

December 11, 1937.

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

Dear Mr. McGraw:

Some of the books in shipping had the
jacket cover damaged badly -- some so badly that
they cannot be used.

I am wondering if you would have your
firm ship me 10 or 12 jacket covers so that I can
replace the injured ones on these books.

Very cordially yours,

FCA:AH

Director of Physical Education.

December 11, 1937.

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

Dear Mr. McGraw:

I have just received a copy of The Coach, Lowe and Campbell's trade magazine. On page 6 they have a story about the new book, Better Basketball. Do you not think it would be a fine thing to have electro-plate cuts so that they could be sent to the various publications advertising the book. A cut in this article would have set it out much more comprehensively.

This brings me to a very important detail. When in New York I talked to your Mr. Hyland regarding the artist's sketch on the book front cover. I told him that if we could get a photograph of one of the players in action and reproduce that on the cover it would be one of the best ads that we could get. When I was with him I tried to pick out some of the photographs that did show action and grace, and at the same time sell the book. He assured me that they had expert artists there and that would be well taken care of.

I had hoped that he would submit the drawing to me for final approval before the thing was completed. I told him that we had used Ackerman, our star basketball player, on the cover of "My Basketball Bible". It showed him jumping with the ball at center.

This jacket cover is a dandy, but the cut on the front of the book is, in my opinion, very poor indeed. Will you kindly compare the cut that we have on the Basketball Bible, using your desk copy for comparison, with the cut that is used on Better Basketball? After you look at the jacket cover with its wonderful get-up, its brilliance and form of the people shown, and the artistry of it, and then look at the front cover of the book, it is a tremendous let down. To be honest with you, when I made the two comparisons my heart sank. The next move that I made then was to go through the book and find the exhibit that the artist apparently sketched the picture from. Please refer to page 171, exhibit 72, and note the astounding difference of the form and action of these two players. I do not believe it is necessary for me to say more.

I hope in the next edition, or the next run, or the next printing - whatever you call it, that this can be changed and an exact reproduction of exhibit 72 can be made.

I dislike to complain about little things, but this is not a little thing, in my opinion. It really makes or breaks a book when an expert basketball man looks at such an action cut on the front of ~~what I think~~ is a very good basketball book.

Mr. Hyland will doubtless remember my stressing this point very emphatically. He assured me that this would be taken good care of, and yet I never heard anything about it until I received a copy of the book.

Very sincerely yours,

FCA:AH

Director of Physical Education.

December 13, 1937.

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

Dear Mr. McGraw:

I am enclosing the Wittenberg Bulletin for your inspection. K. G. Lind, the director of the Wittenberg News Bureau, is a voluminous writer and a great basketball fan.

Pop Warner and I had a coaching school there in 1927, and in 1929 Bob Zupke and I had a similar one. We had 365 coaches there at that coaching school. I think the size of the school was directly due to the wonderful publicity that K. G. Lind put out.

I am wondering if you would send him a copy of "Better Basketball", and ask him to give you a boost for the book in that section.

Edgar Tullus is the president of Wittenberg College, and he is also president of the First National Bank at Springfield, the largest and most influential bank in that part of Ohio. Lind is the man who builds him up and puts him over. I am sure a book sent to Lind would do a lot of good.

I wrote you about Biff Jones. I believe it would be well to send Dana K. Bible, at the University of Texas, a copy of the book and ask him to give you a boost. Dana is a good friend of mine, and I am sure that it would do no harm for him to receive a copy.

Sohaki Ri, of Waseda University, Tokyo, Japan, is another professional and business friend of mine who has more to do with basketball in Japan than any other individual. If it is consistent with your policy to mail him one, I would appreciate it. I would like for you to write him a personal letter, if you would. It was through his influence and that of Dr. Karl Diem when we met at Los Angeles at our Olympic Games that we put over basketball in the Olympics at Berlin. Sohaki Ri was in the States about three months ago and wired me, but I could not go to New York to see him. He is the head man for Olympic basketball in Japan for 1940.

If I am asking for too many copies to go to these different people it is only because I desire to spread the sales interest of the book. You tell me if I am going too far.

Sincerely yours,

FCA:AH

Director of Physical Education.

December 13, 1937.

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

Dear Mr. McGraw:

It seems as if we cannot get the information
to all of our populace regarding these books.

Last summer I had a coaching course at Lake
Okoboji and we had several of the coaches from Mason City
in attendance. Doubtless some of these boys want the book.

Very sincerely yours,

FCA:AH

Director of Physical Education.

ps, Lander -

December 13, 1937.

Mr. Paul W. Champlin,
Decker Bros. Sporting Goods,
Mason City, Iowa.

Dear Mr. Champlin:

Mr. Curtis W. McGraw, vice president of the McGraw-Hill Book Company, 330 West 42nd Street, New York City, will be happy to handle any orders that you may care to send him for "Better Basketball".

