

# The Sporting News

CHARLES C. SPINK & SON  
PUBLISHERS

HOW TO PLAY  
THE DOPE BOOK  
BASEBALL GUIDE  
THE SPORTING NEWS  
THE SPORTING GOODS DEALER  
THE SPORTING NEWS RECORD BOOK  
BASEBALL REGISTER - THE GAME'S 400  
THE SPORTING GOODS TRADE DIRECTORY

NEW YORK OFFICE  
535 FIFTH AVE.

CHICAGO OFFICE  
549 W. RANDOLPH STREET

St. Louis, Missouri  
April 21, 1943

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

Dear Dr. Allen:

Though a bit disappointed to think we don't number you among our regular readers, especially during the basketball season, I am happy to comply with your request regarding the issue in which you were featured. This is enclosed.

I look forward to your reaction as it will be conveyed to Mr. Spink and hope you will get into The Sporting News reading habit before long. Last year was our first in the field of football, hockey and basketball. It was my pleasure to handle all this non-baseball news and I am also pleased to report that our response to the basketball coverage was favorable; nothing glowing, but somewhat encouraging.

We have been rewarded, for this expensive experiment though, by many letters from the boys in service who find our paper one source for a bit of all sports. Starting next week, Mr. Spink, at another great personal loss, will reprint an eight page tabloid edition of The News for overseas consumption at the War Department's request. This distribution numbers into five figures and we feel highly honored at the recognition.

Your interest in The Sporting News is appreciated.

Sincerely yours,

  
Hugo G. Autz

HGA:mlm

