

March 30, 1938.

Mr. Curtis W. McGraw,
McGraw-Hill Book Co.,
330 West 43rd Street,
New York City, N.Y.

Dear Mr. McGraw:

Thank you for your good letter of the 21st instant regarding Dr. Fishbein's attitude concerning the foreword for the book. I was quite sure that he would take this ground, and I am glad that he did because we can get several nationally known medical men who will be glad to write a foreword for us. Of course, they will of necessity be connected with athletic departments, and this should help the situation rather than hurt it.

We are not going to get to New York this year for the Rules meeting, but the first time that I am in New York I will drop in and talk this matter over with you.

With every good wish, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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March 21
1938

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

Dear Doctor Allen:

I am answering your letter of February 25 concerning the book on Athletic Injuries. First of all, I am glad you agree as to the price. As to the title that does not need to be decided now but I like the one you have suggested and we can decide later as to whether the sports mentioned, particularly, Football, should be a sub-title or not. As I told you, my idea was to cover all sports because many injuries are common to all. However, this is much merit in your suggestion to include football in the title.

Let me say this right in the beginning. I know you are in no mood to undertake anything on this subject right now. Personally, I do not blame you. It is a little late at the present time to get anything ready for this Fall and hence, I hope you will agree to thinking about working on and off during the next Winter, and complete something by March or April of '39 so we can have it ready for August or September of that year. I do not want you to feel that I am pushing you and everything we say to one another in this matter is naturally tentative. However, as we all know there is a great need for something real or well done on this subject, and it would be a fine contribution to sports in general. We have already said there is little on the market which amounts to much, and here I feel is a chance for a good sale as well.

When Doctor Fishbein was here in the office about a week ago, Mr. Kelly mentioned the question of a foreword to him for I was away at the time. I think I told you previously I did not think we had much of a chance of getting him to do a foreword but I was perfectly willing to ask him. As I said, in my opinion there is much foolish feeling between the M.D.'s and the osteopaths and because of that I felt that Doctor Fishbein would take the orthodox path, hence Mr. Kelly tells me

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TO Dr. Forrest C. Allen

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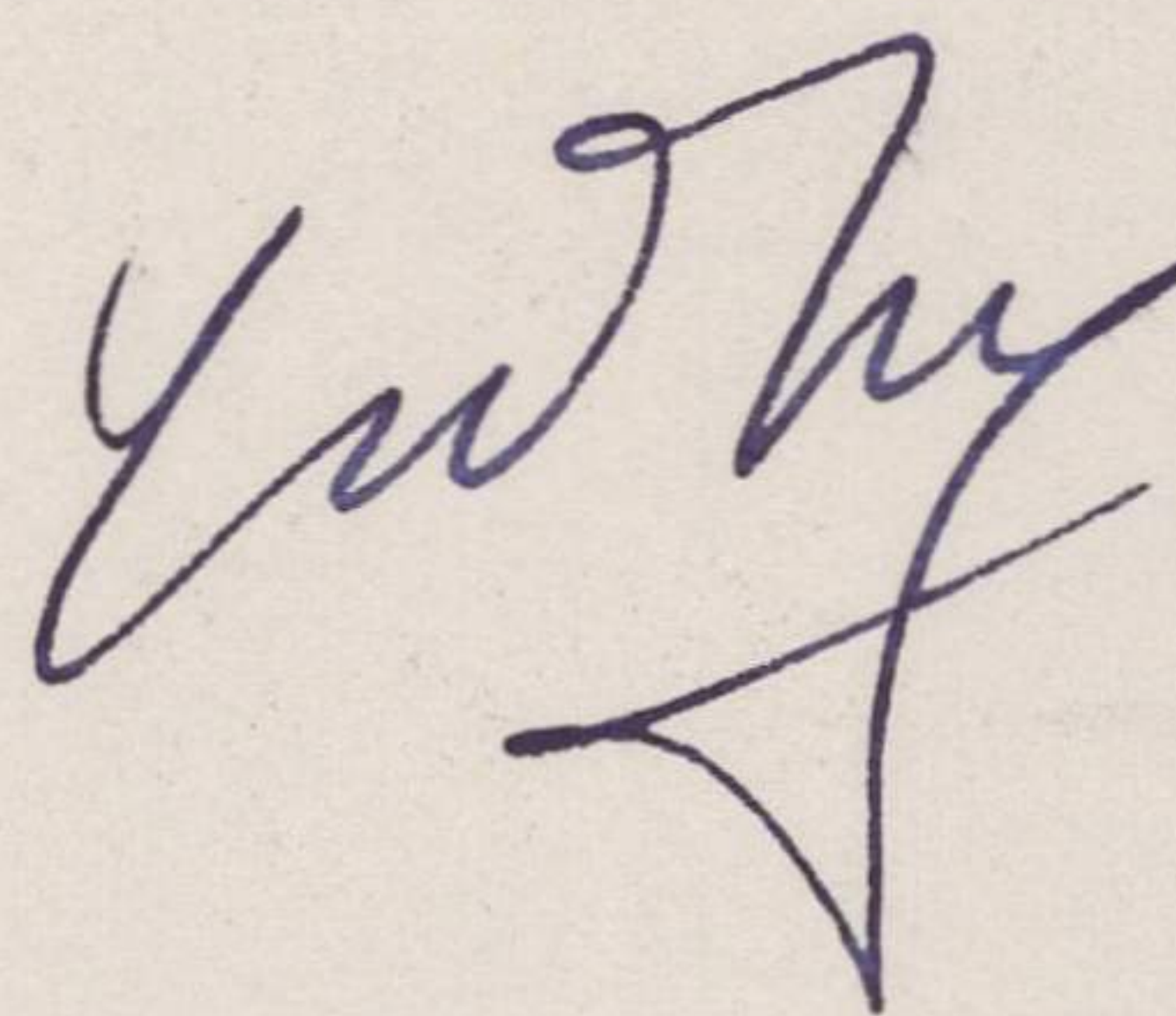
DATE 3/21/38