I am sorry that you have been unable to get the proper information regarding the distribution of this book.

I am sending you a short review of the contents of the book, and trust that you will be able to receive these from Mr. McGraw without delay. I am very pleased with the content and get up of the book, and I hope that you will find it very complete.

Sincerely yours,

FCA:AH

Varsity Basketball Coach,
Director of Physical Education.

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of Athletic
and Sporting Goods

December 11, 1937

Mr. Forest C. Allen
c/o University of Kansas
Lawrence, Kansas

Dear Mr. Allen:

We would like to purchase
a copy of your latest book on
Basketball at once.

We have been unable to
obtain any through the book
agencies we have contacted and
would appreciate it very much
if you could suggest a source
of supply.

Yours very truly,

Paul W. Champlin

P. Champlin, Sales Mgr.
DECKER BROS.

PWC:EP

December 14, 1937.

Mr. Jack Justice,
416 South Lincoln,
Chanute, Kansas.

Dear Jack:

Your letter of the 12th instant just received regarding "Better Basketball". The books are on sale at many book stores in all states.

However, if you desire one I would be glad to autograph it for you and mail it to you parcel post without the carrying charge. The price of the book is \$4.00.

That may seem like a lot of money to a young man who perhaps earns a small amount and asks his parents for the rest of it, but I am sure after you see the book and read it that you will consider it worth the money. If you will send me a check or money order for that amount I will be glad to send it duly autographed.

I am just wondering if by chance your father is a K. U. man. It seems to me I was in school here along in 1905-06-07 with a Justice from Chanute.

With every good wish, I am

Cordially yours,

FCA:AH

Varsity Basketball Coach,
Director of Physical Education.

Jack Justice

MRS. B. S. JUSTICE

416 SOUTH LINCOLN

CHANUTE, KANSAS

Dec 12, 1937

Forest & Allen,
Lawrence, Kansas
Dear Sir:

Will you please advise me
where I might secure your
new book "Better Basketball;"
also the price of it? I am
a sophomore in High School and
very much interested in the
game and I feel sure that
your new publication will
help me improve my game.

Thanking you for your
consideration in the matter, I
remain,
yours, Jack Justice

December 15, 1937.

Miss Pearl Best,
c/o A. G. Spalding Bros.,
1012 Grand Avenue,
Kansas City, Mo.

Dear Miss Best:

I am today mailing by parcel post one copy of "Better Basketball", addressed to you in care of A. G. Spalding Bros., 1012 Grand Avenue, Kansas City, Missouri.

We are invoicing this \$4.00 book to your firm for \$3.00, plus postage 12¢

Doubtless your New York office will care to purchase some of these for your firm. I am today writing Mr. Curtis W. McGraw, vice president of McGraw-Hill Book Company, 330 West 42nd Street, New York City, the publishers of the text, asking him to contact your New York office for possible sale of the book.

Thank you very much for the order. You may make your check payable to Mrs. Forrest C. Allen, 801 Louisiana Street, Lawrence, Kansas.

Sincerely yours,

FCA:AH

Director of Physical Education.



A.G. Spalding & Bros.
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SPALDING SALES CORPORATION

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1012 GRAND AVENUE
KANSAS CITY, MO.

December 14th, 1937

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

Dear Dr. Allen:

We have a customer for your book on
"Better Basketball."

Will you kindly send a copy of this
by return mail, marked for Miss Pearl Best, to-
gether with an invoice and remittance will be
forthcoming.

Thanking you to give this matter
your usual prompt attention, we are

Yours very truly

A. G. SPALDING & BROS. DIV.

M. Miller

MM:OJ

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JOHANNESBURG

December 15, 1937

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

Dear Mr. McGraw:

I received an order from A. G. Spalding Bros., 1012 Grand Avenue, Kansas City, Mo., and would have sent it to you, only I presumed that they desired this copy right away. For that reason I made a 25% discount to the firm.

I am wondering if it would not be possible for your people to contact A. G. Spalding Bros. in New York toward the possible purchase of some of these books, or at least a listing of Better Basketball in their catalog.

I am well acquainted with Jay Wyatt, their college man and a close adviser to the head of the firm. He is in charge of all salesmen, and has a very responsible position with Spaldings. He is very close to Mr. Tweede and Mr. Lincoln. Jay is an old University of Missouri boy, and I know him very well. He would know more about the possible sales of this book than some of the other people.

Of course, John T. Doyle, the director of the American Sports Publication, a Spalding publication, is a personal friend of mine, and as you have him on your list I am very sure you could use him to contact the necessary Spalding people as far as recommendations go.

By the way, Mr. McGraw, our contract with your firm calls for six or seven author's copies. Perhaps you may feel that you sent out so many that I should not ask for this, but I have thought of the author's copies as coming to me so that I might autograph these and give them to some of my close colleagues and personal friends here at the University and other places. I would appreciate your sending them to me if it is consistent with your idea. I would like to use them for Christmas presents. The list that I gave you, and to whom you have sent books, were not personal friends but were people that could be used for increased sales.

