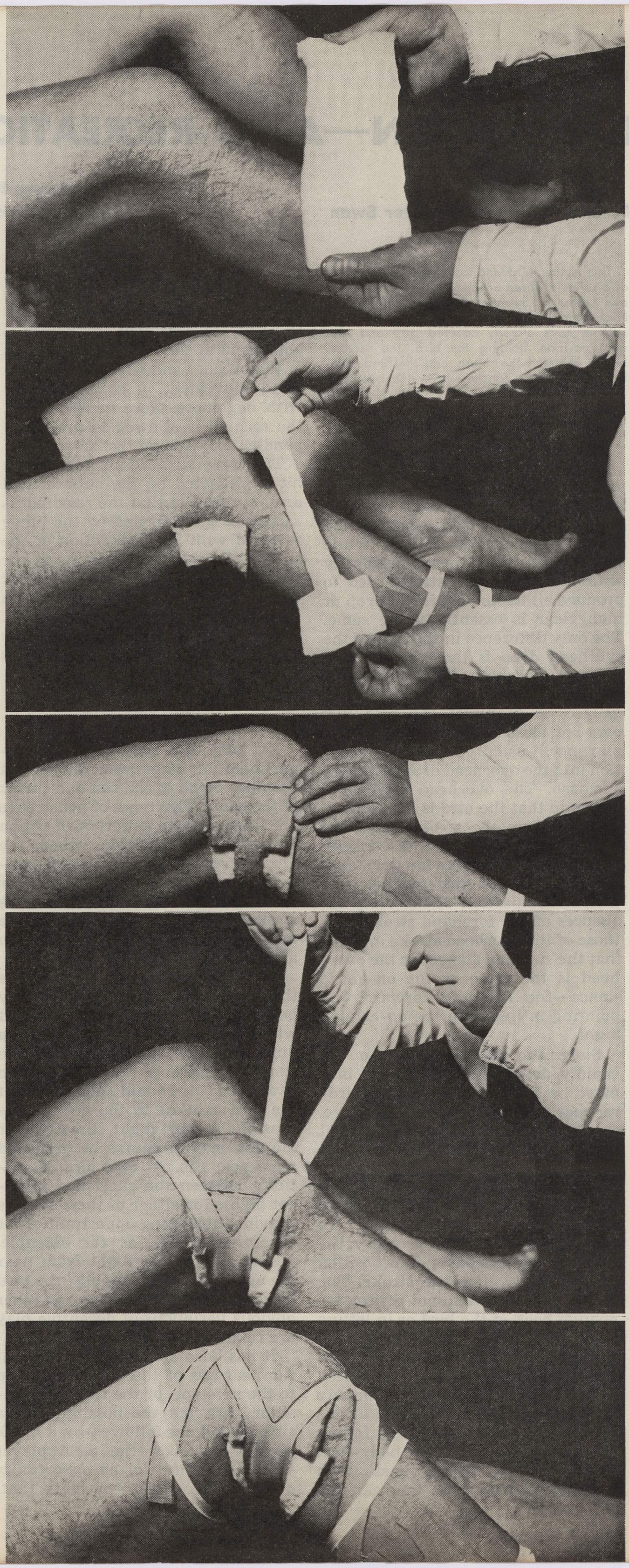
We have not experimented a great deal in keeping down thigh injuries but the few experiences we have had convinced us that most "charley horses" to the thighs can be prevented. Most of these injuries are due to either not having a large enough thigh guard, or to the thigh guard moving around too much and leaving some area unprotected and exposed to injury.

We ordered several pairs of extra large thigh guards for some boys, and strapped these on directly to their thighs. This type of protection not only prevented further injury but enabled several boys to play who already had "charley horses." Next year we intend to follow the same plan for all our boys and we also intend to get pants without the thigh guards, preferring to attach the thigh guards directly to the boy's leg. Some of the other schools have also obtained good results with this method. William Foley, coach of the Bloomfield High state champions, employs this method.

Hips, Kidneys and Ribs

We do not use the ordinary type of hip pad which comes attached to the pants. Instead we use separate blocking pads. However, these are not of the standard type, and were specially constructed for us so that the fiber extends about two inches farther all around than they do in the standard pad. Thus the lower ribs and kidneys were given greater protection. The manufacturer accommodated us in this manner without any great additional

(Concluded on page 33)



Right: Knee Strap

The knee is flexed slightly while this modified "Duke Simpson" bandage is being applied. The enlarged ends of the "I" shaped piece of felt furnish lateral support to the knee joint.

BADMINTON—A CO-RECREATIONAL SPORT

By Carl Jackson and Lester Swan

The stroke that produces the overhead drop and high clear is essentially the same as the smash

This is the third and concluding installment of a series of three articles by Carl H. Jackson and Lester A. Swan of the Northern Evening High School (for adults) in Detroit, Mich. The authors have already covered grip and racquet position, holding the bird, the service, bird flights and the return, and the fundamental strokes. They conclude with the overhead and net strokes.

