

June 11, 1938.

Mr. W. R. Lord,  
Converse Rubber Co.,  
Malden, Mass.

Dear Mr. Lord:

I find that it is absolutely impossible to cover the basketball rule changes and do it justice with five hundred words. If you wish to re-edit this and cut it down to fit your space it will be entirely satisfactory with me.

I have not made this as colorful as an ordinary article should be in the introduction of basketball. Perhaps I should lead off with this thought:

"Enjoying the largest attendance and the greatest spread of enthusiasm that basketball heretofore has experienced, the king of indoor games is now played by eighteen million people throughout the world. Fifty-two countries are playing basketball at the present time. The vision of Dr. James Naismith in 1891 has far exceeded his fondest dreams. And the interest in basketball in the United States has only begun. The west coast and the southland have just begun to take basketball seriously. The educators of America are saying that basketball is the one game that fits every requirement in developing the physical, mental and emotional educable child."

If you want to tack this on the front of the other, and delete some of the rest, go ahead. Or if you want to wire me and have me re-write it, do that.

Very cordially yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH