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McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 West 42nd Street

New York, N.Y.

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January 29
1938

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

Dear Dr. Allen:

I acknowledge your two letters of January 26.

The first tells me that you have mailed us a check for the 125 copies of BETTER BASKETBALL you ordered in December. Thank you for your attention to this matter.

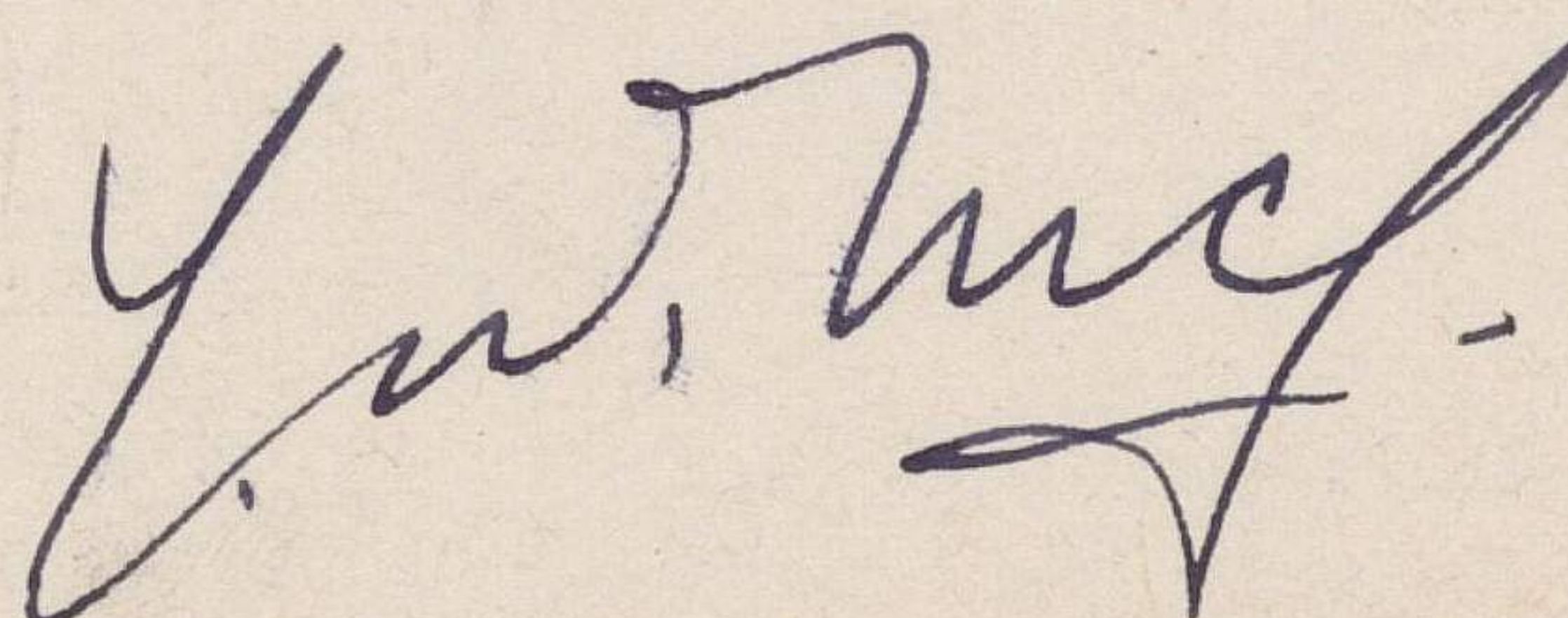
I, too, wish the books had gone forward by freight but thought you were in a hurry and I suppose at least several days were saved. However, looking back on it, I suppose the time element now isn't as important as it was then. I am sure that you will sell out the 48 copies you still have on hand.

In the second letter you send us a copy of a letter from Mr. H. D. Edgren of George Williams College who intends to use BETTER BASKETBALL in his course. This is fine news and we will follow him up at once.

We are also glad to have the list of the latest purchasers of the BASKETBALL BIBLE and we will check to see whether or not we have not covered most of them and if not, do the necessary.

Kind regards.

Sincerely,



CWM:MK

February 7, 1938.

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

Dear Mr. McGraw:

I am enclosing copy of letter just received from Mr. Charles Cramer, of the Cramer Chemical Company, Gardner, Kansas, editor of "The First Aider". Will you kindly send information regarding BETTER BASKETBALL to the firm of S. O. Fisher, Inc., 1024 Main Street, Lynchburg, Virginia?

Thanking you, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

February 7, 1938.

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

Dear Mr. McGraw:

Regarding Mr. Dill's possibility of completing his book, he does expect to complete it and this was merely a bulletin or a short compilation of some of his efforts. It may be a year or two before he gets around to completing his book, but he does expect some time to complete it.

But I was not trying to sell you the idea of publishing his book, because you know these teachers and professors are a long time getting a job done unless you put the pressure on them. It was just more of a courtesy to him that I sent it to you for your inspection. Certainly, I agree with you that what he had would not be saleable, but I wanted you to see what other writers were thinking about.

Mr. Dill was with the AP for years, and at all elections they called him to Kansas City and Chicago to handle the statistics on national election returns. He was located in Chicago for a number of years, and would doubtless now be head of the Department of Journalism at Northwestern University when the Medill School of Journalism was founded there had he at that time had his master's degree. The president called him out to his home and discussed the matter with him, but he did not have the ranking degree that they thought it was necessary for him to have at that time.

So just forget it, because it will be a long time before Mr. Dill completes this work. Some of the stuff that he has been working on comprises his efforts of three or four years.

Now, regarding the book on injuries. My idea was that we would just lift Part Four, pages 339 to 436, out of Better Basketball, and use it in a new book called "Treatment of Football and Other Athletic Injuries". We would use all of the same cuts and printing, but we would use several photographs of football injuries to make it sell from a football standpoint. Of course, we would leave the Part Four in the book on Better Basketball. The only additional expense of the new book would be the added photographs and additional manuscript, which should not be excessively large.

I am well acquainted with all the books on treatment of athletic injuries. Dr. Billock's Trainers Bible was largely written after Billocks left the University of Illinois. I was called up to Illinois when Billocks had all of Zupke's team on the hospital list and they asked me to come up and straighten them out. You will pardon me - this is not egotism. I really did this thing for Illinois, and signed a contract to go there in the latter part of 1916, and then the war broke out in April. Billocks got his Trainers Bible idea from My Basketball Bible.

Yes, I have a copy of The Control of Football Injuries by Mal Stevens on the desk here before me. There isn't one thing in this book that would help a trainer treat an injury, as the ordinary trainer now repairs his men and gets them in shape.

I talked to a salesman in Dallas who is the best football salesman in the South, and he said to me, "Phog, if you will write a book on treatment of football injuries I can sell 200 of them right now. There isn't a book on the market regarding the treatment of athletic injuries that is worth a dime." That was where I got my idea.

Lowe and Campbell endeavored to get me to split up My Basketball Bible into a number of small books and sell them for \$1.00 a piece. Their idea was to sell The Theory of the Individual Offense for \$1.00, The Theory of the Individual Defense for \$1.00, Treatment of Athletic Injuries for \$1.00, and so forth. But I did not do it, and I do not think that it is the best way to handle it. However, I do know that we have sold many copies of My Basketball Bible and we will sell a number of Better Basketball books to M.D.'s and osteopaths who desire the book for the treatment of injuries alone.

Now my idea was to not add much expense to it, and by using the stuff that you have, \$2.00 would be a good price to get for taking the setup you have on athletic injuries in Part Four and putting this in the new book. However, if you think \$2.50 a better price, that is fine as far as I am concerned.

In my library I have every book on injuries. The best text at the present time is Safety in Athletics, the Prevention and Treatment of Athletic Injuries, by Frank Lloyd, George Deaver and Floyd Eastwood, published by W. B. Saunders Company, 1936. There is an English text, Sprains and Allied Injuries of Joints, by R. H. Anglin Whitelocke, Oxford Medical publication, second edition, 1910. This is second best. Billocks text might come along next, and then Stevens and Phelps last. It is positively n.g. Of course, all this is said in utter confidence, as I would not want to say anything against the book, even though somebody might obtain one under false pretenses if they would sell one to a trainer representing that the book would be of some value to him in taking care of athletic injuries.