Doctor Fishbein said he would prefer not to write a foreword for the book because of the reason just stated. I think it a stupid stand to take but can do nothing about it.

You mentioned that you have other good friends who are M.D.'s and who are probably in a better position to speak authoritatively on athletic injuries. I would, therefore, go after one of them when the time comes.

Best wishes and kind regards,

Sincerely yours,



CWM:HML

March 30, 1938.

Mr. Curtis W. McGraw,
McGraw-Hill Book Company,
830 West 43rd Street,
New York City, N.Y.

Dear Mr. McGraw:

Answering your good letter of the 21st instant, I want to thank you for sending the complimentary copy of Better Basketball to Ed Kerrigan, of the Tulsa Tribune.

Referring to the color of the binding on the book, I have compared Better Basketball with Bierman's Winning Football and notice a slight difference in the shade of binding used. However, the football book looks so much better because of the brown ink used for the cut on the front of the book. This enhances the color of the binding, while the blue ink used on the basketball book does just the opposite.

Since this is only a matter of inking, I wonder if the brown could be used on Better Basketball. I believe this would blend in much better than the blue ink used on the book.

The only way I could have associated the color of the binding with a basketball would be to have had a basketball cut on the cover, but I don't believe one person in 500 would have thought of that. Frankly, I had not associated the color of the binding with the color of a basketball until you mentioned it in your letter.

Now, regarding Cappon, I am really a little sorry that I mentioned it, but I know that these two fellows are lifelong friends. We will just watch results and see.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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March 21
1938

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

Dear Doctor Allen:

I have been out of the office again attending a series of Association meetings, also several conventions, hence your letters of February 25 have not been answered and I apologize for the seeming neglect.

First of all, let me say that a complimentary copy has been sent to Mr. Ed. Kerrigan of the Tulsa Tribune.

Your second letter is concerning the symbol or decoration stamped on the front cover. I think probably neither of us have little more to say on the subject and I note that you have forgotten about it too. It is not our feeling, and I have checked it with many of our friends, that its accuracy really amounts to much and we are merely going to drop the bottom line down a little bit for future bindings. I am sorry too that you feel that the cloth used is horrid for it was our feeling that it was most decorative particularly because it was close to the color and graining of the leather of a new basketball. In fact, several people had complimented us on the choice. Therefore, we would hesitate to change it in future bindings.

As you know, one can get most any opinion on various things which border on the artistic because of one's personal likes and dislikes, and so if you do not mind, we would like to leave it as at present.

I also acknowledge Harold Keith's article on BETTER BASKETBALL which we have filed in our review folder which we keep on each book. We are glad to have it.

Thanks also for your letter concerning Cappon. I am glad to have the information you have sent along, and have met him. Of course, it is too early to judge but I am sure that he will fit into the picture. As you know, a head coach usually picks his own assistants and Tad Wieman wanted

