

Requests for complimentary copies of BETTER BASKETBALL

(in addition to list sent by McGraw-Hill
dates November 22, 1937)

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Alfred G. Hill, Cheyenne

Bert McGrane, Des Moines

Charles Cramer, Gardher

Whitney Martin

Joe Knack

Horace Mason

Members of BB Rules Committee listed,
but copies not requested.

Hubert McClain mentioned, but copy
not requested for him.

4 copies received here, by request,

for: J. Penner

D. Landers

E. L. Falkenstien

J. Giannangelo

COPY

November 22, 1937

Please send a Comp. T copy of Allen - BETTER BASKETBALL to each of the following. Price \$4.00.
Publication date:

Mr. Warren V. Woody
Equitable Life Assurance Society
120 So. LaSalle St., - Room 2136
Chicago, Illinois

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Herald and Examiner
Chicago, Illinois

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Lawrence, Kansas

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N.Y.C.

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Dallas, Texas

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Wichita, Kansas

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Atlanta Constitution
Atlanta, Ga.

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Cleveland, Ohio

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Kansas City, Mo.

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Kansas City, Mo.

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Louisville, Ky.

Col. Robert Rossow, Commandant
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Culver, Ind. ~~Ind.~~

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Chicago, Ill.

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Daily Oklahoman
Oklahoma City, Okla.

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M

Mr. Jim Hopkins
Oklahoma News
Oklahoma City, Okla.

Collier Parrish
Avalanche Journal
Lubbock, Texas

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Christian Science Monitor
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210 South St., NYC

Mr. Tom Meany
Sports Dept. N.Y. World Telegram
125 Barclay St., NYC

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Ray Noble
Fred Bosilevac
Lester Kappelman
Francis Kappelman
Ernest Vanek
Jay Plumley
Fen Durand
Lyman Corlis
Roy Holliday
David Lutton
Al Wellhausen
Fred Pralle
George Golay
Newton Hoverstock

MEN MENTIONED IN "TALES"

Armin Woestemeyer
Paul Endacott
Frank Mandeville
Tusten Ackerman
Bill Johnson
Marvin Harms
Ray R. Sermon
Lyle Weeks
Arthur "Dutch" Lonborg
John Bunn
"Scrubby" Laslett
Milton Allen
Harley Little
> George Nettles

OTHERS

> Chancellor E. H. Lindley
Dr. A. J. Anderson
Elwyn Dees (Trainer - in photographs showing manipulation)

Mc Graw-Hill Book Company·Inc.

McGraw-Hill Building

330 West 42nd Street

New York, N.Y.

November 23
1937

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

Dear Dr. Allan:

I meant to pass on this rough
proof of the jacket to you last week
but overlooked it.

It is only rough and, of course,
has not been varnished which will add
to its lustre, etc. I do, however,
feel that the layout is a grand one.

Sincerely,

Curtis J. McGraw

CWM:MK

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TRADE DEPARTMENT

November 24
1 9 3 7

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

Dear Dr. Allen:

I acknowledge your first letter of November 22 concerning the mail order activity which I had mentioned. It may be true that more coaches and boys will buy the book just before Christmas but I should judge that would be more or less bookstore sale rather than by mail order. Our experience over long years has proven that mail orders during December are not very numerous and we generally do little of it. It is our opinion that the mail order during January and February should be most satisfactory.

I, too, wish the book had been out a bit earlier and it would have been had it been a smaller volume with less illustrations and less complicated. However, it was impossible in the light of those facts and because of our heavy schedule as well.

I might mention that our Sales Department has already been in touch with Lowe & Campbell and their chain of stores and has received orders from all of them.

The book will be ready the end of next week and we will start to ship then, although the exact publication date will not be until the 10th.

In your second letter of November 22, I think your method of handling the bookstores in Lawrence a good one. It will save us a trip and with your close contacts you will probably do a better selling job than we would.

Your order for 125 copies, I am placing on file and it will be shipped you immediately upon publication, by Express, which would be much faster than

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -2-

DATE 11/24/37

Parcel Post of Freight. As to what discount you allow the various stores, we really are not much interested except for the regular bookstores, who should be allowed our regular discounts as given you in a previous letter. On that regular scale, the discount we allow you will be 41%. I take it that you would like us to bill you direct rather than charge your royalty account.

