

Aug. 30, 1937.

McGraw-Hill Book Company, Inc.,
330 West 42nd St.,
New York City, N.Y.

Gentlemen:

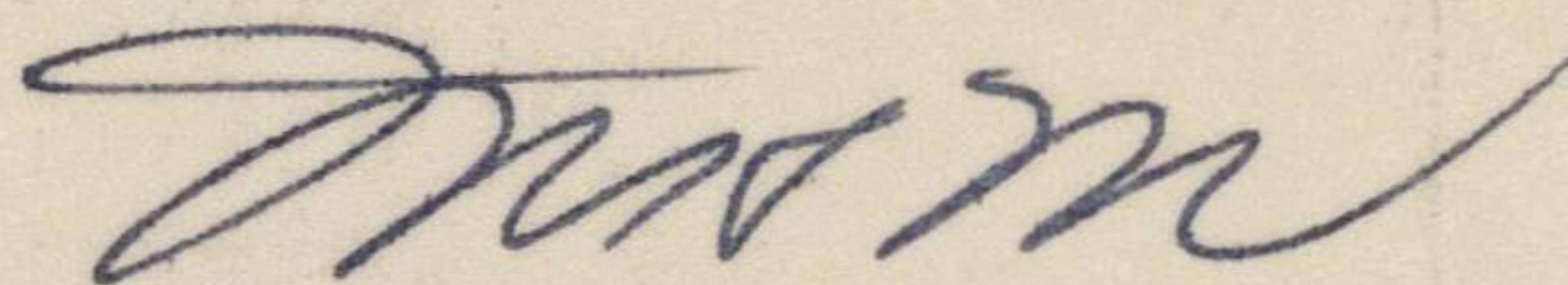
ATT: Mr. Curtis W. McGraw,
Vice-Pres. & Treas.

In reply to your letter of August 19th relative to an electrotype of the cover design of Dr. Allen's basket ball book "BETTER BASKET BALL", I am afraid that November will be too late to do us much good, as we wish to advertise this book in an earlier issue of our monthly publication, "THE COACH" -- possibly in September or October; however, if it is impossible for you to complete a cut of the book earlier than November, please enter our order for an electrotype of 1-inch width at that time.

Very truly yours,

MHM:JP

LOWE & CAMPBELL ATHLETIC GOODS CO.



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Advertising Manager.

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September 8
1 9 3 7

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

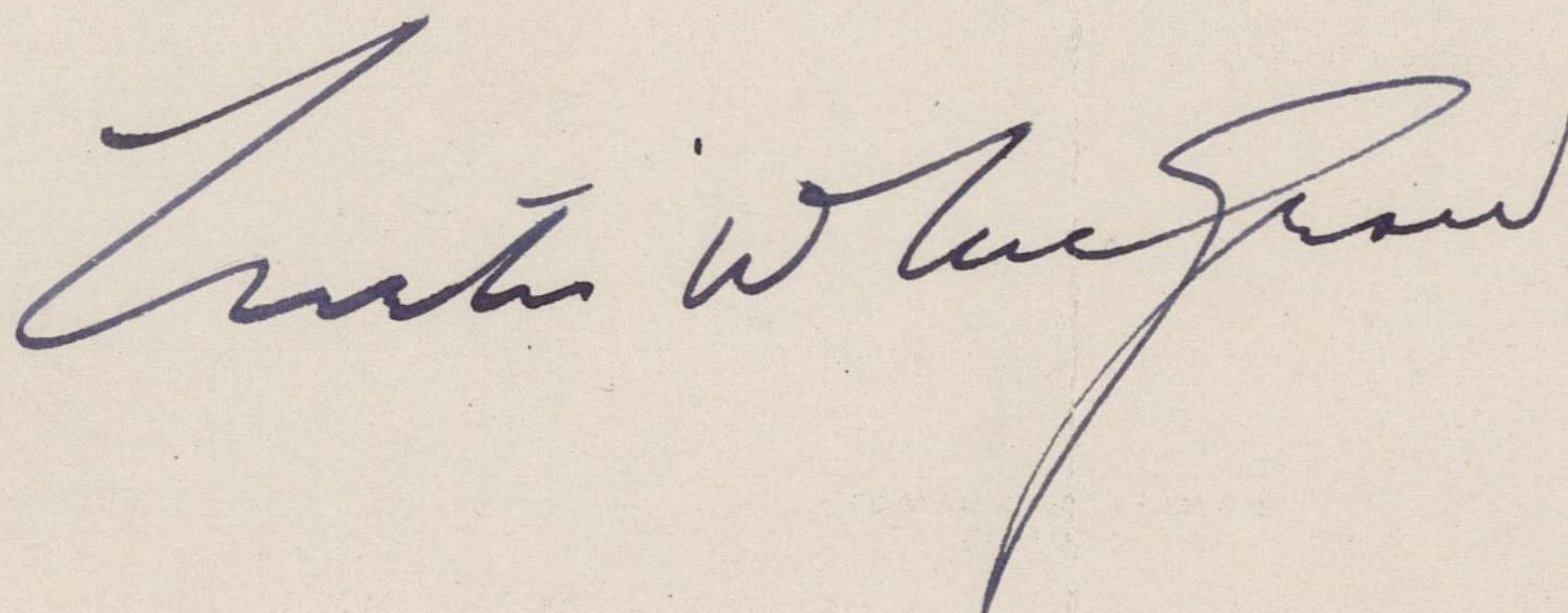
Dear Dr. Allen:

I acknowledge your letter of August 31 enclosing an order which we shall place on our unfilled order file until your book appears.

I am mighty sorry to hear about your father's death. Even though one may expect it in one of advanced years, it is always a great shock and naturally a great loss. I extend my sincerest sympathy.

I am in touch again with Lowe & Campbell and we will put as much speed as possible on the production of the book. I would, however, rather have it a little late than rush it and not have produced a splendid job. However, we will do everything possible.

Sincerely,



CWM:MK

UNIVERSITY OF KANSAS
LAWRENCE

DIVISION OF PHYSICAL EDUCATION AND
INTERCOLLEGIATE ATHLETICS

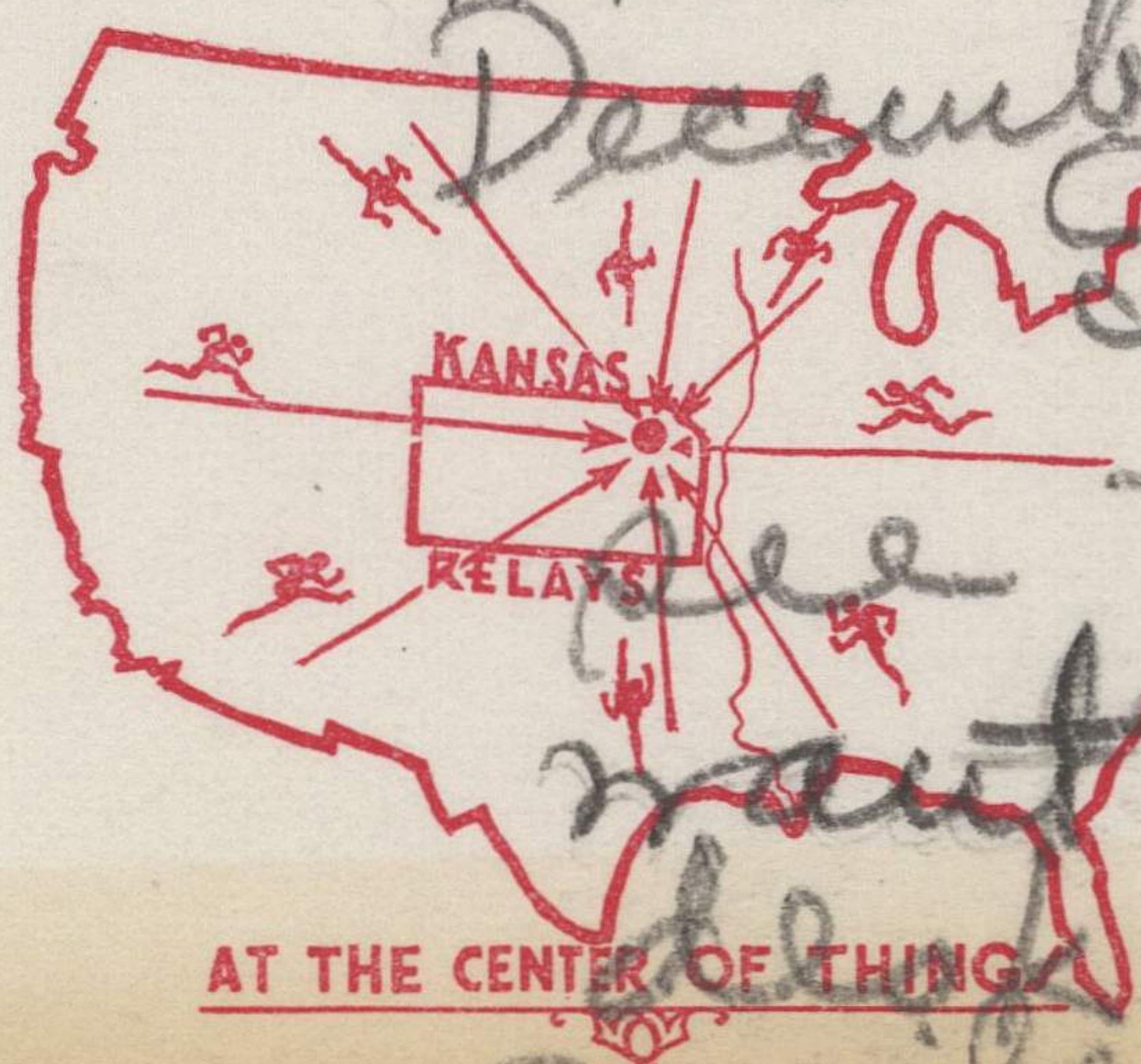
Sept. 9, 1937.