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TO Dr. Forrest C. Allen

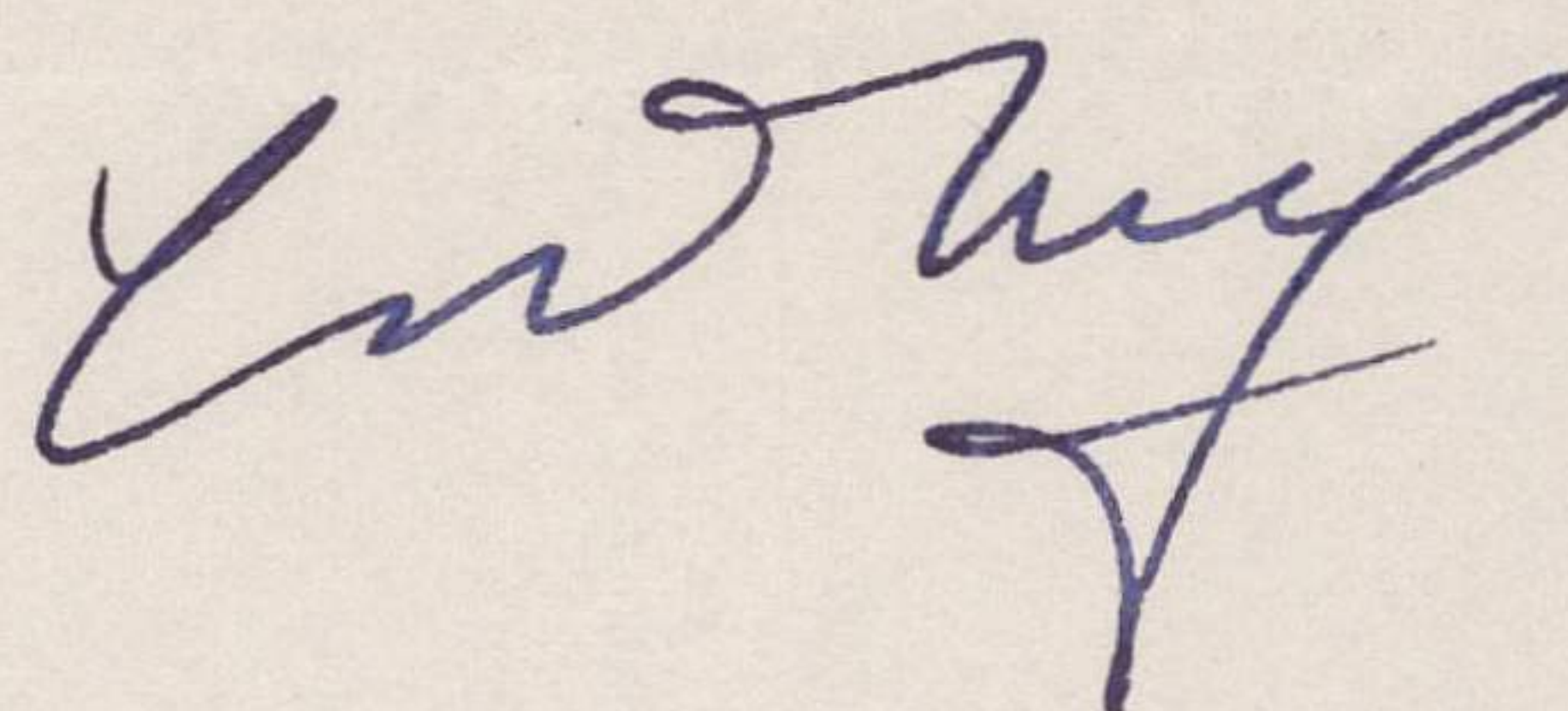
PAGE -2-

DATE 3/21/38

him. They have been life-long friends and have ~~been~~ *coached* together so there is little we can say at this time had we wanted to. Then too, I guess Cappon was quite young and immature when at Kansas.

Sincerely yours,

CWM:HML



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April 6
1938

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

Dear Doctor Allen:

I am acknowledging your letter of March 30 in reply to mine regarding Dr. Fishbein's attitude concerning a foreword for the book on athletic injuries. I note you felt that he would take that position and are not disappointed. I, too, feel that an M.D. who is nationally known and who has been connected with athletics will fit the bill even better.

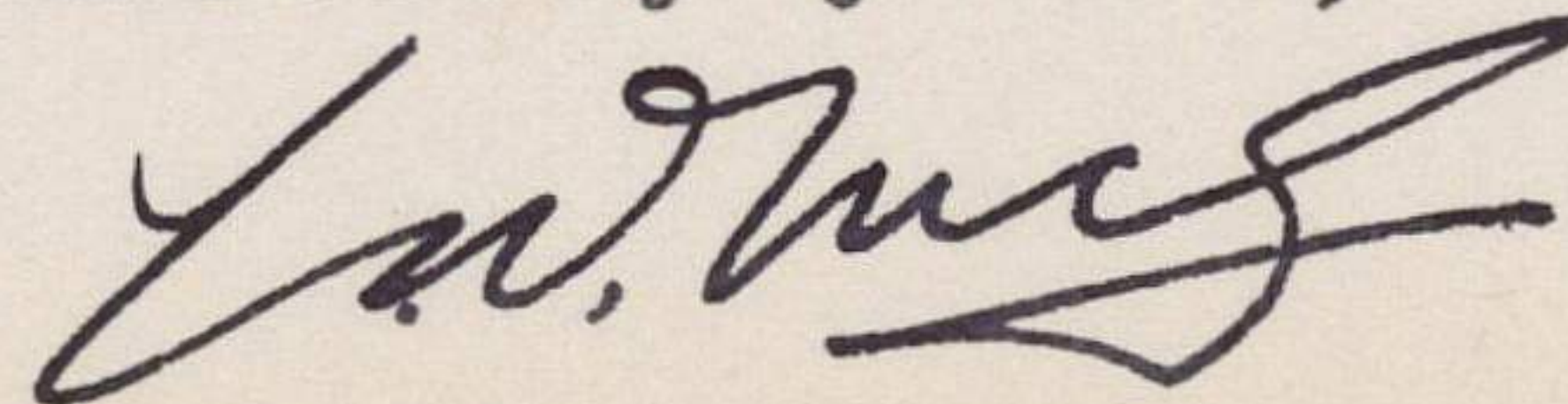
I am sorry you are not coming down to the Rules meeting this year for I looked forward to seeing you and having a fuller discussion about the book. I do not, however, want you to think I am pushing you in any way for I know how you feel about spending another summer writing.