THE flights most commonly produced from the overhead stroke are the drop, the smash, and the high clear. As we indicated in the sections on bird flights, the well-placed smash is the severest weapon on offense. While we are concerned here specifically with the smash, the stroke used to produce either the overhead drop or high clear is essentially the same. The only difference in the case of the overhead drop is that the force of the stroke is checked just before the bird-racquet contact and is so gauged as to direct the bird just over and close to the net. The skillful player will usually introduce deception into the overhead drop by faking a smash. The overhead high clear differs in that the bird is hit upward.

Aside from the stroke itself, the important fundamentals to consider in the overhead stroke are the stance and the point of bird-racquet contact. A comparison of the early sequences of the forehand stroke with those of the overhead stroke indicate that the stroking stance for the overhead is the same as the on-guard stance—the left foot forward and pointing in line with the on-coming flight.

Since the smash and drop are rapidly descending flights, the bird must be hit downward. The bird-racquet contact point, therefore, should not be directly overhead but a little out in front. Furthermore, this point is such that the full reach of the arm and racquet are used. The full reach is essential for the power requisite in the smash stroke. To judge the contact point properly, the player must maneuver into position and carefully time the stroke. The common faults are in not getting far enough back of the bird or in letting it fall too low (improper timing).

It will be noted that the progressive action pictures of the overhead stroke begin with the player already in stroking position. The bird at this moment is high overhead and falling a little out in front of the body-line. The player is leaning back, with most of the weight on the rear foot during the backswing. This allows for additional backswing and hence power in the stroke. It may be well to point out here that the power is applied with the upward movement of the racquet and not on the downward movement, a common error with beginners. Note in No. 4 that the racquet is allowed to drop perpendicularly behind the body.

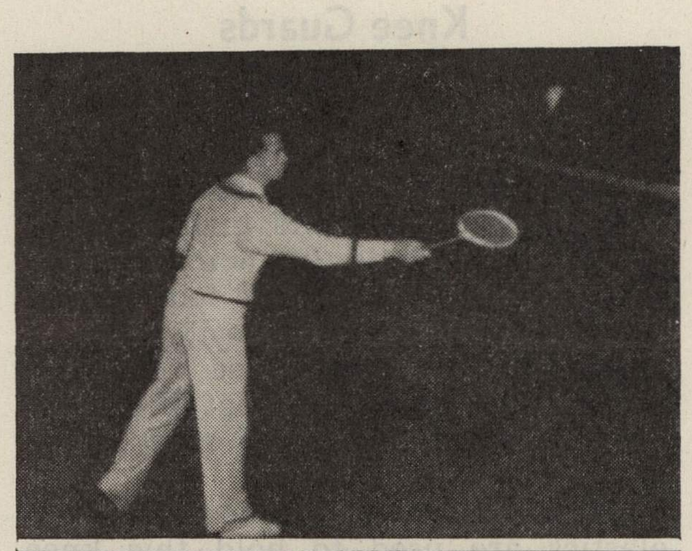
The force with which the bird is hit is indicated by the outstretched arm, by the fact that the rear foot is raised off the floor and by the lunge forward with the completion of the stroke (No. 7). But again, as in the forehand and backhand strokes, most of the power results directly from the flicking movement or wrist-snap. The wrist-lead necessary for the sudden withdrawal of the wrist is shown in Nos. 5 and 6.

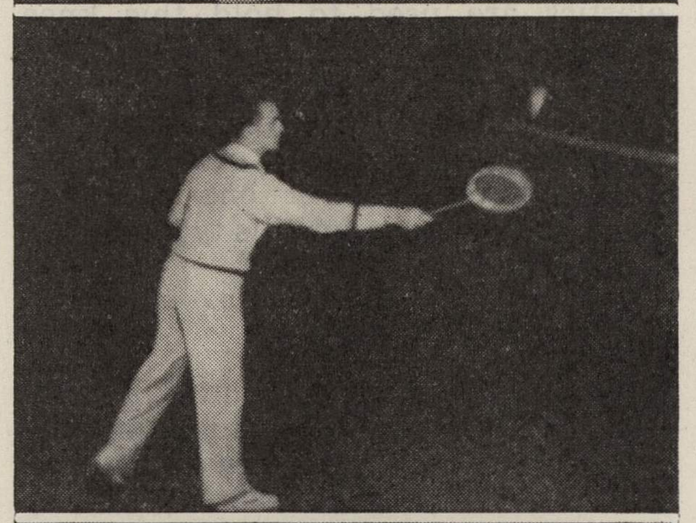
The net strokes

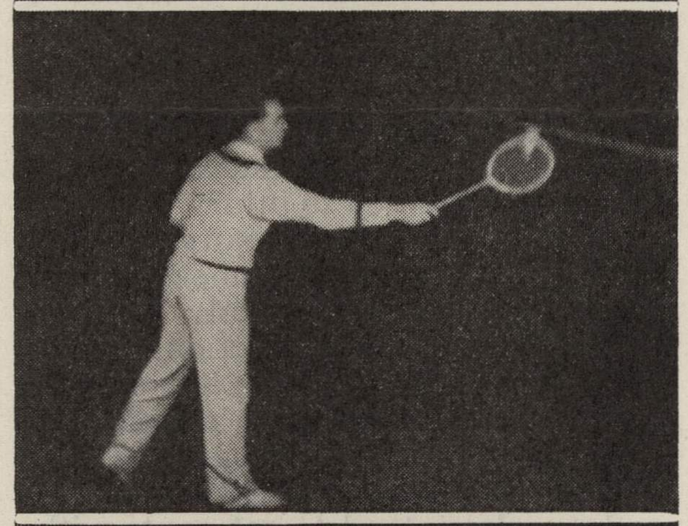
Net play is a relatively easy department of badminton and yet it provides much of the fun and thrills of the game. Two types of net strokes are illustrated in progressive action pictures—the lift stroke, where the bird is stroked down low; and a carefully gauged, high forehand (or backhand) stroke, where the bird is stroked near and directed along the net-tape (cross-net) toward the side alley.