Mr. A. J. Gibney
The Frank Munnsey Co.,
280 Broadway
New York City

My dear Mr. Gibney,

I certainly thank you for your
letter of July 16th and for your courtesy extended
therein, regarding the ^{use of the} poem by MacIntosh,
in my new book. I shall see that the credit line
~~you request.~~

will appear exactly as ~~it~~
Also ~~my~~ ~~which~~ we shall be
glad to send you a copy of the book
when it comes out in November or early
December with our compliments.



I am sure you will be glad to
see this poem. **Kansas Relays** you will
want to keep it close to your
side. I shall have the book
mailed directly to you. Very truly yours

Attend the Fourteenth Annual

April 18, 1936, Lawrence, Kansas

See the Olympic Track Stars in Action

32nd Annual Interscholastic Meet, April 17th

September 15, 1937.

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

Dear Mr. McGraw:

I am sending you a copy of a letter I received from Mr. W. H. Dingle, of Calgary, Alberta, Canada, asking for information on the new text, "Better Basketball". I will appreciate it very much if you will write him giving him the desired information regarding the contents as well as the possible date of publication.

Day before yesterday Mrs. Allen received a very large bundle of blue prints, photostats and drawings - not a complete group, but some drawings on tip off plays, some on set plays, et cetera. No letter accompanied the drawings. I am at rather at a loss to know what was wanted. I do not know whether these came from Mr. Hyland or the young lady who worked on the correction of the manuscript with Mrs. Allen. I am wondering if a letter should not have accompanied this as I do not know what the people sending them desire.

Another note - would you kindly venture a guess on when the book has a likelihood of being on the market? I am receiving many inquiries, and I would like very much to give some of these people who inquire a tentative date.

Very sincerely yours,

FCA:AH
Enc.

Director of Physical Education.

September 15, 1937.

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

Dear Mr. McGraw:

I have just a few outstanding bills that I have not cleared up on "Better Basketball".

When Mr. ^{Clain} McLean was here the second time he took certain pictures that did not pan out properly, so it was necessary to get Mr. Voght, a local photographer here, to do some of it. These pictures were included in the correction sent you along with Mr. ^{Clain} McLean's pictures.

Those that I recall were an athlete lying on the table and the operator using pressure on the back of the athlete to reduce pain after a kick in the abdomen.

Also, when you desired photographs of the author I got some pictures from Photographer Moore, down town, to send you.

This bill was \$6.50. When I spoke to you in New York I failed to mention these items to you.

Also, when the first diagrams were made for the book I found that when I drew them I did not get them according to scale. We had some difficulty, so I engaged Professor Ed Elbel, a draftsman here at the University, who did all drawings of the diagrams to scale. I sketched them off on a piece of paper and he drew them in conformity with the scale and the basketball court. There were 80 odd of those and after he drew them and then corrected them with my supervision upon the return from Mr. Hyland, he presented a bill for \$50.00.

#2 - Mr. Curtis W. McGraw.

That would make a total of \$56.50. I am enclosing Mr. Elbel's bill for your consideration. I don't believe that you wanted me to pay for this drafting, did you?

The stenographic work came to \$125.00. I had the manuscript typed first in the rough, then corrected, and then the final draft.

This is all the expense up to the present, and I would appreciate your informing me just how far you can go along with me in this expense.

Very cordially yours,

FCA:AH Director of Physical Education.

September 19, 1931.

September 15, 1937.

Mr. W. H. Dingle,
26 Land Building,
Calgary, Alberta,
Canada.

Dear Mr. Dingle:

Pardon my delay in answering your very kind communication of August 19th. I was in New York and Indiana during the summer vacation, and upon returning to the University found your letter awaiting me.

