

October 25, 1937.

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

Dear Mr. Gartner:

It is not at all necessary, of course, that you have the original diagrams 51 and the corrected photostat of diagram 83 as all corrections have been made and taken care of, but for the purpose of having in your possession all copies and originals of the diagrams I am sending these two to you.

Very cordially yours,

FCA:AH
Enc.

Director of Physical Education.

October 25, 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 letter of October 20, with enclosures. I like both illustrations very much. I am sending them back to you enthusiastically, O. K.ing them both. I agree with you that the lay-out will be a most attractive and excellent one. Saturday I returned all the enclosures with the exception of the complimentary copy list of Bierman's "Winning Football".

I want to study this list a few days, if it is agreeable to you, and I will add my suggestions and comments on some of this group that I know personally, and I will add others and give you a reason for suggesting them.

I notice that you are just calling the book "Better Basketball". Did we both not agree that we would call it "Better Basketball, Incorporating Technique, Tactics and Tales"? I do not want to appear tenaciously contrary over this thing, but the sub-title of "Technique, Tactics and Tales" carries a lot more sales value than merely "Better Basketball".

The "Technique" is the fundamentals, "Tactics" are the plays put into action, and the "Tales" are stories of great games that we have played. I think you can feature your advertising by playing up these three sub-titles. You will find that these inspirational stories will give a tremendous wallop with not only the smaller boys but the boy who is still working for the near-divine and the impossible to happen.

I have had hundreds and hundreds of letters from people who read the story of one great game under inspirational coaching in "My Basketball Bible". Coaches in the big time have told me that just before their most difficult game they have called their team together and read them the story of that game.

For instance, a few years ago when Kansas played Pennsylvania in football in Philadelphia I stopped off on my way back at St. Anne, Illinois, at a large community high school and spoke at their assembly. The principal of that high school, in which there were at least 800 present, told me that for eight years at their major assembly just prior to their big game they had read this story to the entire assembly.

I only mention these two instances among many showing that a story of this type that really happens goes over in a big way. I feel sure that by elaborating upon this you will increase your sales at least one thousand over what you would otherwise by neglecting the tie-up with the main title. I am in the field and mingle with coaches, high school players, dads and mothers, and I am at the cross roads of this angle of the situation.

Next Thursday night I go over to Independence, Missouri, a town of about 20,000, to speak at their pep assembly there before their championship game. I have always dwelt strongly on the inspirational side. I coach that way. My thoughts run in that channel, and I have picked out the stories that have all happened under my coaching.

One of the stories that I tell in the book regarding the captain that I let the team vote on just before the game because he had broken training rules is about a boy who formerly played on the Independence, Missouri, high school team. He is at present athletic director at North Carolina State College at Raleigh. That story is in your book. At a moment in the pep assembly next week I will get an opportunity to mention Dr. Raymond Sermon, "Ug" we called him, and I will legitimately call attention to the fact that I have written a story in this new book about "Ug" Sermon.

This boy was the greatest football player that I have ever seen in a cleated shoe. He later played at Springfield College, Springfield, Mass. He beat Rutgers, Tufts, and that group back east single-handed. President Taft came out of the stands after one of his brilliant games back there and walked down the field to congratulate him.

I only mention these tales to show you that there is a ramifying interest all through the nation on these stories and for that reason I think we should tie them up with the "Tales".

I mention John Bunn, coach of the Stanford team and that will get coast consumption; Dutch Lonborg, coach at Northwestern, that is Big Ten; Dr. Sermon down in Carolina,

and his old home town, Independence; Adolph Rupp who is now at the University of Kentucky; Andy McDonald who is at Springfield, Missouri, Teachers; Tad Reid who is at Warrensburg, Missouri, Teachers; Louis Menze who is now at Iowa State College; and 15 or 20 others, all of my boys who are coaching over the United States in universities, colleges or high schools.

I know what a wonderful appeal these stories have, and if you do not feel that I am too importunate in promoting this I know that we will both derive not only financial dividends but a greater place for this book by tying these "Tales" up with the title.

Thursday afternoon I am going in to Kansas City to see a new picture, a movie talkie that Clair Bee of Long Island University, Dr. Carlson of the University of Pittsburgh, George Keogan of Notre Dame, Dave McMillan of Minnesota, John Bunn of Stanford, and I shot this summer for a corporation that is promoting the first all-movie talkie basketball film in the country. The Calvin Film Company that shot the picture doubtless has the idea that by using six coaches in different parts of the country they would enlist a group following that would not be possible in any other way.

When I am in Kansas City I will make it my business to call on Smith-Grievess and definitely settle this matter in a most agreeable way, I am sure. It is for that reason that I had not taken care of this matter by correspondence with these people before. I know them well and I can do a much better job of it by personally calling on them. I am very sure that they have only a few hundred books left because for the last three or four years I have discouraged the promotion of sales of this book, knowing for over two years I had an agreement with you people to write the new book, and since the publication date of this was in 1924 I have rather inhibited any enthusiasm for sales. But you would be surprised even this fall at the sporadic demand over the country for this text. Maybe that is the reason that I have been ding-donging for more publicity, because I would see the inquiries that would come in for this old book published 13 years ago. And I wanted not to disappoint the buyers of this book and have them find out a very short while later about the publication of this newer up-to-date and much more efficient publication.

As I wrote you this past week, we received from the publishers a list of every book that they mailed out, and they have shipped "My Basketball Bible" to Maine, California, Louisiana and other divergent points.

You can rest assured, Mr. McGraw, that I have implicit confidence in your splendid firm in doing a fulsome job on everything that they attempt to do. I sometimes laugh at my own antics. I remember your Mr. Kelly (and by the way, how is Kelly's knee?) at the luncheon that we had together with you and the other amiable friend, telling me that Mr. Hood of our engineering department constantly wrote letters in wondering why they didn't advertise his book more. In a reflective comparison I see myself knocking at the Whittelsley House advertising door. So while you sometimes get impatient with a lot of my nonsense, I know a lot of my silly ideas only register a smile on your condescending and discerning countenance. But as you say, we are both partners, and if the book is highly successful we are both happy.

