November 15, 1937.

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

Dear Mr. McGraw:

I am writing you in a confidential manner to find out what price you give wholesale firms on the book.

While I was talking to Royer, of Lowe and Campbell, last summer he stated that they were to buy at 40% off. Of course, I understand that buyers of smaller amounts will not get that price, but many times I can sell small firms the idea of handling this book if there is enough profit in it for them.

We have two firms here in Lawrence that I thought I could interest in selling the book. This book should have a large Christmas sale because many parents will want to buy it for their youngsters. I thought I could interest them in stocking a window here in Lawrence, and maybe elsewhere.

As I contact these people they talk about the book, and I can be one of your salesmen who would expect no profit only the profit I get from the royalty and the pleasure I get from boosting the book. While I will not divulge the price that you will give them, I will encourage them to write you and have you make them the proposition.

If you think this will be of any benefit to you, I will be glad to hear from you.

Very cordially yours,

Director of Physical Education.

FCA:AH

McGRAW-HILL BOOK COMPANY·INC.
McGRAW-HILL BUILDING
330 WEST 42ND STREET
NEW YORK, N.Y.

November 16
1 9 3 7

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

Dear Dr. Allen:

I acknowledge your letter of November 13 sending me a copy of a letter from Bailey & Himes.

We are writing, telling them that the book will soon be ready and to send their order direct to us.

You also give me a list of other names to add to our list for complimentary copies, to whom we shall write asking for review, which we have entered on said list.

Sincerely yours,

Curtis W. McGraw

CWM:MK

November 16, 1937.

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

Dear Mr. McGraw:

I have just received a list of names of men who cover basketball in Oklahoma and the panhandle of Texas.

Harold Keith, University of Oklahoma,
Norman, Oklahoma
Jim Hopkins, Oklahoma News, Oklahoma
City, Okla.
A. B. Bridgewater, Tulsa World, Tulsa,
Oklahoma
Collier Parrish, Avalanche Journal,
Lubbock, Texas
Austin Bealmear, AP Sports Writer,
Oklahoma City
Jerry Malin, Amarillo Globe-News,
Amarillo, Texas.

May I also suggest that the name of Mr. J. C. Grover, president of the Missouri Valley A.A.U., Dierks Building, Kansas City, Missouri, be added to your list? ✓

Sincerely yours,

Director of Physical Education.

November 17, 1937.

Mr. J. A. Hyland,
McGraw-Hill Book Co.,
330 West 42nd Street,
New York City, N.Y.

Dear Mr. Hyland:

This will acknowledge receipt of your letter of November 15. The pages which you enclosed seem all right. Therefore, as you suggest, I shall not bother to return them.

The front matter of the book, together with the group of revised pages and index, are on the way back to New York by special delivery. I mailed them this morning. It required some time and quite a bit of detail to check the index and all of the diagrams.

Very sincerely yours,

FCA:AH

Director of Physical Education.

JAMES H. McGRAW, JR.
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JOSEPH A. HYLAND
PRODUCTION DEPARTMENT
HUGH J. KELLY
TRADE DEPARTMENT

November 15, 1937.

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

BETTER BASKETBALL

Dear Dr. Allen:

This will acknowledge receipt this morning of your letter of November 13th and I sincerely hope that in this morning's mail you received, direct from the Maple Press Company, the proofs and copy of the front matter and index pages, and also a few first and revised proofs of miscellaneous pages. I know that if these did reach you they will be returned immediately.

We also received from the printer this morning, a number of additional miscellaneous revised pages and we have instructed Miss Gile to have our proofreaders examine these carefully and return the marked set to the printer today with our approval or suggestions for correction, and I will try to enclose the duplicate proofs in this letter so that you can examine these and return by air mail immediately, any of these revised (yellow) proofs that are still not entirely satisfactory. There will be one second revised proof on pink paper, but my casual examination of these revised pages in comparison with the suggestions made by you on the original (white) pages indicates that your suggestions for the rearrangement of text and illustrations have been well carried out.

The revised proofs in question cover miscellaneous pages from 194 to 475 and I am enclosing these. Please understand that the additional corrections marked on these pages in red crayon are similar to the changes that we have indicated on the working set of these proofs that were returned to the printer today. If you have no further suggestions to suggest, you need not bother to even acknowledge the receipt of these. In so far as is concerned figures 145, 146 and 147, we will make new cuts as

soon as our art department has properly retouched these photographs. I personally went over these with the artist this morning and feel sure that I have straightened him out.