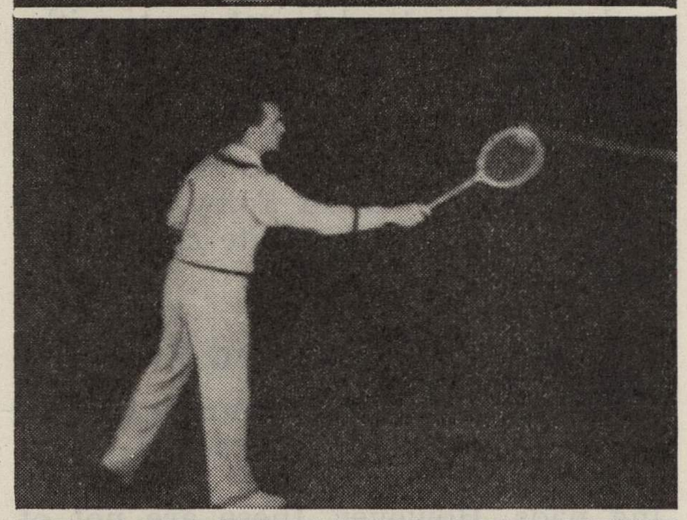
Of course the cross-net as well as the short hairpin type of flight may be produced with the lift stroke, but where the player wishes to make a quick cross-net placement and the time element does not force him to stroke low, he should strive to meet the bird as close to the net tape as possible. A short flight, directly over the net, may of course be produced from near the net tape also. Variations between the short and cross-net flights for either of these strokes provide interesting opportunities for deceptive tactics, as for example, faking a cross-net flight from near the net tape and "dropping" the bird directly over the net. This and other obvious variations of deceptive play are relatively easy in net play.

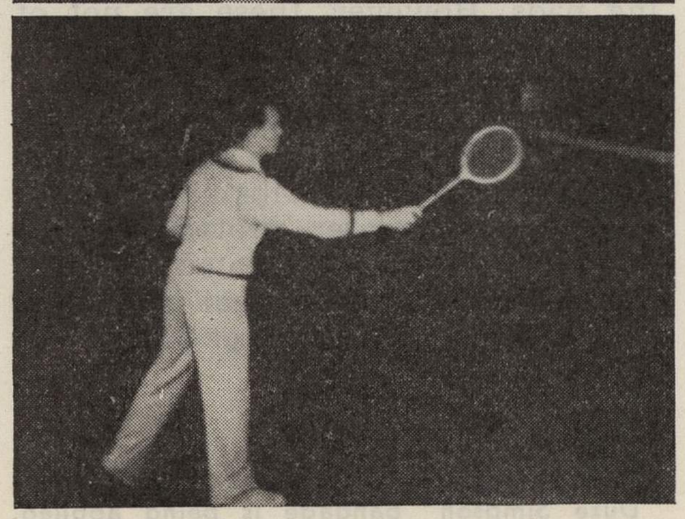
It has been assumed thus far that the nearness of the on-coming bird to the net-tape, or the receiver's position, rule out the possibility of a rush to the net followed by a quick smash. However, the alert player will be watchful for an opportunity to rush and smash the bird that











Above: The Cross-Net

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CALCIUM CHLORIDE

New Books on the Sportshelf

A MODERN PHILOSOPHY OF PHYSICAL EDUCATION. By Agnes R. Wayman. Pp. 231. Illustrated—photographs and diagrams. Philadelphia: W. B. Saunders Company, 1938. $2.25.

THE book suggests that a point of view and a philosophy is necessary for the teacher to use intelligently the material available in the field of health and physical education. Also, how to use that materal in the light of a changing social and educational philosophy. Although written with special implications for girls and women, this book is applicable to all (male and female) situations, scholastic, or club work.

Part 1 presents the underlying philosophy and principles, beginning with significant social trends, in the changing world. Today, we live in a "tuned up" and "wound up" world, which carries both good and bad significance. Physical education has become one of the balance wheels of civilization, and must see its problems in relation to the society in which we live. The emphasis in education has shifted from subject matter to the individual. In physical education, where once the emphasis was on the values of the field as a therapeutic agent, it is now on the broader implications of education. The by-products of activity, such as habits, appreciations and attitudes, have become more important than that of skills.

Part 2 concerns itself with implications and interpretations. The program should measure up to certain definite criteria and be built upon the needs of the individual, as indicated by tests, measurements, examinations, questionnaires, and student conferences. We can have progress only as we have measurement and profit by it. There is a very definite trend away from team games and toward activities which the student can use in leisure time. The final criterion of a program is that it fills the needs of the students for which it is intended.