-2-

I am sending a clipping from the Des Moines Register and Tribune, See Taylor's paper, and one from C. E. McBride. I thought you would enjoy seeing them. I am also sending some of the letters that came in regarding the book. When you have finished with the letters please return them for my files.

Very cordially yours,

FCA:AH
Enc.

Director of Physical Education.

December 18, 1937.

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

Dear Mr. McGraw:

I want you to know that I have received a great number of compliments on the fine texture of the paper that you have used in "Better Basketball".

These compliments have come in consistently from all of the people who have written saying that the publishers used a fine grade of paper.

I want you to know that we are grateful for this, because nothing helps a book so much as the paper on which it is printed.

Very sincerely yours,

FCA:AH

Director of Physical Education.

December 18, 1937.

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

Dear Mr. McGraw:

I am sending you a letter from Mr. Marion H. Miller, editor of "The Coach". I thought you might be interested in seeing it, as Mr. Miller suggests.

Sincerely yours,

FCA:AH

Director of Physical Education.

December 24, 1937.

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

Dear Mr. McGraw:

Answering your good letter of the 21st instant concerning Mr. Brody's ideas, beg to state that there is a tendency among all high schools to eliminate girls' competitive basketball.

However, the independent field is increasing because of the demand of certain firms like beauty schools, business schools, and so forth, to use a team for advertising purposes.

I would not be enthusiastic about the possibility of selling many books on girls' basketball. However, I would suggest that you write Mr. H. V. Porter, 11 South LaSalle Street, Chicago, Illinois. He is a member of our National Basketball Rules Committee, representing the high schools, and he is the executive secretary of the Illinois State High School Athletic Association. He can give you a very definite opinion that should be quite authoritative.

By the way, we are playing Drake University at Des Moines on December 29 in a clinic game for the Des Moines Register and Tribune. They are promoting it like the Golden Gloves which is promoted by the Chicago Tribune. I will make it a point to talk with Mr. Brody and get his slant without informing him that you have sent me his letter. I am returning his letter for your files.

With kindest regards and best wishes for the coming year, I am

Sincerely yours,

FCA:AH
Enc.

Director of Physical Education.

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McGraw-Hill Building

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December 21

1 9 3 7

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

Dear Dr. Allen:

Enclosed herewith is a letter dated
December 15 from a Mr. Frank Brody of the Des Moines
Register and Tribune.

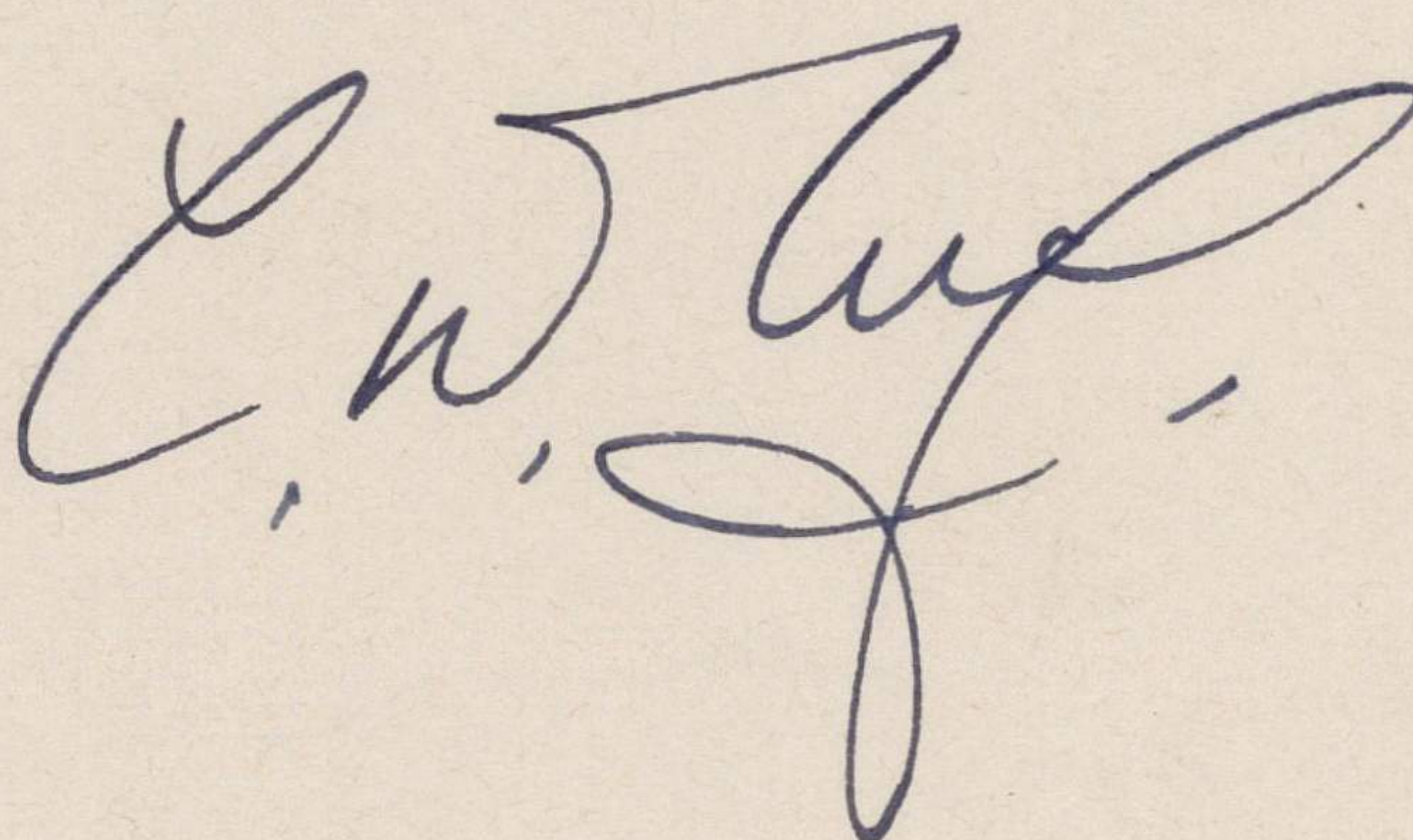
Mr. Brody proposes a book on Girls'
Basketball. On this subject, I am very interested,
both as to the number playing and its popularity.
It does not seem to me that girls would really
be sufficiently interested as boys would to buy
a book. However, I am writing to ask your good
judgment.