The question of food and nutrition should certainly accompany this text, although you would not go too deeply into the matter - just a broad statement of diet regarding protein, carbohydrates and fats, and some admonition on the daily training methods using an angle that Fritz Crisler used in his book, Practical Football, on the value of exercise and the type.

There are just exactly 100 pages in Part Four on Athletic Injuries and Emergencies. Another 100 pages would be ample.

Please understand, Mr. McGraw, I am not even anxious to do this thing at once. In fact, I want a little rest from this job of writing for a while, as I have been very heavily engrossed in administrative work in building up this new department, for which I have assumed full responsibility. And of course I am coaching basketball. The only reason that I mentioned this new book was because we had discussed it once previously.

I like your thought regarding the possibility of having an M. D. contribute the Foreword. This certainly would help, and I know a great many M.D.'s who would be very happy to do this for me. The younger physicians have altogether a different attitude toward the osteopaths than the old-timers had. Of course, there are efficient M.D.'s and poor M.D.'s, just as there are efficient osteopaths and poor osteopaths. I like your thought, and perhaps you will have other ones just as beneficial in aiding to break down the silly prejudice that some times exists between different professions. I do not believe that this prejudice, however, will result in any of the schools of physical education refusing to use this text for their physical education people. Most of the people over the country know that I am an osteopath, as I have been doing this special athletic work for over 25 years. I work on many M.D.'s and on many boys who are under M.D.'s in their athletic training.

This is a highly specialized field, and while I do not play up the osteopathic angle -- I never do, at the same time there is a certain type of work that the other fellow cannot do. I have in mind a very strong friend of mine who is an M.D. who told me that while I was correcting an injury on a boy a certain other M.D. cursed and raised the dickens, and the friend of mine said to the other M.D., "What the dickens are you kicking about? He is doing stuff that neither you nor I can do. Why, he fixed a sacro-iliac for me when I was lame for a long time. I can't do it, and you can't, either. Why not recognize those facts and quit beefing?" And the man to whom my friend was speaking was one of the most eminent surgeons in Kansas City. He is nationally known.

Suppose we just pass these ideas on from time to time, and let them jell. And then when both of us feel that there is a real need, and I do feel there is one now, but I don't want to work - we will both feel in the mood to hit the ball. I think you could print it with a minimum of expense and make some money.

You see, the weakness of this book from a treatment of athletic injuries standpoint is that it is called "Better Basketball", but that is the thing we are selling. However, the reason I put it in this book and in My Basketball Bible, is that it helps the coach, and then he reads this and finds that he fixes his boy up and he tells other fellows about it, that the chapter on treatment of athletic injuries is worth the price of the book alone. We have another angle of sales there.

I believe you can see, Mr. McGraw, that I am close to the grass roots and know pretty well the texts on a subject that I am supposed to be an authority in - the treatment of athletic injuries. My course in these various schools in the summer on the treatment of athletic injuries go over even better than my course on basketball because I can take a fellow who is crippled and who is complaining of an injury, and if I relieve him he shouts it to the wide world. If you write a book on basketball he has to try it out with a team, and the team may not carry through all the instruction that has been taught even though some of the plays in the book might be good.

Take our case when I was at luncheon with you good people in New York. Kelly complained of his knee. We worked on it. What did Kelly say about it? I believe you have the answer.

Very cordially yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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February 4
1938

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

Dear Dr. Allen:

I have been so rushed that I have had to delay answering your letter of January 28.

Just to make certain we are not overlooking anything, I will again take up the matter of Dill's manuscript with our Editorial Committee, and also the question of a book on athletic injuries. I will then pass on their opinions to you.

In your letter you did not say whether Mr. Dill expected to expand his present pamphlet into something worth while and more commercially feasible. We told you in its present form we did not think it was commercially feasible for us and even if expanded, we doubted the market. Therefore, we merely suggested that if Mr. Dill is going to expand without any encouragement from us, we will be glad to look into the matter again in the future but we were not interested in it as at present. Maybe you have discussed this with Mr. Dill and know his plans.

Concerning a book on injuries, it is my feeling that it should not cover football injuries alone as expressed in your letter, but all athletic injuries. This will naturally widen the market and there are, of course, injuries which happen in all sports which are treated more or less alike. There is probably a great similarity between all sports as to proper taping, bandaging, etc., as well as certain equipment. Hence, let us think about the book as being all inclusive rather than a narrow market.

In this connection, did you see a copy of Dr. Stevens' book on FOOTBALL INJURIES which was published by Barnes in 1933? I just got a copy and it

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -2-

DATE 2/4/38

is a terrible job from most every standpoint of manufacture. From the publishers, too, I learned that the book was a "flop" and I can guess many of the reasons therefor.

Therefore, if we do this, we want to do it well. I think, too, we have the basis for such a book in the approximately ninety pages of material on injuries in BETTER BASKETBALL. This will save, I should think, considerable expense by taking that section as a basis and expanding it. The other book was, as you know, every expensive but I am sure in the long run it will merit the expense. Hence, in a book such as this where we are not quite so sure of the market, we should be more careful, although we want to do a first class job.

It would seem to me also that the list price should be a maximum of \$2.50 to make it a better commercial venture. The price of Stevens' book was \$3.00 and it is small, being only 240 pages.

I do not think I would include the question of training except more than a mention in a chapter that proper training has a bearing on injuries. The training idea is another subject which can be handled separately later.

There is one question also that just came to my mind. You are an osteopath but, of course, much more than that. You know better than I the feeling between M.D.'s and the osteopath. I am wondering how it is best to handle the matter to break down any of the foolish prejudice which might arise. This prejudice might, of course, come up in adopting such a book for Physical Education courses, and its use by Physical Education people. Maybe I am making too much of the thought but possibly a Foreword by an outstanding M.D. in this line might help.

I point out the above for what it is worth and your comments will be of help to our Editorial Committee in their decision.

Kindest regards.

Sincerely yours,

Lewis W. McGraw

February 8, 1938.

Mr. Curtis W. McGraw,
McGraw-Hill Book Co.,
New York City, N.Y.

Dear Mr. McGraw:

A little while ago I wrote Bob Reed, one of my good and influential friends of high rank on the Country Gentleman. A few years ago I wrote a story for Bob on "Dunking Isn't Basketball", for his paper. Ben Hibbs, of whom he speaks, is one of my very good friends on the Saturday Evening Post.

I would very much appreciate it if you would send Bob Reed an author's copy of Better Basketball. He will do a lot for us. Bob is a grand fellow and one of the greatest basketball fans in the country.

I may try to do a Post article some time in the future, but right now I am going to forget the writing game for a little while.

John Burn, of whom he speaks, is one of my boys, and when John played here at Kansas on my team Bob Reed knew of him but he didn't get an opportunity to meet John. That accounts for the interest he took when he went over to the Garden and tried to see John's Hank Luisetti perform. Burn, as you know, is to be dean of men at Stanford next year.

I dislike to keep on asking you for copies, but as long as friendly interest with a fluent pen will boost the book both this year and next I believe it is still a good proposition.

With every good wish, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

February 9, 1938.

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

Dear Mr. McGraw:

I notice the ad for Better Basketball in the Athletic Journal for February, and think it is very nice. However, if you had a cut - a photograph or a play - it would attract much more attention. The basketball season is getting well along now, and perhaps there won't be much more advertising, but I noticed the Athletic Journal carries Piggy Lambert's physiognomy in his ad. I believe this adds to the attractiveness of the advertisement.

Sincerely yours,

Director of Physical Education.

February 10, 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 a letter from Dr. Ray G. Hulburt,
editor of the publications of the American Osteopathic
Association.

It seems as if Better Basketball is causing quite
a bit of comment over the country, but you, better than any-
one else, know how the sales are holding up. We sold a great
number of Basketball Bibles to osteopathic physicians who are
now called on to treat more athletic injuries than anyone
else.