Things have been coming so thick and fast that I got behind and am just now finding time to answer your first letter of November 17. In that letter you mention small ads in various State High School Athletic Journals. I will take this up with our Sales Department and if they think well of it, get in touch with the men you mention. However, it is a dangerous precedent for us because with so many other books in their field, they will be continually pestering us and some hard feeling is liable to crop up. College papers, particularly, we shy away from because of that latter point.

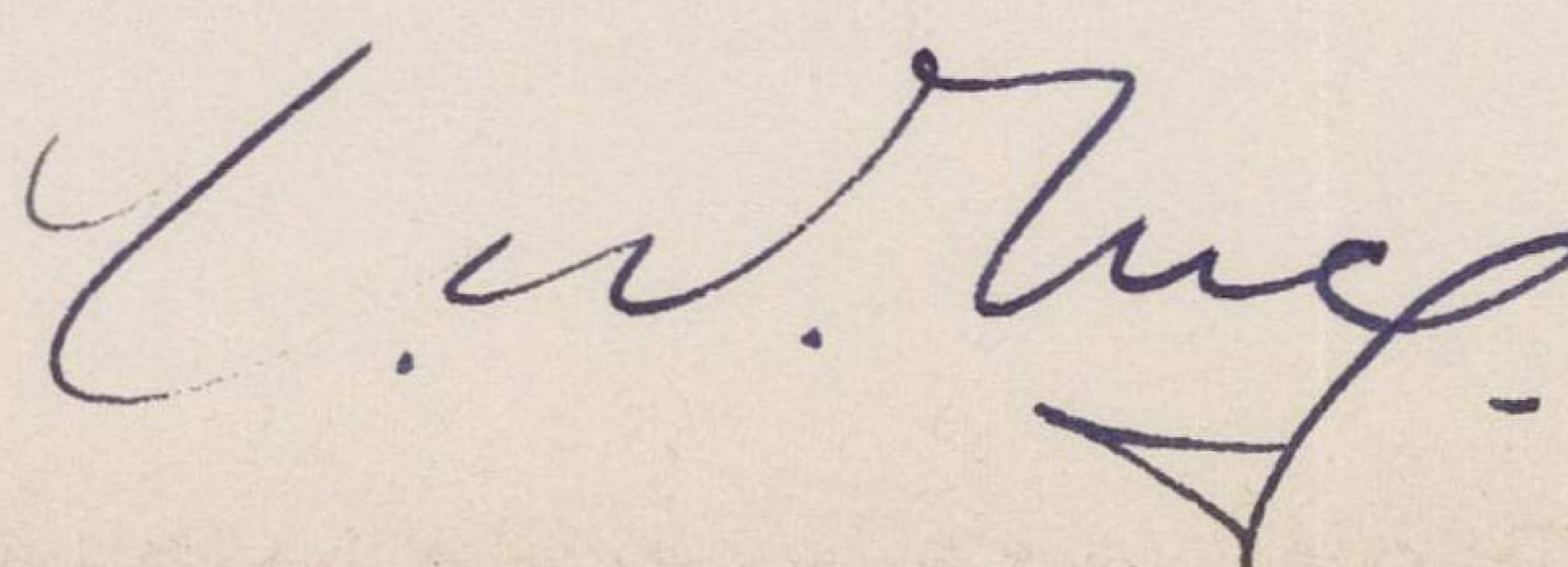
I note the letter from Major Griffith and see that you will write something for him on the new tip-off rule. If you can get the book mentioned, of course, it will be fine. Advertisements have already been scheduled for December and January with the Athletic Journal and they will get a review copy as well.

The Athletic Journal did publish Lambert's book on Basketball but that was several years ago and they did not have great success with it. According to them, it should have gone to a regular publisher.

I also note the list of people who helped you with the book and I will send you the number of copies as listed so that you may autograph them and forward them to the various people involved because you have given no addresses for them.

In your second letter of November 17 you tell us that you have sent Major Griffith the article that you wrote in BETTER BASKETBALL and he will give credit to the publisher and author. You, of course, have permission for this and you can tell Major Griffith he can run it when he pleases.

Sincerely yours,



CWM:MK

November 26, 1937.