However, it is a mighty important subject which can ^{help} not only sport in general, but, mutually beneficial. It would also, I should think be another outstanding milestone in your splendid career. Hence, we must not forget the idea and possibly during the summer you could at least draw up a table of contents showing in rough fashion the contents of each chapter so we may consider it together. By doing that we will all have a clearer picture and possibly the "urge" might come to write a little at odd times as you felt like it.

I know at the present time you are pretty tired so forget the matter for the time being, unless you desire to discuss it further.

I look forward to seeing you on your next trip to New York.

Sincerely yours,



CWM:MK

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April 6
1938

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

Dear Doctor Allen:

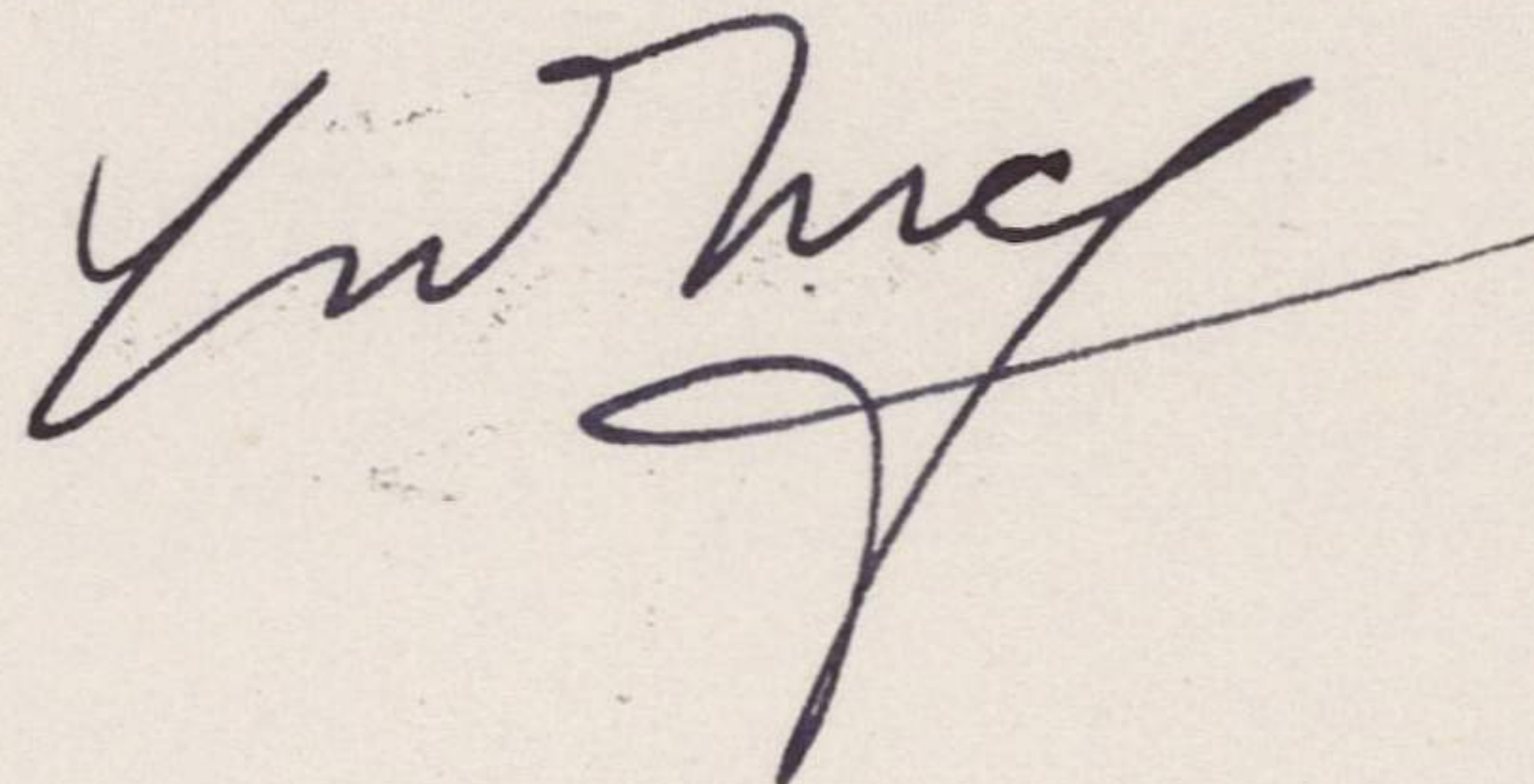
I am answering your second letter of March 30 concerning the color of the binding of BETTER BASKETBALL.

The slight difference between the color of the binding on your book and Bierman's is only the difference which comes in the manufacture of large quantities. The cloth is supposed to be and is pretty much the same.

Possibly a brown ink might look better, although I personally prefer the blue. I am going to **get** a cover made up to see what the brown looks like and will pass it on to you.