HYMAN KRAKOWER

SWIMMING POOL DATA & REFERENCE ANNUAL (Vol. 6, 1938). Edited by Earl K. Collins. Pp. 220. Illustrated—photographs and diagrams. New York: Hoffman, Harris, Inc. $2 (U.S.A.); $3 (Foreign).

THIS voluminous, 12 by 9 in. paper-bound book covers almost every conceivable phase of swimming pool construction. Printed on heavy gloss stock and having a magazine layout, it contains about 40 articles on such topics as detailed construction costs, sanitation, air conditioning of bath houses and pool rooms, layouts and operation costs, pool engineering and design, sterilization of swimming pool water, recirculating systems, etc.

In addition, there are a group of articles on the technical phases of swimming. These include mechanics and judging of fancy diving, swimming stunts, how to instruct the blind to swim, and building business with water pageants. The book is illustrated profusely with both photographs and detailed diagrams. It is an authoritative work and swimming men in the country can make good use of it as a reference.

ATHLETIC INJURIES (Prevention, Diagnosis and Treatment). By Augustus Thorndike, Jr., M.D. Pp. 208. Illustrated — photographs and drawings. Philadelphia: Lea & Febiger. $3.

DR. THORNDIKE has been a surgeon in the department of hygiene at Harvard University for the past six years. In his book, he presents as clearly and concisely as possible the problem of prevention, diagnosis and treatment of injuries received in sport. The finished product merits a place on the sports shelf of every trainer, coach and athlete. It is exceptionally well written and illustrated, dealing almost exclusively with athletic injuries and treatment including protective bandaging, taping, braces, etc.

The book has been arranged in three sections: the first, dealing with the prevention of injuries and the factors incident to this; the second, the types of injuries received in sport and their pathological nature; and third, the more common injuries occurring in various parts of the body and their diagnosis and treatment.

The type and organization of the illustrations are excellent. Many of the more common athletic injuries are shown in photographs and often supplemented by roentgen-ray (X-ray) pictures of the injury. For follow-up work, the text contains a group of drawings which show graphically how to bandage injuries. It is a simple matter to follow the method of bandaging since each strip of tape is numbered in sequence. Included are several of the bandages made famous by such men as "Duke" Simpson, Major Frank Wandle of Yale and J. M. Cox of Harvard.

In a chapter on physical training, Dr. Thorndike lists what he believes to be the four main features of such a course: diet, sleep, graduated muscular exercise and the absence of all drugs. He has found that a diet of 5,000 to 6,000 calories is necessary in football and crew and somewhat less for other sports like track, baseball and hockey.

It is interesting also to observe that the Doctor subscribes to the theory that certain athletes are "born" and that others are not. He attributes this to the fact that these athletes have a better coordinating mechanism, particularly in the control, voluntary as well as reflex, of the central nervous system over muscular activity.

He does not believe in the so-called "athlete's heart" for the reason that the athlete's heart is increased in size and musculature directly in proportion to the size of his skeletal muscles.

ticket plan is generally successful and usually enough money is taken in early in the year to make possible a budgeting of funds.

The activity ticket plan is a more extensive application of the season ticket idea. At the beginning of the school year, each student purchases an activity card for $3.50, fifty cents of which is a locker fee. Lockers cannot be obtained unless the ticket is bought. This amount furnishes the funds which are budgeted to the separate activities. A certain amount is allotted to each activity for the year, the amount determined on the basis of what the activity cost in former years. In case a department desires to have its budget increased, the department must present its claims to the student board of control.

If an activity makes money during the season, and sports generally do, the profits go back to the general fund to be used for the support of other sports. If sports show a loss, in no way is the program of any non-athletic activity curtailed or is any money deducted from its allowance to be used for the support of athletics.

Many schools are successfully operating under this plan. If the student cannot pay the entire amount at once, he may pay at the rate of ten cents a week, the collection to be made on a designated day each week.

