

November 6, 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 letter of the 3rd instant explaining the type to be used on my book entitled "Better Basketball, Incorporating Technique, Tactics and Tales". I could not quite agree with Mr. Hyland's argument, and you will pardon me for telling him so.

I met your Mr. Barber here at the Kansas State Teachers Association, where 4,000 of the pedagogues were assembled. We had a fine visit, and I was greatly impressed with your personable salesman from Kansas and Virginia. He told me about his effort to sell the CCC camps. That would be a fine order if you could land it. However, he explained it may have to go over since the book is not quite ready to exhibit to the purchaser. These Army men are hard-boiled customers when it comes to trying to sell them anything without seeing the whole job in its completion.

Concerning the list of books sold by Smith-Grievess in their report to me, will you kindly send these sales sheets back to me as soon as you have finished with them. Mrs. Allen desires to keep these as a matter of record, and she emphasized the importance of my telling you that she desired them back, but I failed to mention it in my previous letter. I will thank you for an early return of these as soon as you have finished with them.

Very cordially yours,

FCA:AH

Director of Physical Education.

JAMES H. McGRAW, JR.
CHAIRMAN OF THE BOARD
MARTIN M. FOSS
PRESIDENT
JAMES S. THOMPSON
VICE PRESIDENT
CURTIS W. McGRAW
VICE PRESIDENT AND TREASURER
WILLIAM E. HAWKE
SECRETARY & ASST. TREASURER

McGraw-Hill Book Company, Inc.

McGraw-Hill Building
330 West 42nd Street
New York, N.Y.

CABLE ADDRESS
"McGraw Hill" New York

LONDON
ALDWYCH HOUSE, W.C.2.

ASSISTANT VICE PRESIDENTS
CURTIS G. BENJAMIN
COLLEGE DEPARTMENT
FRANK L. EGNER
MAIL ORDER DEPARTMENT
JOSEPH A. HYLAND
PRODUCTION DEPARTMENT
HUGH J. KELLY
TRADE DEPARTMENT

November 3
1937

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

Dear Dr. Allen:

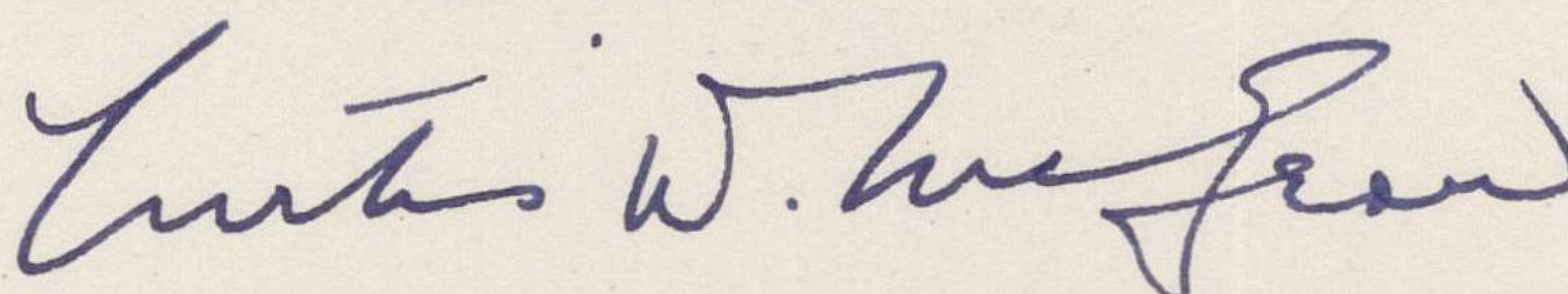
I have a copy of your letter to Mr. Hyland dated October 30 and am answering it in his absence, even though he will return later today.

Concerning the size of type, it is true we had at first thought 11 point would be best but then we didn't know the size of the manuscript. However, this really makes little difference for the difference in size between 11 point and 10 point is really negligible and it will make the book somewhat smaller, as explained by Mr. Hyland. Even with 10 point it is going to run around 500 pages including front matter and there is such a thing as having a book too bulky and heavy. We would, of course, have used 11 point if it had been a smaller manuscript and while we probably should have told you of the change, it was overlooked.

There is no question as to the price of the book. It is to be \$4.00, which was settled long ago. As I told you at that time, the \$3.00 price was set tentatively because we did not know the size of the manuscript but that is now over the dam.

Regarding the sub-title, we had planned to use it in every place except on the jacket but if you prefer it on the jacket, we will include it there as well although we are not sure it will look as well. While we may not look at it as a sub-title, that is what it really is and it will really make no difference one way or the other, so it will be used as you request.

Sincerely yours,



CWM:MK

November 8, 1937.

Miss Emilie Wallace,
Production Department,
McGraw-Hill Book Co.,
330 West 42nd Street,
New York City, N.Y.

Dear Miss Wallace:

Your letter of the 5th instant received this morning,
and I have immediately checked with Mrs. Allen the first 150
pages.

In the title for Chapter X you will find that we have
eliminated part of it (the turn). We have asked the editorial
department to make this change in the context and are hoping that
it can be done as the extra words add nothing to the title.

I am rushing this back to you air mail today.

Very cordially yours,

FCA:AH

Director of Physical Education.

JAMES H. McGRAW, JR.
CHAIRMAN OF THE BOARD

MARTIN M. FOSS
PRESIDENT

JAMES S. THOMPSON
VICE PRESIDENT

CURTIS W. McGRAW
VICE PRESIDENT AND TREASURER

WILLIAM E. HAWKE
SECRETARY & ASST. TREASURER

McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 WEST 42ND STREET

NEW YORK, N.Y.

CABLE ADDRESS
"McGraw Hill" NEW YORK

LONDON
ALDWYCH HOUSE, W.C.2.