With kindest regards,

Sincerely yours,



CWM:MK

April 29, 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 letter of the 12th instant. I have received the cover for Better Basketball with brown ink stamped on it, instead of the blue ink. This looks very nice, but I still have an aversion to this tan colored binding.

I am wondering if it would be possible for you to make up a cover in very dark blue, almost a blue-black, with the design and lines stamped on in gold or red. I feel that a book bound in a dark color carries more dignity - and this yellow-tan gives the book a cheap appearance.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

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April 12
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Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

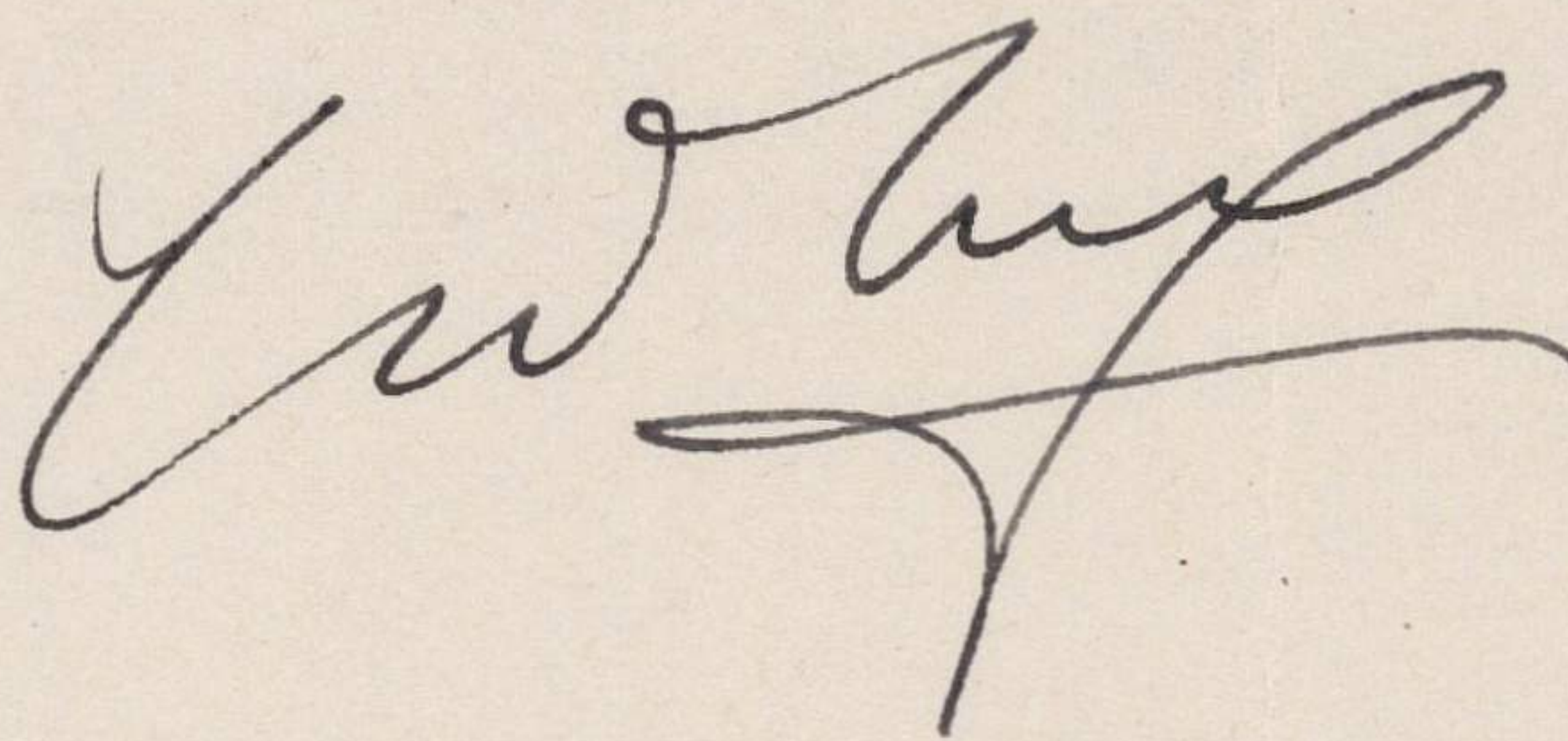
Dear Doctor Allen:

As promised in my letter of April 6, I have had a cover or case of BETTER BASKETBALL stamped up in brown ink, which I send under separate cover.

When the matter of the case came up just before publication, I had the idea of using a red cloth similar to the red in the Kansas colors, with blue stamping. This did not work out at all well and it looked loud and garish. Hence, we hit upon the imitation leather cover with the same blue ink which fairly well matches the other Kansas color.

Personally, I like the blue inking better because I feel it stands out more clearly. However, others like the brown. None of us object to either and hence we leave it to your decision as to whether the change should be made or not.

Sincerely yours,



CWM:MK

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April 26
1938

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

Dear Doctor Allen:

In accordance with your letter of April 22, I am sending you a complimentary copy of BETTER BASKETBALL under separate cover for Henry McCurdy of the Macmillan Company. It is unusual to have the representative of another publisher boost one's book but I imagine you have a close connection with him.