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

Dear Mr. McGraw:

I am very happy indeed with the looks of the jacket for Better Basketball. I too am pleased that you have added Technique, Tactics and Tales on the back of the jacket cover.

This thing done in crimson and blue will be a great attraction for a window display. If I can get these books here early enough before Christmas I plan to get a lot of publicizing done.

I too can see that when this has been varnished the luster will be an additional help. I am tickled to death with it.

Very cordially yours,

FCA:AH

Director of Physical Education.

November 29, 1937.

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

Dear Mr. McGraw:

We included the name of Mr. A. M. Kleinoffer,
of the Smith-Grievess Publishing Company, in the list we
sent you for complimentary copies of BETTER BASKETBALL.

Mr. Kleinoffer died very suddenly last week,
and I am writing to ask you to omit his name from the list.

Thanking you, I am

Very sincerely yours,

Director of Physical Education.

December 8, 1937.

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

Dear Mr. McGraw:

Thank you very much for your good letter of December 2. We have had games on December 3, 6 and 7, with the rules meeting in Kansas City on the 4th at which place I presided as chairman, so I have been very much on the move.

I have your list of complimentary copies which you mailed out, for which I thank you. There is just one correction - for Dr. John St. John of Ohio State University, Columbus, Ohio, the name should be L. W. St. John, Director of Athletics at Ohio State University, Columbus, Ohio, and also chairman of the National Basketball Rules Committee of the United States and Canada. I will drop him a line, telling him that it was a typographical error.

I notice at the bottom of your list "Basketball Rules Committee", with an interrogation point. The members of the National Basketball Rules Committee with their names and pictures are in the front of the rules book, but I am giving them to you so that you may send them to these individuals if you deem it expedient. Some of these fellows of course, like Porter and St. John, are already on the list.

✓ L. W. St. John, Chairman,
Ohio State University, Columbus, Ohio

H. H. Salmon, Jr., Vice-Chairman,
40 Wall Street, New York, N.Y.

Floyd A. Rowe, Treasurer,
Board of Education, Cleveland, Ohio

✓ H. V. Porter, Secretary,
11 So. LaSalle St., Chicago, Illinois

John Brown,
347 Madison Ave., New York, N.Y.

John Bunn,
Stanford University, Palo Alto, Calif.

H. G. Crisp,
University of Alabama, Tuscaloosa, Ala.

J. H. Crocker,
University of Western Ontario,
London, Ont., Canada

M. C. Cunningham,
High School, Desloge, Missouri

Sumner A. Dole,
Conn. State College, Storrs, Conn.

H. D. Edgren,
Geo. Williams College, Chicago, Ill.

E. J. Hickox,
Springfield College, Springfield, Mass.

Frank P. Maguire,
Dept. of Public Instruction,
Harrisburg, Pa.

W. E. Meanwell,
Shorewood Hills, Madison, Wisconsin

Samuel Rogers,
210 Confederation Life Bldg.,
Toronto, Ont., Canada

J. S. St. Clair,
Southern Methodist Univ., Dallas, Texas.

Oswald Tower,
Andover, Mass.

Willard A. Witte,
Univ. of Wyoming, Laramie, Wyoming

You also have those people that you were going to send a copy to such as the Munsey Magazine and perhaps Berton Braley. You will remember that I sent you the complete file of those people. I think there were three or four who were to get a copy of the book. If you have misplaced that I think we can dig it up. You also had Grantland Rice on the other list, but I am sure you have taken care of that.

I beg to acknowledge receipt of 32 copies of the book sent direct to me for the boys who posed and worked for the photographs, and so forth. Thank you very much. I am now at work autographing and distributing these to the boys and they are immensely pleased, and wish me to thank you for them.

I might add that I am very enthusiastic about the book, and everybody who has seen it gives their hearty approval of the book.

I also acknowledge receipt of three boxes by express. I am distributing these to some of the merchants down town and they are using them as displays. I am sure that we will get some very good publicity from such a wide distribution of important individuals.

I am very much pleased with the circular that your school department is mailing out to various schools throughout the country. I will be very happy to have these different circulars as they come out. I think they add a lot to practical selling.

Regarding the additions or corrections to the list that you asked me to make, I would like to suggest that you send Mr. Charles Cramer, of the Cramer Chemical Company, Gardner, Kansas, a copy of the book. The two Cramer boys, Frank and Charles Cramer, were in the office yesterday and asked for a gloss of me so they could make a cut and run an additional story on the book in their First Aider.