If you feel that you could successfully send Editor
Hulburt a copy I am very sure that he would very favorably
publicize the book, and it would do no harm in the sale.

I will appreciate your consideration of this request.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

February 11, 1938.

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

Dear Mr. McGraw:

Your college department book man, Mr. Norman R. Beers, stopped by to say hello the other day. I enjoyed my short visit with him. He seems to be an affable chap and I gave him as many slants as I could on the possibility of sealing Better Basketball as a textbook to the different schools for their classes. Of course, I amplified on the treatment of athletic injuries, as well as on the pedagogy of teaching fundamentals and team play in basketball.

I have just finished dictating a letter to Frits Crisler wishing him well in his new job at Michigan. I know you Princetonians were sorry to lose him. He is a swell fellow and a great coach, and I full well realize how you hated to see him go. But Princeton always had great coaching and great teams, and I am sure that you men of Old Nassau will see to it that the supply does not run out.

With every good wish, I am

Sincerely yours,

FCA:AH

Director of Physical Education,
Varsity Basketball Coach.

February 14, 1938.

Mr. Curtis W. McGraw,
McGraw-Hill Book Co.,
New York City, N.Y.

Dear Mr. McGraw:

Thank you for your letter of the 11th instant. I know that Robert Reed will be delighted with the book, and I know he will do a fulsome job in publicizing it. He is a great friend of ours and I am sure that the type of work that you people have turned out will catch his eye and cause him to give it a very splendid review in *The Country Gentleman*.

Now, regarding the front diagram on *Better Basketball*. You will recall that this cut was made from exhibit 96, page 279. By looking at this cut on this page it shows Golay clearly off the floor. Maybe some shadowy sketching underneath the feet to show a smooth surface, much after the manner the floor is shown, would give height to the player. And then of course the backboard should be shown with its attendant diagram. The balcony rail back there gives a fixation that helps. By showing the diagram on the backboard it fits in with the scheme of other diagrams shown in the text.

Merely by showing a basket, as the plate now shows it, is foreign to any basketball player's reaction. This just shows a hoop in the space and the proper orientation is not there.

You will notice in this diagram the player's fingers are pushing the ball on the board. But in the cut on the front of the book it looks as if the ball is rolling off the thumb and the player is trying to throw it in the hoop.

It would have been swell if they could have used that cut with the players shown as they are in exhibit 96. There is so much action in this cut that it is a shame it couldn't have been used in its entirety. Player No. 11 is shown on the floor going in for a rebound, and both players in the cut are in wonderful position. It is just too bad that the whole thing could not have been used, because it would not have taken up any more space. Won't you take a look at exhibit 96, page 279, again and see how it could have been improved upon? I am returning the sketches for your file.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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TRADE DEPARTMENT

February 11
1 9 3 8

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

Dear Dr. Allen:

I have been negligent about my correspondence again.

First of all, I have passed on to our Production Department the corrections as given in your letter of February 1 and we will have the plates changed.

In accordance with your first letter of February 7, we will immediately get in touch with the S. O. Fisher Company of Lynchburg, Virginia, about the book.

In your second letter of February 7 you take up the question of your proposal about Mr. Dill's book. I am glad to know about it and several years hence when he finishes anything and is ready to submit it, we will be glad to see it.

The rest of your good letter is concerning the book on athletic injuries. After I have had more time to discuss its contents with the various people here in the office, I will give you a more detailed reply. However, on most of the points we are in complete agreement.

In your letter of February 8 you ask that a complimentary copy be sent to Mr. Robert Reed of "The Country Gentleman", and this I will do immediately. I return his letter herewith.

One further point. In discussing with Mr. Hyland the other day the question of the front die of BETTER BASKETBALL, we were trying to find out how best to change that die to get the figure farther

McGraw-Hill Book Company, Inc.

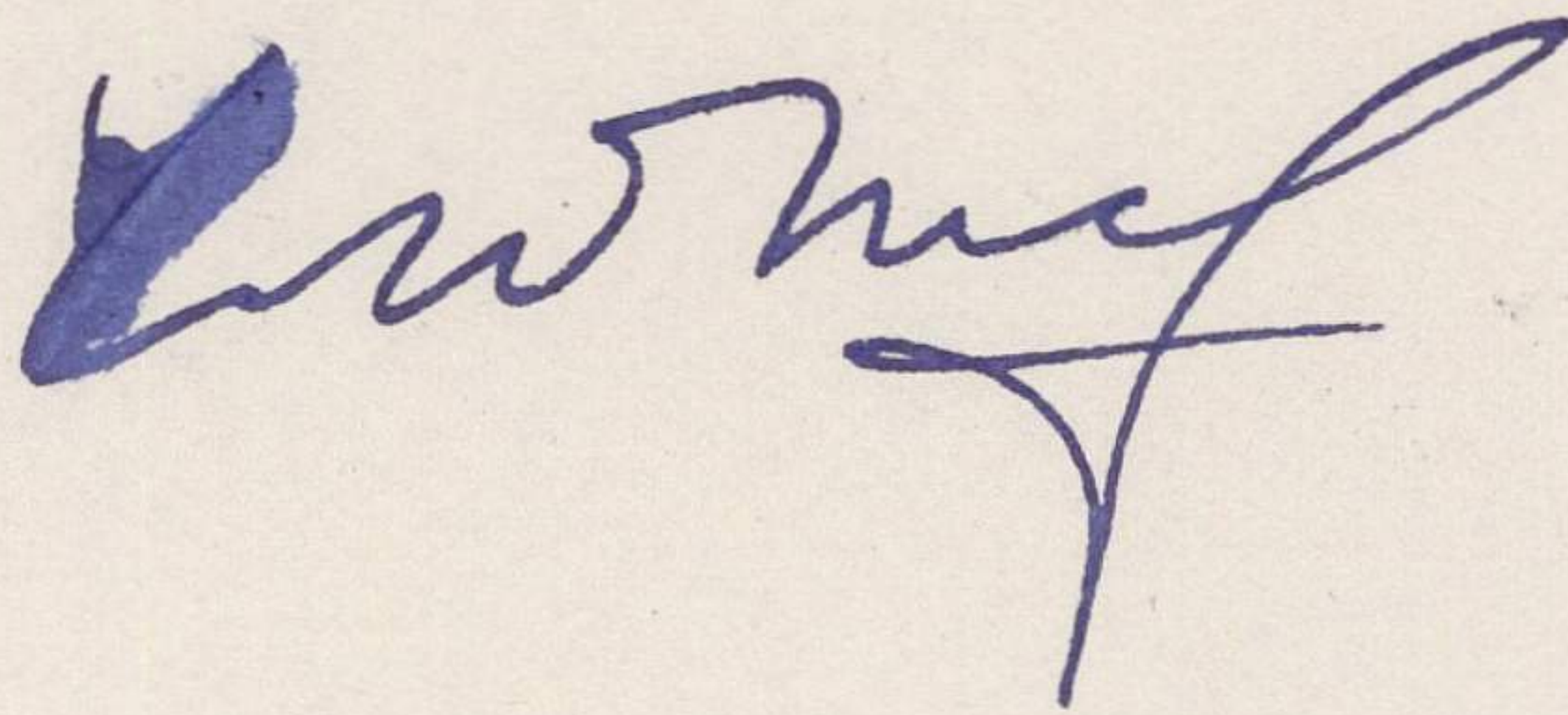
to Dr. Forrest C. Allen

PAGE -2-

DATE 2/11/38

off the floor in an inexpensive manner. Sample "A" enclosed merely drops the bottom line, and Sample "B" removes all the lines of the box. In dropping the bottom line on Sample "A", we would naturally drop your name possibly half an inch. Which do you prefer?

Sincerely yours,



CWM:MK

February 16, 1938.

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

Dear Mr. McGraw:

Thank you for your kindness in sending a copy of
Better Basketball to Dr. Ray G. Hulbert. I am sure
he will give the book a good boost.

