

October 30, 1937.

Mr. Bernard J. Archer,
23 South 6th Street,
Zanesville, Ohio.

Dear Coach Archer:

I am very happy to have your letter of the 28th instant. I am glad to do what I can to help you in your difficulty.

Answering your questions in order, I do have my boys work on set plays to the split second in timing, passing and cutting. I set these plays up, have one man feint in one direction to use up this split second timing, and then just at the psychological as well as the actual favorable moment I have the fellow drive to arrive at the exact location at the proper time. One man moves rapidly while another man covers his consuming time by feinting or dodging. This is absolutely necessary so that the play may be successful.

You work on timing plays just as an artist would on a canvas. There must be not only strict attention to duty but there must be inspiration, foresight, and a sixth sense involv~~ing~~ both in the make-up of the teacher and the players. It is not an easy matter to teach this timing and scoring.

I have just written a new book, of which I am sending to you a short description. I would suggest that you write to Mr. Curtis W. McGraw, of the McGraw-Hill Book Company, 330 West 42nd Street, New York, inquiring as to the exact time the book will be published. It should be out in less than a month.

This book tells all about the timing, cutting and scoring on these plays, some of which appear in *The Scholastic Coach*.

A man must be at a certain place and at a certain time, and he must not pull out or indicate by movement of the eye or foot just where he is going.

I know that you will get more than your money's worth from this book, if you purchase it. If this explanation of mine does not clear up the thing for you, write me again.