March 7, 1938.

Mr. Everett H. Case,
Frankfort, Indiana.

Dear Everett:

I have signed the eight sample certificates which were enclosed with your letter of February 28, which reached me just this morning.

I do not believe I have any additional suggestions for the Honor Roll.

With best wishes, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

8

NATIONAL INTERSCHOLASTIC
ALL-AMERICAN
BASKETBALL HONOR ROLL SOCIETY

EVERETT N. CASE, NATIONAL SECRETARY
FRANKFORT, INDIANA

ADVISORY BOARD

WARD LAMBERT, Purdue University
DR. FORREST C. ALLEN, Kansas University
JAMES NEEDLES, Loyola University
JUSTIN M. BARRY, U. of Southern California

February 28, 1938.

"An All-American certificate signed by such outstanding leaders in the game as Piggie Lambert, Sam Barry, Jimmy Needles and Phog Allen has our boys battling religiously for the honor."—John L. Adams, Lincoln High School, Vincennes, Ind.

★

"Every boy on our high school basketball squad is working hard, making better grades and improving in every way in order to obtain the All-American certificate. It is a great stimulus to the boy and coach".—Lewis Lerda, Coatesville, Pa., High School.

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"The program of the National Interscholastic All-American Basketball Honor Roll Society is of great aid to the player and coach. There is nothing like it and has the support of all Louisiana coaches and school men".—M. T. Cheves, Natchitoches, La.

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"I am highly honored to be selected on the Advisory Board of the National Interscholastic All-American Basketball Honor Roll Society. The program is filling a need in the basketball system of our American high schools".—Ward Lambert, Basketball Coach, Purdue University, Lafayette, Ind.

★

"Boys who earn the All-American certificates should make for the best there is in future citizenship. This is a splendid program and apparently has the backing of every coach and educator in the country. It is within reason to expect that some who receive this honor will be future representatives on the American Olympic Basketball team".—Jimmy Needles, Loyola University, and Head Coach, U. S. Olympic team in 1936.

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

Dear Dr. Allen:

I am enclosing five or six sample certificates which have already been signed by Sam Barry and James Needles, and we want you to sign all of them and please rush back to me at once. The shield on the certificates will be in colors, red and blue and the certificates will be on parchment paper. I will mail you a copy as soon as they are off the press.

Replies have been coming in at a fair rate, but I believe that if we can put it across this season, that next year, it will gain in polularity. As soon as I receive these certificates back from you, I must send to Ward Lambert for his signature.

If you have any additional suggestions please let me know. Best personal regards. I am,

Cordially yours,

Everett N. Case

ENC/KK

January 31, 1938.

Mr. Everett N. Case,
Frankfort High School,
Frankfort, Indiana.

Dear Everett:

I received the sample efficiency certificate for the Honor Athlete in basketball. I think it is very nice indeed.

In some of your printed information you list that I am the author of "My Basketball Bible". I am sorry that I did not, when writing you, give you the information concerning my new book, "Better Basketball", and ask you to include that in the publicity.

"My Basketball Bible" was published in 1924 and it reached a sale of over 15,000 copies. This new text, by Whittlesey House, McGraw-Hill Book Company, is starting off splendidly, and if you have an opportunity to mention the new book I would appreciate it.

I would be glad to hear from you as to how your new project is moving along.

With every good wish, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

November 15, 1937.

Mr. Everett N. Case,
Frankfort High School,
Frankfort, Indiana.

Dear Everett:

I am more than interested in your letter of November 8th asking that I serve on the Advisory Board of the National Interscholastic All-American Honor Roll Society.

Will you kindly explain to me the plan of subsidization and how you get the money to pay ten cents per name? I would like to know more about it, and upon receipt of your letter of explanation I assure you I will be happy to offer any suggestions that are deemed advisable.

With every good wish, I am

Very sincerely yours,

Director of Physical Education.

FCA:AH

FRANKFORT HIGH SCHOOL
FRANKFORT, INDIANA

OFFICE OF THE PRINCIPAL

November 8, 1937

Mr. Forrest Allen
Basketball Coach
Kansas University
Lawrence, Kansas

Dear Mr. Allen:

We have organized a National Interscholastic All-American Basketball Honor Roll Society, and would like to have you act as a member of our Advisory Board. Jimmy Needles of Loyola University, Los Angeles; Dr. H. C. Carlson of University of Pittsburgh; Sam Barry of Southern California; and Ward Lambert of Purdue University have agreed to serve in that acapacity.