In regard to the new book entitled "Better Basketball" incorporating technique, tactics and tales, edited by the McGraw-Hill Publishing Company, 330 West 42nd Street, New York City, I desire to state that this book is not yet off the press, but Mr. Curtis W. McGraw, vice president of the firm, assures me that it will be out in the very near future. I am sending Mr. McGraw a copy of your letter together with a carbon copy of mine. I am very sure that he will write you giving you definite information regarding the contents and the date of publication.

With pardonable pride I desire to state that this is, in my opinion, the best book that I have ever published, and the most complete as well as up to date. This book has over 160 photographs and over 85 diagrams, together with a very comprehensive exposition of plays and diagrams. I feel rather confident in saying that I believe you will like it.

With every good wish, I am

Very cordially yours,

FCA:AH

Director of Physical Education.

PHONE M5757
26 LAND BUILDING

CALPACK
A.B.C. 5TH AND
FRUIT CODES

W. H. DINGLE
WHOLESALE GROCERY BROKERAGE
STATIONERY AND BAKERS' SUPPLIES

CALGARY
ALBERTA

Aug. 19th. 1937

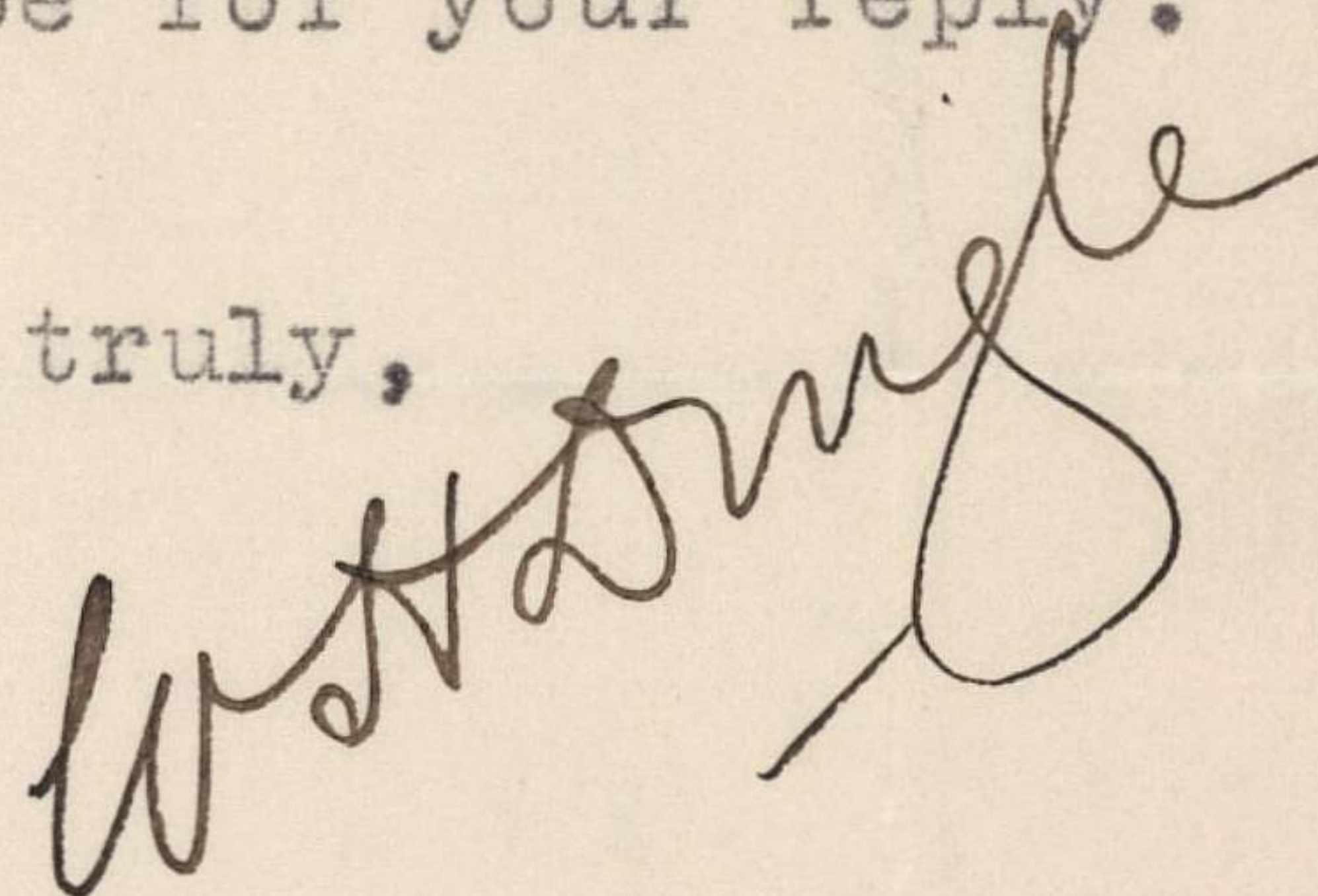
Mr. Forrest Allen,
University of Kansas,
Lawrence, Kansas.