•

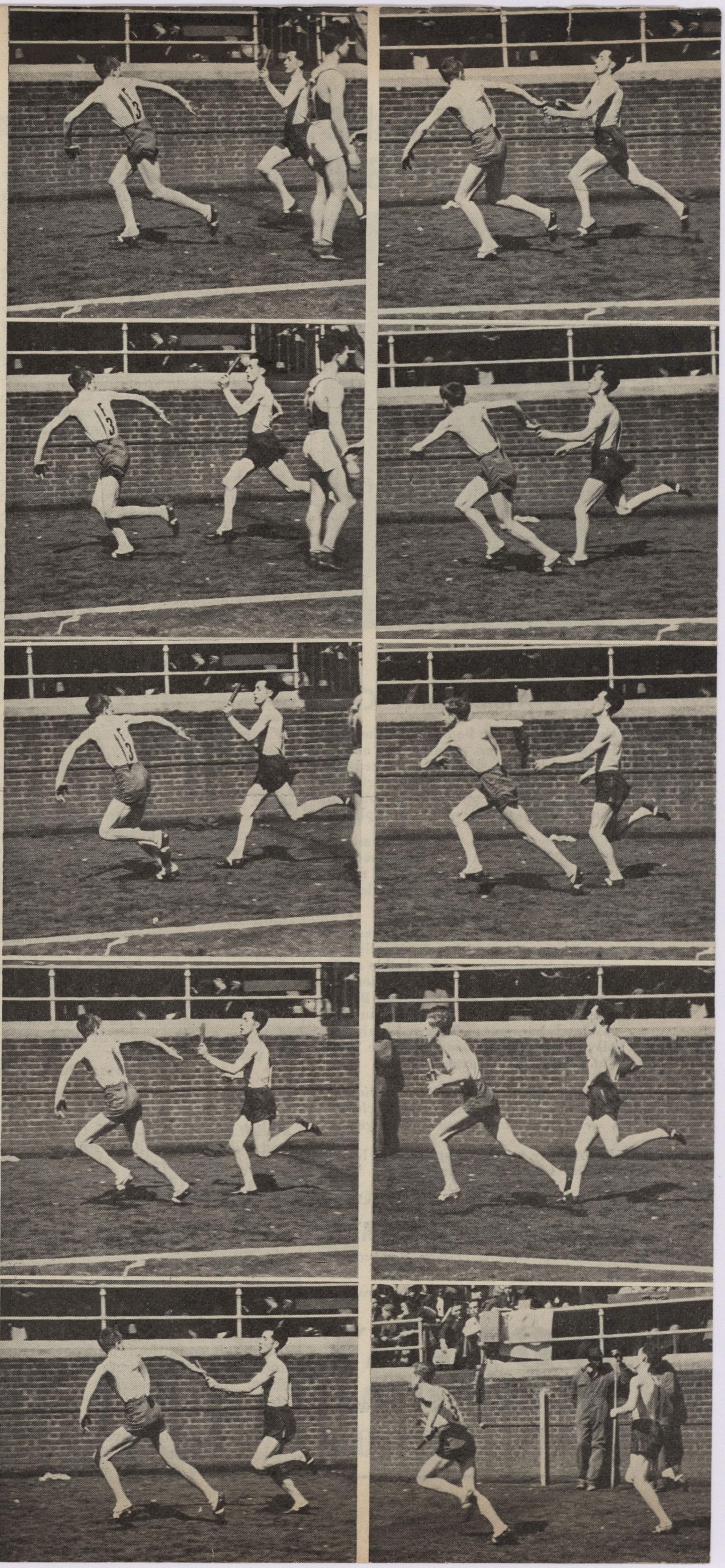
Slap-Down Pass

There are swifter methods of transferring the baton than this slap-down exchange, but the slap-down is perhaps the safest way to pass the baton to the relief man. And when your quartet is as far out in front as the team in the pictures, safety rather than speed should be the keynote of the pass.

The receiver waits for the oncoming runner with the right arm extended back and slightly below the plane of the shoulder, both palm and elbow up. He has his eyes focused on the baton even while he is taking his preliminary strides in the passing zone. In these early strides, the relief man should attempt to gauge the speed of his teammate so that the pass will be completed with both men running as close as possible at equal speed.

As the oncoming runner approaches the relief man in the second picture, he has just completed a stride with the right leg and the left arm (holding the stick) is ready for the slap down. In the following sequence of five pictures, the passer synchronizes the stride of his left leg with the transfer of the baton from his left hand to the relief man's right. Without breaking stride, the receiver quickly switches the stick to his left hand. The baton is grasped well up on the farthermost end so that the relief man will have ample surface to grip when he transfers the stick to the left hand during the first stride.

In the common method of passing the baton, the stick is usually transferred with a slight upward thrust, both the passing hand of the oncoming runner and the receiving arm of the relief man being fully extended. (For this type of pass see the progressive action pictures on page 9 of the March Scholastic Coach.)



June 25, 1938.

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

Dear Mr. McGraw:

I am just wondering what progress you people have made toward installing "Better Basketball" as a text book in many of the larger schools of physical education in the country. I am now thinking of New York University, Illinois, Michigan, Syracuse, Rice Institute, Iowa, and schools on the coast like California, Stanford, University of Southern California, and so forth.

I am also curious to know how the sale of the book has gone for the past six months. Mrs. Allen is figuring on driving to New York with our daughter, Jane, who finished at Stanford this year, and our younger daughter. Since Mrs. Allen is editor of the book she gets the big-way split in royalty, and she is figuring on some gasoline money. I thought I might pass on to her the success or the failure of the enterprise so she might budget her expenditures or call on some other sources to help her traveling exchequer.

I imagine that you have been out of the office much of late, because I really deluged you with some mail a week or so ago regarding many angles of the book, and the possibility of the new book.

With every good wish, I am

Very sincerely yours,

FCA:AH

Director of Physical Education,
Varsity Basketball Coach.

June 28, 1938.

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

Dear Mr. McGraw:

Thank you for your good letter of the 24th instant. I think your slant on the angle is very good - that of not bringing out a new book this year such as Dr. Thorndike has done. I have not received a copy and I would thank you if you would send it on to me for review. I fully meant to ask you to do that for me in my last letter, but I omitted it.

