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Esquire
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ARNOLD GINGRICH, EDITOR

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Dear Dr. Allen:

Convinced that there is a place for a nation-wide monthly forum of public expression on sporting themes, the publishers of Esquire, the Magazine for Men, are conducting the Esquire Sports Poll.

Enclosed you will find one of the ballots of this new regular feature of Esquire. It will be a great favor to us, and much appreciated, if you will check your own views on this ballot and then slip it into the stamped envelope supplied for its return. We believe you will find a certain amount of pleasure in marking your ballot, at the same time crystallizing your own thoughts on these various topics.

We thought you probably would be interested to know that already ballots in the new sports poll have been cast by such outstanding personalities as Alfred M. Landon, Senator Millard E. Tydings of Maryland, Senator Scott W. Lucas of Illinois, H. V. Kaltenborn, Bing Crosby, Joe E. Brown, Ted Husing, William Allen White, Louis Bromfield, Dizzy Dean, John Kieran, Eddie Cantor, Larry MacPhail, Major George Fielding Eliot, Edgar A. Guest, Rex Stout, Jimmy Dykes, Ted Lyons, Franklin P. Adams, A. A. Stagg, Charlie Paddock, Tom Harmon, Branch Rickey, and many others.

Any questions on sport of your own that you would like to see put up for nation-wide decision will be most heartily welcomed.

The first story about the new Esquire Sports Poll will appear in the December issue of Esquire, which will be on the stands on November 15. We believe you will find many interesting facts about American public opinion on sports in this article.

Cordially,

Arnold Gingrich
Arnold Gingrich, Editor

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