I am enclosing a copy of The Kansas Athlete which
carries a review of the book written by Mr. E. A. Thomas,
Commissioner of the Kansas State High School Activities
Association, whom you sent a copy.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

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February 14
1938

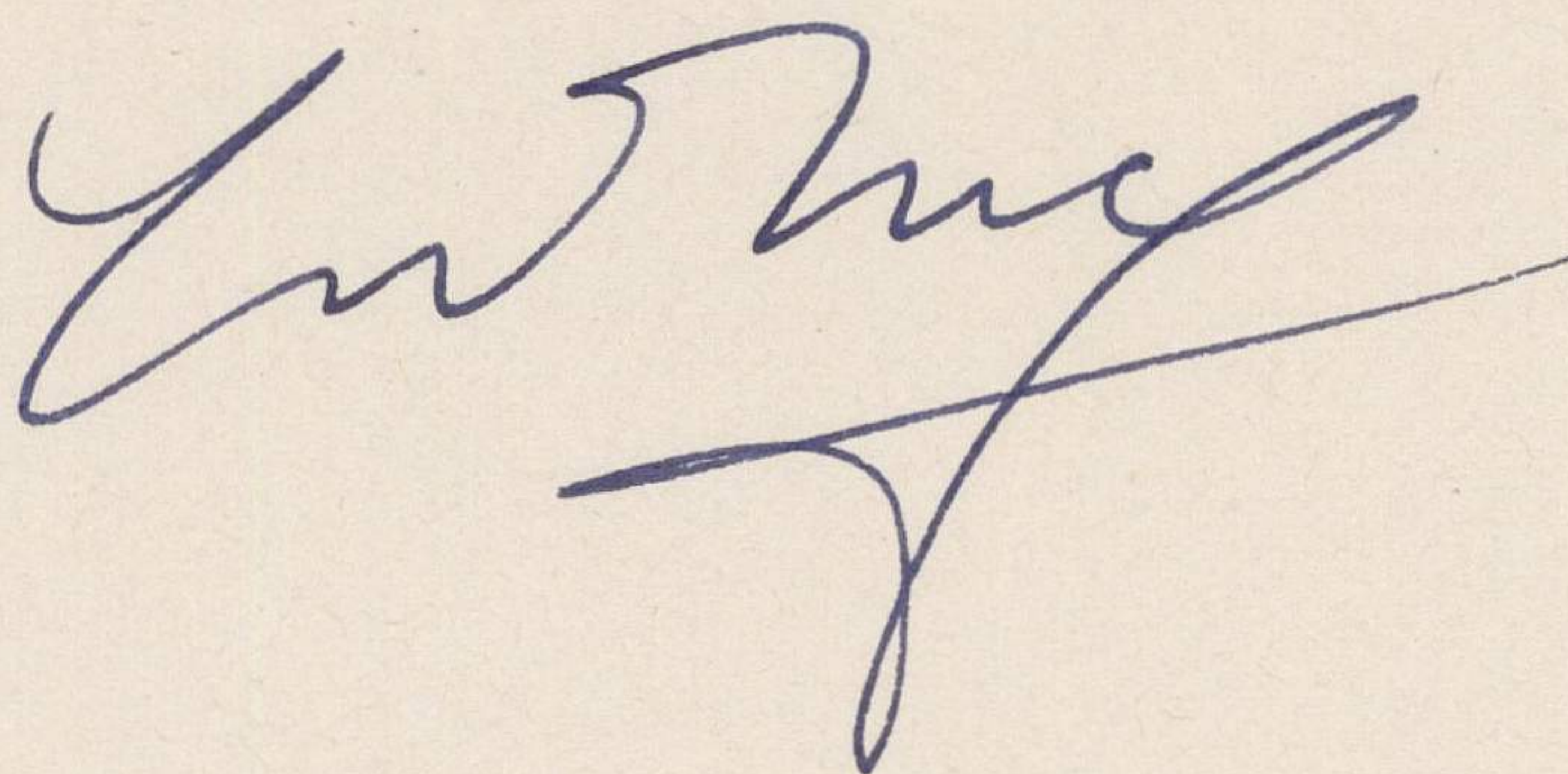
Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

I acknowledge your letter of February 9 stating that you feel our advertisements of BETTER BASKETBALL would be better with a cut, photograph, or play. I agree with this and I am passing your suggestion on to the Advertising Department. Of course, some of the ads have had cuts but the Advertising Department naturally changes or varies their copy at times.

In your letter of February 10 you ask that a complimentary copy be sent to Dr. Hulburt and this will go out immediately. I return Dr. Hulburt's letter herewith.

Sincerely yours,



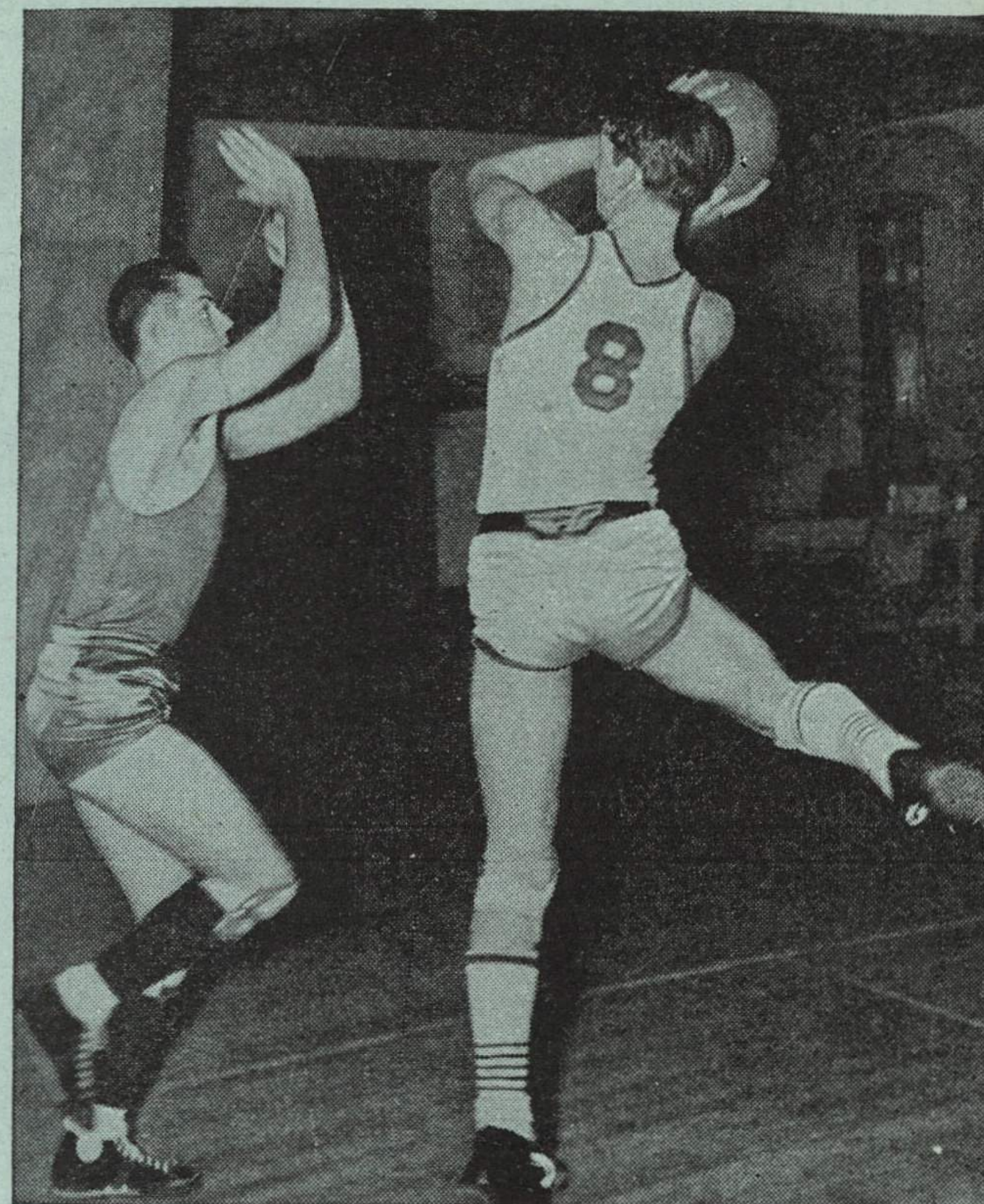
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Master coaching methods