I saw the notation in the Athletic Journal, and this boy Cox, from Harvard, who has taping in that book is a boy that I trained here at the University of Kansas. He is a graduate of the University here, and expects to study medicine at Harvard.

I have four boys that I have developed here who are out acting as trainers -- Roland Logan, at the University of Pittsburgh, Milton Kelley, of the University of Texas, Jimmie Cox at Harvard, and Elwyn Dees who was our trainer here for several years and is now going to Oklahoma A. & M. College. He reports there August first. I mention these trainers in "Better Basketball", and I would kindly refer you to page 339 so that you can look it up and see what we have to say about these gentlemen.

Doubtless Cox has some of my bandages that we use here, but personally I would not worry in the least about the competition in Dr. Thorndike's book because we have an entirely different presentation. I have done this work for 26 years, and if you will pardon the ego I might say that I have a national reputation in the treatment of athletic injuries among the football and athletic coaches.

However, I am not too hot on doing heavy work on that kind of a book this year, and it will be entirely agreeable to me to let it go a year if you feel that it would be better to wait a while.

You asked me what I was doing for the summer. I am having a lot of fun taking care of my administrative duties here, playing golf, and just getting caught up on things that I have not done, and also planning on a better organization of our department of physical education which was an entirely new set-up with the major in the four-year coaching course.

I will be happy to receive the book, and then I will tell you what my reaction is concerning it and in regard to putting out another book. But frankly I think if we started on the photographs now it would take about a year to get all this stuff to the printer, and my thought was to go slow and have it ready two years from this March or April. That would permit you to put it on sale for the fall of 1940.

As I told you in my last letter, Mrs. Allen and the girls are going to drive East, but my youngest son, Bobby, a pre-medic, is getting his chemistry out of the way this summer, so we plan to loaf and play golf and take things fairly easy. Then after the summer session is over we may go East or to the mountains in Colorado for a little vacation. However, I am having a lot of fun and after all, that is as good as any vacation.

I know you must have had a bully time at your class reunion. These Princeton men have the reputation of doing things about right when they celebrate occasions like that.

With kindest regards to all of your McGraw-Hill family, I am

Very sincerely yours,

FCA:AH

Director of Physical Education,
Varsity Basketball Coach.

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June 24
1938

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

Dear Dr. Allen:

I acknowledge your five letters of June 13. While the details were being cared for, I have not answered more promptly because I was at my Class Reunion the latter part of last week and am just now working out from under.

In the first letter you send us names and addresses of the people mentioned in your book and we are writing each a personal letter. I am sure this should sell a few copies. With the letters we are also enclosing a circular of the book to give those of them who do not know about the book a little better picture.

With the second letter you send a list of the summer coaching schools and we will check the names thereon against the list to whom we have already written recommending your book.

I, too, agree that a good field for BETTER BASKETBALL is in the teachers colleges and this has already been covered on two occasions. Our College Department had what we feel a very excellent campaign to all of them and they will probably do so again late in the summer.

Your third letter gives me the Smith-Grieves list and we will check it with our records.

The fourth letter tells me you feel that you should soon be thinking about the book on Injuries. Before definitely telling you to go ahead with McLain, I would like your reaction to my letter

of June 14 concerning the new book which just came out on Athletic Injuries by Dr. Thorndike. As I said, if you have not received a copy, I will send you the one which I just ordered so you may go over it before we make any decision. Having this book on the market, it would seem to me that ours should not come out for another year or two so there really is not much hurry.

The fifth letter encloses a clipping for our files from the Omaha World Herald, which is certainly a fine one.

What are your plans for the coming summer? No matter what they are, I hope you have a grand and restful vacation.

With kindest regards,

Sincerely yours,

E. W. Leigh.

CWM:MK

ROYALTY STATEMENT FOR SIX MONTHS

ENDING June 30, 1938

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

* *

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

* *

DEAR SIR:

Below is a detailed statement of your royalties for a period of six months. A check for the amount stated is herewith enclosed. A receipt is not required.

McGRAW-HILL BOOK COMPANY, INC.,
CURTIS W. McGRAW, Treasurer

TITLE		COPIES SOLD	ROYALTY PER COPY	TOTAL
Better Basketball,	U.S.Sales	712	.40	284.80
	Others	9	.20	1.80
				286.60
	Less Contra Charges as per Statement attached			250.00
				36.60

JP 7354-4M-337

JP8035-10M-537

MONTHLY STATEMENT

McGRAW-HILL BOOK COMPANY, INC.

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

DATE, JUN 30 1938 193

Forest C. Allen

Better Basketball

TERMS NET
CASH DISCOUNT NOT ALLOWED

	TO ACCOUNT RENDERED,				
	TO BILL "				
July 6	1938 Advance			250	00

July 2, 1936.

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

Dear Mr. McGraw:

This will acknowledge receipt of your good letter of the 28th ultimo. I will appreciate it if you will mail Mrs. Allen a check for the royalties, as she and the girls want to drive East. Of course this will help out on the gasoline and other traveling expenses.