While I have worked with Mrs. Allen to make this the very best book that in our opinion could be written, I must have a practical yen to make your part of publishing it a success. So while dollars and cents are important in publishing the book, I do appreciate our obligation to you in making this the best basketball seller that has ever been published.

When I spoke at Teachers College this summer to the group I mentioned the book, and upon every occasion if I can find any reason for mentioning this new book I do so.

Please forgive this long, tiresome letter, and do not feel that you have to acknowledge it.

I am expecting to buttress this Bierman list with a group of individuals that I think will do us a lot of good. Ernie Quigley, the national league public relations man and chief of umpires, told me that when he got a copy, if and when he did, that if you would write him and tell him the angles that you want stressed he would give some time to our book on his national radio hookup. He is going to talk on sports and officiate some of the nation's high light games, and he said he would give us a break. I, of course, will comment on this later, but I was just showing you how I am cooperating in every possible way to get this book to the attention of the people. I think it will merit their nod.

Very sincerely yours,

FCA:AH

Director of Physical Education.

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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.

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PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

October 20
1937

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

Dear Dr. Allen:

First of all, I am enclosing herewith a layout for the jacket of BETTER BASKETBALL. You will note we plan to use the Kansas colors. The blue circle in the center denotes a half-tone illustration rather than a drawing and was taken from the photograph enclosed herewith also. The illustration on the backbone of the jacket is from the other picture enclosed. Both pictures seem to me to be marvelous action pictures from the game and I really feel the layout an excellent one and most attractive. Will you return at immediately because we want to start it in work.

I acknowledge your letter of October 15 sending me an old clipping from the "Herald-Examiner" of Chicago which you send as a reminder for us to recall to Mr. Brown the comments he made on the BIBLE when we send him a review copy of BETTER BASKETBALL. This we will do.

I would like a list of individuals to whom you think copies should be sent for review and promotion purposes. I enclose the list which we have used for the football books, a high percentage of which have already commented on all of them. The reviews on the recent Bierman book have been most favorable and most of this list will say something about it before the end of the season, as they did on Crisler and Little. Will you return this list as soon as possible together with any additions you care to make. I might say that to every one on this list I wrote a personal letter asking that the Bierman book be reviewed or commented on. I will, of course, do the same thing with the basketball book.

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -2-

DATE 10/20/37

I also acknowledge your letter of October 16 enclosing your letter to Mr. Hyland, who now tells me that everything is in order and the various cut dummies, etc. are in hand or en route.

I understand now the reason for your listing the BIBLE and your other book, which I had not thought of previously. I note that you will tell Smith-Grievess that it should be declared out of print at an early date. You might ask them, before you tell them to declare it out of print, how many copies they have on hand so that we can find out the situation if they attempt to dump them on the market at a low price. However, if they only have a few hundred, I really think it will make little difference and I would not worry about it in any way. Will you get a letter off to them soon about this.

I realize that there might have been up to the present, a little confusion as to the date of publication for BETTER BASKETBALL because in some of our earlier advertisements we were not sure of that date. Except for a few advertisements which have already appeared in September and October, there has been little publicity or advertising as yet concerning BETTER BASKETBALL. As soon as we come near the publication date, this will increase. We are now getting up our advertising copy and the November advertisements and promotion material will carry the publication date. We have had to be somewhat indefinite in earlier advertisements because one never knows a few months in advance, any exact dates.

As to people like Alex Taylor, Lowe & Campbell, Spalding, etc., we do not try to promote the book by mail but actually have salesmen call. They rarely buy before they see the real book. That is particularly true of the New York stores.

It would waste too much time to send you our copy of what we plan. You may rest assured our copy writers and advertising people are perfectly capable of handling the situation.

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -3-

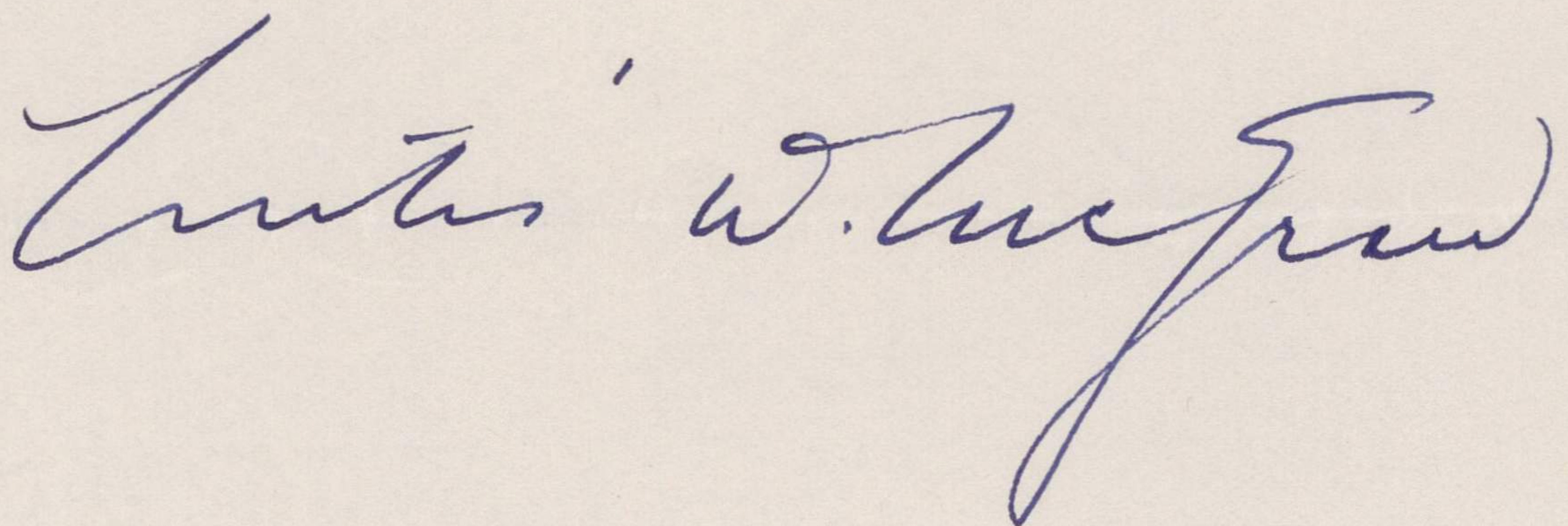
DATE 10/20/37

We, too, are very interested in promoting the sales of the book and all departments will be working on it actively when the date of publication comes near. As you know, we have a heavy schedule of new publications and each one must receive its proper attention. Hence, we have to keep them all on a regular schedule, dependent on the publication date.

