



United States Rubber Company

Rockefeller Center

1230 SIXTH AVENUE · NEW YORK 20, N.Y.



KEDS SPORTS DEPARTMENT

November 15, 1943

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

Dear Dr. Allen:

A new bulletin on Basketball, which covers Passing and Shooting -- Individual and Team Offense and Defense -- by Everett Dean, Coach of Stanford University, and Bill Anderson, Coach of Merion High School, Ardmore, Pennsylvania, has just been released by the Keds Sports Department. It occurred to us that you might like to have this latest addition to the Keds Sports Library, and if you desire a few additional copies for your Squad, we will be happy to send them to you upon request -- of course, without charge.

This latest bulletin on Basketball has been added as a result of many requests from physical education instructors, and we sincerely hope you will find it helpful in your Fall program. If you have any suggestions that you believe would help us improve our sports literature, won't you please let us have them.

Last May we advised that as soon as rubber was available to again manufacture Keds for the physical education requirements of your classes, we would let you know. We regret that we are not in a position to tell you anything definite at this time. We can say, however, that the outlook is encouraging and you may be sure that we shall advise you as soon as such a supply becomes available.

Sincerely yours,

JPMoonan/mf

Keds Sports Department