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

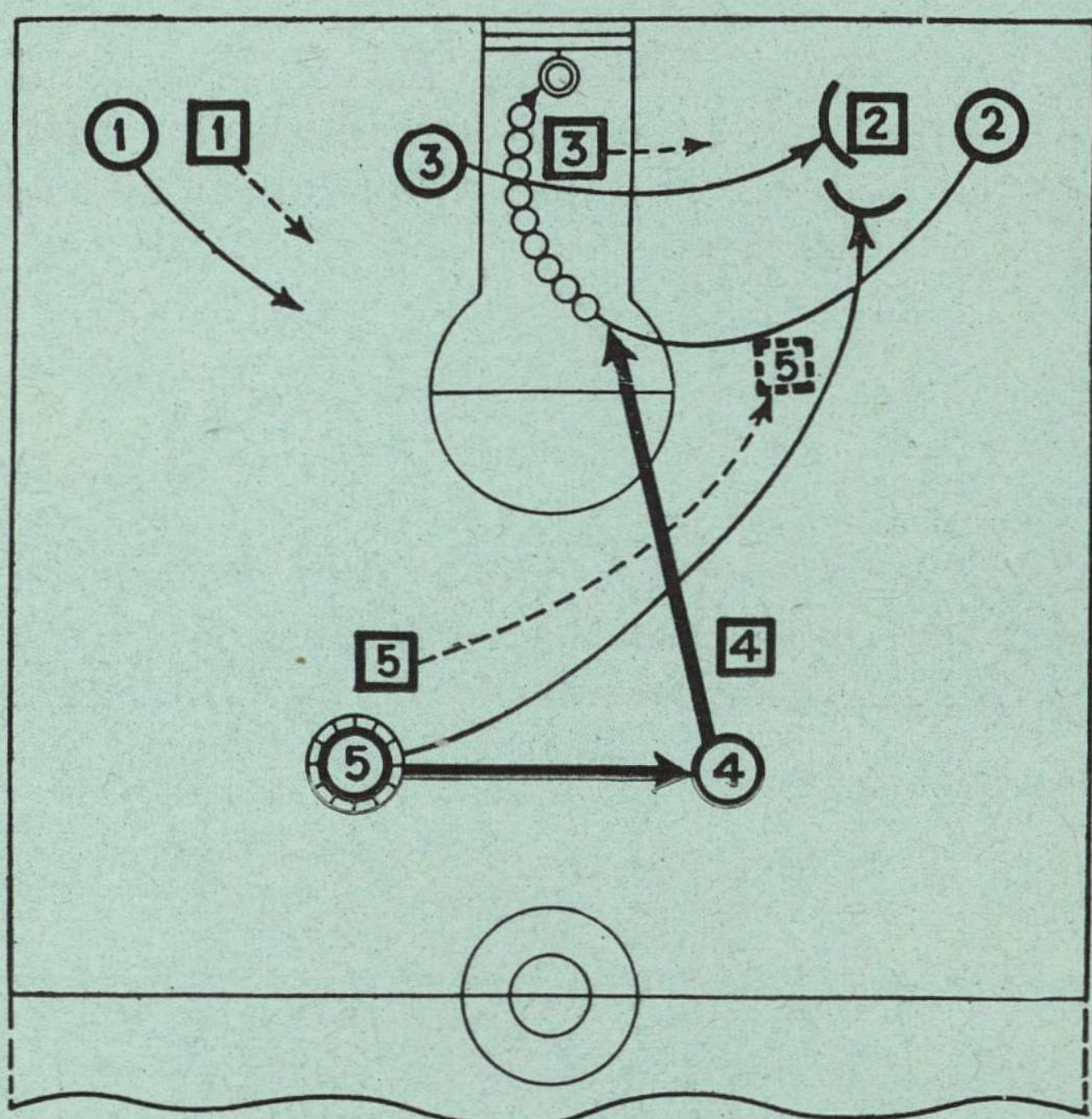
The full treatment of tactics involves discussion of such topics as how to work successfully through a zone defense, including both "set" plays from scrimmage formation and out-of-bounds plays. The author gives thirty-four "set" plays against the man-for-man defense, and many out-of-bounds plays. There 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.

Complete List of Books in the WHITTLESEY HOUSE SPORTS SERIES

Allen's BETTER BASKETBALL

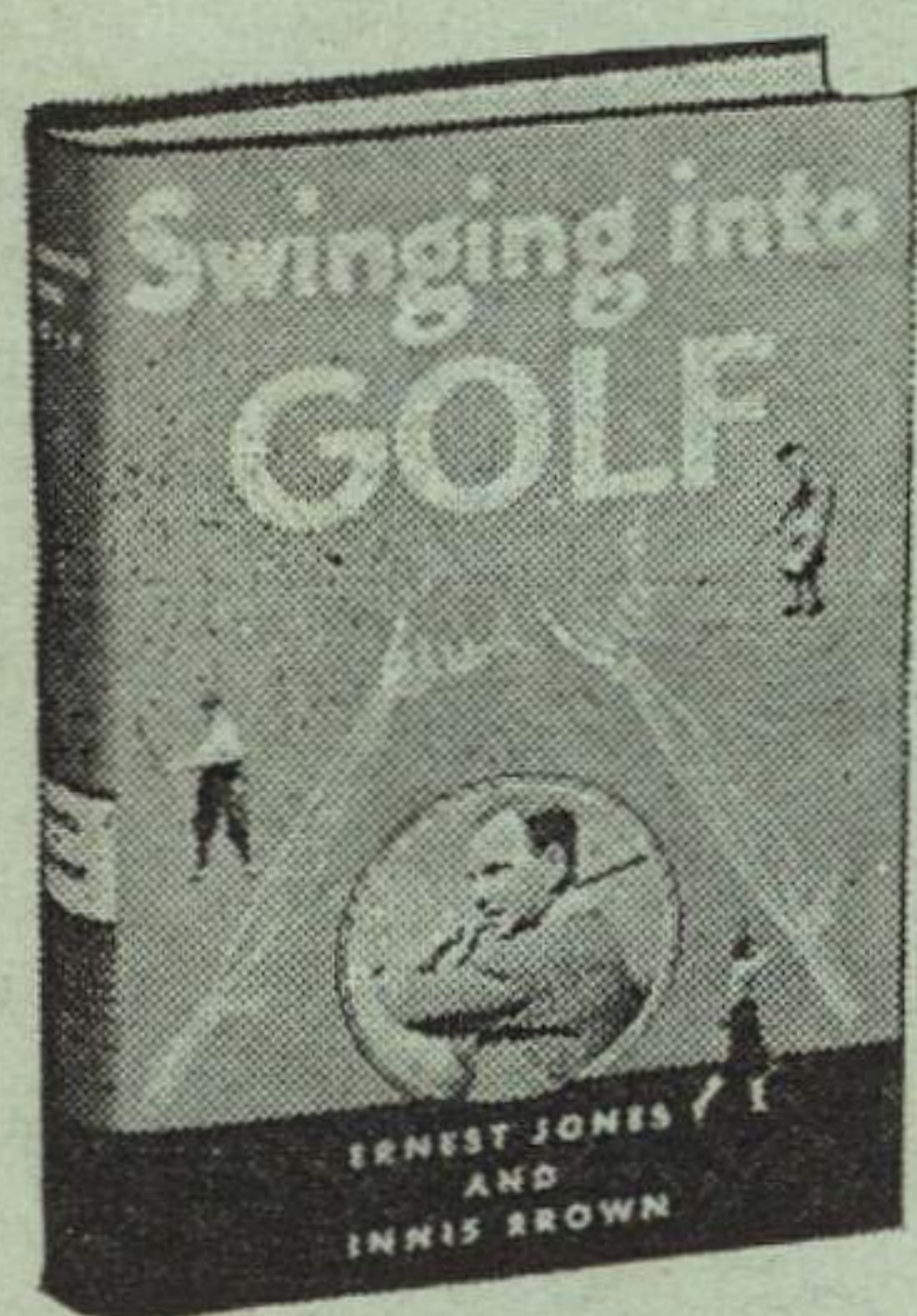
\$4.00

Technique, Tactics and Tales. By FORREST C. "PHOG" ALLEN, *Director of Physical Education and Coach of Basketball*, University of Kansas. A complete, lively treatment, including comprehensive analysis of plays, new material on offensive and defensive tactics, training, etc., and true stories from the author's experience, dealing with winning games. 490 pages, 6 x 9, illustrated.