We are sorry of course that bound books cannot be completed before Thanksgiving, but there is still a great amount of work to be done, consequently I am doing my utmost to rush all proofs back to the printer with our final approval or suggestions for final correction so that he can have these made and complete the casting of his electrotype printing plates, especially since this electrotyping is a time consuming operation because we incorporate the original half tone engravings in these plates in order to secure the best possible printing results.

It is true, of course, that authors almost uniformly feel that we should make better progress on production, but they seldom consider the time consumed in sending proofs back and forth, and it must also be realized that our printer's office is an over night journey from New York. Coupled with this, as you know, we are doing our utmost to eliminate all errors, typographical or otherwise, before proceeding with the actual printing.

Very truly yours,

J.A.Hyland

J.A.Hyland,
Production Department.

JAH:LOC

The enclosed pages seem all right. Therefore, as you suggest, I shall not bother to return them.

The front matter for the book, together with a group of revised pages and the index are on their way back to New York — special delivery. I mailed them this morning.

November 17, 1937.

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

Dear Mr. McGraw:

This thought occurred to me. Why would it not be possible to put a small ad in each of the state high school athletic journals, and in addition to that send a copy of Better Basketball to the outstanding secretaries of these various high school athletic associations.

E. A. Thomas is secretary of the Kansas State High School Athletic Association, and editor of their publication, The Kansas Athlete; H. V. Porter is secretary of the Illinois State High School Athletic Association and he gets out a publication - I think it is called The Illinois Athlete.

These have a tremendous circulation with all the high school coaches of their respective states, and I believe by putting a small ad in their journal they will naturally give you a boost on the book. It may be too late for the December publication to get a space in there, but if you could put in the ad something about the book, Better Basketball, as a Christmas present for the youngsters I think it would be a fine idea. I am sure that this thought has already been developed by either your Mr. Kelley or your Mr. Benjamin.

From my past experiences, hundreds of Basketball Bibles were sold to the parents to be given to their sons who played on the high school team. I believe this suggestion has some value, if it could be properly handled.

H. V. Porter's name is already on the list for a complimentary author's copy on account of the contribution that he has made in the way of a couple of poems. If you would write to H. V. Porter he would give you the names of the secretaries of all of the high school federations in the United States. That seems to me a fine way of getting in touch with the high school coaches of the country.

This morning I received a letter from Major J. L. Griffiths, of the Athletic Journal, as follows:

"I would like to run an article in the Athletic Journal giving the impressions of some of the outstanding coaches regarding the no tip-off rule. Would you be good enough to send me your candid opinion of the effect of the rule on the game - its advantages and disadvantages."

Of course I am going to reply to him right away because we can nicely ask him to put in the little introduction to my statement that I am the author of the new book just out, Better Basketball. You may want to give him a small ad.

You will please remember that Major Griffith really published the Ward "Piggy" Lambert book, Practical Basketball. If he did not publish it, he is promoting the sale of it. On page 46 of the Athletic Journal is the enclosed ad. So naturally it will be necessary to sweeten the pot a little to get the Major to extend himself. This book formerly was priced at $4.00, but the sale apparently was not exceptional so they reduced it to $3.00. You can count on my doing everything to encourage the Major to give us a break. I am very sure that you are acquainted with the Athletic Journal. They perhaps have already endeavored to sell you an ad. It has quite a circulation among the college men, comparable to what the Scholastic Coach has with the high school boys.

However, these trade magazines, like Lowe and Campbell's Coach and Cramer's First Aider, have a very heavy distribution. I would suggest that you court these people because you get tremendous publicity without having to pay for it.

I am also sending you a list of the boys who worked all day long in shooting the pictures that we are using in the book. In fact, I used them three days, instead of one day. I imagine each boy put in about 10 hours work of total elapsed time in shooting these pictures. If you would like, you could write each of them a letter thanking them for their cooperation and telling them that they can see me and I will autograph the book, or if you want to send the books here I will autograph them and mail them out to the boys. The group that I mention especially would be my basketball players and the names of the boys I wrote stories about, like Bunn of Stanford, Lonborg of Northwestern, Frosty Cox of Colorado, and other individuals.