I note also your visit with Dr. Neilson and hope that possibly he can use the book in his new Athletic and Physical Education classes.

I also have your letter of April 20 stating that you have received the sample cover with the brown ink. You ask if something in dark blue would not be better than the tan colored binding. As I have told you before, this we tried and it worked out poorly.

First of all, real gold stamping would be prohibitive in cost. Secondly, imitation gold is unsatisfactory and would only last about a year and then the book would look terrible and worse than ever. Red ink will not show up satisfactorily on the dark blue and hence we hit upon the leather cover binding which, to most of us, is very attractive.

I cannot agree that the present cover gives a cheap appearance or detracts from the dignity in any way. We have many books, as do all other publishers, in various colored bindings and the trend today, particularly, by the outstanding artists in book design is for lighter and striking colors.

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -2-

DATE 4/26/38

An outstanding book we have just published by Dr. Britt, former President of Knox College, has an even lighter colored cloth than yours and several manufacturing magazines have praised the designer in this regard.

Sincerely yours,

Curtis W. McGraw

CWM:MK

April 26, 1938.

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

Dear Mr. McGraw:

Thank you for your letter of April 22nd. Dr. V. W. Lapp, Assistant Professor in our Department of Physical Education, is interested in using Lamar's THE ATHLETIC PLANT as a reference, not as a textbook, in his course this summer, Organization and Administration of Physical Education. I am sure he will appreciate any suggestions you might care to send him.

I have your notation regarding lists of directors of summer schools where basketball will be offered. I have just returned from a trip to Florida and Georgia, and as soon as I can will be glad to comply with your request for a list. I shall be glad to be of assistance.

We are working on the list of names of persons mentioned in incidents related in BETTER BASKETBALL, and will be glad to send this on to you for your special letters. This refers to your wire of April 5th sent to me at Chicago.

With best wishes, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

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1938 APR 5 PM 5 25

RE YOUR LETTER APRIL FOURTH WILL BE MOST PLEASED TO HAVE LISTS

AS OUTLINED AND WILL HAVE ALL WRITTEN SPECIAL LETTERS A GOOD

IDEA REGARDS=

CURTIS W MCGRAW.

Handwritten scribbles

Telephone Your Telegrams to **Postal Telegraph**

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April 22
1 9 3 8

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

Dear Dr. Allen:

Thank you for your letter of April 19 giving me your thoughts on Lamar's THE ATHLETIC PLANT. I am glad you are pleased with it and we are too. The sales have started off in excellent fashion and quite a few colleges feel they can use it in a somewhat similar course offered by your department. If you care to let me have the professor's name who will be in charge of your course, I will be glad to get in touch with him and see if we can be of service. I appreciate the cooperation you have given us in this regard.

One further point comes to mind. We are getting out personal letters to the directors of the various Summer Schools where basketball courses will be given this Summer and, of course, recommending BETTER BASKETBALL. So as to check our list and to be sure that we have overlooked none of these courses throughout the country, will you let us have a list as far as you know them so we can check it with ours.

With kindest regards as ever,

Sincerely yours,

CWM:HML

Curtis W. McGraw

Dr. Lapp

April 19, 1938.

Mr. Curtis W. McGraw,
McGraw-Hill Book Co.,
330 West 43rd Street,
New York City, N.Y.

Dear Mr. McGraw:

Pardon my long delay in answering your kind letter of March 29. I have been out of town much of the time, which accounts for the delay.

Your new book by Emil Lamar, "The Athletic Plant", has been received, and we are indeed grateful to you for sending it. It is done in an excellent style, and I believe it will prove a valuable book for those interested in improving their athletic facilities.

We offer a course in our department entitled "The Organization and Administration of Physical Education", which will be offered this summer, and the professor in charge suggested the possibility of using this book as one of the references in the course.

With appreciation of your thoughtfulness, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

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March 29
1938

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

Dear Doctor Allen:

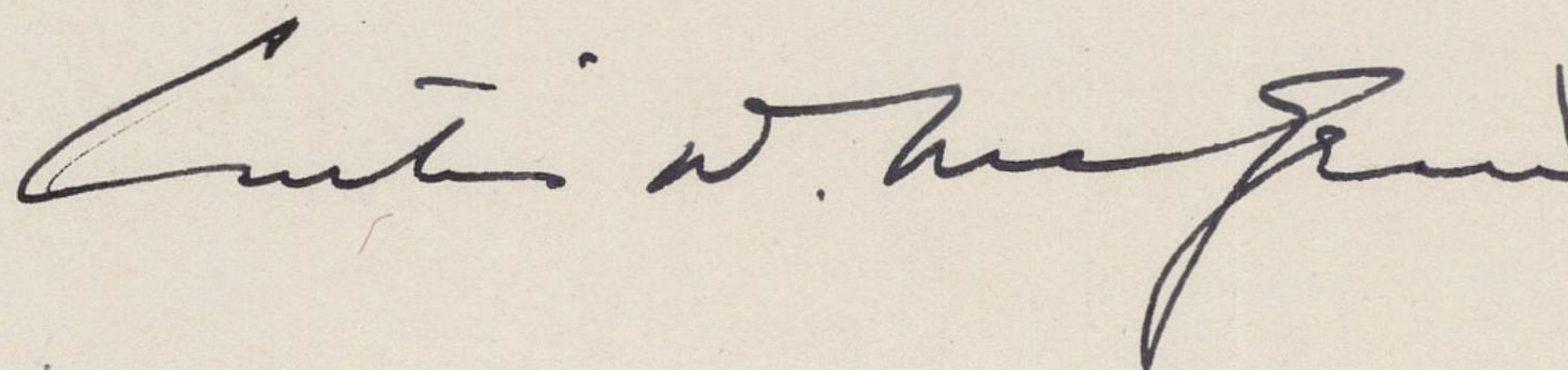
Under separate cover, I am sending you a copy of a new book in the Athletic Series by Emil Lamar called THE ATHLETIC PLANT.