ASSISTANT VICE PRESIDENTS

CURTIS G. BENJAMIN
COLLEGE DEPARTMENT

FRANK L. EGNER
MAIL ORDER DEPARTMENT

JOSEPH A. HYLAND
PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

November 5, 1937.

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

BETTER BASKETBALL

Dear Professor Allen:

We are returning to you at this time the table of contents. We had intended to check both the chapter titles and the page numbers to correspond with the page proofs, but the first 150 pages, and all the galleys have been sent out by Mr. McGraw for advertising and review purposes. We have checked from Chapter XII on, but we must ask you to check the first eleven chapters.

Will you check this and return it to us immediately?

Very truly yours,

Emilie Wallace

Emilie Wallace,
Production Department

EW:LOC

*the title for
2nd Chapter I you will find that we have
eliminated part of it (the turn). We have asked
the editorial department to make this change
in the context and are hoping that it can
be done as the extra words add nothing to the title
~~excepting clumsiness.~~*

November 8, 1937.

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

Dear Mr. Gartner:

I was indeed sorry to cause you the trouble on Diagram 66, but your fine spirit was reflected again in your letter of November 1. Thank you so much for your fine cooperation.

Thank you also for your letter of the 4th instant enclosing proof of the new cut of Diagram 66, and also proof of signature cut which you expect to use in the front matter of the book. These are all very excellent, and I am very much pleased with them.

Very cordially yours,

FCA:AH

Director of Physical Education.

JAMES H. MCGRAW, JR.
CHAIRMAN OF THE BOARD

MARTIN M. FOSS
PRESIDENT

JAMES S. THOMPSON
VICE PRESIDENT

CURTIS W. MCGRAW
VICE PRESIDENT AND TREASURER

WILLIAM E. HAWKE
SECRETARY & ASST. TREASURER

McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 WEST 42ND STREET

NEW YORK, N.Y.

CABLE ADDRESS
"MCGRAW HILL" NEW YORK

LONDON
ALDWYCH HOUSE, W.C.2.

ASSISTANT VICE PRESIDENTS

CURTIS G. BENJAMIN
COLLEGE DEPARTMENT

FRANK L. EGNER
MAIL ORDER DEPARTMENT

JOSEPH A. HYLAND
PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

November 4, 1937

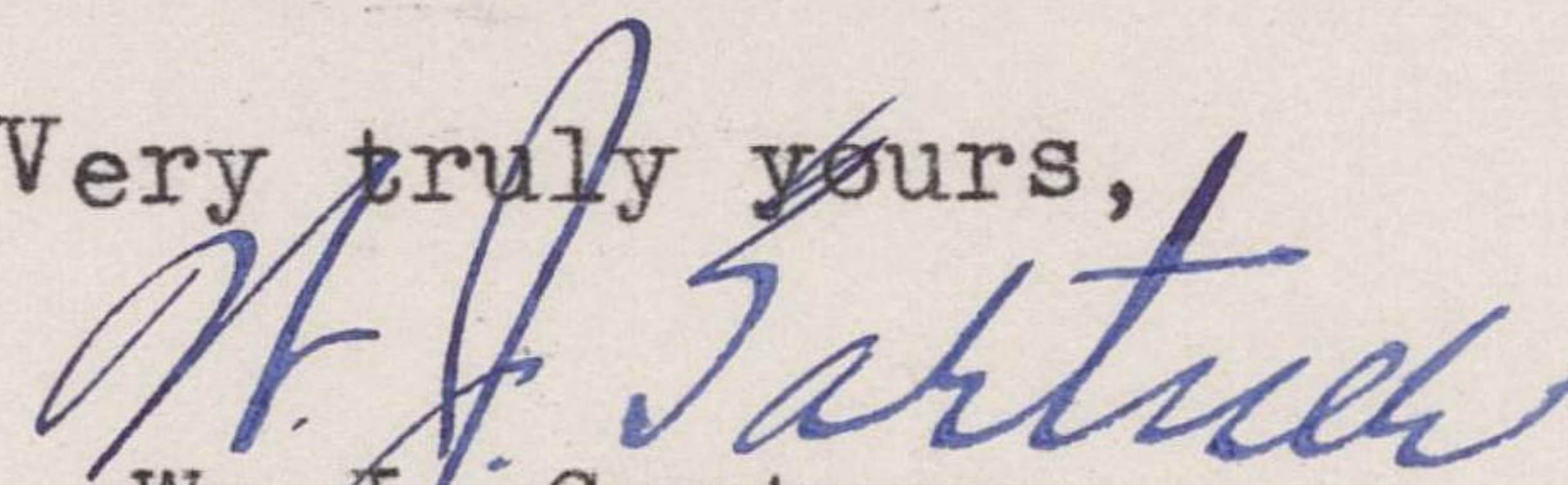
Dr. Forrest C. Allen
University of Kansas
Lawrence
Kansas

BETTER BASKETBALL

Dear Dr. Allen:

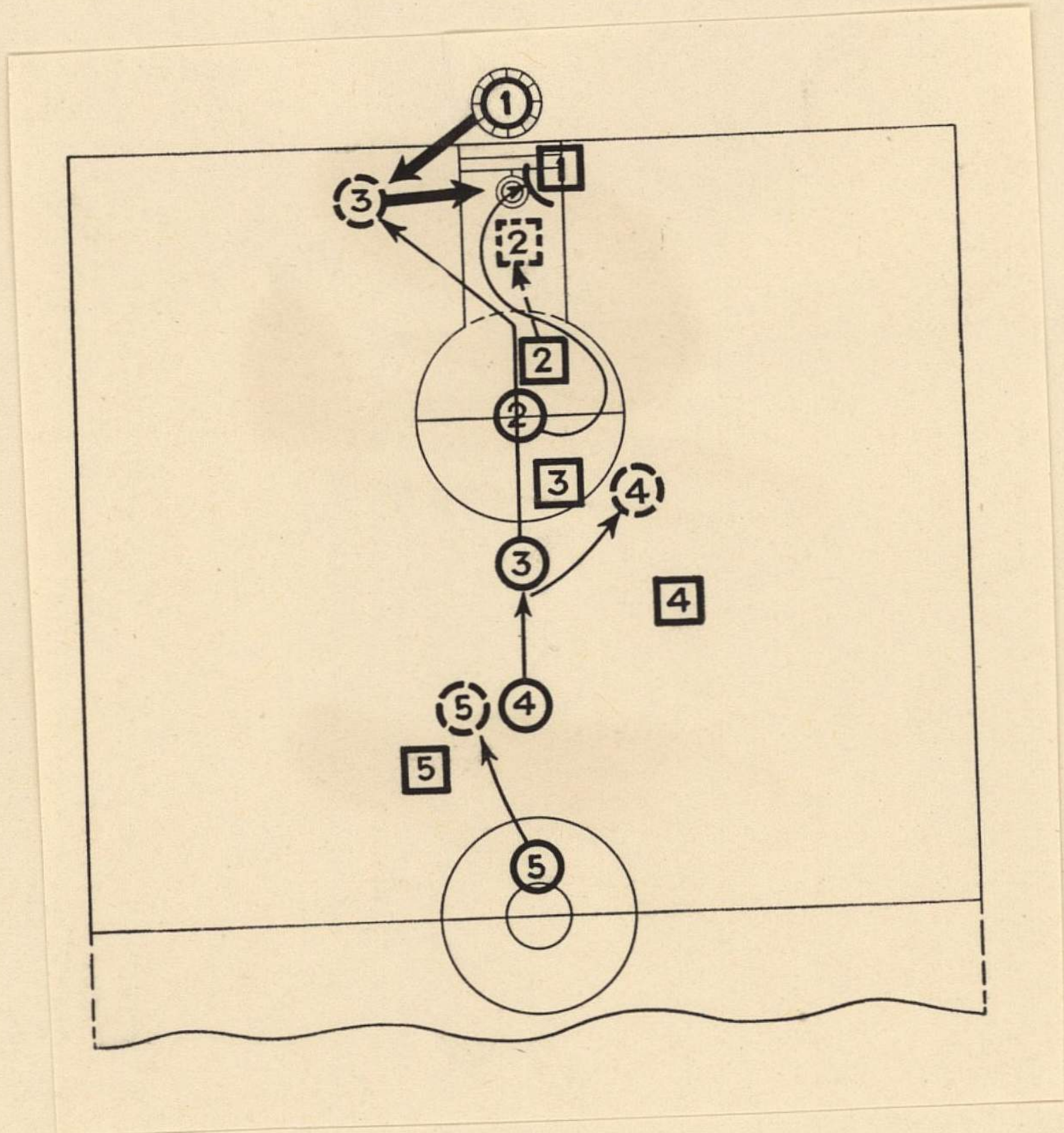
Enclosed is a proof of the new cut of Diagram 66. Also enclosed are proofs of the signature cuts we are going to use in the front matter of the book. The larger signature is going beneath the frontispiece, and the smaller one at the end of the preface.

Very truly yours,



W. J. Gartner
Production Department

WJG:CC



Diag. 66

J. Acrost Allen

J. Acrost Allen

November 8, 1937.

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

Dear Mr. Gartner:

Answering your favor of November 5th in regard to correcting Figures 145 to 148 inclusive, I am very glad to indicate to the best of my ability the way the bandage goes in these four illustrations. For your information I will endeavor to augment the description of the bandage enough for you to possibly visualize it and then you or your men can better depict it more graphically to the reader by the process of your own artistic skill.

Mr. Gartner, this bandage is a basket weave. The first piece of taping is put on in a longitudinal fashion, starting at the little toe and drawn on around to the great toe, then the next bandage is put in latitudinal direction, starting at the inside of the leg and drawn down back of the tendon Achilles under the heel then attached to the large piece of tape at the top of the leg.

Then these bandage strips alternate just like the weave of a market basket, so the taping should show in the cut to depict that feature.

If you will get a copy of "My Basketball Bible" and look at the basket weave on that bandage for the ankle I believe that it will clarify matters perceptibly.

I am at the office, and am numbering these on the back of the photostats just for descriptive purposes to you, and not according to the way they are in the new book. Perhaps this numbering will serve the purpose of description in this letter. In numbers 145 and 146 they show the internal and external view of the first taping; 147 shows the taping of all the basket weave, and 148 shows the bandage encased with wider adhesive tape. In other words, 148 shows the $3\frac{1}{2}$ or 3 inch tape that was used over the 1 or $1\frac{1}{2}$ inch bandage in 147.

I only show the one side of the bandage in 147 because I consider that it would be spending a lot of money to take both views of this bandage. This applies also to 148. But for 145 and 146 I deem it advisable to show the building up process. So I will show the wider bandage strips on 148 which serve as an encasement, while 147 will show the very narrow tape which is used in this bandage.

-2-

If my markings are not clear I would kindly ask you to look at the bandage in "My Basketball Bible" and I believe that will clear it up.

Very cordially yours,

FCA:AH

Director of Physical Education.

JAMES H. MCGRAW, JR.
CHAIRMAN OF THE BOARD

MARTIN M. FOSS
PRESIDENT

JAMES S. THOMPSON
VICE PRESIDENT

CURTIS W. MCGRAW
VICE PRESIDENT AND TREASURER

WILLIAM E. HAWKE
SECRETARY & ASST. TREASURER

Mc GRAW-HILL BOOK COMPANY·INC.

McGRAW-HILL BUILDING

330 WEST 42ND STREET

NEW YORK, N.Y.

CABLE ADDRESS
"Mc GRAW HILL" NEW YORK

LONDON
ALDWYCH HOUSE, W.C.2.