Dear Sir,-

I understand from Mr. H. V. Porter that you will shortly be publishing a book on the coaching of basketball. I would like to add it to my basketball library, and would appreciate the name of your publisher, and the approximate cost.

I enclose a stamped envelope for your reply.

Yours truly,



September 15, 1937.

Mr. Chas. H. Williams,
Hampton Institute,
Hampton, Virginia.

My dear Mr. Williams:

In response to your favor of September 13 I assure you that I remember you very well, and am happy to have heard from you.

This past summer I just completed a manuscript for a new book entitled "Better Basketball" incorporating technique, tactics and tales. The book is to be published this fall by the McGraw-Hill Publishing Company, 330 West 42nd Street, New York City. I would suggest that you write to Mr. Curtis W. McGraw, of the McGraw-Hill Company, and ask him to give you the information concerning some of their dealers in your territory. All sports goods houses will have this book on sale, and I would be very happy if you could get a copy of the new book.

This text is much superior to my "Basketball Bible", and as it is written to bring the reader up to the present tense in basketball I am very sure that you will find it quite valuable.

I have over 160 action photographs and more than 80 diagrams of plays, together with exposition that clarifies these plays for the reader. I have shown all the fundamental screens, how to work through a zone on man to man defense, and also how to meet these plays from a defensive situation. I have an enlarged chapter on treatment of athletic injuries, and other valuable data, as I consider it. The text is much larger and more comprehensive than my previous publication.

If there is anything further that I can do for you at any time, please command me.

It was a pleasure to have you in my course

#2 - Mr. Chas. H. Williams.

at Springfield, and I am hoping that you have had some very profitable years at Hampton Institute.

With every good wish, I am

Sincerely yours,

FCA:AH

Director of Physical Education.

September 10, 1921

where he may purchase the book in his locality
when it is published? Of course, I asked him to
write you, but since we are in the sales game I
thought it well to pass the information on to you.

September 15, 1937.

~~Very sincerely yours,~~

FCA:AH

~~Director of Physical Education.~~

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

Dear Mr. McGraw:

Mr. Charles H. Williams, the coach at
Hampton Institute, colored, at Hampton, Virginia,
has written me inquiring about my new available
material on our system of plays. I have told
him about "Better Basketball".

Will you kindly write him and inform him
where he may purchase the book in his locality
when it is published? Of course, I asked him to
write you, but since we are in the sales game I
thought it well to pass the information on to you.

Very sincerely yours,

FCA:AH

Director of Physical Education.

HAMPTON INSTITUTE
HAMPTON, VIRGINIA

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ROBERT OGDEN PURVES, TREASURER
WILLIAM H. SCOVILLE, SECRETARY

PHYSICAL EDUCATION
CHARLES H. WILLIAMS
GIDEON E. SMITH
HERMAN N. NEILSON

September 13, 1937

Mr. Forrest C. Allen
Basket Ball Coach
Kansas University
Lawrence, Kansas

My dear Mr. Allen:

Four summers ago I was a member of the Springfield College Summer School, during which time I attended your basket ball lectures and demonstrations. I found the material given in your course valuable in my coaching work at Hampton. I also secured your offensive systems published at that time in the SCHOLASTIC COACH.

I am writing to ask if you have available any new material on your systems of play. If so, I would like to secure it.

Yours very truly,

Chas. H. Williams

CHW:SD

September 15, 1937.

Mr. Marion H. Miller,
Lowe & Campbell Company,
1509 Baltimore Ave.,
Kansas City, Mo.

Dear Mr. Miller:

Will you kindly mail me a copy of the
stuff I wrote for "The Coach" on my book "Better
Basketball"?

I had a copy of it, but it has been mis-
placed, and I need a copy for my personal file.

I would appreciate it if you can send me
a copy.

Sincerely yours,

FCA:AH

Director of Physical Education.

September 15, 1937.

Mr. H. V. Porter,
Secretary, Illinois High School Athletic Assn.,
11 South LaSalle Street,
Chicago, Illinois.

Dear H. V.:

I received a letter from Mr. W. H. Dingle, of Calgary, Alberta, Canada, asking for information on the publication of my new book, "Better Basketball", incorporating technique, tactics and tales. He states that you gave him information concerning the book, and I wish to add my thanks to you for your kindness in passing the good word along. It was very kind of you.

I have your name on the list for an autographed copy of the book. This is the smallest thing that I can do in appreciation of your contribution.