With kindest regards,

Sincerely yours,

CWM:MK

A handwritten signature in cursive script, reading "Luther W. Crawford". The signature is written in dark ink and is positioned to the right of the typed name "Luther W. Crawford".

JAMES H. MCGRAW, JR.
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MAIL ORDER DEPARTMENT

JOSEPH A. HYLAND
PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

October 29
1 9 3 7

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

Dear Dr. Allen:

I acknowledge your letter of October 20 saying you have sent a copy of "The Dream Touch Down" to Miss Miller, who as I remember it is at Lowe & Campbell, who will use this material in one of their publications.

I also acknowledge your letter of October 22. We should be most pleased to have a list of all the purchasers of THE BASKETBALL BIBLE which will help us in our circularization, as well as let us check up on the various companies who purchased THE BASKETBALL BIBLE, on whom we will no doubt have a representative call.

I also acknowledge your letter of October 25. I believe Mr. Hyland in the main answered on October 27 in which he cares for most of the details. I have been over Mr. Hyland's letter and agree with all he has to say.

May I have the list of the Bierman complimentary copies back as soon as convenient together with your suggestions.

As to using the sub-title on the jacket or binding of the book itself, this is not the usual practice as Hyland has explained and unless you care to have us change, we will continue as we have started. Of course, the sub-title of "Technique, Tactics, and Tales" will be used in all the advertising and circular material and it will not be lost sight of. I realize from the psychological and inspirational standpoint why you are so anxious to have the sub-title stressed, but I am sure it will be well covered.

McGraw-Hill Book Company, Inc.

TO Dr. Forrest C. Allen

PAGE -2-

DATE 10/29/37

I think now everything is sliding through promptly. There is only one question which has come up and that was with our Editorial Department about the Preface and I told them to take that up with you direct, which they are doing.

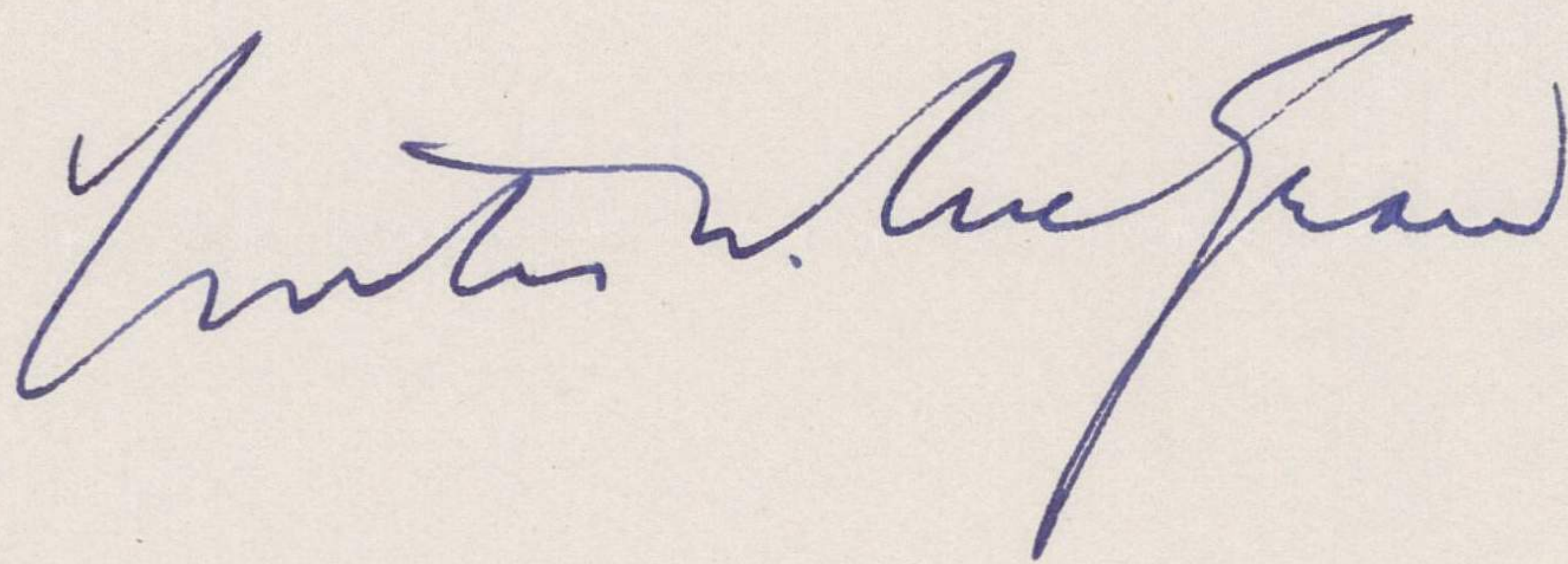
To answer your question about Mr. Kelly's knee, he reports that it is in splendid condition and he has never had a return of the ailment since you worked on him.

Do not worry also that your various suggestions bother us. We are glad to have them but, of course, you realize, which I know you do, that from years of marketing and sales experience, our gang have pretty good ideas and you need not worry they will cover the market very thoroughly.

In the last paragraph of your letter you mention Ernie Quigley, who will talk about the book over the radio and be sure you have him on your list to receive a complimentary copy.

With kindest regards,

Sincerely yours,



CWM:MK



RAILWAY EXPRESS AGENCY

INCORPORATED

Lawrence, Kansas.
October 29, 1937

Mr. Forest Allen,
Lawrence, Kansas.

Dear Mr. Allen:

You requested a shipment you made under date of October 8th to McGraw Hill be traced for delivery.

I am enclosing a copy of the delivery record on this shipment showing it was delivered on Oct 11th.