Perhaps, too, you might know Mr. Brody
but anyway your thoughts will be most interesting
and helpful.

Will you return the letter with your
reply.

With kindest regards and Best Wishes
for Christmas and the New Year,

Sincerely yours,



CWM:MK

December 30, 1937.

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

Dear Mr. McGraw:

This will acknowledge your letter of December
17th.

May I plead ignorance. I have not opened the last box of your express shipment because I had no place in my home to unpack all of the books, and I thought that they were in better shape in the container, so I have not checked the shipment and this accounts for my mistake in asking you for the six author's copies.

I remember the six wrapped separately because they were in one of the cartons that I opened. I am very sure that your firm's count is correct, and I am not even checking on the shipment. I am sorry, however, that I bothered you with this detail.

Regarding the A. G. Spalding Brothers store of Kansas City - they are always behind in almost everything they do, and that is the reason that I thought a letter from you to Spaldings might call attention to the Kansas City store which is receiving orders but apparently had not received their shipment. I thought in that way it might stimulate them to activity.

John Doyle is an especially good friend of mine, and I am very happy that he has received a complimentary copy. Bing Smith, of station WREN, continues to boost the book, as has the Journal-World, a local newspaper. I did not feel like asking you to send them a book, but I understand their man Busby wrote you and you did send one. They really gave it a good play. Thank you so much.

I also wish to acknowledge receipt of the four books for Messrs. Penner, Landers, Falkenstien and Giamangelo. I have autographed the books, and I thank you immensely.

Sincerely yours,

FCA:AH

Director of Physical Education.

McGraw-Hill Book Company·Inc.

McGraw-Hill Building

330 West 42nd Street

New York, N.Y.