Frankly, H. V., I think I am going to have a very complete and much superior book to my "Basketball Bible". I believe you will like it. At least I hope so. And I am serious in endeavoring to make it worth the money.

While in Chicago this summer on two different occasions I called your office, but upon both situations I found you out of town. I wanted to drop by and have a little visit with you.

With every good wish, I am .

Very sincerely yours,

FCA:AH

Director of Physical Education.

JAMES H. McGRAW, JR.
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McGraw-Hill Book Company, Inc.

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

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LONDON
ALDWYCH HOUSE, W.C.2.

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TRADE DEPARTMENT

*Diag no cut off
Photostat*

Play to the left

September 13, 1937

*are same sheet as Diag 79
recount ball Play #18
Defense, after missed Free Throw
and starts on offensive Drive*

Mrs. Forrest Allen
801 Louisiana Street
Lawrence
Kansas

BETTER BASKETBALL

Dear Mrs. Allen:

We should appreciate it ever so much if you would hurry the return of the first sixteen diagrams which we sent you for inspection.

We are proceeding with the work on the rest of the diagrams, but before sending any more to you we should like to see what comments and criticisms you made of the initial sixteen. If you have any general criticisms we could then incorporate the changes in the rest of the diagrams before sending them to you, thereby making it unnecessary for you to repeat the comments.

Very truly yours,
McGraw-Hill Book Company, Inc.,

W. J. Gartner
W. J. Gartner
Production Department

WJG:CC

*Diagram #10 ~~is~~ Companion play of diag #9.
#5 diagonal screening lines to 5
to 4
Diag 3 When 01 comes forward to screen [2] the screening
line should be brot more forward and on the inside as
shown in the drawing. On tracing paper the screening is not far enough
front to completely screen*

September 16, 1937.

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

Dear Mr. Gartner:

This will acknowledge receipt of your favor of the 13th instant addressed to Mrs. Allen.

We received the sixteen diagrams several days ago but your letter was not forthcoming for a couple of days, so you had me a bit worried.

However, I have gone over the diagrams and am exceptionally pleased with their get-up. In fact, I think they are really swell.

In looking over the diagrams at hand I found that on diagram #9 and diagram #10, which are companion plays, we had left off where ⑤ crossed diagonally to screen his opponent, and ⑤ also crossed diagonally to follow ⑤. You, of course, did not put this on your tracing because I did not have it on the drawing. I think you will have no difficulty in detecting this omission on my part. However, I did add this correction on my original drawing for your inspection.

There is another slight correction in diagram #3. I noticed that when ① comes forward to screen ② the screening lines should be brought more forward and to the front and on the inside as is shown in my drawing. On your tracing paper the screener is not brought far enough to the front to show a complete screen.

You will compare my drawings with the tracing and you will find that the crescent does not completely screen this fellow off as we would desire.

On the photostat on the same sheet as diagram #79 in my handwriting is the following: "Defense after free throw". This really should read: "Defense recovers ball after missed free throw and starts on offensive drive." However, this can be added after the diagrams are finished. This has no part on the diagram but rather it is the printing that will explain the diagram.

#2 - Mr. W. J. Gartner.

Of course, when we read the galley proof we will catch all these minor errors. I could not believe that I had left off the screening on diagram #10 until I saw it, but I imagine in the rush of things we made several slight errors which we will readily catch when checking them.

I certainly have no general criticism to offer. I think your work is splendid and the diagrams will certainly show up under your expert direction.

Very cordially yours,

FCA:AH

Director of Physical Education.

September 12, 1934

McGRAW-HILL BOOK COMPANY·INC.

McGRAW-HILL BUILDING
330 WEST 42ND STREET
NEW YORK, N.Y.

September 17
1 9 3 7

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

Dear Dr. Allen:

In Mr. McGraw's absence, I acknowledge your two letters of September 15 concerning requests for information regarding BETTER BASKETBALL which you have received from Messrs. Charles H. Williams and W. H. Dingle.

These letters will have Mr. McGraw's attention upon his return to the office next Monday.

Very truly yours,

Marion E. Kay

Secretary to Mr. Curtis W. McGraw.

September 17, 1937.

Mr. Marion H. Miller,
Lowe & Campbell Athletic Goods Co.,
~~15th~~ and Baltimore Ave.,
Kansas City, Missouri.

Dear Marion:

I am very sorry that I did not make myself plain in my letter of September 15. What I desired was the stuff that I wrote you from Spirit Lake regarding my new book. This is the stuff that Keady Campbell asked me to write for you.

I thought that I had that stuff pretty well lined out, but I have no copy of it. When people write me concerning the new book I thought I could use some of that material.