Frank Cramer told me that his copy of the book had just arrived the night before and instead of coming up from Gardner, about 30 miles away, to see the basketball game, he sat down by the fireside and picked up my book expecting to scan over it a while and then run up to the game. He said he got so confounded interested in reading it that he sat there until midnight without getting up. And you know, I really believe he told the truth because this fellow can be counted on generally for his veracity.

I am sending you a press-proof copy of their First Aider. They brought one along yesterday. They are going to knock out some of the stuff they have in this issue and run a good story on our publication, "Better Basketball". For that reason, I would appreciate it if you would mail a copy of the book to Frank Cramer. They will do us a lot of good. Frank tells me that he and Charlie are mailing out 15,000 copies of this First Aider and they are holding this issue up until they can have a cut made and elaborate on the publication of the book. I have asked Charlie Cramer to send you 6 or 8 copies of the First Aider showing the stuff that they are putting out regarding the book.

One fellow that I entirely forgot was Whitney Martin, sports editor of the Associated Press, 18th and Grand Ave., Kansas City, Mo. He is sports editor for the Southwest Division of the Associated Press, and writes some wonderful stuff. A letter to him from you together with a copy of the book will be very helpful. He is a Nebraska alumnus and a great sport writer. I expect to see him lined up with the AP in New York in a short while.

This fellow Charlie Grumich, on the AP, is a University of Missouri alumnus. He is located in New York, of course.

There is another fellow at the Kansas City Star Sports Desk to whom I should appreciate your sending a copy of the book. He is a great basketball booster in this section. His name is Joe Knack, Sports Desk, Kansas City Star, Kansas City, Missouri. There is also Horace Mason, 623 Indiana Street, Lawrence, Kansas, our basketball publicity man of this area. This young man knows more basketball and basketball players than any other man in this part of the country. He writes very intelligently and prolifically. I would appreciate it if you would send him one.

I also find that I omitted four boys in the list that helped me with the pictures and the work of taking them. They are as follows:

J. Penner
Dalton Landers
Earl Falkenstien
Joe Giannangelo

If you will kindly mail me these four additional books I will greatly appreciate it, and will feel assured that we have done a 100% job in making everybody feel that we have missed no one.

However, this fellow Hubert McClain, 4621 East 10th Street, Kansas City, Missouri, who took the pictures, asked that we mail him a copy of the book. This is entirely up to you if you feel like doing it. He takes shots for Popular Mechanics and other large outfits, and I do not know whether his influence or friendship would be positive or not. If you feel that he should have one, I would rather leave the matter entirely up to you. You paid him the bill for his services, so I do not feel that you or I are under any obligations to him.

Again let me say that I am greatly pleased with the book, and I believe that you will have a big sale on this book for years to come.

With best wishes, I am

Sincerely yours,

FCA:AH

Director of Physical Education.

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December 2

1 9 3 7

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

Dear Dr. Allen:

I acknowledge your letter of November 29 telling us to remove from the complimentary list the name of Mr. A. M. Kleinhoffer of the Smith-Grievess Publishing Company. This has been done.

In that connection, I am enclosing a copy of the list of complimentary copies. I think it fairly complete. Will you run over it and let me know if you have any additions or corrections to make. As I told you, I will write a great proportion of these people personal letters. Will you also please return the copy of this list.

In one of your letters about complimentary copies you mentioned the Basketball Rules Committee, of which St. John is Chairman. St. John's name is on the list. However, I do not have a list of the others and if you would like them to get copies, will you send it on.

You also had some reference to someone on Muncey's Magazine in another of your letters. What did you have in mind there?

Yesterday I had placed in an envelope and mailed to you a copy of the varnished jacket. I think it looks marvelously and I hope you are pleased with it.

I am enclosing in this letter a circular which our School Department is mailing out to various schools throughout the country on their lists. A different one will be made up for the College Department, I believe, and a general one for the general reader and trade. I will send you samples of these later.