While I should not feel in the least bit disappointed over the 700 copies sold from January 1 to July 1, seriously I feel that that could be doubled. In my previous letters I wrote you telling you that almost every high school coach to whom I talked I would ask him if he has my book, and he says, "No, but I want to order it through the library." If this would help you I could get you the names of all the high school coaches in Kansas and then if a letter could be written them, and this principle applies to all the high school coaches over the nation, asking them to order a copy of the book through their library, I know this would boost the sales tremendously.

And again, I do not know whether your firm made these electro-plate cuts for the sporting goods houses advertising this book or not.

Everyone to whom I speak is much more enthusiastic over this new book than they were over the Basketball Bible. Of course, I realize that times have been tough, but in the first two weeks of Basketball Bible we sold over 2,000 copies. The first two or three years this book should reach a sale of at least seven or eight thousand. But I know the Smith-Grieves big sale was in the public libraries and in the libraries of the high schools. Of course, Lowe and Campbell ordered over a thousand of them the first six months.

I have noticed also at a lot of these physical education conferences that the sporting goods companies did not carry the athletic books on display, and yet all the athletic coaches were there.

I am not trying to tell you how to boost the book because I imagine every author thinks that the publisher does not push the book enough. In fact, I remember you told me Mr. Hood thought that about his book. But I have a much better book than the Basketball Bible, and with a much stronger firm pushing it, and yet the sales are not what I think they should be.

I do not think it is necessary to send any more complimentary copies, but I believe if we could circularize the high school basketball coaches and the libraries of the United States they would place a lot more books than have been placed. And then the coaching schools and teachers colleges and normal schools and universities in which they have a four-year major course in physical education should give this book an approved place.

While in Atlanta, Georgia, I talked to the men in the Department of Physical Education of New York University and they are using it there, and in several teachers colleges, but I do not believe that as yet the book is getting the place that it should, somehow.

Of course, this fall will boom the sales, and if the sporting goods people have had a cut they will display the cut in pushing the book.

I have written you of course and told you that I would be delighted to receive this Thorndike book. I think I mentioned that Jimmie Cox, head trainer at Harvard, is one of our boys that we trained here so I will be glad to see his bandages.

With every good wish, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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June 28th
1 9 3 8

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

Dear Dr. Allen:

I acknowledge your letter of June 25. You ask what progress we have made in installing BETTER BASKETBALL in various of the larger schools of physical education. May I say that we have had correspondence and sent circulars, as well as complimentary copies, to most of the coaches and directors of the various schools in the country. We have had many flattering replies and I am sure this Fall many of them will use the book in their courses from what they have told us. I think I mentioned this fact in my last letter to you as well. The book has also appeared in many advertisements plus all the circularization.

During the first six months of this year we have sold just over 700 copies which means that total sales are about 2100 copies. I think this is an excellent showing for seven months' sales and I hope by the end of the next basketball season to do equally well. It takes some time to get a book such as this rolling, plus the fact that the book did not come out until after the season had begun. Around $280.00 is due in royalties and I shall be glad to forward it if Mrs. Allen would like to have it.

I look forward with interest to your answer to my queries about the Thorndike book on Athletic Injuries.

Sincerely yours,

CWM:HML

July 6, 1938.

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

Dear Mr. McGraw:

Thank you, sir, for your good letter of July first. I will be happy to review Dr. Thorndike's book, and after going over it very carefully I will make a comparison on our chapter on Treatment of Athletic Injuries, and also the mechanical end of his book.

You will observe that our mechanical work is something that no book, as yet, has done. Not only is it very difficult to write exposition on that stuff, but it is the only book of its kind that shows manipulations and gives a description as to how the manipulations are performed.

I have not even talked to McLain about taking pictures, and if he does it I would not be willing to pay him as much as we paid him last year, if we could get him for less. Most of the pictures he shot with flashlights, but some of the later ones he used a heavy arc, but they were not as good as were those that were shot with the tinfoil bulb. However, I thought he did a good job, and I believe if we could get that type of work it would be fine.

We could use every bit of the chapter that we have on Treatment of Athletic Injuries in "Better Basketball".

I anxiously await the arrival of this new book to see just what they have. After that I will write you.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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July 1st
1 9 3 8

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

Dear Dr. Allen:

I acknowledge your letter of June 28 and under separate cover I am sending you a copy of Dr. Thorndike's book on Athletic Injuries. After you go over it, I would like your opinion, and how you think your book on the same subject will differ and, of course, be better. In my mind the mechanical end is only fair.

You are not egotistical when you talk of your work in this field for I have known of your reputation concerning the treatment of athletic injuries long before we came together. I also have known of some of the people you have trained such as Cox of Harvard.

I agree on your thinking as to schedule for producing the book; that is, to go slowly so you will not be rushed and for the manuscript to be ready two years hence, say in March or April of 1940.

Whenever you care to proceed with what pictures you may need, I would do so, but please try to hold the expense to a minimum.

I don't blame you after the end of the year not to feel like doing much heavy work now, and I envy you the fun you are having playing golf, etc., as described. I also hope you have a mighty restful Summer and vacation.