Lamar's THE ATHLETIC PLANT

\$3.00

Layout, Equipment and Care. By EMIL LAMAR, *Department of Physical Education*, Berkeley High School, Berkeley, Calif. Explains how to lay out, construct, and care for athletic fields and facilities for all types of athletic contests. Gives practical material on constructing athletic equipment in the school shop. Includes suggestions for conducting athletic contests in line with modern trends.



Jones and Brown's SWINGING INTO GOLF

\$2.00

By ERNEST JONES, *Professional*, Women's National Golf and Tennis Club, Glenhead, N. Y., and INNIS BROWN. Ernest Jones says, "The swing's the thing—get that right and you can forget everything else!" His method, emphasizing one simple idea for producing a free natural swing, is explained in detail in this book. 150 pages, 5½ x 8, illustrated.

Bierman's WINNING FOOTBALL

\$2.50

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Little's HOW TO WATCH FOOTBALL

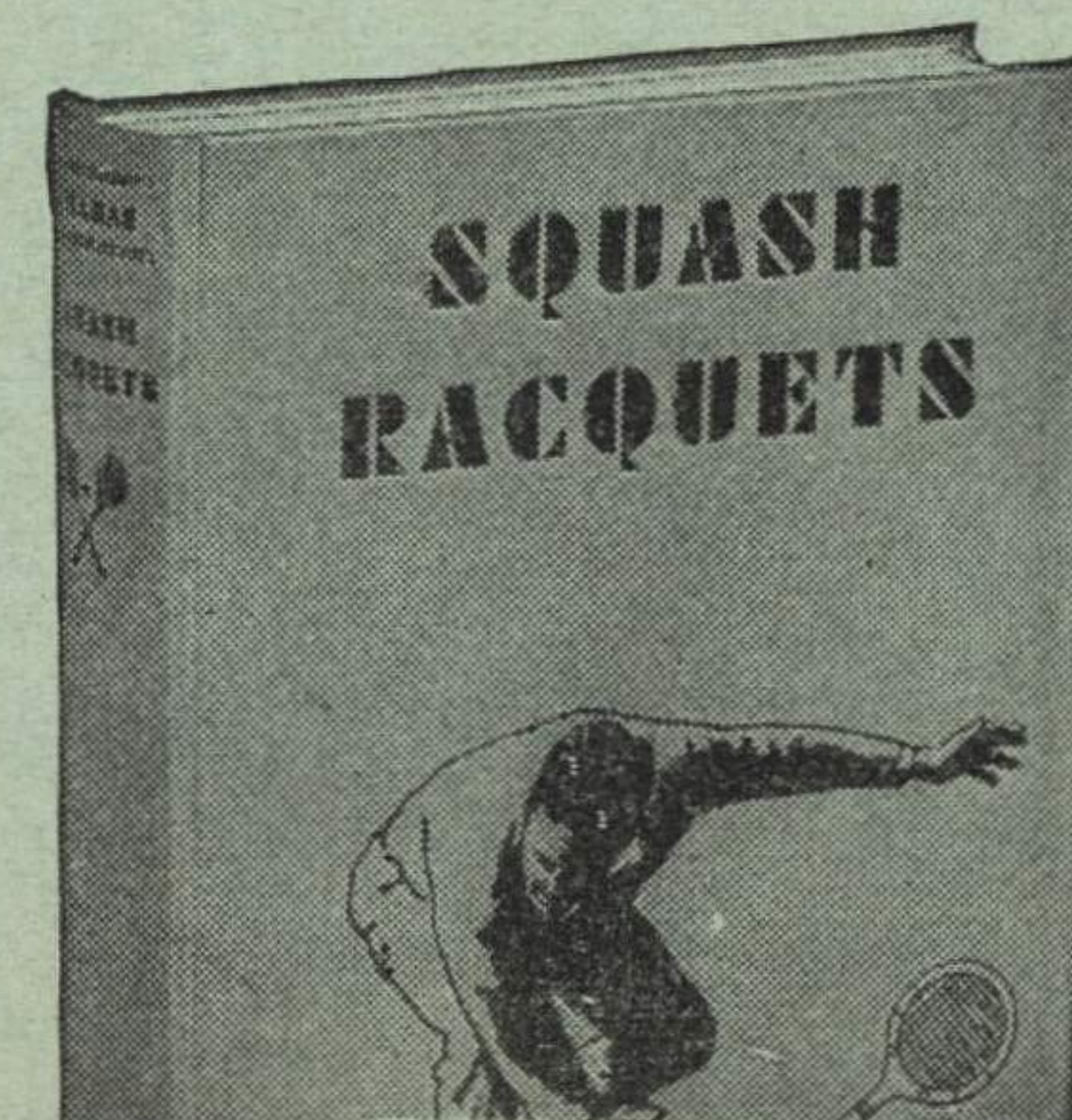
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The Spectator's Guide. By LOU LITTLE, *Head Football Coach*, Columbia University. The reader watches a typical college football game with Lou Little, who explains as the game progresses the significance of the various plays, rulings, stratagems, etc., Includes a brief outline of the author's own methods of building a team.

Skillman's SQUASH RACQUETS

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By JOHN SKILLMAN, *Head Coach, Squash Racquets*, Yale University. A manual for beginners and seasoned players, explaining simply and clearly the technique of the game, describing the actual plays in detail, giving advice on angle and corner shots, volleys, training, tournament play, etc. 190 pages, 5½ x 8, illustrated.



ATHLETIC TRAINERS SUPPLY Co.

455 Broadway

New York, N. Y.

February 25, 1938.

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

Dear Mr. McGraw:

Answering your good letter of February 17th concerning the book on athletic injuries, I think the book around the price of \$2.50 or \$3.00 would be O.K. Right now I am not in the mood to agree to do anything on the care and treatment of athletic injuries book. A title might be "Treatment and Prevention of Athletic Injuries -- Football, Basketball and Track".

Schools get along without trainers in all sports except football, and I am still headstrong enough to feel that if you do not get football in there you make a mistake in your sale.

If you could wangle a foreword out of our friend, Dr. Morris Fishbein, it would be great. But I doubt whether he would do it. However, I do know some medics who are good friends of mine and who might be in better position to speak authoritatively on athletic injuries than our good editor of the American Medical Association. However, I say unqualifiedly he is the best to obtain, if possible, to do this kind of work.

I would not want to wait until the entire manuscript is finished, if I were you, to see whether we could obtain his blessing or not. Why not let him see our chapter on Treatment of Athletic Injuries in "Better Basketball", and get his reaction to that. Then if we could not get him we can obtain some one else who will help us.

With every good wish, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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330 West 42nd Street

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February 17
1938

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

Dear Dr. Allen:

I have now had a chance to discuss with our editors the question of a book on the Care of Athletic Injuries. They have also gone over the comments in your letter of February 7 about such a book and are prepared to encourage such a venture.

May I also say for your information that Lowe and Campbell feel there is a good market for such a book as well but they urge that it be a reasonably priced book. I should think one for around \$2.50 would suit them and those interested as well. I agree that it should certainly not be more than \$3.00.

First of all, it was the feeling of all of us that the book should be as broad as possible and the title not contain the word "Football", which limits to a certain degree the market. Our suggestion as to a title, as stated to you before, would be "Care and Treatment of Athletic Injuries" or possibly "Treatment and Prevention of Athletic Injuries".

We do not want you to think we are hurrying you in this matter for I note that while you feel there is a real need for the book, you do not care to work on it at the present time. I cannot say that I blame you although I should not think this undertaking would be nearly as large as the basketball book, particularly because part of the work is already done. By that latter statement I refer to the hundred pages which are included in BETTER BASKETBALL. What would you think if we should aim at publishing the book say in July or at the latest, August of 1939, which would mean that the complete manuscript should be in our hands by February of 1939 at the latest?