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE

-2-

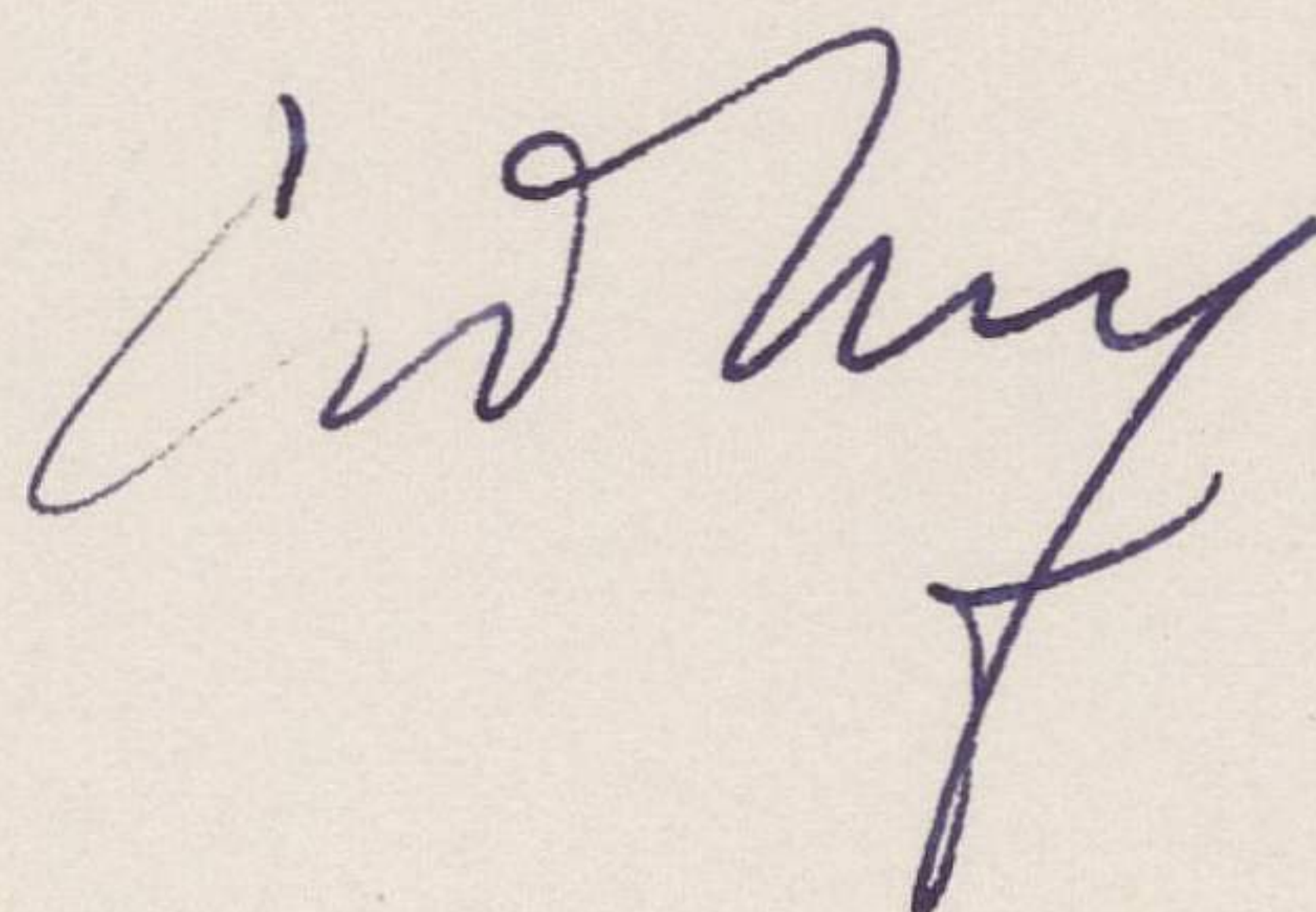
DATE 12/2/37

The book will arrive from the bindery tomorrow afternoon and shipments will be made of orders on hand within the next few days. The official publication date in trade stores is December 10.

There will be thirty-two copies of your book sent direct to you for the boys who helped you. I write so you will know what they are when the package arrives. These you were going to autograph and give to the boys.

I hope you are pleased with the results, and from now on we will do some real selling.

Sincerely yours,



CWM:MK

December 3, 1937.

Mr. Melvin W. Mauseth,
1310 N. 6th Street,
Mankato, Minnesota.