However, I am interested in the Dream Touch-down stuff that you sent me. Where did you get it? The only reason that I am asking, I thought that in the book I cut out the mention of Bill Hargiss because I was afraid he might think I was mentioning his name because we defeated him. Did you get this from McGraw-Hill and Company? I think it is a fine thing to use this sort of stuff to boost the book.

Too, I am extremely sorry that late November is the best McGraw-Hill and Company can do on the book, because the manuscript was shipped to them on July 5th. Four months seems like a long time to me for a corporation of that kind to get a book out. I am pressing them from this end of the line, so the two of us together can perhaps put a little pressure on them. I hope so, anyway.

With every good wish, I am

Sincerely yours,

FCA:AH

Director of Physical Education.

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1509-11-13 BALTIMORE AVE.,

KANSAS CITY, Mo.

September 16th, 1937

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

Dear Dr. Allen:

I am enclosing your article "The Dream Touchdown" for your personal file as requested in your letter just received.

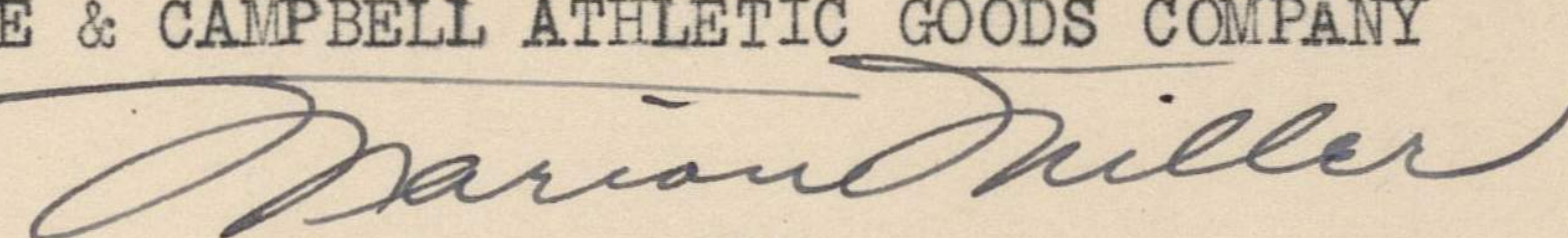
It is our intention to use this article possibly in the next issue of "The Coach" in connection with publicity on your new book. In the meantime our various stores are distributing several thousand inserts in our daily mail which should also be of some interest.

Mr. Royer has written the publisher concerning delivery of the books but I believe that the earliest delivery date promised is sometime late in November.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS COMPANY

By



M. H. Miller
Editor "The Coach"

MHM:LR

"The Dream Touchdown"

A load of barrels was always good luck to the batting eyes of the New York Giants under "Muggsy" McGraw, but I never thought of looking over my left shoulder at the moon for good luck nor was I afraid of the so-called hoodoo number, 13. Even a black cat crossing my path held no omens of terror for me.

However, I have always played "hunches" and I still play them to this day. That is why the dream touchdown--the only touchdown of the game--materialized.

In the early fall of 1920, I found myself as Director of Athletics at the University of Kansas with the combined duties of Head Coach of football as well as Head Coach of basketball.

Our football team, averaging but 162 pounds per man, was the lightest in our athletic history at Kansas. Our team, relying entirely upon forward passing and place kicking, had won its first two preliminary games against Bill Hargiss' Emporia Kansas Teachers, and against Mark Bank's Drake University Bulldogs. Iowa State, our next opponent, heavy and aggressive, had been highly touted. Our situation looked none too promising. In fact, the week's preparation was most disappointing.

In my early days of coaching I formed the habit of taking a pencil and pad of paper to bed with me, attaching them to the bedpost by a piece of string. My very best plays and numerous knotty solutions always came to me in the eerie morning hours, but invariably they vanished under the spell of daylight and the arduous duties accompanying it unless I scribbled them down on this pad for my deciphering the following morning.

I cannot explain the twilight zone between a dream and a hunch. In fact, I cannot logically explain either a dream or a hunch. The psychologist might roughly explain a dream as forces driven by nervous or mental currents that we do not understand, yet the incubation period might have been in previous reactions occurring possibly months or years before. The currents or forces might jell for a period, then might flow at a most unexpected time. This funding of all the years of experiences might gush out into a sudden perfect conclusion. This dream theory of the psychologist might possibly explain this dream. However, whether apparition, vision, premonition, presentiment, dream, or hunch, I shall relate the dream as I told it that day to the football team:

I saw a Kansas aeroplane with the faces of eleven Kansas gridiron warriors. Each face was set

out in bas relief in the fuselage of that ship as it took off on old McCook Field! And five of those men whom I saw in the fuselage that night were not in the anticipated starting lineup of the previous day. In this dream, the Iowa State team had kicked off to Kansas. The Kansas airship sailed to the north and over the east goal. In despair, the Iowa State players now folded their hands on their hips and gasped. This dream was enough to convince me that the men that I saw in the ship would be in my starting lineup. Arthur "Dutch" Lonborg, now 'Varsity Basketball Coach at Northwestern University, was my quarterback and field general.