While it may be quite elementary for those with large plants, on the other hand there is some mighty useful information contained in it, particularly for schools and colleges with small plants and small budgets.

I hope you will enjoy it and like its general appearance and layout as well.

With kindest regards as ever,

Sincerely yours,



CWM:MK

May 7, 1938.

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

Dear Mr. McGraw:

I am wondering if you have received a copy of the review of "Better Basketball" by Frederick Ware, sports editor of the Omaha World-Herald. If you have a copy I should greatly appreciate the opportunity to read it.

I have been told this review by Frederick Ware was one of the finest that has been written, and attempted to secure a clipping from him but it seems there are none available. If you do not have a copy I shall make other attempts to get one, because I particularly wanted you to see this review.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

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May 10th
1938

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

Dear Doctor Allen:

In Mr. McGraw's absence on account of illness, I am acknowledging your letters of April 26 and May 7.

Upon his return to the office the first part of next week, Mr. McGraw will care for the details in your letter of April 26.

Concerning your letter of May 7, I have checked our files in an attempt to locate a copy of the review of BETTER BASKETBALL by Mr. Frederick Ware, Sports Editor of the Omaha World-Herald, but have been unsuccessful. It might, therefore, be advisable for you to try to secure a copy elsewhere. I am sure Mr. McGraw would also be interested in seeing this clipping.

Sincerely,

Marion Kay

Secretary to Mr. Curtis W. McGraw.

May 28, 1938.

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

Dear Mr. McGraw:

I am enclosing herewith a letter from Coach Pedro Collado Cia, of Havana, Cuba, who inquires about an up-to-date in basketball coaching. I have written him and sent some of the printed sheets describing Better Basketball.

I thought it might be well if you wrote Coach Cia, sending him any additional pamphlets on the book which might be of interest to him.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

May 28, 1938.

Coach Pedro Collado Cia,
Flores #663,
esq. a Encarnacion
J. del Monte,
Habana, Cuba.

Dear Coach Cia:

I ask your pardon in the long delay in answering your kind letter of the 17th ultimo. I have been away from my desk much this spring attending national meetings.

I have recently published a text on basketball which I am sure would be of great help to you in your coaching. The book is entitled, "Better Basketball, Incorporating Technique, Tactics and Tales", and is published by the McGraw-Hill Book Company, of New York. I am enclosing some printed sheets describing the book.

Thank you for the flowers before my demise. You are very kind in your reference to my coaching.

I trust that you will secure a copy of the book and that it will prove very valuable to you. If there is anything further I can do for you, please feel free to write me.

With apologies for the delay in writing you, and with best wishes for your continued success, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

COPY

Havana, Cuba, April 17, 1938

Mr. F. C. "Phog" Allen
Kansas University
Kansas. U.S.A.

Dear Sir:

Having been informed that you are one of the most competent and distinguished American coaches for basketball and greatly interested in the development of this game, I take the liberty of addressing you to request your good counsel and advises.

At present I am the coach of a juvenile team. They started under my direction as infantiles and as they grew physically, their game has also been developed; but the truth is that, in Cuba, we follow training methods that are old and backward. Year after year the same signals are used, and also the same practices, which is the cause that this sport is "stuck", it will not advance.

Could you recommend some up-to-date book or pamphlet or could you give me some suggestions of your personal experiences, which would help me in my work?

I sincerely hope you will be so kind as to assist me in this connection.

With my very best thanks for your cooperation, I remain

Yours very truly,

(Signed) PEDRO COLLADO CIA

Address:

Flores #663
esq. a Encarnacion
J. del Monte
Habana - Cuba.

