



February 25, 1942.

Dr. Forrest C. Allen
Director of Athletics
University of Kansas
Lawrence
Kansas.

Dear Dr. Allen:

Our promotion department is getting up a brochure on our new Sports Poll and for that purpose would like to get together some testimonials on it from leading personages in the sport world. If you could see your way to giving us a statement on what you think of this new sports feature, it would be a great service to us and of course quite a personal favor to me.

Your rotation article went over fine, even though the coaches still hold back. Nick Kearns has a corresponding piece this month, and next month we are going to get in Marshall Diebold's piece. All in all, I feel that our basketball coverage has been as good as in the past, if not better. Next year I will try to get it a little better organized, and would be glad to have another piece from you.

I didn't get over to see your team when you were here, but the fellows from here who did get over said it was a very fine coached team.

When you are in town sometime I wish you would drop up and get acquainted with Al Smart. He is the man back of our efforts to stimulate sports a little more in Esquire.

Yours cordially,

Ralph Cannon