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -2-

DATE 2/17/38

I have not gone over the hundred pages concerning injuries in BETTER BASKETBALL carefully so I do not know whether that section can be lifted out and with other material added, have proper continuity. Certainly we should be able to use all the cuts. Whether some of the present material in the book would have to be rewritten and expanded somewhat, I do not know. That, we would leave to your judgment. However, we should not try to save too much if the section cannot properly be used as a whole.

On the other hand, as stated to you before, BETTER BASKETBALL was very expensive. We should watch our expenses carefully in this book for we probably have not as wide a market as for the BASKETBALL book.

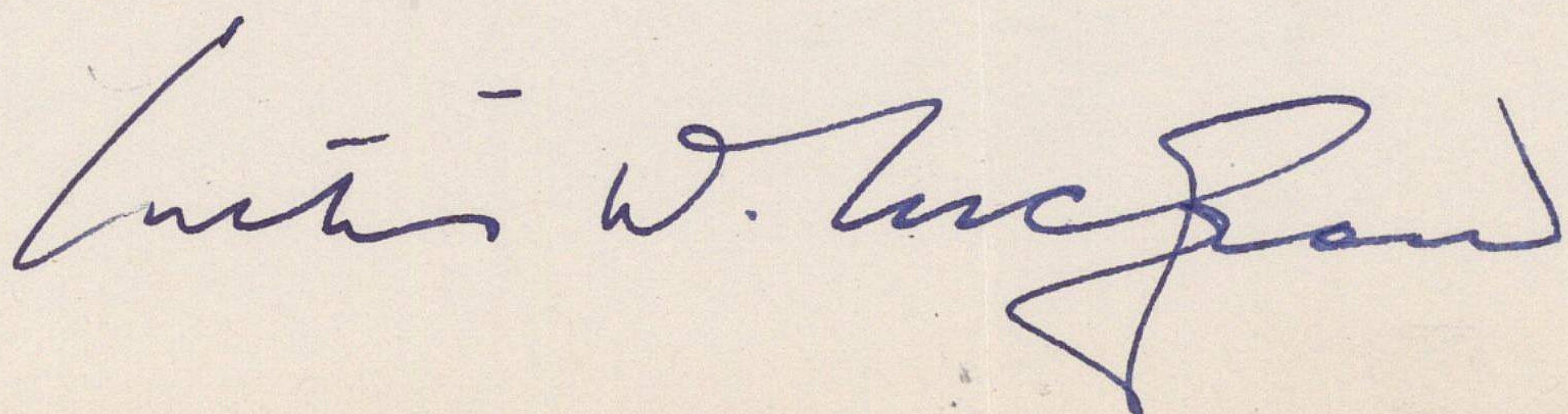
We have noted your comments on other books on athletic injuries and hence we feel that a real book on this subject may considerably exceed our expectations.

We agree also that the question of food and nutrition should be taken up as well as training methods, but I would not devote too large a portion to it for that is really another subject in itself and may be the basis for a future book.

We are also glad that you agree with us that an M.D. might contribute a Foreword which would tend to break down a lot of silly professional prejudice. The thought just occurred to me that one of our authors is Dr. Morris Fishbein, who is Editor of the Journal of the American Medical Association, and after reviewing the manuscript he might be persuaded to give the book his blessing. I, of course, have not discussed the matter with him, nor would I without your permission. I also do not know whether he is a rabid anti-osteopath or not, but you might like the idea.

At your convenience, your comments will be appreciated.

Sincerely yours,



CWM:MK

February 25, 1938.

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

Dear Mr. McGraw:

Answering your good letter of February 19, I want to assure you that so far as I was concerned I had forgotten altogether about the symbol or decoration that was stamped on the front cover of Better Basketball. But since you wrote me about your making the change I again gave you my opinion.

I still believe that a basketball coach knows more about special technique and form than anyone else not in the game. The thing that I felt badly about was that I spoke to Mr. Hyland when I was there in New York and he said, "Of course we will make something that will make a good illustration."

I will forget it with the assurance that so far as I am concerned it is over the dam.

You will pardon me also when I tell you that I think the color chosen was perhaps the most unsatisfactory color that I know of. The jacket cover is everything that you would want on a book. But the book cover, in my opinion, is horrid. Please excuse that word.

In the new printings wouldn't it be possible to use some other color, either red or blue, or any other color but this sick lemon-orange, or grapefruit.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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February 19
1 9 3 8

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

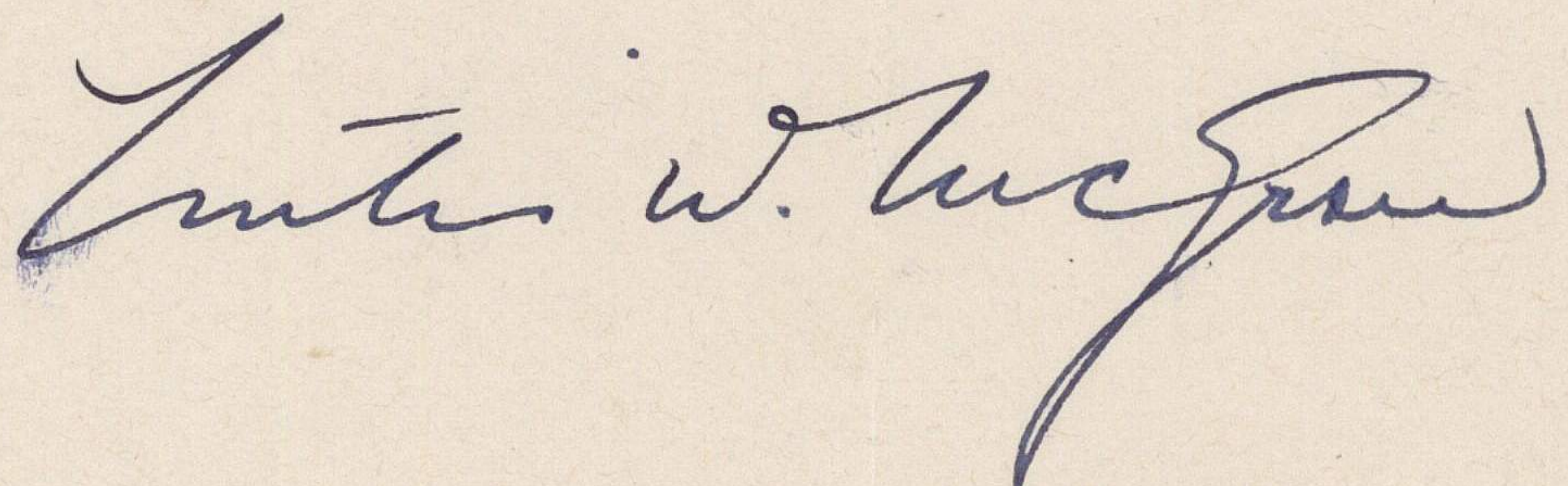
Dear Doctor Allen:

I acknowledge your letter of February 16 enclosing the review of the Kansas Athlete written by Mr. Thomas to whom we sent a complimentary copy of BETTER BASKETBALL. I have just had a letter from Mr. Reed thanking me for the complimentary copy sent him and he says he will review BETTER BASKETBALL next Fall as all his space is scheduled up to that time.

I have read with care and interest your letter of February 14 concerning the diagram on the front cover of BETTER BASKETBALL. First of all, let me say again it is our feeling that the diagram on BETTER BASKETBALL and most our other books is merely a symbol or decoration and it is not really necessary that it be perfectly accurate. All our diagrams are made from brass dies which are cut by hand and which are very expensive. I think the one used on BETTER BASKETBALL cost \$40.00. We use brass dies because they are much more satisfactory in manufacture and the stamping comes out much more clearly on the rough cloth. We could, of course, use the cheap \$5.00 line-cut but from our standpoint it would not be satisfactory. To do what you want done with brass ~~cutter~~, we would have to have a special drawing made to follow and the whole cost would be in excess of \$100.00. Then too, on brass dies there cannot be too much detail or it will not properly show up. Hence, I think the only reasonable thing to do is on Plan A to drop down on the diagram about a half-inch and end the matter.