With kindest regards,

Sincerely yours,

CWM:HML

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July 7th
1 9 3 8

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

Dear Dr. Allen:

I acknowledge receipt of your letter of July 2, in the first paragraph of which you ask that I mail Mrs. Allen a check for the royalties as she is soon to drive East. In accordance with your request, I enclose our check in the amount of $250.00 made out to you, asking that you pass it over to Mrs. Allen. I make the check to you because our auditors object to our making payments to any others than those withwhom we have a royalty agreement. I know you will understand their reason. Toward the end of July, a complete statement of sales and royalties accrued will be mailed to you, together with a check for any amount over $250.00 due.

We are sorry that you feel disappointed over the sale of BETTER BASKETBALL during the first six months of the year. Personally, I doubt very much if the sale could have been doubled without a sales cost far beyond reason. I am not going into a great amount of detail as to the promotion we have undertaken for the book but every suggestion you have made has been covered several times. Circulars have been sent to the subscription lists of both the "Scholastic Coach" and "Athletic Journal". Practically every coach has received a circular beside this through either our School or College Departments. Circulars have been sent to the Physical Education Departments of both schools and colleges as well, and we have a little while ago written a personal letter to every Summer School director.. In this connection, we hope to receive some good Summer School orders, and we hope that the first six months of the year is what might be considered an off season for the book.

As you know too, all this circularization has been followed up with advertisements from time to time during the season, and we shall, of course, do so again next Fall.

McGRAW-HILL BOOK COMPANY·INC.

TO Dr. Forrest C. Allen PAGE -2- DATE 7/7/38

In addition to the above and other promotion as well, our Trade Department salesmen have recommended the book in all general bookstores.

I know that BETTER BASKETBALL is far and away superior to the Bible, and what may be thought of as small sales is not for the lack of trying.

Sincerely yours,

CWM:HML
Enc.

Curtis W. MacGregor

July 11, 1938.

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

Dear Mr. McGraw:

I acknowledge with extreme thanks your very nice letter of July 7th enclosing check for $250.00 made out to me. I can understand why your auditors insist on this method of payment. I wholly agree with them. I will be glad to pass this check on to Mrs. Allen and I am sure she will have a very nice trip to New York.

I do not want you to take too literally my disappointment regarding the sale of Better Basketball. I perhaps realize as well as anyone that magazine contributions, such as are in the Scholastic Coach and the Athletic Journal, suffice for a good many coaches as far as the information they get for basketball is concerned. Others, of course, will want a treatise on the game.

The thing I was disappointed in was the fact that I did not think enough of the athletic and sporting goods houses had been intensively sold on the new book. Personally, I am wondering how many copies of the book Lowe & Campbell purchased. Some years they purchased over a thousand copies of the Bible. I am also wondering if all the sporting goods and athletic houses have been sent the electro-plate so they could insert this in their catalogs for the coming winter. I know I wrote you once about having this for the Lowe & Campbell catalog, but I do not know whether this went to all other sporting goods people who sell the book or not. Of course, if this hasn't been done by now it will be too late to get it in for the catalogs they are distributing in the early fall.

I am wondering, Mr. McGraw, if you are definitely circularizing all the libraries - high school and otherwise - in the United States. Outside of the sporting goods houses, the city and high school libraries bought more Basketball Bibles than anyone else. I thought that by some method you could write to the high school coach and tell him if he would order the book through the library you could place a lot of the books in this way. I know this - that when good books come to me, if a good sales point is made for the book, I order it through our contingent fund that is set up for our department. It is, of course, placed in the library, but we have a fund for purchasing these books, and it was my thought that a letter written to each high school coach would stimulate them into going to the library and ordering the book. Don't you think that a personal letter has a greater sales appeal than printed material? Of course the printed material is excellent, but after all it is the personal contact and salesmanship that counts. These coaches' names in the different

high school associations could be had from the secretaries of the various state high school athletic associations.

Another angle that I had was that there are so many stabilized coaching schools in colleges and universities that a splendid sale could be made each year in this connection. We have 94 majors in our Department of Physical Education; 57 of these are men. Some time during their four-year course they are going to purchase a copy of Better Basketball because we have a course in basketball and another in the treatment of athletic injuries. They, of course, will want one for their own personal library when they get out coaching. Schools like Springfield College, the Universities of Michigan, Wisconsin, Illinois, and the like - all these schools desire to adopt some text and if they adopt our text of course it will be necessary for them to purchase a copy of the book.

I realize that with the great number of books that your corporation has to promote and sell you cannot intensively promote the sale of any one book. To do this for Better Basketball, I agree with you, would be entirely too expensive. I imagine your college department and mail order department are the two forces that promote this book. I am wondering, when it is convenient for you, if you would have your men handling this book write me their set-up they have employed. I do not want to find fault with anything that has been done, but I do want to stimulate all that I can the sale of the book for our mutual benefit.

This fall and winter sale should far exceed the first six months of this year. By bringing out the book as late as we did it was almost too late to get the top sales on the book. My thought was that if we could treat it this year just like a new book and sell the athletic goods people and the other people on this thing that would boost the sales, and this, after all, is what you and I are attempting to do.

You will understand that I do appreciate your many courtesies and kindnesses, and I have perfect confidence that your firm can sell more than any other firm that I know of, so if the books are not sold I must be content to realize that this type of book is not going over as big as the same type book did some years ago. I am conscious of the fact, also, that this is a much better book, and in the long run should do well.

With appreciation, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH