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ARNOLD GINGRICH, EDITOR

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

Dear Dr. Allen:

It was good news to me to learn that your article is practically on the way. We will try to hold ~~for~~ Form so that we can get it into the February issue-- provided it suits Mr. Gingrich.

I will be interested also in seeing your box score. When I was on the newspapers I used to keep a long and short shot box score on the games in town, listing Long Shots, Long Baskets, Short Shots, and Short Baskets of each player. It was an interesting way to cover a game, and met with considerable response here in town.

I am interested also in your color scheme, provided it can be done in sufficiently striking color work to be worth the heavy expense of reproduction. We have been trying to get some color art on sports, but without success so far. If you want to send us a few samples, I will see what they think about it. We have wonderful color printing here, as you know, and if your diagrams can be made up so that they will really stick, it seems to me they should be very interesting to high school people, and even the fans. Such things help to getting people who are interested in sports to turning to Esquire for new stuff in sports. That, at least, is my conviction, though of course you understand I don't have all the say here, having come here only in the middle of last August.

Believe it or not, I used to play in the orchestra (pretty ineptly) at Millikin under Mr. Swarthout. They are all very fine people. Remember me to him the next time you see him. He will remember me for being always slightly off in pitch on the clarinet.

Originally we had in mind two facing articles on the center-jump, yours in favor and Marshall Diebold on the other side. We have wandered away somewhat from the plan, but I think it will all work out. Of course you should save your thunder for your own article.

Cordially,

Ralph Cannon