

Esquire
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ARNOLD GINGRICH, EDITOR

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Dr. Forrest C. Allen
Basketball Coach
University of Kansas
Lawrence, Kansas.

Dear Mr. Allen:

In all the big games, the main thing of course is always the final score. But in most matters of opinion on sports, nobody now can tell just what the score really is. That's why ESQUIRE, the Magazine for Men, has inaugurated the Esquire Sports Poll through which the public can register their views and opinions on current sports subjects.

Inclosed you will find one of our ballots. It will be a great favor to us if you will check your own opinions on it and then slip it into the inclosed stamped envelope. This will take but a few minutes of your time and we believe you will find sport in the process of thus clarifying your own views on these controversial topics of athletics, which occupy so large a share of our interest and discussion.

Yours sincerely,

Arnold Gingrich

Arnold Gingrich,
Editor.

AG:RC