Trusting this was the information you desired, I am,

Yours very truly

A. L. Spencer
A. L. Spencer
Agent

JAMES H. Mc GRAW, JR.
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Mc GRAW-HILL BOOK COMPANY · INC.

Mc GRAW-HILL BUILDING

330 WEST 42ND STREET

NEW YORK, N.Y.

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October 29
1 9 3 7

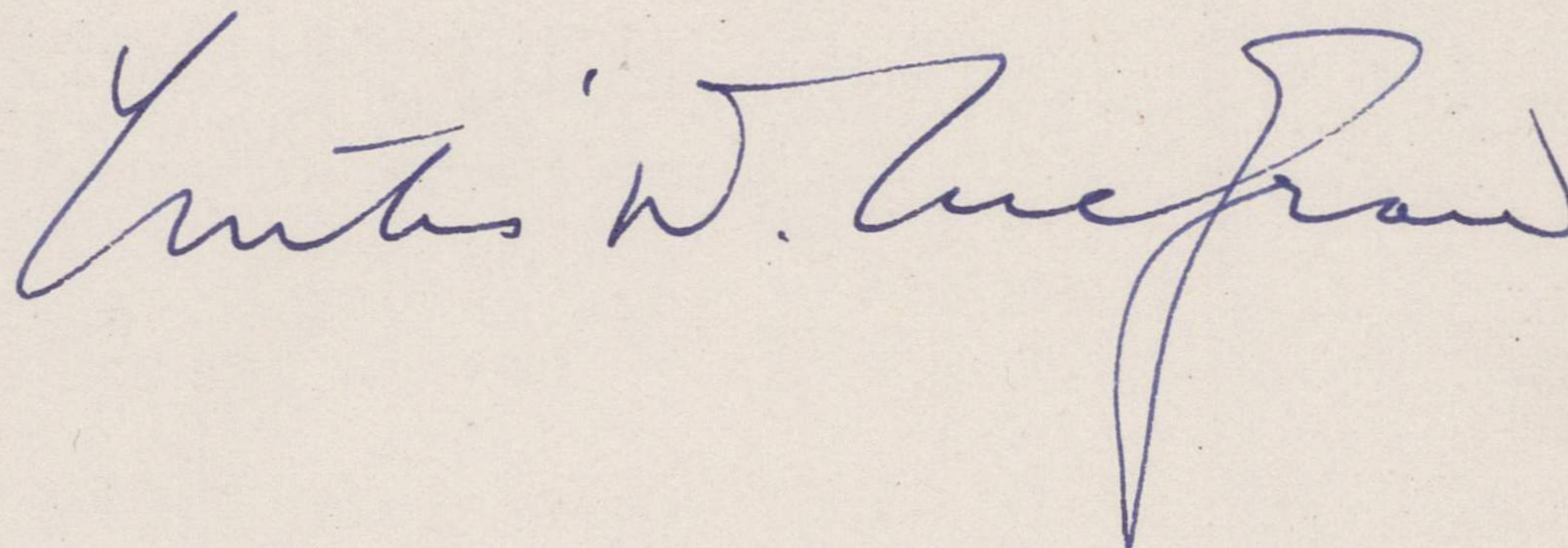
Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

I have been away on a short business trip and find your various letters upon my return, which I now have a chance to answer.

First of all, I want to acknowledge your letter of the 20th enclosing the various permissions, which we will place in our contract file. These are: your permission from Mr. Braley approving your use of his poem "The Half Back". Next, your permission from Grantland Rice for several of his poems. Then, the one from H. V. Porter giving permission for certain of his poems, and those from the Frank A. Munsey Company and the Appleton-Century Company for certain other permissions.

Sincerely yours,



CWM:MK

October 30, 1937.

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

Dear Mr. McGraw:

As I promised you, I called on Smith-Grievess Publishing Company in Kansas City, and find that they had but fifty copies of "My Basketball Bible" on hand last Thursday. They will have no difficulty in getting rid of these fifty copies, but they promised me emphatically that they would run no more issues of this book, but that it would be out of print by the time our new book comes off the press.

They are receiving orders for "My Basketball Bible" right along, but not in large quantities. In fact, three orders were received this morning for the book from the Scholastic Coach people. One was from Windham, New York, the second from Jupiter, Florida, and the third from Clearmont, Wyoming.

You can see by this sporadic list that we will have no difficulty in getting orders if we get the publicity out over the United States concerning this new book. I still think that it would be a good advertising medium to mention that this new book was written by the author of "My Basketball Bible", which is now out of print. For thirteen years the Basketball Bible has enjoyed rather commendable popularity. You will pardon the personal pride that I have in saying this, but I know it is true. This new book, "Better Basketball", is much superior in every way to our first attempt.

Very sincerely yours,

FCA:AH

Director of Physical Education.

October 30, 1937.

Mr. Clinton Simpson, Editor,
Whittlesey House,
McGraw-Hill Book Company,
330 West 42nd Street,
New York City.

My dear Mr. Simpson:

I have your letter of October 27 in which you advise me as to the Foreword and the Recognition to have been used in my book, "Better Basketball".

I appreciate your candid advice and am not returning the Foreword at all. It is our desire that the book be as well presented to its readers as is possible.

I have made the suggested changes in the Recognition, and am enclosing it herewith.

Very sincerely yours,

FCA:AH

Director of Physical Education.

Mr. Clinton Simpson, Editor
Whittlesey House
McGraw-Hill Book Co.,
330 West 42nd Street
New York.

My dear Mr. Simpson -

I have your letter of October 27, ~~1911~~ in
which you advise me as to ~~the use of~~
the foreword and ~~to~~ the Recognition to have
been used in my book, Better Basketball.