Sincerely yours,

FCA:AH

Director of Physical Education.

November 17, 1937.

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

Dear Mr. McGraw:

After dictating my letter this morning regarding Major Griffith, I have a still better idea. I thought it would be well to send to Major Griffith the article that I wrote in Better Basketball. Of course, I would ask him to give credit to the article with the name of the publisher and the author.

It would, of course, be necessary for the publishers to give permission for this article to be run, but since you have permitted The Dream Touch Down in Lowe and Campbell's "The Coach", I take it that you would not think that I was overstepping the bounds to send this on to Major Griffith with the suggestion that I have written you and am asking you to give the publisher's permission, if you will, to Major Griffith to allow him to run it.

It is exactly the answer that he is asking for. This is just another evidence of the fact that in this book we have covered practically everything that will come up in the next 10 years. After reading it over at lunch time I am pretty proud of the article. The article appears in Part I Beginnings, under Probable Effects of Eliminating the Center Jump, and starts in the middle of page 26 and runs through page 28.

I am sending Major Griffith a copy of it telling him that I have asked you to write him and give the publisher's permission. He, of course, may not want to use all of that for one coach, but I believe he will, as I think it is not only timely, but presents both sides of the picture and gives it in an exhaustive fashion. And, too, this is something that will certainly not hurt the sale of the book, but will rather enhance it.

We have touched a great many subjects like this from angles that will leave the reader definitely with the thought that we have no bias one way or another. We have just presented the highlights of the situation, and in addition we think we have stimulated some thinking.

I trust you will concur with me in what I have done.

Very cordially yours,

FCA:AH

Director of Physical Education.

November 19, 1937.

Mr. J. A. Hyland,
McGraw-Hill Book Co.,
330 West 42nd Street,
New York City.

Dear Mr. Hyland:

I acknowledge receipt of your two wires of November 18 and November 19.

The mail that you send Friday arrived Monday morning. Mrs. Allen and I worked past midnight both evenings to get the material to you with the greatest possible haste consistent with a thorough checking of the work. I am glad that you now have it in your possession. I am sorry for any slight delay.

Sincerely yours,

FCA:AH

Director of Physical Education.

New York

November 18, 1937.

Dr. F. C. Allen

Awaiting front matter, index and miscellaneous revises sent you Friday.

J. A. Hyland
McGraw-Hill Book Company.

New York

Nov. 19, 1937.

Dr. F. C. Allen:

Front matter, index and miscellaneous proof received this morning.

J. A. HYLAND.

JAMES H. McGRAW, JR.
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HUGH J. KELLY
TRADE DEPARTMENT

November 19
1 9 3 7

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

Dear Dr. Allen:

We have now made a list of the various purchasers of the BASKETBALL BIBLE and I am returning under separate cover your royalty statements which contain said lists. Thank you for this cooperation. I am sure we have not damaged them in any way.

I also acknowledge your two letters of November 1, the first asking our discount rate to firms such as Lowe & Campbell. Our rates are practically the same as all other publishers on our Whittlesey House or trade books and are as follows:

33-1/3% on purchases of 1 to 4 copies
40% on 5 to 99 copies
41% on orders from 100 to 249 copies
42% from 250 to 499 copies
43% on 500 and over

The discount rate on McGraw-Hill or the more technical books is lower and averages around 20% to 25% except in the cases of special agencies who sell large quantities and stock our books, in which cases we allow up to 1/3.

Within the next week or ten days, our promotion staff will sit down on the plans for your book. Will you let me know the two firms who sell books in Lawrence and we will do the whole job with them direct, making every special rate because you are living there. We, of course, want the book well displayed around Lawrence.

As I have said before, we will also be in touch with Lowe & Campbell and you need not bother yourself or waste any time on the promotion.

After the first of the year, a special two page circular will go out to the subscription lists of both Scholastic Coach and Athletic Journal. It will also be sent to our purchasers lists of sports books. I suppose the total mailing will be around 50,000. We will also get many of the larger bookstores to mail circulars as well by furnishing them said circulars. Before the first of the year, our salesmen will have called on most of the important bookstores in the country, or their department will have been in touch with them by correspondence.