ASSISTANT VICE PRESIDENTS

CURTIS G. BENJAMIN
COLLEGE DEPARTMENT

FRANK L. EGNER
MAIL ORDER DEPARTMENT

JOSEPH A. HYLAND
PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

November 5, 1937

Dr. Forrest C. Allen
University of Kansas
Lawrence
Kansas

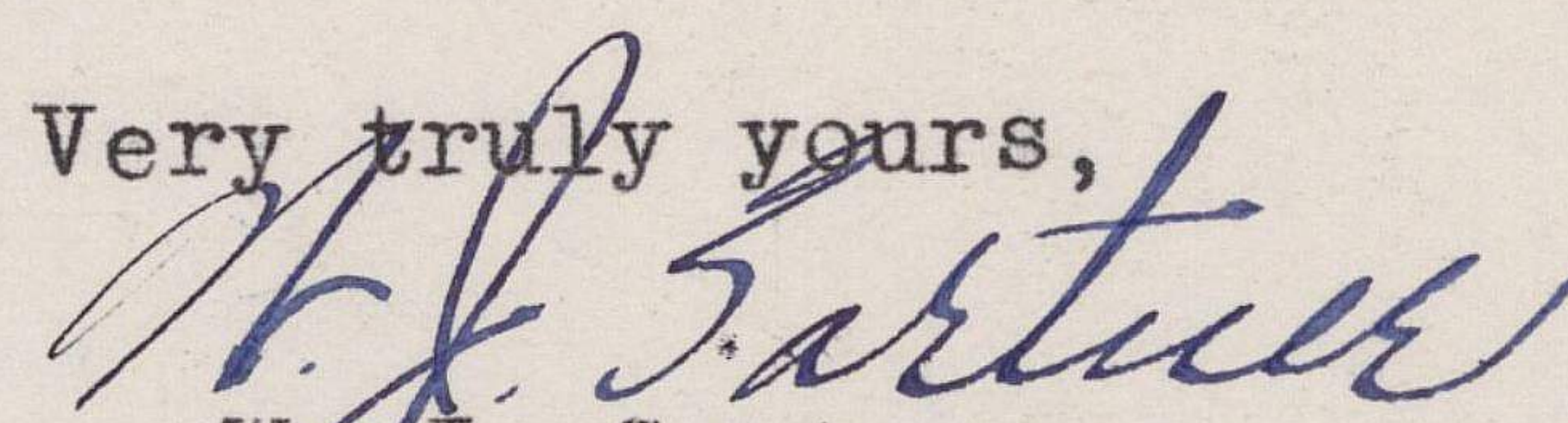
BETTER BASKETBALL

Dear Dr. Allen:

In order to correct Figures 145 to 148 inclusive it will be necessary for us to prepare new engravings. We are perfectly willing to do this. We are not entirely sure of how the bandage goes in these four illustrations, and I thought it best that you indicate it for us.

For your convenience I have had photostats prepared of the photographs, which I enclose. If you will indicate on these the retouching necessary, we will appreciate it.

Very truly yours,



W. J. Gartner
Production Department

WJG:CC

November 9, 1937.

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

Dear Mr. Hyland:

I acknowledge with thanks your good letter of the 4th instant. You have gone very exhaustively into the situation. I thank you for your full explanation of every detail.

I endeavored to make myself clear in the other letters in that we had received a letter from you, together with the type, saying you were using that in our book. We acknowledged with thanks this letter, assuring you that it was just what we wanted. Naturally, not being advised to the contrary, we weren't altogether happy about the situation. However, as we stated in our other letter, that is all over the dam and we have forgotten the matter.

I assure you that we have implicit confidence in the McGraw-Hill Company to turn out the finest books on the market, and we are also assured and confident that you will continue to do so, performing in your usual expert fashion. We are very happy that McGraw has printed our text and I am very sure that all of us will be happy when the job is completed. We sincerely trust that the sales will justify all the trouble that your corporation has gone to in printing this text.

Very cordially yours,

FCA:AH

Director of Physical Education.

JAMES H. MCGRAW, JR.
CHAIRMAN OF THE BOARD

MARTIN M. FOSS
PRESIDENT

JAMES S. THOMPSON
VICE PRESIDENT

CURTIS W. MCGRAW
VICE PRESIDENT AND TREASURER

WILLIAM E. HAWKE
SECRETARY & ASST. TREASURER

McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 WEST 42ND STREET

NEW YORK, N.Y.

CABLE ADDRESS
"McGraw Hill" NEW YORK

LONDON
ALDWYCH HOUSE, W.C.2.

ASSISTANT VICE PRESIDENTS

CURTIS G. BENJAMIN
COLLEGE DEPARTMENT

FRANK L. EGNER
MAIL ORDER DEPARTMENT

JOSEPH A. HYLAND
PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

November 4, 1937.

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

BETTER BASKETBALL

Dear Dr. Allen:

This is a somewhat belated acknowledgment of your letter of October 30th but I know from Mr. McGraw that he has already made a reply since you also sent him a copy of this letter. Consequently, there is very little more that I can say, although I do want to make a few remarks in the hope that I may clear up all questions involved.

First of all you will probably have received before the arrival of this letter, the last installment of page proofs, and will have noted that there are a total of 482 text pages to which must of course be added the preliminary pages or "front matter" as these preliminary pages are properly termed, and the index. The frontispiece will of course be included among the front matter pages and proofs of these pages will go forward to you as soon as we have final copy for the table of contents with the book page numbers inserted to replace the manuscript page numbers. Miss Gile I know is at work on the copy for the front matter, and we have already prepared a cut for the frontispiece and two cuts of your signature, one of which we plan to place beneath your picture, and the other at the end of the statement. I feel sure that you will send us the copy for the index as soon as possible after you have completed the proofreading and returned the marked set of page proofs to us for final correction. I might say at this time that I am anxiously awaiting the return of all corrected pages because I am very much interested in your reactions to the arrangement of text and illustrations.

I looked over all of the duplicate page proofs as they reached us from the printer and was of the impression that the printer had done a good job

McGraw-Hill Book Company, Inc.

TO

Dr. Allen

PAGE

two

DATE 11-4-37

with a difficult proposition. Of course there are a few places where all of the corresponding text does not face the related exhibit or diagram, but I am sure that you recognize these limitations. There are also a few other places where, in my opinion, this arrangement might be improved, but I feel that the improvement, if it could be affected, would be very slight indeed.

I have just seen your suggestions regarding the suggested rearrangement of pages 181-184 inclusive but we cannot answer your comments definitely until the manuscript is returned to us from the printer. I cannot account for some of this text being out of order, and it is unfortunate that you did not note this during the examination of the galley proofs. When returning the corrected galleys to the printer for page makeup, we did note that the exhibits were referred to out of proper numerical sequence and made one change, but did not suspect that the text was not in proper order since we felt that you would have called this to our attention. However, just as soon as the manuscript is returned we will rearrange these pages and submit second proofs for your approval.

In so far as is concerned the jacket, Mr. McGraw has advised you that the subordinate or "explanatory" title "Technique, Tactics and Trails" will appear on the jacket, and also on the cover of the binding as well as on the title page itself. I believe that it will be well to include this explanatory title beneath the master title on the half title page that precedes the main title. Just so that there may be no misunderstanding, however, we do not intend to include the word "Incorporating" because we feel that its use is superfluous.

Since Mr. McGraw has already advised you that the selling price of the book is to be \$4.00 rather than \$3.00 as you suspected, I can only say that the use of 10 point type, rather than 11 point shown in the original samples was decided upon here, and I might add that we did not consider it necessary to mention this to you because we feel that the use of this slightly smaller type was necessary and we knew that it could not affect the readability of the text. Please bear in mind

McGraw-Hill Book Company, Inc.

TO

Dr. Allen

PAGE three

DATE 11-4-37

Dr. Allen that we are just as much interested in the physical appearance of our books as any of our authors, in fact I think that we are much more interested because in so far as this is concerned, we have a reputation to uphold. If we felt that 10 point type was too small to be easily read, we certainly would not have decided upon it. It is of course true that the actual total of 482 text pages is slightly less than my estimate, but it must be kept in mind that it was not only difficult but practically impossible to make a much more accurate estimate of the space that would be required by the illustrations and their legends. I feel quite confident that after the work has been completed you will agree that you will have nothing to be ashamed of in so far as is concerned the physical appearance of this book. I am sure that you are going to agree that its physical appearance does justice to what is between the covers.

Very truly yours,

J. A. Hyland
J. A. Hyland,
Production Department.

JAH:LOC

November 9, 1937.

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

Dear Mr. McGraw:

Doubtless our letters passed in the mail. Mrs. Allen does want the lists of purchasers of "My Basketball Bible" back again for reference reasons, and I would appreciate your sending them to me after you have finished with them.

I will follow your instructions regarding the Smith-Grievess Basketball Bible situation.

Very cordially yours,

FCA:AH

Director of Physical Education.

Mc GRAW-HILL BOOK COMPANY·INC.

McGRAW-HILL BUILDING

330 WEST 42ND STREET

NEW YORK, N.Y.

November 5
1 9 3 7

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

Dear Dr. Allen:

I forgot to ask in my letter of yesterday whether you want the lists of those who purchased the BASKETBALL BIBLE back again. They are really royalty reports and I suppose your only copies.

The thing that I am afraid of is that they might get lost or mutilated and to make another list is a big job. I guess they are not of much importance now that the sale of the BIBLE is about concluded.

Sincerely,

Curtis W. McGraw

CWM:MK

JAMES H. MCGRAW, JR.
CHAIRMAN OF THE BOARD

MARTIN M. FOSS
PRESIDENT

JAMES S. THOMPSON
VICE PRESIDENT

CURTIS W. MCGRAW
VICE PRESIDENT AND TREASURER

WILLIAM E. HAWKE
SECRETARY & ASST. TREASURER

McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 West 42nd Street

NEW YORK, N.Y.

CABLE ADDRESS
"McGraw Hill" New York

LONDON
ALDWYCH HOUSE, W.C.2.

ASSISTANT VICE PRESIDENTS

CURTIS G. BENJAMIN
COLLEGE DEPARTMENT

FRANK L. EGNER
MAIL ORDER DEPARTMENT

JOSEPH A. HYLAND
PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

November 4
1 9 3 7

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

Dear Dr. Allen:

I find I forgot to acknowledge your letter of October 30 which came with your letter of November 1. I am this morning also in receipt of your letter of November 2.

In the letter of the 30th you tell me that Smith-Grievess have but fifty copies on hand of MY BASKETBALL BIBLE and they will get rid of these soon and will not run any more. I suggest you ask them to either throw in the type or destroy the plates if there are any and then there will be no question.

Yes, we, too, are receiving orders for BETTER BASKETBALL and by the time the book is out we should have quite a few on hand.