I appreciate your candid advice
and ~~mean to abide~~ am not returning the
foreword at all. It is our desire that the book be as
well presented to its readers as is possible.
I have made the suggested changes
in the Recognition and ~~am enclosing it~~
~~herewith, It~~ ~~and~~ ~~suggestions.~~ Thank you for the

Very truly yours,

WHITTLESEY HOUSE

A DIVISION OF THE MCGRAW-HILL BOOK COMPANY, INC.
MCGRAW-HILL BUILDING · 330 WEST 42ND STREET

New York

October 27, 1937

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

Dear Doctor Allen:-

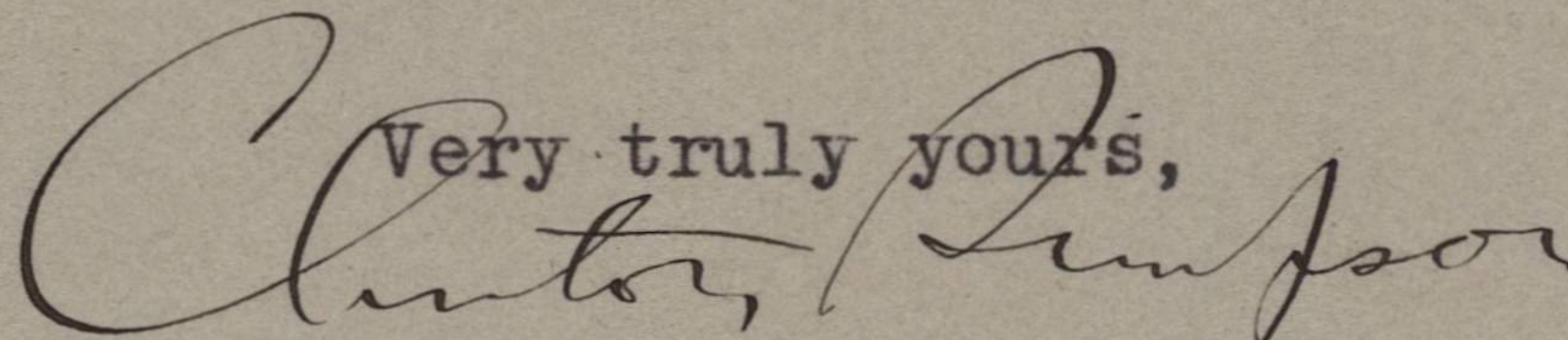
Several of us have read the Foreword by your son and your own "Recognition" for your book and feel that in their present form they do not represent you in the best light to the reader, or consistently with the rest of the book. The Foreword is, of course, exceedingly eulogistic, and while it does give interesting facts about your career, it hardly serves as an introduction to the book which follows. We doubt that the Foreword is the right place for a biographical sketch of this type, and intend to include some of this material on the jacket; we therefore recommend that you omit the Foreword entirely.

As for the "Recognition", which takes the place of the usual acknowledgements, we find several things ~~we believe~~ not entirely to our liking. For instance, your acknowledgement of assistance from your family seems unnecessarily detailed, and we would recommend a simple statement of one line at most. Also, we question the wisdom of including the third and final paragraphs, which seem to have no direct bearing on the book itself. We suggest omitting them.

Of course, these are only our recommendations, and if you want the material used as it is we shall do so. However, we feel that the presentation of the book to the reader will be definitely helped by these changes.

I am sending the manuscript of the Foreword and "Recognition". Will you please return them to us with your comments?

Very truly yours,



Clinton Simpson
Editor

CS:CDM
Enc.

October 30, 1937.

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

Dear Mr. Gartner:

In reading over the manuscript with Mrs. Allen last night, checking diagrams and plays, I find on Diagram 66, play 5, Out of Bounds Play, Man for Man, that the draftsman made an error on one detail that I failed to discover in my checking and double checking.

This applies to 2 which should be 1. I have marked this in red ink.

I am terribly sorry about this error, Mr. Gartner, and it is on no one else but me. I am wondering if you could block out the figure 2 in there and make it appear as a heavy 1. That 2 is screened by 2. Even if you were forced to block out entirely the figure 2 it would still suffice as the description clears up the matter nicely.

1 is outside with the ball in his possession, and naturally 1 would be the opponent for 1.

I know nothing about the matter of treating these engravings, so I am throwing myself on the mercy of the court. Will you please hand this correction to the editorial department? You have been very wonderful and generous in all my dealings, and I regret this incident very much.

Very sincerely yours,

FCA:AH

Director of Physical Education.

October 30, 1937.

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

Dear Mr. Hyland:

This will acknowledge receipt of your letter of October 27, and the different things that you brought up concerning the points I mentioned in my letter to Mr. McGraw.

Of course, I had no other way of discussing some of the questions that I raised with Mr. McGraw concerning the 12 or 11 or 10 point type. I only knew that I had a letter from you stating that you were using the larger type and sent us the sample of print which we approved very heartily. Not having heard from you any differently, of course I was somewhat surprised to find that the smaller type was being used.

I went to a printer and had him put his rule on the type so that I could write an intelligent letter concerning the size of the type. Not having received any letter from you stating that you were changing it I naturally had reason to suppose that before the type was changed that I would have heard from you. I doubt not but what you had every good reason for setting the type in smaller point.

Concerning your desire to use 10 point type to make it consistent with the manufacturing cost as compared with the selling price, you perhaps will remember that your firm set the price of the book at \$3.00, and I violently disagreed, saying that "My Basketball Bible" had sold in large quantities at \$4.00, and I would not be happy with the \$3.00 price. I only mention the fact that I was the one who was responsible for the book to sell at \$4.00 instead of \$3.00. So of course I couldn't understand how they could figure on printing a book for \$3.00 when I insisted on the \$4.00 price.

Now, regarding the book title. I have no desire to be obstinate in the matter, but I had correspondence with Mr. McGraw and we had agreed that "Better Basketball" would be on the top line, "Incorporating" would be small, and "Technique, Tactics and Tales" would be under "Better Basketball". It was not a subtitle, but this was a part of the title. I would kindly ask you and Mr. McGraw to look up your previous correspondence and to be guided by that correspondence.

Very cordially yours,

FCA:AH
cc to Mr. McGraw

Director of Physical Education.

JAMES H. McGRAW, JR.
CHAIRMAN OF THE BOARD

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PRODUCTION DEPARTMENT

HUGH J. KELLY
TRADE DEPARTMENT

October 27, 1937.

Dictated 10-26-37

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

BETTER BASKETBALL

Dear Dr. Allen:

This will acknowledge receipt of your letter of October 25th which has undoubtedly crossed in the mails my recent letters. There is no necessity, therefore, for me to answer the first three paragraphs of your letter since I have already written you that we have received from you the cut dummies of diagrams 1 to 12 as well as your original drawings containing the copy for the descriptive titles which were transferred to the cut dummies before sending these to the printer. In my letter of yesterday I stated that I hoped that the printer would again start sending page proofs last night. I find from the morning report that he was unable to do so although I do know that the work of page makeup is again proceeding and I feel quite certain that additional pages will start forward to you tonight.

In reply to the last paragraph of your letter regarding size of type used, I may say that Mr. McGraw is not in the office today, but he showed me yesterday your telegram and in his absence I secured your two letters of October 25th addressed to him. I will take the liberty of answering some of your questions during his absence.

In your letter to Mr. McGraw you stated that the original sample pages which were prepared were set in 12 point type. Such was not the case as the original samples were set in 11 point. I am sure, however, that you may be pardoned in this instance because the difference between 11 and 12 point type is approximately 1/72 of an inch.

These original samples, as you know, were prepared from a very small portion of the manuscript and after we received the complete manuscript, as well as the material for all of the illustrations, we realized that it would be

McGraw-Hill Book Company, Inc.

TO Dr. Allen

PAGE two

DATE 10-27-37

DO NOT
OUR
TYPE
LATER
 necessary for us to keep down to a minimum the total number of pages. Consequently I had the manuscript estimated in four different ways. The results of these estimates showed that the use of 10 point type, 2 point leaded, as the text is now set, with a type page of 4 inches wide by $6\frac{3}{4}$ inches long, including the running head, would make a book of approximately 400 pages exclusive of illustrations. If 11 point type were used, the result would be 470 pages. We estimated furthermore that the illustrations and the descriptive legends would add approximately 150 pages to the total so that we now expect a book of 550 pages whereas if 11 point type were used, we would have a book of 620 pages. I assure you therefore that there was no misunderstanding on this score. It would be nice of course if we could have used 11 point type because, although only slightly larger than 10 point, it would be more legible, but we use 10 point type in 90 percent of our textbooks and we have few, if any, complaints that the type is too small to be read. The decision to use 10 point type, therefore, was absolutely necessary from the standpoint of manufacturing cost as compared to selling price.

While awaiting the return of Mr. McGraw, I think that I might also answer your comments regarding the book title as mentioned in your telegram, and also in your four page letter of the 25th. When Mr. McGraw showed me your telegram I suspected that you had reference to the book title as used on the sketch of the proposed paper jacket, and your letter confirms my opinion in this respect. There has been no change from your original suggestion that the book be known as BETTER BASKETBALL with the subordinate and explanatory title, "Technique, Tactics and Tales" but it is not customary to use sub titles any place but on the title page of the book itself and in the publicity material.

I might add that to include the sub title on the printed jacket would, in our opinion, necessarily crowd the front cover of the jacket, and detract from the excellent illustration. We could, of course, if you insist, include this sub title on the backbone of the jacket, but we do not believe that it is necessary to do this.

Please bear in mind that I mention this point about the title only because I want you to know that we have not deviated from your wishes in this respect, and if after receiving this letter you still believe that the sub title "Technique, Tactics and Tales" should appear on the jacket and on the binding, I suggest that you write directly to Mr. McGraw. I do hope, however, that you will not insist

McGraw-Hill Book Company, Inc.

TO


Dr. Allen

PAGE three

DATE 10-27-37

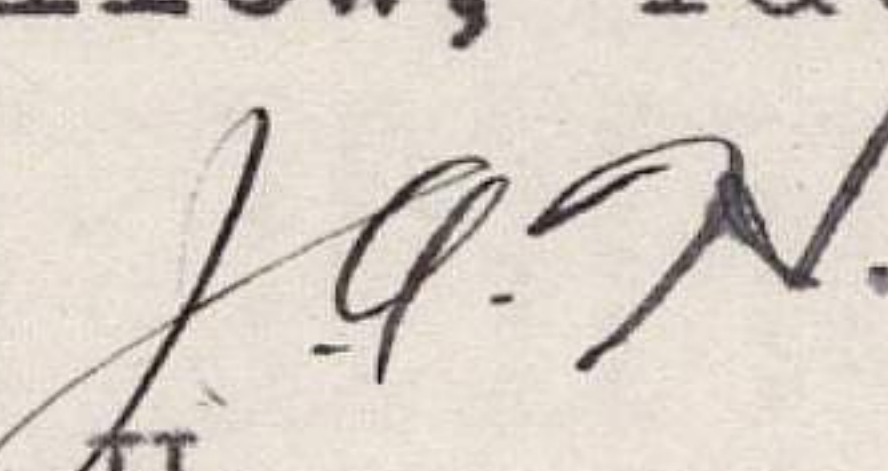
that this sub title appear either on jacket or binding because we have always found it sufficient to use subordinate titles only on the title page of the book itself and in the direct mail and newspaper advertising.

Very truly yours,


J. A. Hyland,
Production Department.

JAH:LOC

P.S. First and revised proofs of pages 107-114 are going forward to you under separate cover today and I hope that you will be satisfied with the rearrangement. If so please return immediately the marked set of the revised (yellow) corrected pages. You should then substitute the duplicate set of yellow proofs for the corresponding pages in your duplicate white set in order to be certain that your index copy is prepared from the yellow, rather than the white page proofs.


J.A.H.