In the second letter of November 15, I have received the copy of The Coach from Lowe & Campbell and read it with much interest as well as passed it around here at the office.

I note you have seen the write-up in the Scholastic Coach and Herb McCracken has promised me a much larger and more detailed one as soon as he receives the finished book. It will no doubt appear in the January issue.

I will check and make sure Mr. McBride's name is on our list to receive a complimentary copy, for a good review in the Kansas City Star will help.

You also tell me that you will send me a list of the boys who helped with the photographs in the book and I will await your convenience on this.

I will also have our salesmen go into the Lowe & Campbell stores in various sections of the country as outlined on Page 5 of the last issue of The Coach.

Sincerely yours,

CWM:MK

C. W. McG.

November 19, 1937

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

Dear Mr. Gartner:

Thank you very much for your good letter of the 16th stating that you were dispatching the tracings and the photographs of the exhibits. They arrived this afternoon.

This serves the purpose very admirably, and I thank you for your very kind cooperation. You have been very nice, indeed.

This afternoon I received your letter of the 17th, and am sorry that my explanation of the bandages was not quite clear to you. However, I am very happy that this has been worked out. I know Mr. Bowman could give you expert advice. I have called on him a number of times, and he has never failed to respond.

Very sincerely yours,

FCA:AH

Director of Physical Education.

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TRADE DEPARTMENT

November 17, 1937

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

BETTER BASKETBALL

Dear Dr. Allen:

I have delayed reply to your letter of November 8th because I wanted to wait until I could tell you definitely whether or not your explanation of the bandages in depicteding Figures 145 to 148 were sufficiently clear to us to enable us to retouch these illustrations properly.

I am very happy indeed to be able to report that we have finally worked this out, but we were unable to do so until we solicited the assistance of Mr. Bowman. With his familiarity with the bandages and the aid of your letter, we were able to work it out.

At first your explanation did not register with us due entirely to our unfamiliarity with the type of bandages, but going back over your letter now I can see that your explanation should have been entirely clear to us, and I cannot understand how it is that we were not able to grasp the idea from the first. We have it ready now however, and after all it is the result that counts.

I am going ahead with the retouching of the photographs, and as soon as I have proofs of the new cuts I shall send you a set for your files.

Very truly yours,

W. J. Gartner

W. J. Gartner
Production Department

WJG:CC

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November 16,1937

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

BETTER BASKETBALL

Dear Dr. Allen:

I have received your letter of November 13th requesting a set of the photostats of all of the diagrams. I would be very glad indeed to accede to your request, but unfortunately, most of the photostats were thrown away. The only purpose the photostats served was for tracing, and when the tracings were approved there was no further use for the photostats, and they were accordingly thrown away.

While I cannot let you have photostats, I can release the tracings. These are now of no further use to us and you are entirely welcome to them. I am dispatching them separately today by insured parcel post, together with the photographs of the exhibits with which we have also finished and which you doubtless will wish to have back.

If there is anything further you wish, or there is anything I can do for you, I shall be only too glad to, if you will let me know.

Very truly yours,

W. J. Gartner

W. J. Gartner
Production Department

WJG:CC

November 20, 1937.

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

Dear Mr. Gartner:

Thank you very much for the proofs of the new engravings which were prepared from the retouched copies of Figures 145 to 148.

These are very satisfactory.

Very cordially yours,

FCA:AH

Director of Physical Education.

JAMES H. McGRAW, JR.
CHAIRMAN OF THE BOARD
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TRADE DEPARTMENT

November 18, 1937

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

BETTER BASKETBALL

Dear Dr. Allen:

Enclosed are proofs of the new engravings we prepared from the retouched copies of Figures 145 to 148 showing the basket weave ankle bandage.

Very truly yours,

W. J. Gartner

W. J. Gartner
Production Department

WJG:DC

November 22, 1937.

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

Dear Mr. McGraw:

Thank you for your good letter of the 19th instant. I will write you in detail regarding your letter in the next day or two.

At the present time, you mention that after the first of the year a special two-page circular will go out to the subscription list of both the Scholastic Coach and the Athletic Journal. From December first until Christmas will be the time that more coaches and boys will buy this book. If this material comes out after the first of the year I am afraid that the sales will be slowed up until next year on this particular type of buying.