A boy to be eligible to receive the certificate must be recommended by his coach, and must meet certain standards such as ability, attitude, cooperation, and loyalty. For every member certified, we will pay you ten cents and use your name, and if you see fit to accept this, would you please sign your name and we will have the plate made so that it can be printed on each certificate. In that way, it will not be necessary for you to sign each individual certificate--but, will be printed. In addition, we would like for you to suggest standards that should be met by the players in order to receive the certificate.

The high school coaches I have contacted are very enthusiastic regarding the idea and feel that the boys on their respective squads will have a like enthusiasm to meet the requirements.

May I have your answer soon and any suggestions will be appreciated.

With kindest personal regards, I am

Sincerely,

Everett N. Case

December 6, 1937.

Mr. Everett M. Case,
Frankfort High School,
Frankfort, Indiana.

Dear Everett:

I have your letter of December 3 and would appreciate hearing from you in regard to all the requirements demanded of the boys to make them eligible to receive recognition from the National Interscholastic All-American Basketball Honor Roll.

I will be glad to act as a member of your Advisory Board. Doubtless you have consulted the executive secretaries of the different high school athletic associations. They, of course, have definite requirements that you have set out, such as training, attitude, cooperation, sportsmanship and loyalty. I think training should be one of the fundamental requirements. Scholarship should come first.

I am enclosing my signature made on gloss paper with India ink so that you can make a print therefrom.

I will be happy to have you keep me advised as to progress you are making. I, of course, would like to see one of the certificates when you have them in shape, and also I would like to know how you are heading up your organization and when you plan to meet. Would it not be well to meet during the time of the National Basketball Coaches meeting, and plan some sort of a program that definite work could be done while the entire group were together?

I will thank you for added information as it comes to you.

Very cordially yours,

Varsity Basketball Coach,
Director of Physical Education.

FCA:AH

FRANKFORT HIGH SCHOOL
FRANKFORT, INDIANA

OFFICE OF THE PRINCIPAL

December 3, 1937.

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

Dear Dr. Allen:

I have your reply regarding your serving on the Advisory Board of the National Intsrecholastic All-American Basketball Honor Roll, and also your questions regarding same.

Every boy recommended by his coach for the certificate, must pay a nominal fee for the certificate. In most instances the high school athletic association, will pay for the various boys.

This is not in a strict sense All-American as to ability, but All-American as to Attitude, Co-Opertaion, Loyalty, Sportsmanship. It will make the various high school youngsters work hard during the season as to training, attitude, loyalty and also school work, and if the boy meets these requirements at the end of the season, the coach makes the recommendation.

I feel as if it is a fine thing for both coach and player. I will appreciate any suggestions, and will have to know at once if you can act in that capacity. I must get out the various pamphlets and advertising materials. I plan to contact every high school and prep school in the United States. I have the endorsement of high school coaches all over the country. Over one hundred thoussand boys are playing prep school basketball.

I already have Dr. Carlson of Pittsburgh; Ward Lambert of Purdue, Jimmy Needles, Olympic Coach and Sam Barry of Southern California on the Board, and trust that you may see fit to serve. Best personal regards. I am,

Sincerely,

Everett N. Case.

P. S.- Any suggestions will be appreciated.

September 19, 1938.

Mr. Everett N. Case,
Frankfort High School,
Frankfort, Indiana.

Dear Everett:

I have received a copy of your mimeographed letter to the coaches in regard to the National Interscholastic All-American Basketball Honor Roll Society, and also the confidential grading sheet.

There has been no financial account of the income from this source to the Advisory Board. I am wondering if it wouldn't be a good thing to let each one of the group know concerning the income of the organization.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

NATIONAL INTERSCHOLASTIC

ALL-AMERICAN

BASKETBALL HONOR ROLL SOCIETY

EVERETT N. CASE, NATIONAL SECRETARY
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ADVISORY BOARD

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"An All-American certificate signed by such outstanding leaders in the game as Piggie Lambert, Sam Barry, Jimmy Needles and Phog Allen has our boys battling religiously for the honor."—John L. Adams, Lincoln High School, Vincennes, Ind.

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"Every boy on our high school basketball squad is working hard, making better grades and improving in every way in order to obtain the All-American certificate. It is a great stimulus to the boy and coach".—Lewis Lerda, Coatesville, Pa., High School.