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November 1, 1937

Dr. Forrest C. Allen
University of Kansas
Lawrence
Kansas

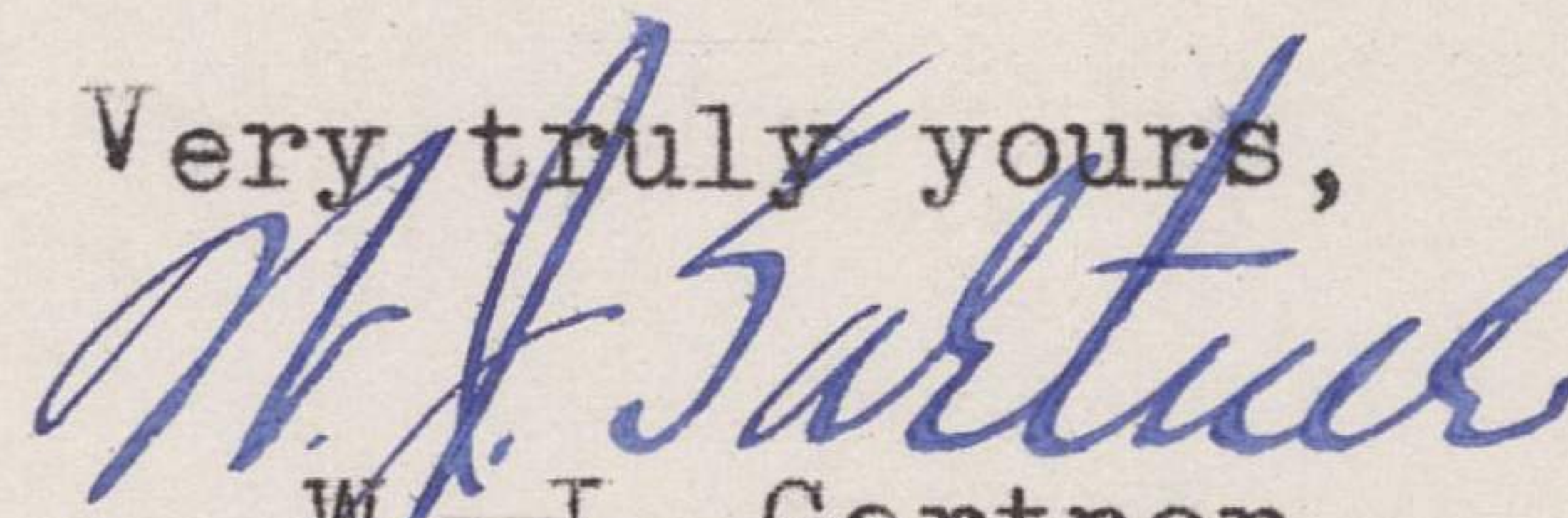
BETTER BASKETBALL

Dear Dr. Allen:

You will be glad to know I am sure that your concern over the error in Diagram 66 was needless, and this is not as serious as you perhaps had imagined. It will be necessary for me to prepare a new engraving after correcting the tracing, and this of course is an expense. However, the expense is not great, and we do not mind making over an occasional cut.

I have already had the drawing corrected, and have ordered a new engraving prepared. I shall send you a proof of the new cut as soon as it is available.

Very truly yours,



W. J. Gartner
Production Department

WJG:CC

November 1, 1937.

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

Dear Mr. McGraw:

I have this morning an inquiry from Luis Gandara Soto, Director of Physical Education, Calle Zarco 606 Norte, Durango, Mexico, asking when the new book, "Better Basketball" will be off the press, and where he may secure a copy.

I have replied to this gentleman saying that I was passing on to you his inquiry and that you could send him specific information.

Very sincerely yours,

Director of Physical Education.

November 2, 1937.

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

Dear Mr. McGraw:

You will please find enclosed some correspondence together with the full reports of the Smith-Grievess Company concerning the royalties to us for "My Basketball Bible".

You will notice on October 1, 1937, the total books sold by the Smith-Grievess people was 12,257. We had the Smith-Grievess people print this book at that time on a contract price of \$3500.00. It was a private venture on our part. They printed 2,000 of them at that price for us and we retailed these books on our own account, so the total number of Basketball Bibles sold to date is 14,257.

Very cordially yours,

FCA:AE

Director of Physical Education.

November 5, 1937.

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

Dear Mr. McGraw:

I have checked over your complimentary copy list of Bierman's "Winning Football". I have placed an asterisk after the names of the individuals that I did not know on a speaking acquaintance. The check mark indicates individuals that I know personally.

It seems to me that it will be quite necessary to revise this list considerably so that we can get the basketball writers. For instance, I am setting out a group of basketball writers that I know in New York, and while you may want to send the sports editors a copy also, these are the boys that write the basketball reviews; but you know better than I about that.

The boys that I know personally who write the basketball articles are:

Arthur J. Daley, New York Times
Everett B. Morris, New York Herald Tribune
Jack Curley, New York American
Irving T. Marsh, New York Herald Tribune

Perhaps you may want to send their sports editors a copy also, but if it would be possible to contact these boys I think it would be well for the review.

By the way, Waldo Bowman should know the names of the basketball and sports writers in New York better than I.

I thought I had better send your personal list on "Winning Football" back so that you could check it with your specialty man there.

I am sending a list of the chaps that I am sure will help by your sending a complimentary copy to them and asking for their opinion. This is rather an incomplete list, but I will add to it as the names of the proper men come to me. For instance, Edward W. Cochrane, former sports editor of the Kansas City Journal Post, has now gone to Chicago, I think, as sports editor of the Chicago American. It will be necessary for me to write different individuals to ascertain the correct information. Another case in point is the sports editors of the Denver, Colorado, papers as well as the Fort Worth and Dallas papers. I will write different individuals at these points, and follow up with an additional list of names according to their worth to your and our project.

In regard to Harold Smith and A. M. Kleinhoffer, of the Smith-Grievess Publishing Company, these men asked for an author's copy. Doubtless many inquiries will come to these people, and I am sure that it would be a nice thing to remember them, if possible, so that they can turn their future orders in our direction.

You will remember, of course, that we promised certain individuals of the Munsey Magazine, also H. V. Porter, as well as Grantland Rice and the other people who gave us permission to use their poems.

If you would make a tentative list of your group and the group that I am sending you and mail it to me, then I could perhaps check this list and offer further suggestions. I did not know whether you would want to send St. John, of Ohio State, the chairman of the basketball rules committee, a copy together with the members of the basketball rules body. I am rather uncertain about this, so am asking the question. After I have this information from you I will augment the list with additional names.

Mr. W. A. Dill, the publicity director of the University of Kansas, has been very helpful in supplying information for this book, and I see that he can be of incalculable good in keeping this before the coaches and teachers in this section, and I would like for him to be remembered with a copy.