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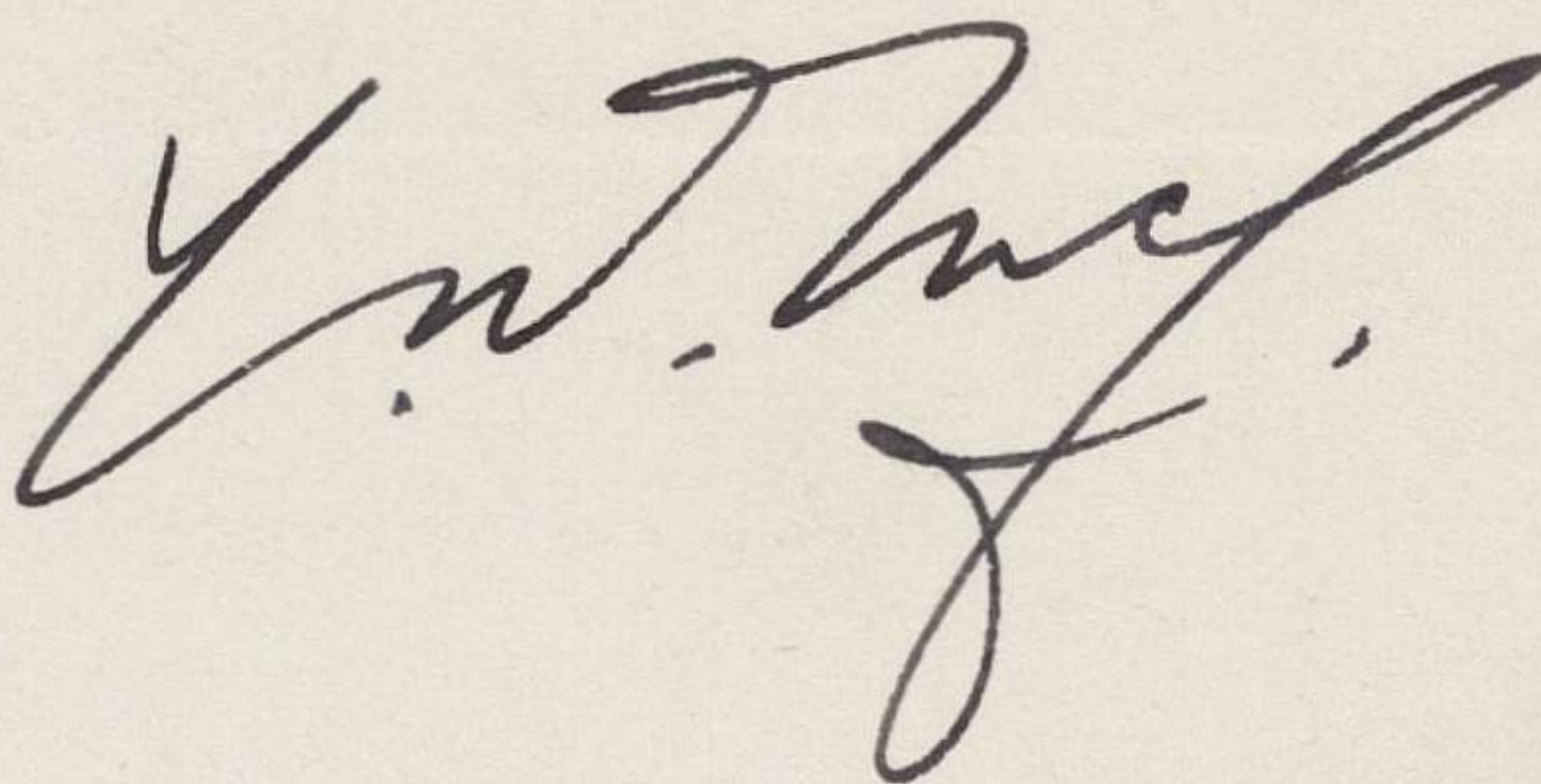
May 31st
1938

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

Dear Dr. Allen:

In accordance with your letter of May 23, we are writing a letter to Coach Pedro Collado Cia of Havana, Cuba, as per his letter to you of April 17 in which he asks about an up-to-date book on coaching basketball.

Sincerely,



CWM:MK

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 the one who owes you an abject apology. With commencement speeches, examination papers to grade, and the summer enrollment to occupy my attention, I find that I have neglected my correspondence to you very much.

Today I start on a one-week intensive short course in basketball and the treatment of athletic injuries. But even these busy assignments will not sidetrack this much delayed epistle.

Regarding the book on Treatment of Football Injuries, I think that we should begin soon. The first thing is to photograph the injuries and the method of treatment. This summer when I can get the subjects handily would be a good time for it. Are you willing that I get McLain, the same fellow who shot my other basketball pictures, to do this job for me?

Please let me know about this at your convenience.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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May 20th
1938

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

Dear Dr. Allen:

As explained to you by my secretary, I have been out of the office with a severe cold, and am just now getting around to cleaning up my correspondence. I apologize for the seeming neglect.

In reviewing our recent correspondence, I have not seen a copy of the review of BETTER BASKETBALL by Mr. Ware of the Omaha World-Herald. If you get an extra copy, I should like to have it for our files.

copy sent

I do not think it would do much good to write to Dr. Lapp if he is planning to use THE ATHLETIC PLANT only as a reference. When you see Dr. Lapp, will you tell him we hope that he will recommend the book, and will be glad to send him a copy for that purpose if he cares to have us do so.

I note that you will soon send on to us a list of the directors of the 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.

One other thought just came to my mind and that is concerning the book on injuries. Have you had any further thoughts in this matter, and do you feel any urge to give it a little attention soon?

All attached

With kindest regards,

Sincerely yours,

CWM:HML