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"The program of the National Interscholastic All-American Basketball Honor Roll Society is of great aid to the player and coach. There is nothing like it and has the support of all Louisiana coaches and school men".—M. T. Cheves, Natchitoches, La.

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"I am highly honored to be selected on the Advisory Board of the National Interscholastic All-American Basketball Honor Roll Society. The program is filling a need in the basketball system of our American high schools".—Ward Lambert, Basketball Coach, Purdue University, Lafayette, Ind.

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"Boys who earn the All-American certificates should make for the best there is in future citizenship. This is a splendid program and apparently has the backing of every coach and educator in the country. It is within reason to expect that some who receive this honor will be future representatives on the American Olympic Basketball team".—Jimmy Needles, Loyola University, and Head Coach, U. S. Olympic team in 1936.

Dear Coach:

Basketball is now getting in full swing in the majority of American high schools. We have a program outlined by the National Interscholastic All-American Basketball Honor Roll Society that will be of great aid to you in your coaching as well as a big help to your boys.

The National Interscholastic All-American Basketball Honor Roll Society program is an integral part of the basketball system in a large number of high schools in the United States today. It provides the impetus that is very essential to every boy who is battling for a position on your high school squad.

Every lad in your school, who is a prospective basketball candidate, is eligible to receive the All-American certificate if he meets the standards of Scholarship, Training, Loyalty, Attitude, Sportsmanship and Ability. This program not only stimulates the desire to play basketball, but also to succeed scholastically as well and to produce the characteristics that are essential to success.

The certificate will be awarded to each boy upon your recommendation, after carefully grading each boy in the above phases. Each boy must have a complete grading sheet filled out by his coach, and must have attained a general average of 90%. What boy in your school would not cherish one of these certificates signed by four of the outstanding basketball authorities in the country?--Dr. Forrest C. "Phog" Allen, University of Kansas and author of "My Basketball Bible"; Jimmy Needles, Coach at Loyola University and United States Olympic Basketball Coach in 1936 at Berlin; Ward Lambert of Purdue University and Sam Barry, University of Southern California.

Look over the enclosed sample grading sheet, and send for additional sheets. Place the enclosed CIRCULAR ON YOUR BULLETIN BOARD IN THE LOCKER ROOM WHERE EVERY BOY CAN SEE IT. It will bring you great results. There will be a nominal charge of $2.00 for every certificate issued. These certificates are generally paid for and presented to the players by their respective high school athletic associations.

If you are interested in the plan, fill out the enclosed Business Reply Card and we will send you additional grading sheets and complete information. The Society has the endorsement of Educators, School Men, Athletic Directors, Coaches and Parents all over the country. It will be a big help to the success of your boys, the success of the squad and your success as a coach. Please send the enclosed card for complete information at once.

Cordially yours,

Everett N. Case

National Secretary

NATIONAL INTERSCHOLASTIC

ALL-AMERICAN

BASKETBALL HONOR ROLL SOCIETY

EVERETT N. CASE, NATIONAL SECRETARY
FRANKFORT, INDIANA

CONFIDENTIAL

GRADING SHEET

SAMPLE COPY

★★★

Name of Candidate John Harris

Name of School Lincoln High School

City or Town Vincennes

State Indiana.

NOTE: In grading the following sections, note the points at the side of each topic and grade according to the perfection of each subject. Take the six sections and divide by six to arrive at the total or general average.

SCHOLARSHIP

(Every candidate must have an average of 80% or better in all solid subjects to be eligible. Second semester averages are to be compiled between March 1 and April 1.)

First Semester Average	94
Second Semester Average	88
Total	2 | 182
	91

TRAINING

1. Keeping in condition physically (20)	20
2. Keeping in condition mentally (20)	20
3. Keeping in condition emotionally (20)	16
4. Working toward self improvement (20)	17
5. Observance of rules and regulations (20)	18
Total	91

LOYALTY

1. Loyalty to good name and standing of school (20)	20
2. Loyalty to high ideals (20)	16
3. Loyalty to teammates and coach (20)	20
4. Compatability (20)	18
5. Dependability (20)	15
Total	89

ATTITUDE

1. Attitude as shown by conduct in school, toward school work, in games and elsewhere (20)	20
2. Acceptance of coaching (20)	18
3. Punctuality (20)	15
4. Attitude toward teammates, coach, officials and requirements (20)	20
5. Modesty (20)	20
Total	93