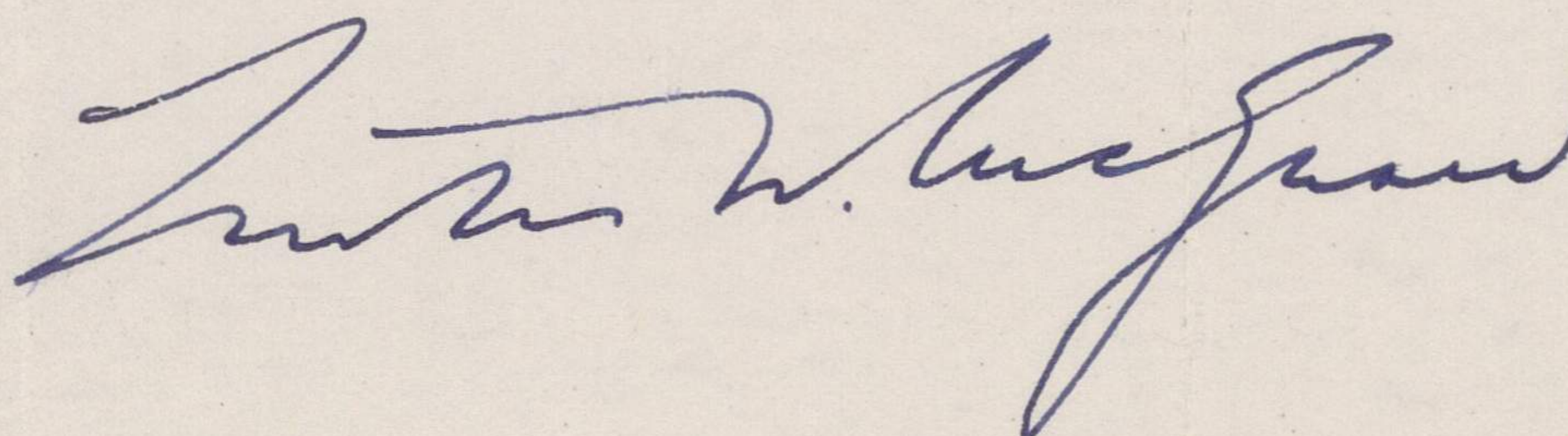
In your letter of November 1 you pass on an inquiry from the Director of Physical Education at Durango, Mexico, and we are notifying him that the book will be ready the end of this month and shipped him promptly upon publication.

In your letter of November 2 you enclose correspondence from the Smith-Grievess Company together with their reports to you, listing all the people who purchased MY BASKETBALL BIBLE. This will be helpful to us and we can use it to very good advantage.

With kindest regards,

Sincerely yours,

CWM:MK



November 10, 1937.

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

Dear Mr. McGraw:

I am sending you carbon copy of a letter from Mr. Warren Woody, the agency manager of the Equitable of New York. You can see what he thinks of the Chicago set-up, and gauge yourselves accordingly. I wonder if it would be possible for you to send Mr. Woody a complimentary copy of the book, as he has been of untold help in its publication.

I am also sending you copy of letter from Julian Palston, of Wichita, and copy of letter from Alston McCarty of Denver. This is not very important regarding the covering of these sports writers. I wrote Matty Bell, the S.M.U. coach at Dallas for the outstanding newspaper men down there.

Please do not feel that I think you should send a copy to all of these men I have listed. I would be rather economical in the distribution in territories where the sales possibilities are not too large. Of course, you people are the boss, and you know more about it than I do.

I am wondering if it would be in keeping with your policy to send possibly an imperfect copy of the book to each of the boys participating in the pictures. There might be some copies with slight defects which you would not wish to sell. However, that will be up to you.

By the way, did you see Lowe & Campbell's trade magazine for this month, "The Coach"? It gives a dandy write-up of Better Basketball. I imagine that Marion Miller, the editor, has sent you a copy. I am asking him to do so, if this has not already been done.

Very sincerely yours,

FCA:AH
Enc.

Director of Physical Education.

P.S.

Would it also be possible to send complimentary copies of the book to L. R. Perry, of the Lawrence Junior High School, Lawrence, Kansas; and Dr. James Naismith, of the University of Kansas?

F.C.A.

SPORTS WRITERS

CHICAGO

"Wilfred Smith of the TRIBUNE, Edgar Munzel of the HERALD AND EXAMINER, and Leo Fisher of the CHICAGO EVENING AMERICAN; Ed Cochrane is the Sports Editor of the CHICAGO EVENING AMERICAN, Warren Brown for the HERALD AND EXAMINER, and Arch Ward for the TRIBUNE. Wilfred Smith of the TRIBUNE is the best basketball writer in Chicago. Munzel writes the games and also this column that is enclosed. This happens to be in this morning's paper, and I am just sending it along. Cochrane is getting away big up here. He picked up the CHICAGO AMERICAN after it had been run by Eddie Geigher. Confidentially, I have heard it said that Mr. Geigher was only one step from being a "second story man" if you know what I mean. Cochrane has cleaned this situation up and Hearst is giving him a bit boost. They run whole page advertisements with his picture and the write-up of his wonderful accomplishments. Incidentally, he has made a great many friends in Chicago, especially among the officials when he fixed it so that they could work both pro games and college games.

"I will appreciate and treasure very much an autographed copy of your book BETTER BASKETBALL, and if there is any boosting that I can do for the book, I should appreciate your advising me. I don't know all the details in putting over a book -- but if there is anything I can do, let me know."

--- Warren V. Woody, Agency Manager, The Equitable Life Assurance Society, Room 2136, #120 So. La Salle St., Chicago, Illinois.

DENVER

"On the Rocky Mountain News the men who will have something to do with basketball are: Chester Nelson, Hank Rabun, and Clair Jordan. On the Denver Post are Robert Ganzey, William M. White, and Leonard Cahn."

-- Alston McCarty, McCarty-Sherman Ford Dealers, Denver, Colorado.

WICHITA

"Paul A (Pete) Lightner, Sport Editor of the Wichita Eagle, is probably, from a consistent standpoint, the best basketball writer insofar as newspaper writing is concerned . . .; Jack Copeland . . . is the Sport Editor for the Wichita Beacon. There are two younger men who write for the Eagle: Virgil Corey is the sport editor for the Evening Eagle, and is sometimes assisted by Vic Rugh, who is one of the announcers and the sports commentator for radio station KFJ, which is owned and controlled by the Wichita Eagle. Then, of course, Leslie Edmonds is here in town." -- Julian Ralston, Brown Bldg., Wichita, Kansas.

November 13, 1937

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

Dear Mr. Hyland:

Upon receipt of the proofs we mailed them back the next morning. I am rather proud of our achievements, since the galley and the proofs have come in they have never stayed in our home twenty-four hours.