December 16
1 9 3 7

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

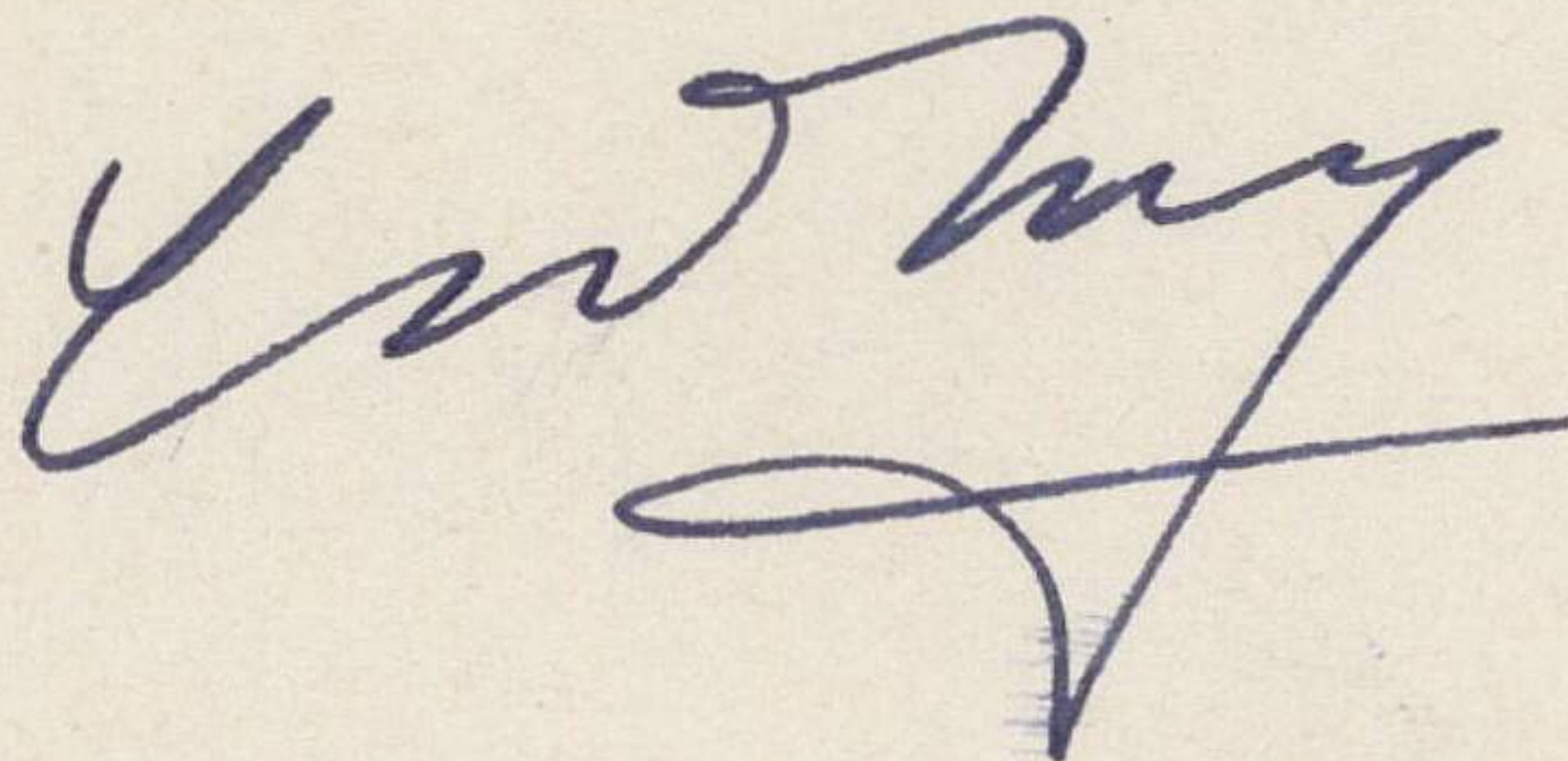
Dear Dr. Allen:

Under separate cover, I am
sending you four complimentary copies
of BETTER BASKETBALL for Messrs. Penner,
Landers, Falkenstien, and Giannangelo,
as mentioned in your letter of
December 8. ✓

These I am sending direct to
you because you wanted to autograph
them before giving them to the boys.

Sincerely,

CWM:MK



Rec'd
12/21/37

JAMES H. McGRAW, JR.
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December 20
1 9 3 7

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

Dear Dr. Allen:

Thanks for your two letters of December 18.

I am glad you like the paper. It is one of our best grades and, of course, we had to use a glossy paper because of the number of illustrations.

The letter from Mr. Miller, Editor of "The Coach", is also interesting and I am returning it herewith.

From now on we should start getting some good reviews and we, too, feel that the book will be well received from every standpoint. As I have said to you previously, I feel also that it will have a good long life.

Sincerely,

Curtis W. McGraw

CWM:MK

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1509-11-13 BALTIMORE AVE.,
KANSAS CITY, MO.

December 17th, 1937

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

Dear Dr. Allen:

Following is a testimonial on your new basket ball book which has just been received through our Chicago store. I thought it would interest you and expect to use it in the next edition of "THE COACH".

" Please find enclosed four dollars (\$4.00) for payment of Forrest Allen's book "BETTER BASKETBALL". I want to state right here that it is everything that a coach or player could ever hope to expect and I think it is a great monument to a great game. There should be a copy of it on every coach's desk who pretends to be up on current trends in basketball.

Sincerely,

RONALD B. MYERS, Ath. Dir.,
Luther High School,
Luther, Michigan.