Ten minutes before game time we were huddled in the dressing room for final instructions and lineup announcements. The lineup came as a blast.

"Boys, I had a dream last night. I believe in hunches. I saw a Kansas aeroplane with the faces of eleven of you taking off. Some of these faces have not been seen in a starting lineup this year. But today I'm going to play you just that way. Your ship swung from the west to the north and arose above that Iowa State team as you continued eastward to the goal-line.

I saw Harley Little playing right-half with the ball tucked under his arm. He started from near our own goal-line and I watched him as he crossed Iowa State's goal-line with the ball in his possession."

"Dutch, listen; if we win the toss, I want you to receive, and whoever receives the kick-off must carry it up to the right and center of the field as far as possible. On the next succeeding formation you call Harley Little's signal, play #46, right-half around left-end. Do you hear me, Dutch? I mean it!" A surprised and eager Lonborg shouted, "Yes, sir."

Kansas won the toss and chose to receive the kick-off, while Iowa State chose to defend the east goal. Things were working perfectly and exactly as we had hoped. The referee's whistle shrilled the signal for the start. The Kansas stands were on their feet. The kick-off to Kansas! "Kenny" Welch, diminutive 133 pound Kansas full-back took the Iowa State kick-off on Kansas goal-line and ran it back to right and center for 25 yards.

Dutch Lonborg and the team vividly remembering their dressing room instructions lined up quickly with Lonborg barking Harley Little's signal, "46"-- right-half around left-end. After the first play following the kick-off, the stands were still on their feet.

Quick as a flash the ball was snapped to Little, who lined up on a fake-kick formation, but instead, Little swept around left-end. The blocking was

near perfect. Little, allowing time for the blockers to take out an Iowa State tackler, cut back from the side-line and on down the field. Now, but two defensive backs remained as obstacles to Little's mad dash goalward. Kansas' offensive backs and guards bowled the opposition over, and Kansas' Harley Little went over the Iowa goal-line standing up and untouched for the only score of the entire game. Kansas 7--Iowa State 0.

A scintillating dash of 85 yards was maneuvered over exactly the same terrain as that described to the team in that dream touchdown! Was it magic or hokey? Regardless of the analysis by each individual football player on the squad, the play had worked successfully and Kansas had won the game. The game was the thing!

And with the victory came many interesting angles. Morale took a new high on the Kansas 'Varsity. This mystic something! This transition between the real and the unreal! The victory was real, yet it now seemed like a dream to the players. Were they dreaming life or living dreams? They wondered.

"Lucky", proclaimed the Iowa State players and their followers. But those Kansas gridsters who had listened to the pre-game dressing room instructions knew

that Lady Luck had been flirting with metaphysical fantasies.

Or was it the emphasis placed upon formation #46 in such an unusual manner that caused the Kansas blockers to bowl the opposition over? Was it more than a dream that left no member of the Cyclones' team standing to bar the way to Little's game-winning touchdown? Who knows? And, after all, what difference did it make just then to the winners who had carried out their individual assignments?

September 24, 1937.

Mr. Hubert A. McClain,
4621 East 10th St.,
Kansas City, Mo.

Dear Hubert:

Doubtless you have already received
your check from McGraw-Hill and Company months ago.
I sent your bill to them when I was at Culver.

Let me know if you have not received
payment.

With every good wish, I am

Sincerely yours,

FCA:AH

Director of Physical Education.

4621 E 10 St .
Kansas City Mo.
June 23 1937


Dear Dr. Allen

I am inclosing the prints we talked of over the phone and am sorry of the delay and of having cut out the figure you wished in the picture however I hope these will be satisfactory I have had a siege with all the newspapers hounding me to work for them etc. to help them cover up on this strike mess here It surely is a mess and violence is sure to come of some of it yet unless the city officials do something about it however that is neither here or there concerning our work. I wish to state again I have thoroughly enjoyed working with you on your book and am proud to have had part in the preparation of its contents, and am looking forward to it's publication and wish you a hundred fold success over your other book.

Wishing you every thing possible in good luck in its writing and hope you have time to take a vacation and possibly do a little fishing on the side to help settle the nerves.

(Nothing better to settle over worked nerves than just a day of 'nigger' fishing in the sun on a quiet stream)

Yours Truly


Hubert A McClain