SPORTSMANSHIP

1. Accepting decisions of officials (20)	15
2. Observance of playing rules (20)	20
3. Willing to grant a point in question (20)	20
4. Taking no advantage (20)	20
5. Courtesy (20)	16
Total	91

ABILITY

A. INDIVIDUAL OFFENSE

1. Shooting (One and two handed) (3) 2
2. Free Throwing (3) 3
3. Passing and Timing (3) 3
4. Feinting (3) 3
5. Dribbling (3) 2
6. Turns and Pivots (3) 3
7. Rebounding (3) 2
8. Change of Pace (3) 3
9. Jumping on held balls (3) 3
10. Starting and Stopping (3) 2

B. INDIVIDUAL DEFENSE

1. Stance and Footwork (3) 1
2. Lateral Guarding (3) 3
3. Covering man with ball (3) 3
4. Covering man without ball (3) 3
5. Covering two men, one of which has ball (3) 3
6. Interception of passes (3) 3
7. Defensive rebounds (3) 2
8. Feinting (3) 2
9. Aggressiveness (3) 3
10. Alertness (3) 3

C KNOWLEDGE OF THE GAME

1. Knowledge of the rules (4) 4
2. Knowledge of the coaches' offensive system (4) 4
3. Knowledge of the coaches' defensive system (4) 4
4. Strategy (4) 3
5. Generalship (4) 4

D. ABILITY TO WORK WITH TEAM

1. Offensively (10) 10
2. Defensively (10) 10

Total 90

Grand Total 545

6

Average 90 5/6

Recommendation for Certificate

Having fully met the requirements of the National Interscholastic All-American Basketball Honor Roll Society, we hereby recommend John Harris of Lincoln High School,
Name of Candidate Name of School
Vincennes Indiana for the
City or Town State

All-American Certificate with a general average of 90 5/6

SIGNED: L. V. Phillips Principal
John L. Adams Coach

★★★

IMPORTANT NOTICE: This sheet must be completely filled out and sent to the National Secretary between March 1 and April 1.

How Would You Like to be Selected on the All-American High School Basketball Honor Roll?

All-American in Scholarship, Training, Attitude, Loyalty, Sportsmanship and Ability

★★★

Requirements For Certificate

I. SCHOLARSHIP—Each boy must have maintained an average of 80% or higher for both semesters.

II. TRAINING—(1) Keeping in shape physically, mentally and emotionally. (2) Working toward self improvement and observances of rules and regulations.

III. LOYALTY—(1) Loyalty to good name and standing of school, high ideals, to coach and teammates. (2) Compatability. (3) Dependability.

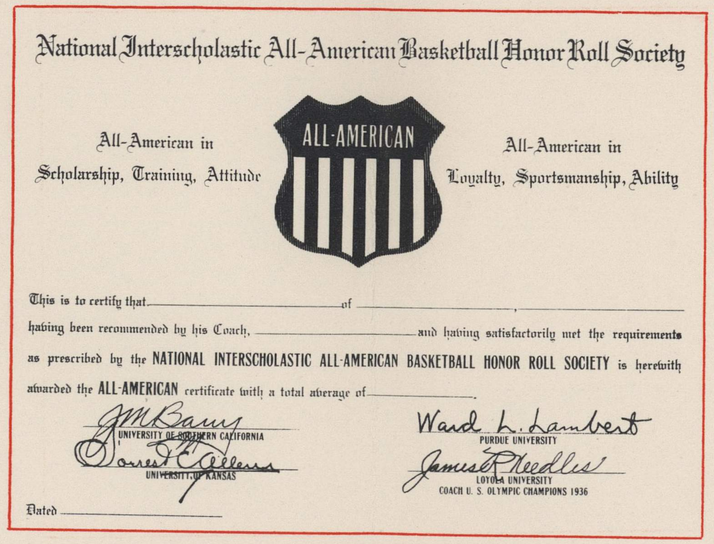
IV. ATTITUDE—(1) Attitude as shown by conduct in school, toward school work, in games and elsewhere. (2) Acceptance of coaching. (3) Punctuality. (4) Attitude toward teammates, coach, officials and requirements. (5) Modesty.