Perhaps you might want to forward this on to McGraw-Hill also.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS COMPANY

By *Marion Miller*
M. H. Miller, Editor "The Coach"

MHM:LR

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December 17
1 9 3 7

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

Dear Dr. Allen:

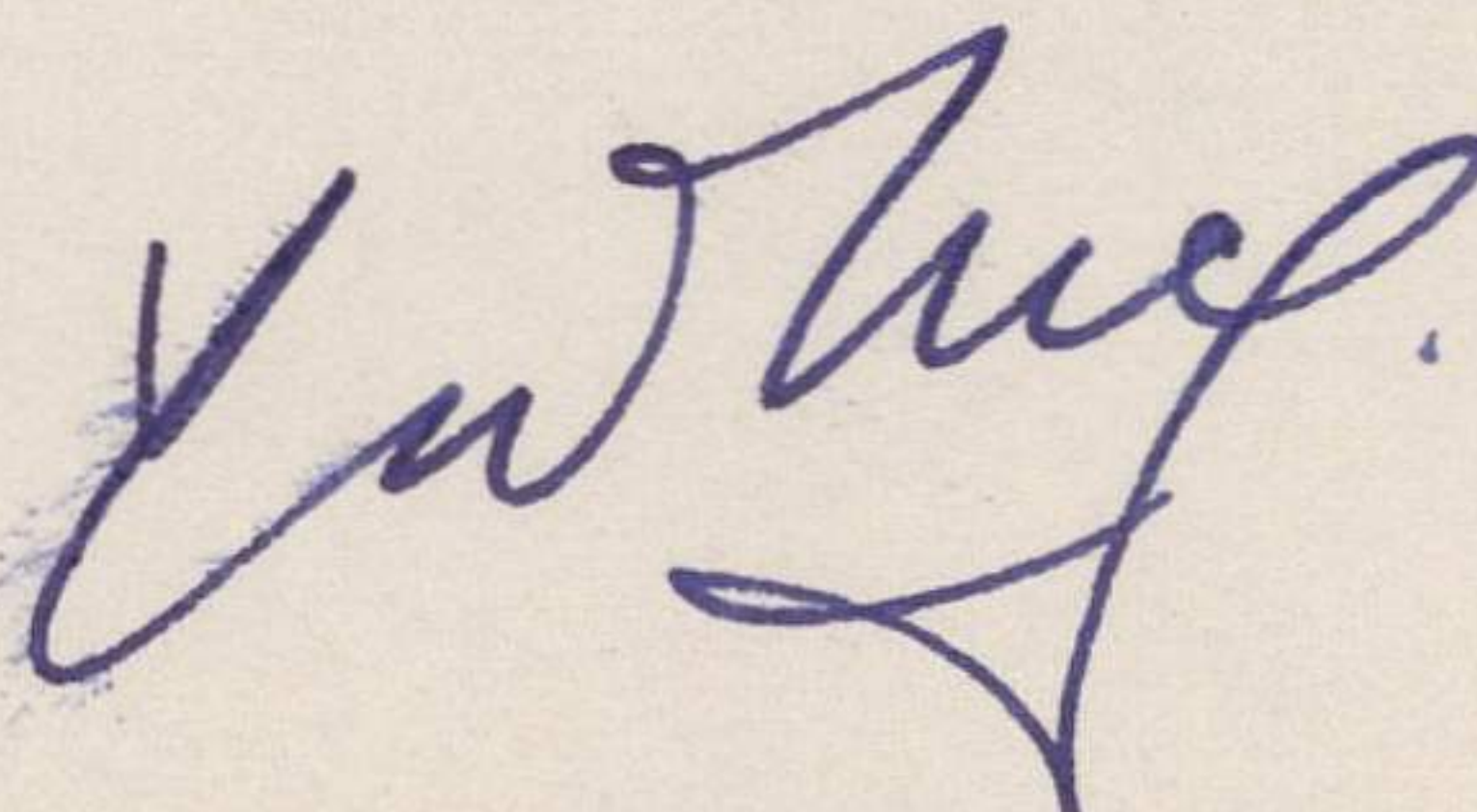
I acknowledge your letter of December 15.

First of all, about your author copies. Your contract calls for six. These went forward to you, wrapped separately, in the cartons which contained the one hundred and twenty-five copies which you purchased. Also contained in those four cartons was a package of thirty-two copies which were for the boys who posed for your pictures. In other words, altogether there were one hundred and sixty-three copies in that shipment, which cares for your complimentary copies.

Concerning the order from A. G. Spalding Bros. of Kansas City, they should know about the book. A week before the official publication date here in New York, all Spalding stores were called on and they all ordered. Besides that, a call was made on John Doyle, who was shown a copy of the book and later given a complimentary copy. He is listing it in his catalogue. Three weeks before the book was published, the Chicago store was called on and they purchased as well. The news may not have gotten through to Kansas City as yet, but I do not see why because the Kansas City store is serviced from Chicago.

I have read the rest of the correspondence with interest and am returning it herewith. By the way, they are mighty fine reviews. I have a copy of the recommendation of the book over Station WREN which was fine as well.

Sincerely,



CWM:MK
Air Mail

December 30, 1937.

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

Dear Mr. Gartner:

Acknowledging receipt of your very good letter of the 17th instant, I want you to know how very much I appreciate your sending the original material which was used in connection with the illustrations in "Better Basketball". You are very kind. I have received them, and thank you so much for them.

I also would appreciate it if you will send me the manuscript and proof. I will be glad to receive this when it is convenient for you to send it.