Dear Mr. Mauseth:

Your letter and check for \$4.00 have been received.

The new book, "Better Basketball", is to be off the press this week, and we shall mail you a copy, postpaid, just as soon as possible.

I thank you for your order, and I am sure you will find the book most interesting.

Very sincerely yours,

Varsity Basketball Coach,
Director of Physical Education.

1310 North 6th St.
Mankato, Minnesota
Nov. 27, 1937

Forrest C. Allen
Director of Physical Ed.
University of Kansas
Lawrence, Kansas

Dear Sir:

I am enclosing \$4.00 for your book, Better
Basketball, Incorporating Technique, Tactics and Tales.

Please send the book as soon as it is available.

Very truly yours,

Melvin H. Mause

ex to Mrs A
11/30-37

December 3, 1937.

Mr. Earl Johnsmeyer,
Route 1,
Brookville, Kansas.

Dear Mr. Johnsmeyer:

Your letter of November 21, enclosing check in blank for a copy of my new book, "Better Basketball", has been received.

The book is \$4.00, and we are filling in your check for that amount. The books will be off the press this week, and we shall send you a copy, postpaid, just as soon as possible.

I thank you for your order, and I am sure you will find the book very valuable in your coaching. I am enclosing a short description of the contents of the book.

Very sincerely yours,

Varsity Basketball Coach,
Director of Physical Education.

FRANK ROSSER
PRINCIPAL
MISS LOUISA HOTZ
ENG. AND TYPING
MR. EARL JOHNSMEYER
COACH AND MATH.

Glendale Rural High School

Glendale, Kansas
VIA BROOKVILLE, ROUTE 2
Nov. 21, 1937

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Bank of
Tescott, Ks.

Dear Dr. Allen:

Chas. Seymore has recommended to me your book called the basket ball bible. Enclosed is a check to be filled out for the amount of the book which I desire sent to me.

Yours Truly,
Earl Johnsmeyer
Route 1
Brookville, Kansas.

EX 7, Mrs. A
11/30/37

December 10, 1937.

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

Dear Mr. McGraw:

I have just received a copy of the Athletic Journal, and in looking at their index of advertisers' notice, I do not believe that they gave you a square break on your basketball ad. Maybe it was unimportant. But they list Lambert's Practical Basketball, while under it they merely list McGraw-Hill Book Company, Inc.

I only call that to your attention for what it is worth.

Sincerely yours,

FCA:AH

Director of Physical Education.

December 11, 1937.

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

Dear Mr. McGraw:

I have just received a letter from Sec Taylor, sports editor of the Des Moines Register and Tribune, stating that Bert McGrane, his first assistant on the sport desk and a voluminous writer on basketball, is manager of the coaching clinic sponsored by the Register and Tribune, which is held at Des Moines each December.

I am wondering if you would write Bert McGrane and send him a copy of Better Basketball. Each December this paper promotes the basketball clinic like the Chicago Tribune promotes the Golden Gloves. Kansas and Drake are playing the clinic game there on December 29.

The Register and Tribune invites all the high school coaches and the high schools in as the guests of the Des Moines Register and Tribune. The coaches of the two schools meet with these high school boys and discuss their styles of basketball before this clinic.

I am very sure if Bert McGrane has one of these books he will use much of it in his comment as a build-up for this game.

I appreciate your cooperation.

Very sincerely 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:

It just occurred to me that Major Lawrence McC. Jones, of the University of Nebraska, would give us a tremendous boost on our book if you would care for publicity using his name. Biff is a great friend of mine. I have known him since the days when he was at the Point.

When Pop Warner and I had our coaching schools at Superior, Wisconsin, I opened my athletic injury class at 7 o'clock in the morning. This was during the summer. Every morning Biff Jones would come out and take in the full class.

I am wondering if you would write him a personal letter and send him a book and ask him to give you a recommendation, if the book deserves one. I know he will give you a good one.

There is another fellow that is a good friend of mine who will do likewise, - R. L. Markley, Commissioner of Education for the State of Wyoming, at Cheyenne. I handled a tournament out at Casper for him a few years back. If you would send him a book asking for such a statement I know that he will be glad to favor you with one. A letter from a Commissioner of State Education in the West would be quite helpful.

Very cordially yours,

FCA:AH

Director of Physical Education.