

October 15, 1937.

Mr. Sec Taylor, Sports Editor,  
Des Moines Register-Tribune,  
Des Moines, Iowa.

Dear Sec:

Please do not think that I am meddling when I offer a suggestion, whether it is worth anything or not.

You mentioned your coaches clinic and I wanted to tell you about a new basketball picture that Clair Bee, of Long Island University, Dr. H. C. Carlson, of the University of Pittsburgh, Dave McMillan, of Minnesota, George Keegan, of Notre Dame, John Bunn, of Stanford, and I shot for the Wilson Sporting Goods Company of Chicago, Converse, of Waltham, Mass., and Phillips "66".

I haven't even seen a preview of this film, but those who have seen it say it is a dandy. All of the coaches used the same team, Phillips "66", to demonstrate their stuff with. Each coach had introductory remarks to make concerning the type of work that he was to demonstrate and then the shooting of the picture followed.

Bob Russell, of the Lawler Sporting Goods firm at Lincoln, Nebraska, is one of the promoters and sponsors of this picture. He is interested in movie talkie educational films, and I believe that you could prevail upon him to show that at the coaches meeting, or else he would tell you who the Iowa representative is and you could contact him.

The Lowe-Campbell people and the others who have seen it pronounce it a splendid film. I know how impressionable people are regarding movies and this should be a help to you in your program.

You doubtless have seen the film that I made for the Eastman Kodak Company two years ago. It is a silent movie, but the fundamentals are more exhaustibly shown in the silent movie than they