I imagine the fellow that doesn't do the work always expects more rapid production than the man who knows more about it. The manuscript was completed and mailed out here July 5th. That would be exactly five months from the time the manuscript was completed until the book is available for sale.

I was hoping that the book could be off the press just before Thanksgiving, as that is the far end of the football season. Basketball season, of course, has begun as far as the coaches are concerned, but if there would be any possible way to get this book out by Thanksgiving, that week or ten days that would be gained would be tremendous so far as the psychological side of it is concerned.

Of course, you know more about that proposition from the production end than I, so I will step aside in my arguments. I only mention the possibility if such a thing could come to pass.

With great expectations and hopes, I
am

Sincerely yours,

FCA:AH

Director of Physical Education.

JAMES H. McGRAW, JR.
CHAIRMAN OF THE BOARD

MARTIN M. FOSS
PRESIDENT

JAMES S. THOMPSON
VICE PRESIDENT

CURTIS W. McGRAW
VICE PRESIDENT AND TREASURER

WILLIAM E. HAWKE
SECRETARY & ASST. TREASURER

McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 WEST 42ND STREET

NEW YORK, N.Y.

CABLE ADDRESS
"McGraw Hill" NEW YORK

LONDON
ALDWYCH HOUSE, W.C.2.

ASSISTANT VICE PRESIDENTS

CURTIS G. BENJAMIN
COLLEGE DEPARTMENT

FRANK L. EGNER
MAIL ORDER DEPARTMENT

JOSEPH A. HYLAND
PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

November 10, 1937.

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

BETTER BASKETBALL

Dear Dr. Allen:

We are trying desperately to clear up all details of proofreading in the hope that it will be possible for us to complete the actual printing before the end of the month and have bound copies of the book available early in December and probably sometime during the week of December 6th. The numerous holidays, to say nothing of Saturdays and Sundays, makes November an extremely short month in so far as is concerned actual working days.

Towards this end, I have given instructions that the revised page proofs that are being sent to you today go forward by air mail. I hope that you will examine them and return them promptly. Needless to say, I hope that rearrangements have been made exactly in accordance with your wishes. There will be a few more miscellaneous revised pages and these will be sent to you similarly.

In the meantime, I am expecting that the proofs of the front matter and index pages will be ready to leave the Maple Press Company on Friday. Consequently I have asked them to send these proofs direct to you from their office. I know that you will examine and return these immediately.

While we are at work on the front matter and index pages, that need revision, the printer is of course proceeding with the final correction and the casting of the electrotypes printing plates of all pages that need not be resubmitted. The making of the

McGraw-Hill Book Company, Inc.

TO

Dr. Allen

PAGE

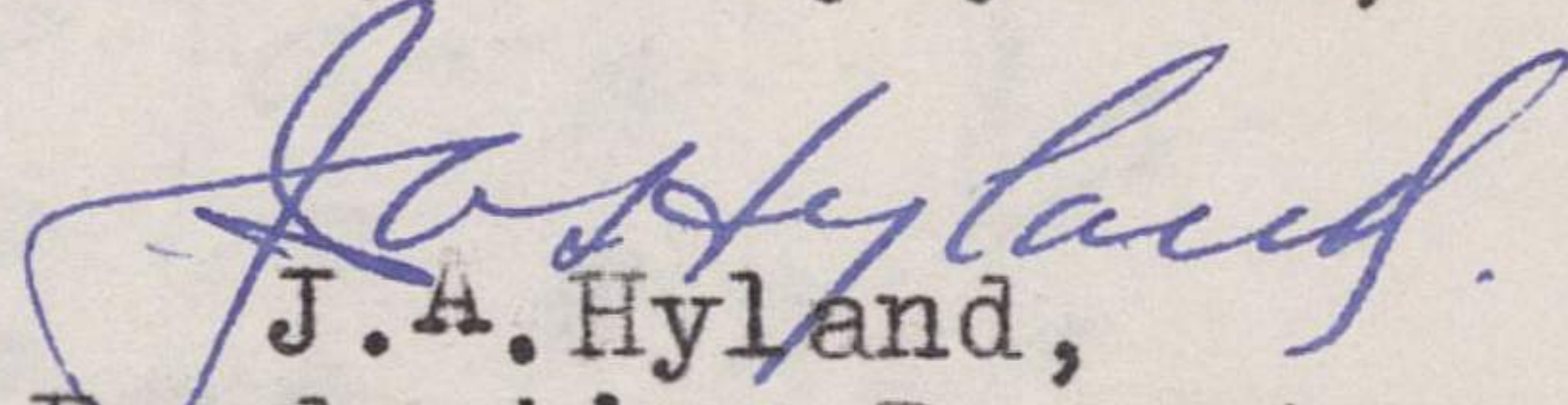
two

DATE 11-10-37

electrotype plates in itself is a time consuming job because it is our practice to incorporate the original halftone engravings in our printing plates so as to insure the best possible printing results.

Naturally, until the last page proof of the text pages has been returned to the printer approved and ready for printing, I can make no definite promise as to the date on which bound books will be ready, but I do know that we are in a position to give excellent service and that the printer will use two or more presses for the actual printing in order that it be completed at the earliest possible moment consistent with quality and accuracy.

Very truly yours,


J.A. Hyland,
Production Department.

JAH:LOC

November 13, 1937.

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

Dear Mr. McGraw:

I am sending you copy of a letter from Bailey and Hines for your information.

Madison (Matty) Bell, head coach at Southern Methodist University, has just written that George White, sports editor, Dallas News; Flem Hall, sports department, Ft. Worth Star-Telegram; Jinx Tucker, sports editor, Waco News-Tribune, and Bruce Leyer, sports editor, Houston Post, are the men in the south that would be helpful to contact.

His letter states: "If these men do not handle basketball themselves, they will refer you to the men under them who do. They are probably the outstanding sports writers of the state, and I am sure they will cooperate with you in every way."