I realize that by completing the manuscript on July 5th it was entirely too late for your people to get out the book to hit the peak sales this year. October and November would have been the months to have done that. However, I still figure that by getting it out on July 5th it was a wise thing to do, even though we will not get the sale this year like we would have had if I had gotten the manuscript out earlier.

I cannot see why this pamphlet material was not anticipated because all the manuscript has been in long enough to have flooded the bookstores just prior to the distribution of the book. However, I presume that you had too many similar details to handle, and it is just one of those things in a big publisher's existence.

Thank you for the Basketball Bible list which you have returned.

Very sincerely yours,

FCA:AH

Director of Physical Education.

November 22, 1937.

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

Dear Mr. McGraw:

I am writing this after lunch, following the letter that I dictated this morning.

I called on one of the haberdasheries down town, Carl's, and told them about the book proposition. In fact, I showed them your letter regarding the discount, and they were quite enthusiastic, although of course they rather hesitated on the purchasing of books unless they were sure of their sale.

There is a book shop here called The Book Nook, another bookstore called Keeler's, and another called Rowland's. Then we have another haberdashery here in town, Ober's. Carl's would sell the most books because they have the student trade.

Here is my angle that I wish to present to you, and if it is satisfactory, then I will contact these people and allow them to have some extra books to decorate their windows. I thought that we would order 125 copies in our name, sent to Forrest C. Allen, 801 Louisiana Street. I would go to each firm here, show them your letter so that they would be sure of their discount, and then I would sublet these books to the bookstores, allowing them to have a dozen or more for window decoration. Of course, you would charge Forrest C. Allen and Bess E. Allen for the total 125 books and we would pay for them. I figures in this way we could get some in each window for display purposes and it would boost the book materially in this town.

It is a sure-fire proposition for them because they would only pay for the books that they sold, and we would take back the books that were unsold. I could easily dispose of these books through individuals who desire them at coaching schools, or other single orders when they write me for a single book. Many of them want me to autograph a book for them, and in this way I would have them on hand and could send them without any delay. Of course, I would sell them for the regular price so that it would not interfere with any of the other arrangements of the retailers.

As you notice from the list, we bought quite a few from Smith-Grieves, and everything was quite satisfactory.

If this is agreeable, please enter an order for 125 to be shipped to me at 801 Louisiana Street by freight, or should I say express. What is the rate on this stuff, and how do you generally ship to book concerns? I imagine parcel post is out of the question. When do you expect to have some ready for shipment to the other firms?

Very cordially yours,

FCA:AH

Director of Physical Education.

BETTER BASKETBALL

(Names sent to Mr. McGraw)

Warren V. Woody, Chicago

L. R. Perry, Lawrence

Dr. James Naismith

Wilfred Smith, Chicago Tribune

Edgar Munzel, Chicago Herald and Examiner

Leo Fisher, Chicago Evening American

Ed Cochrane, " " "

Warren Brown, Herald and Examiner

Arch Ward, Chicago Tribune

Rockyy Mountain News:

Chester Nelson

Hank Rabun

Clair Jordan

Denver Post:

Robert Ganzey

Wm. M. White

Leonard Cahn

Wichita Eagle:

Paul A. (Pete) Lightner

Virgil Corey

Vic Rugh

Jack Copeland, Wichita Beacon

Arthur J. Daley, New York Times

Everett B. Morris, N. Y. Herald Tribune

Jack Curley, New York American

Irving T. Marsh, N. Y. Herald Tribune

W. A. Dill, K.U.

Harold Smith, Kansas City

A. M. Kleinhoffer, Kansas City — omit

Munsey Magazine

H. V. Porter

Grantland Rice and others whose poems were used

Vernon "Bing" Smith, Lawrence

C. E. McBride, Kansas City

E. C. Quigley

Sec Taylor, Des Moines

Ralph McGill, Atlanta

Herman Goldstien, Cleveland

Dr. Raymond A. Kent, Louisville

Col. Robert Rossow, Culver

Maj. John L. Griffith, Chicago

St. John, Dr. John Brown and members of BB Rules Com.?