V. SPORTSMANSHIP—(1) Accepting decisions of officials. (2) Observance of playing rules. (3) Willing to grant a point in question. (4) Taking no advantage. (5) Courtesy.

VI. ABILITY—(1) Individual offense—Shooting (one and two handed), Free throwing, Passing and timing, Feinting, Dribbling, Turns and pivots, Rebounding, Change of pace, Jumping on held balls, Starting and stopping. (2) Individual Defense—Stance and footwork, Lateral guarding, Covering man with ball, Covering man without ball, Covering two men, one of which has ball, Interception of passes, Defensive rebounds, Feinting, Aggressiveness, Alertness. (3) Knowledge of the Game—Knowledge of the rules, Knowledge of the coaches' offensive system, Knowledge of the coaches' defensive system, Strategy, Generalship. (4) Ability to Work with Team—Offensively, Defensively.

★★★

NATIONAL INTERSCHOLASTIC
ALL-AMERICAN
BASKETBALL HONOR ROLL SOCIETY
EVERETT N. CASE, NATIONAL SECRETARY
FRANKFORT, INDIANA


National Interscholastic All-American Basketball Honor Roll Society

All-American in Scholarship, Training, Attitude

ALL-AMERICAN

All-American in Loyalty, Sportsmanship, Ability

This is to certify that _____ of _____, having been recommended by his Coach, _____ and having satisfactorily met the requirements as prescribed by the NATIONAL INTERSCHOLASTIC ALL-AMERICAN BASKETBALL HONOR ROLL SOCIETY is herewith awarded the ALL-AMERICAN certificate with a total average of _____.

J. M. Barry — UNIVERSITY OF SOUTHERN CALIFORNIA
Forrest C. Allen — UNIVERSITY OF KANSAS
Ward L. Lambert — PURDUE UNIVERSITY
James R. Needles — LOYOLA UNIVERSITY, COACH U. S. OLYMPIC CHAMPIONS 1936

Dated _____

THE ALL-AMERICAN CERTIFICATE
This Certificate is 8½x11 and printed in colors on heavy paper

You may earn one of the All-American Certificates by making 90 percent average on points listed under "Requirements for Certificates"

EACH CERTIFICATE WILL BE SIGNED BY FOUR OF THE OUTSTANDING COACHES IN THE UNITED STATES

These Outstanding Coaches will sign the All-American Certificates

WARD LAMBERT
Purdue University

JIMMY NEEDLES
Loyola University
Coach U. S. Olympic Team
1936

JUSTIN M. BARRY
University of Southern California

DR. FORREST C. ALLEN
University of Kansas

Consult your Coach for Further Particulars and How to earn the All-American Certificate

October 1, 1938.

Mr. Everett N. Case,
Frankfort High School,
Frankfort, Indiana.

Dear Everett:

Thank you for your letter of September 16.

I am sorry, too, that the plan has not been a financial success so far, and that you have had to take a deficit. However, I believe your idea of having the blanks returned at once is a good one and I trust your plan will work out to your benefit.

With best wishes, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

Frankfort High School

Frankfort, Indiana

Office of the Principal

September 16, 1938.

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

Dear Dr. Allen:

In response to your letter regarding a financial statement of the National Interscholastic All-American Basketball Honor Roll Society, I am enclosing a complete analysis. It was a big disappointment to me, but I am still convinced that the plan is satisfactory, and trust to work it out whereby we can realize on it. I am taking a complete turn on this affair, and am now woking on a plan whereby we can sell the certificate at the first time of sending out the circulars of publicity.

If you have any suggestions regarding this, I will be more than pleased to have them. I received requests for over 4,000 grading sheets, but at the end of the season, I only received back 45 with the checks and completely filled out. I believe that if we required these to be sent in at once that we would benefit. Many thanks and best regards. I am,

Cordially yours,

Everett N. Case

ENC/KK

Frankfort High School

Frankfort, Indiana

Office of the Principal

Stamps for circularizing 20,000 circulars and envelopes
@ 1¢ each.....$200.00

Stamps for answering correspondence..... 23.85

Stamps for sending out grading sheets@.3c(4,000).. 120.00

Printing of 20,000 letterheads, 20,000 envelopes, 20,000
circulars, 20,000 grading sheets and 20,000 business
reply cards...(Darlington.Printing.Co)..... 298.60

$642.45

45 Certificates sold @ $2.00 each 90.00

$552.45

Defecit.