Sincerely yours,

FCA:AH

Director of Physical Education.

November 13, 1937.

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

Dear Mr. Gartner:

I am wondering if you will be kind enough to send me photostat copies of Diagrams 9 continuing on up to 83. You will remember that I sent back all of the photostats of the diagrams, and I would like a set for my inspection here.

If it is not too much trouble for you I would appreciate it if you would just send me photostat copies of all the diagrams. This would be even better than starting with #9. I trust it will not be too much work for you. I will appreciate it very much.

Very sincerely yours,

FCA:AH

Director of Physical Education.

November 15, 1937.

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

Dear Mr. McGraw:

This will acknowledge your favor of the 12th instant. I wrote Mr. Marion Miller, of Lowe and Campbell, asking that he send you a copy of his publication, The Coach, and this morning I received a letter from him saying that he had sent it on to you. Doubtless you have it in your possession at the present time.

I saw the write-up of Herb McCracken's in his Scholastic Coach on BETTER BASKETBALL, and I thought he did a fine job.

I think the Lowe and Campbell setup, which involves distribution all over the United States, is also splendid. You can count on Lowe and Campbell.

Mr. Clyde E. McBride, of the Kansas City Star, will give a splendid write-up, as well as the other papers in this area. McBride's circulation is a quarter million a day and it covers Kansas, Missouri, Nebraska and Oklahoma. However, each sport writer will cover his territory in the smaller cities which will appeal particularly to their own readers.

I will have a list of the boys who helped with the demonstration pictures in the book. I will send this in the next few days. We perhaps will have some additional names we will want to submit of individuals who are in a position to help us publicize the book.

I wish you would especially refer to page 5 of The Coach and see the distribution by territory that Lowe and Campbell Athletic Goods Company has. You will notice the east is well represented by Horace Partridge in Boston and Philadelphia, Treman-King Athletic Goods Company at Pittsburgh, Washington and Syracuse, and the original Lowe and Campbell set-up covering south, east, west and north. I think it is a pretty good coverage. The General Sports, Incorporated, is really the name for

this new hookup. I understand that 15,000 of these booklets go out each month, so if you can keep Lowe and Campbell plugging along on the book they will do a great job.

Very sincerely yours,

FCA:AH

Director of Physical Education.

JAMES H. McGRAW, JR.
CHAIRMAN OF THE BOARD

MARTIN M. FOSS
PRESIDENT

JAMES S. THOMPSON
VICE PRESIDENT

CURTIS W. McGRAW
VICE PRESIDENT AND TREASURER

WILLIAM E. HAWKE
SECRETARY & ASST. TREASURER

McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 WEST 42ND STREET

NEW YORK, N.Y.

CABLE ADDRESS
"McGraw Hill" NEW YORK

LONDON
ALDWYCH HOUSE, W.C.2.

ASSISTANT VICE PRESIDENTS

CURTIS G. BENJAMIN
COLLEGE DEPARTMENT

FRANK L. EGNER
MAIL ORDER DEPARTMENT

JOSEPH A. HYLAND
PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

November 12
1937

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

Dear Dr. Allen:

I acknowledge your letter of November 10 enclosing letters from various people as listed and also discussing the question of complimentary copies.

I am placing all of these names on our complimentary list for we want to make sure to get the widest publicity. Where three or four names are given per newspaper, I will only send it to one or two. On the other hand, I think it worth while that at first the complimentary copies be not held down.

Please give me the names of the men who helped you in taking the photographs. We do not want to send them an imperfect copy for we appreciate their help and I will send them a perfect copy if the list is not too long. Of course, we will add the names of L. R. Perry and Dr. Naismith to the list as well.

No, I haven't seen Lowe & Campbell's write-up on BETTER BASKETBALL and I hope Mr. Miller sends me a copy. Possibly you have an extra one.

We have a little advertisement on BETTER BASKETBALL in the November issue of "Scholastic Coach" and they also reviewed the book and gave it a fine write-up. I sent Herb McCracken some galley proofs and diagram proofs and he was overjoyed.

Sincerely,

Curtis W. McGraw

CWM:MK

JAMES H. MCGRAW, JR.
CHAIRMAN OF THE BOARD

MARTIN M. FOSS
PRESIDENT

JAMES S. THOMPSON
VICE PRESIDENT

CURTIS W. MCGRAW
VICE PRESIDENT AND TREASURER

WILLIAM E. HAWKE
SECRETARY & ASST. TREASURER

McGraw-Hill Book Company, Inc.

McGraw-Hill Building

330 WEST 42ND STREET

NEW YORK, N.Y.

CABLE ADDRESS
"MCGRAW HILL" NEW YORK

LONDON
ALDWYCH HOUSE, W.C.2.

ASSISTANT VICE PRESIDENTS

CURTIS G. BENJAMIN
COLLEGE DEPARTMENT

FRANK L. EGNER
MAIL ORDER DEPARTMENT

JOSEPH A. HYLAND
PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

November 8
1937

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

Dear Dr. Allen:

While dictating this morning, your letter of November 5 was placed on my desk, which I answer at once.

We are mighty glad to have your added suggestions to our present list and we will make more investigations about basketball writers around New York, as well as the radio. Of course, you realize that to get a book talked about over the radio is pretty difficult, particularly around here. We will, however, try to work it in some way.

The main point is that we want to send out as many complimentary copies as necessary; that is, we do not want to restrict the list in any way for we want the widest appeal possible. Any further names you think of, please send on from time to time as you think of them for we shall be glad to add them to the list.

As I told you, I know a great many of the men on the list and just as the book is going out to them, I write them a personal note which helps as well.

At the moment, I do not think there is more that I can comment on for the proofs seem to be sliding back and forth very promptly and the details are nearing completion. I know we are all going to be satisfied with the result and the book should do well not only for one year, but for many.

With kindest regards,

Sincerely yours,

CWM:MK

Curtis W. McGraw