Now, regarding radio stations. Mr. Vernon "Bing" Smith, the manager of station WREN at Lawrence, Kansas, has one of the most powerful stations in this part of the country. It is much stronger than WDAF, the radio station of the Kansas City Star. I thought since we had C. E. McBride's name on the list as sports editor of the Kansas City Star it would not be necessary to send the radio director one. There are two other stations in Kansas City - KMBC and WHB. I would like for you to tell me how to handle the radio stations.

Very sincerely yours,

FCA:AH

Director of Physical Education.

"BETTER BASKETBALL"

COMPLIMENTARY COPY LIST

- Ralph McGill, Atlanta Constitution, Atlanta, Ga.
Herman Goldstien, Cleveland News, Cleveland, Ohio.
Ernest C. Quigley, National League Umpire-in-Chief, St. Marys,
Kansas.
C. E. McBride, Sports Editor, Kansas City Star, Kansas City, Mo.
"Sec" Taylor, Sports Editor, Des Moines Register-Tribune, Des
Moines, Iowa.
"Arch" Ward, Sports Editor, Chicago Tribune, Chicago, Ill.
Harold Smith, Pres., Smith-Grieves Pub. Co., Kansas City, Mo.
A. M. Kleinhoffer, Vice Pres. & Manager, Smith-Grieves Pub. Co.
Kansas City, Mo.
Dr. Raymond A. Kent, University of Louisville, Louisville, Ky.
H. V. Porter, 11 So. LaSalle Street, Chicago, Ill.
Col. Robert Rossow, Commandant, Culver Military Academy,
Culver, Indiana.
Maj. John L. Griffith, Sherman Hotel, Chicago, Ill.
Munsey Magazine
St. John, Dr. John Brown, and members of the Joint Basket-
ball Rules Body
Bus Ham, Sports Editor, Daily Oklahoman, Oklahoma City, Okla.
Frederick Ware, Sports Editor, Omaha Herald, Omaha, Nebr.
Artie Eilers, Washington University, St. Louis, Mo.
John Bentley, Lincoln State Journal, Lincoln, Nebr.
Carlos Hobbs, Topeka State Journal, Topeka, Kansas.
Cy Sherman, Lincoln Daily Star, Lincoln, Nebraska.
Parke Carroll, Sports Editor, Kansas City Journal Post, Kansas
City, Mo.
Frank Cramer, Editor, The First Aider, Gardner, Kansas.

Tulsa, Oklahoma, sports editors

Dallas, Texas

Fort Worth, Texas

Wichita, Kansas

W. A. Dill, Publicity Director, University of Kansas, Lawrence, Kans

Edward W. Cochrane, Sports Editor (?)

Vernon "Bing" Smith, Station WREN, Lawrence, Kansas

Basket Ball Interpretations to -

~~Evan Edwards, Journal World~~
~~Charles Grumich, Assoc. Press~~ *new york*
~~Parke Carroll, K.C. Journal Post~~
~~Carlos Hobbs, Topeka State Journal~~
~~Sports Desk, K.C. Star~~
~~Sec Taylor, Des Moines Register~~
~~Bus Hamm, Daily Oklahoman~~
~~Jack Bentley, Lincoln Journal~~
~~Cy Sherman, Lincoln Star~~
~~Lewis Burton, N.Y. American, 210 S. St., N.Y.C.~~ *? Look*
~~M.W. Stouffer, Maryville Daily Forum, Mo.~~
~~Frank Root, Basket Ball Coach, Kansas State~~
~~Hugh McDermott, " " " Oklahoma~~
~~Warren Brown, Herald Examiner, Chicago~~
~~Arch Ward, Chicago Tribune, "~~

~~Arthur J. Daley, N.Y. Times~~
~~Everett B. Morris, N.Y. Herald Tribune~~
~~Ralph McGill, Atlanta Constitution~~ *atlanta, ga.*
~~Jack Curley, Jr., N.Y. American~~
~~Frederick Ware, Omaha World Herald~~ *omaha neb.*
~~Irving T. Marsh, N.Y. Herald Tribune~~
~~Herman Goldstien, Cleveland News~~ *cleveland, ohio (m)*

^{integers?} Write Mr Bayles Auditorium Floor
Ernest C. Quigley National League Umpire in Chief St Marys, Kansas

C. E. McBride Sports Editor K.S. Star Kansas City Mo

"See" Taylor, Sports Editor Des Moines Register Tribune ^{Des Moines Ia}

"Arch" Ward, Sports Editor Chicago Tribune Chicago, Ill.

Herald Smith Pres. Smith Grains Pub. Co. Kansas City Mo.

A. M. Kleinhoffer V. Pres & Mgr. Smith Grains Pub. Co. Kansas City Mo.

Dr Raymond A. Kent Univ of Louisville Ky Louisville Ky

~~A. M. Klein~~ H. V. Porter 11 S. LaSalle St. Chicago

Col. Rft ~~R. Ross~~ Commandant Culver Ind ^{Culver Ind}

Major Geo. L. Griffith Sherman Hotel Chicago

Munsey Magazine

St John Da Jus Brown and member of
the Joint Rules Body =

Bus Ham ^{Sports} The Daily Oklahoman
OK City
Fredericks Ware Sports Ed. Omaha Herald Omaha Neb

St Louis Papers Artes Eilers Wash. St Louis

John Bentley Lincoln State Journal

Carlos Hobbs Topeka State Journal

Cy Sherman Lincoln Daily Star -
Mr. Parke Carroll Sports Ed K.S. Journal Post - K.S. Mo.
Mr Frank Cramer Editor The First Aider, Gardner Kansas

Tulsa Sports Editors Papers -

Dallas, Texas.

Ft Worth Texas -

Wichita, Ks.

W. A. Dill - Publicity Director U. of Kansas

Edward W. Cochrane, Sports Editor

"Bing" Smith station W. R. E. W. Lawrence, Ks

K. M. B. S. Kansas City, Mo.

Fitzger Ks, Star

W. D. a. J. Kc, Mo.

Don Davis?

W. H. B. Kc Mo

Denver Colorado, Alston McCarthy

Warren 'Woody' Chicago Ed. Cochrane?