With deep appreciation and kindest personal regards, I am

Sincerely yours,

FCA:AH

Director of Physical Education.

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TRADE DEPARTMENT

December 17, 1937

Dr. Forrest C. Allen
University of Kansas
Lawrence
Kansas

Dear Dr. Allen:

In going through our illustration files I came across some of the original material that was used in connection with the illustrations in BETTER BASKETBALL. I know you will wish to have this, and so I am sending it to you separately today.

Now that we have published the book, there arises the question of the disposition of the manuscript and proofs. If you wish to have this material we shall be glad to send it to you, all charges paid. If however, you are no longer interested in it, I should appreciate your authorizing us to dispose of it.

Very truly yours,

W. J. Gartner

W. J. Gartner
Production Department

WJG:CC

December 30, 1937.

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

Dear Mr. McGraw:

This will answer your communication of the
16th instant.

First, I want to assure you, Mr. McGraw, that I have no desire to argue the matter in regard to exhibit 96, page 279. In exhibit 96 the photograph shows the player clear off the floor and it also shows the backboard in which the player is laying the ball preparatory to scoring a goal. Had the drawing on the cover of the book shown the player in the air it would have been altogether a different setup. The drawing merely makes it apparent that the fellow is walking up toward a basket which is very little higher than the players hand.

I had this same situation up with Mr. Hyland when he wanted to cut out the backboard in some of the illustrations, and I told him that we might just as well take the picture of a fellow out in the street because it would not show location. We could have gone outside and taken many pictures if it were not for the fact that we desired scenic background to show proper adjustment.

Referring to "My Basketball Bible", the picture was an actual photograph of a player jumping for the ball. But in the drawing on the cover of "Better Basketball" this shows no elevation, nor the backboard background.

However, if you haven't had any criticisms, it is perfectly all right with me, but I have heard a great many say that they thought this was the only bad feature of the book. And of course I haven't changed my opinion because I believe that the artist missed a great deal in not putting the photograph in its proper environment.

I certainly would not want a publisher to do any more for me than he would do for any other author. However, the author is generally an authority on the book which he writes, and if he took the photographs he took them in certain positions with certain ideas in mind. Had you shown the backboard and the elevation of the player, then it would have been altogether a different thing. The right foot of the player shows him on the

floor and the left foot looks as if he is just walking. The drawing does not do the photograph justice. But we will forget it, if you can.

I have been trying to check up on mistakes and have not been able to note any at the present time. However, I am sure there are some, but you know how a fellow is after he writes a book. He really hates to look into it for several months. It makes him sort of groggy when he thinks of it for a while. However, we are taking ourselves to task and shall see if we can't go mistake-hunting.

I am very well pleased with the prospects of the sale of the book and the general reaction that most everyone seems to have toward it. There is a general concensus over the country that the book is being accepted as a very good text, and somewhat authoritative.

You certainly have been very generous in your complimentary copies. People that I did not expect to hear from have sent me letters saying that they had received copies. I might mention Nat Holman and others that you were kind enough to give copies to, and you have certainly been kind to my friends. However, I have always endeavored not to put anyone on the list unless they could be of very definite help in the discussion or sale of the book.

I asked for a dozen jackets. However, only six were badly used in the first carton that I opened, but I estimated that some might be damaged in the other carton.

You may be sure of my continued and enthusiastic promotion of the book.

With best wishes, I am

Sincerely yours,

FCA:AH

Director of Physical Education.

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McGraw-Hill Building

330 WEST 42ND STREET

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December 16
1937

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

Dear Dr. Allen:

I have been away from the office on a business trip and all your many letters were awaiting me when I returned today.

First of all, I want to answer your letter of December 11 in which you tell us you are disappointed at the drawing on the cover of the book. I chose it myself and think it excellent. It is a drawing from Page 279, Exhibit 96. It is to my mind as an exact a reproduction as can be made by a person cutting a ~~copper~~ die by hand. I do not like to criticize, but the one on the BASKETBALL BIBLE to me is pretty poor for the reason it attempted to show so much detail that it is not clear. Also, I do not think an expert basketball man would criticize our drawing for, as I said, it is from an actual action picture. I would not want to change it, for cutting ~~copper~~ dies by hand is, first of all, expensive.

In the next place, a publisher does not have the time, if he ever wants to get books out, to take up every detail with an author. We do not do it, nor do most publishers.

To check my own thinking, I have submitted the drawing on the cover to various people, who like myself played basketball, and they thought it was great.

Since receiving your books, have you noted any mistakes in the text or otherwise? We printed 3,000 copies and almost 1,200 already have been sold. When we have to go to press again, which I hope will be soon, we should make any corrections, so if you will let me know what have come to your mind, I shall be much obliged.

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -2-

DATE 12/16/37

I have the copy of Lowe & Campbell's "The Coach" which you sent me referring to Page 6 which is the story about the new book. It is true, a cut would have been better with the article and one has just gone forward to Lowe & Campbell for such purposes. However, we usually do not make cuts of our books until the jacket is ready, which is just before a book is published. In the future reviews, if people ask for cuts we usually send them after a book is published.

