

Lawler

THE BANGS COMPANY

VISUAL and AUDIO VISUAL AIDS

114 W. IRON AVE., SALINA, KANSAS

Phone 56

Oct. 4. 1937.

Dr. Forrest C. Allen,
Director of Physical Education,
Uni. of Kansas,
Lawrence, Kansas.

Dear Phog;

Replying to your letter of Oct. 1st. regarding the new talkie, BASKETBALL, your information is correct altho I do not know definitely when the film will be ready for circulation. It will be very soon however.

Bob Russell of Lincoln who is looking after the matter told me in Kansas City ten days ago that several prints had been made and that one for me would be out among the first. At that time, it was tentitively planned that the first showings would be in certain regions over the state where coaches could be conveniently assembled. Following this, bookings could be made with schools equipped with sound projection units upon a rental basis. In order to reach schools without units, some provision will be made to put a man out with a projector to reach scheduled showings.

We are urging the producers to keep rentals down to the lowest possible amount to insure the widest use possible. Rentals as well as outright sale price hasnot yet been established. A letter from Russell received yesterday stated he would be in Kansas City the 9th. or 10th. and will see him again at that time. Am positive that a definite plan will be evolved at this meeting and will advise you immediately following.

The picture is exciting a great deal of interest on the part of coaches everywhere because of the prominence of the authorities who built it and the thoroughness of the detail from a coaching standpoint.

Many thanks for your kind remarks and good wishes.

Cordially yours,

Frank Bangs
FRANK BANGS.



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