Sincerely yours,

CWM:HML



February 25, 1933.

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

Dear Mr. McGraw:

I am sending you a letter from Ed Kerrigan, the sports editor of the Tulsa Tribune. I thought that we had included him in our list, but I see that we did not.

I do not know whether you realize that Oklahoma is basketball mad, and Tulsa not only has the University of Tulsa there but is quite a basketball center. I am wondering if you would send Ed Kerrigan one. Since we have licked the Oklahoma Boy Scouts down there we are coming in for a lot of praise, and I believe that we can build up a demand for this book next year that should be rather remunerative.

There is so much stuff in the book that sports editors can take out that applies to what we have done, and will give us credit for it. In fact, a great many already have done that. You know, a lot of these sports writers take a glance at the book, then lay it aside and at the first opportunity they will delve into it again. I find that many of these fellows will go back two or three or ten times and get some part of the book, just by way of saying that they believe this or that.

If you feel it worth while I would be happy if you would send Kerrigan a copy of Better Basketball. If at any time you feel like these demands are too much, please say so, but I am trying to keep all these sports writers boosting the book if I can.

With every good wish, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

February 25, 1938.

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

Dear Mr. McGraw:

I am sending you a review of Harold Keith's article on Better Basketball. As you know, Mr. Keith is a very clever publicity man at the University of Oklahoma. He coined the term for the Oklahoma basketball boys - "Boy Seats", and it got a national play-up.

Perhaps Harold has sent you one of these, but I am sending this along for your personal perusal. He is a very clever critic, and I know that this will get a big play-up all over the country.

I am also sending you a copy of Harold Keith's letter to me showing you that he really is endeavoring to do the book all the good that he could. It is such friends as these that we can count on.

With every good wish, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH
Enc.

surreptitiously

February 25, 1938.

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

Dear Mr. McGraw:

I might state that while I was Athletic Director here at the University of Kansas we hired Mr. Franklin W. Cappon as head football coach several years ago. He and Kipke had just finished Michigan, and Cappon was on the staff at Michigan as assistant to Kipke. We had very many fine reports on Cappon and we had hoped that he was the man who would lead us out of the football wilderness.

His first year was a very disastrous one. He had some previous coaching at Luther College, and we felt that he was in line for bigger things. He surreptitiously worked with his assistants and they endeavored to pull a coup d'etat in which everybody would look bad in the athletic administration except the football coach.

Harold Steele, one of his Michigan football men, who was his line coach, resigned with him, as did Guy Lockabaugh, the Oklahoma A. & M. wrestler and football player who was assisting him. Lockabaugh is now football coach at Grimell College. John Sabo, who was an Illinois product under Patsy Clark before Cappon came here, was also Cappon's assistant. He resigned likewise.

Cappon appeared before the Athletic Board the afternoon previous to the announcement of his resignation and stated that he had the only copy of his resignation and did not give it out to anyone. However, he had already given a copy of his resignation to Edward W. Cochrane, who was then sports editor of the Kansas City Journal Post, and who is now sports editor of one of the Chicago newspapers. The Post sprung a coup announcing the resignation and caused much ill feeling. I was in the Board meeting and heard Cappon make the statement that no one else had a copy of the resignation, and he would be personally responsible to see that it was not announced as it had been planned.

In the light of these facts and others, I am very sorry that I would be unable to say anything that would help Cappon. He did not tell the truth in this and other instances, and I personally would not want my boy under him.

You will keep this entirely confidential, as I never make it a practice to say things that will injure an applicant but in the light of this experience, which is the worst that I have ever had with any individual, I could not say less.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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February 21

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

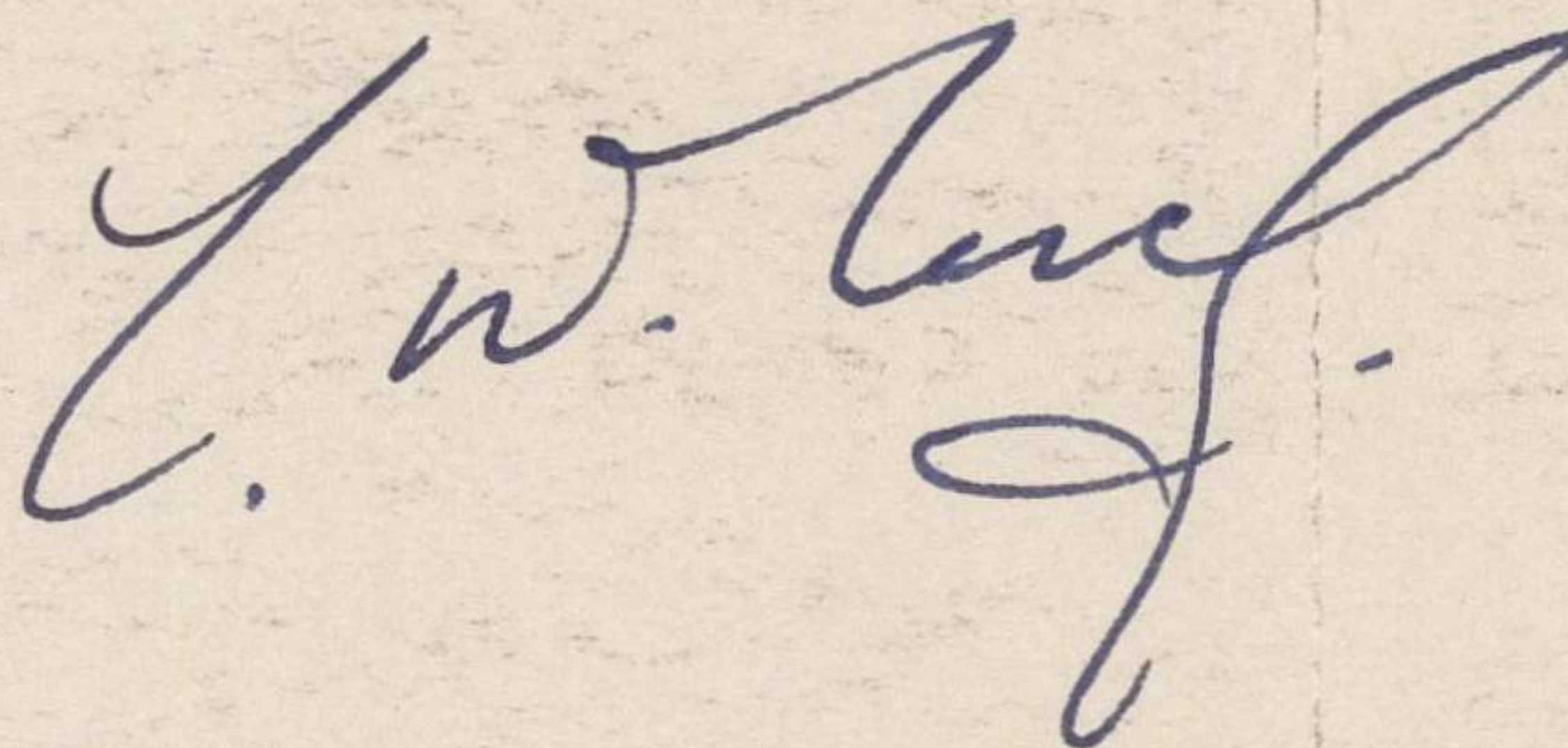
Dear Doctor Allen:

Will you give me, confidentially, at your earliest convenience a report as far as your relationships and observations are concerned relative to Capon who is now Basketball Coach at the University of Michigan. I dislike bothering you but your thoughts and opinions will be valuable and helpful to me. Naturally, I will keep anything you say confidential as well.

It is my understanding that you know Capon quite well and are conversant with his background, abilities, and character. I had heard that he had coached under you or had taken one of your courses or possibly played under you, but I am not sure of the facts.

Whatever you care to tell me will be appreciated.

Sincerely yours,



CWM:MK