I am taking care of all the complimentary copies you have recommended thus far, together with the various ones which you wanted for gift copies. This will total approximately 400 given away and I think, unless something special comes up, that is pretty liberal, to which I am sure you will agree.

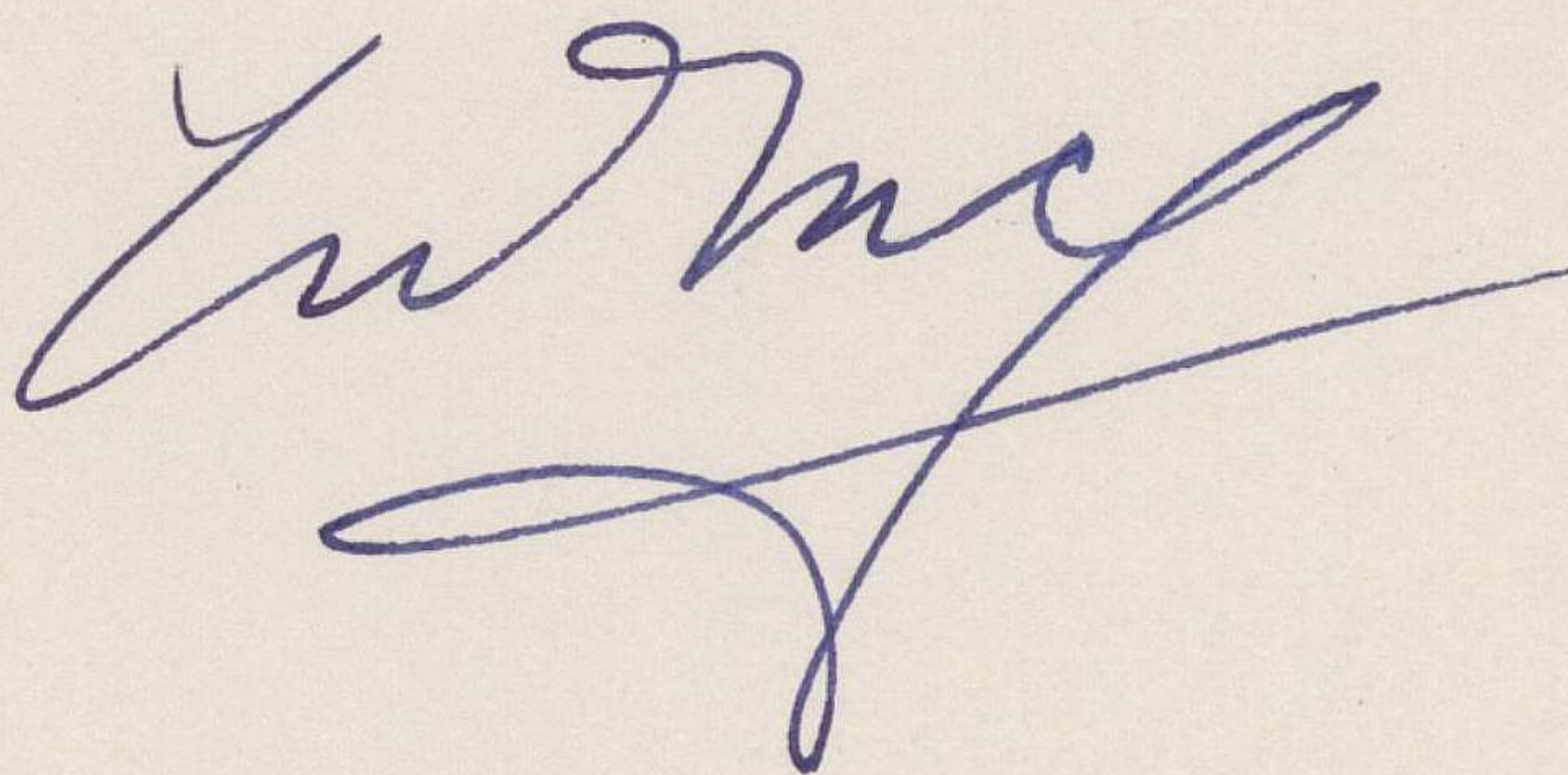
I will have our Shipping Department forward to you a dozen jackets and am sorry that some became damaged on the way.) rec'd

I also do not think the listing in the Index of advertisers of the Athletic Journal very important but when I talk with them I will bring the matter to their attention.

In your letter of December 13 you say that it seems we cannot get information to all the populace regarding the book. I am afraid that is true. There are going to be cases from time to time no matter how much advertising and promotion is done, that will overlook it.

I note you have told Mr. Champlin to get in touch with us and we will care for him when he does.

Sincerely yours,



CWM:MK