Bus Ham, Okla. City

Frederick Ware, Omaha

Artie Eilers, St. Louis

John Bentley, Lincoln

Carlos Hobbs, Topeka

Cy Sherman, Lincoln

Parke Carroll, K. C. Post

Frank Cramer, editor The First Aider, Gardner, Kans.

J. C. Grover, Dierks Bldg., KansasCity

Harold Keith, Okla. U., Norman

Otis Wile, Stillwater, Okla.

J. H. Biles, Ada, Okla.

Robert Moore, Weatherford, Okla.

Frank Bateman, Edmond, Okla.

James Scales, Shawnee, Okla

Bob Bright, Alva, Okla.

Wesley Dickey and Layne Beaty, Durant, Okla.

Stanley Pate, Okla. City

Ben Matkin, Jr. Collegiate Conf., Tonkawa, Okla.

Tom McSpadden, Tahlequah, Okla.

Bob Suits and Craig Campbell, Enid, Okla.

Cowboy Curton, Okla. News, Okla. City

Jim Hopkins "

Bill Stockwell "

A. B. Bridgewater, Tulsa

Collier Parrish, Lubbock, Texas

Austin Bealmear, Okla. City

Jerry Malin, Amarillo, Texas

George White, Dallas News

Flem Hall, Ft. Worth Star-Telegram

Jinx Tucker, Waco News-Tribune

Bruce Layer, Houston Post

BETTER BASKETBALL

(Names sent to Mr. McGraw)

Warren V. Woody, Chicago

L. R. Perry, Lawrence

Dr. James Naismith

Wilfred Smith, Chicago Tribune

Edgar Munzel, Chicago Herald and Examiner

Leo Fisher, Chicago Evening American

Ed Cochrane, " " "

Warren Brown, Herald and Examiner

Arch Ward, Chicago Tribune

Rocky Mountain News:

Chester Nelson

Hank Rabun

Clair Jordan

Denver Post:

Robert Ganzey

Wm. M. White

Leonard Cahn

Wichita Eagle:

Paul A. (Pete) Lightner

Virgil Corey

Vic Rugh

Jack Copeland, Wichita Beacon

Arthur J. Daley, New York Times

Everett B. Morris, N. Y. Herald Tribune

Jack Curley, New York American

Irving T. Marsh, N. Y. Herald Tribune

Wm A. Dill, K.U.

Harold Smith, Kansas City

A. M. Kleinhoffer, Kansas City — omit

Munsey Magazine

H. V. Porter

Grantland Rice and others whose poems were used

Vernon "Bing" Smith, Lawrence

C. E. McBride, Kansas City

E. C. Quigley

Sec Taylor, Des Moines

Ralph McGill, Atlanta

Herman Goldstien, Cleveland

Dr. Raymond A. Kent, Louisville

Col. Robert Rossow, Culver

Maj. John L. Griffith, Chicago

St. John, Dr. John Brown and members of BB Rules Com.?

Bus Ham, Okla. City

Frederick Ware, Omaha

Artie Eilers, St. Louis

John Bentley, Lincoln

Carlos Hobbs, Topeka

Cy Sherman, Lincoln

Parke Carroll, K. C. Post

Frank Cramer, editor The First Aider, Gardner, Kans.

J. C. Grover, Dierks Bldg., KansasCity

Harold Keith, Okla. U., Norman

Otis Wile, Stillwater, Okla.

J. H. Biles, Ada, Okla.

Robert Moore, Weatherford, Okla.

Frank Bateman, Edmond, Okla.

James Scales, Shawnee, Okla

Bob Bright, Alva, Okla.

Wesley Dickey and Layne Beaty, Durant, Okla.

Stanley Pate, Okla. City

Ben Matkin, Jr. Collegiate Conf., Tonkawa, Okla.

Tom McSpadden, Tahlequah, Okla.

Bob Suits and Craig Campbell, Enid, Okla.

Cowboy Curton, Okla. News, Okla. City

Jim Hopkins "

Bill Stockwell "

A. B. Bridgewater, Tulsa

Collier Parrish, Lubbock, Texas

Austin Bealmear, Okla. City

Jerry Malin, Amarillo, Texas

George White, Dallas News

Flem Hall, Ft. Worth Star-Telegram

Jinx Tucker, Waco News-Tribune

Bruce Layer, Houston Post