

COPY

THE SOUTHERN COACH & ATHLETE

Atlanta, Georgia

February 13, 1940.

Coach Forrest C. Allen  
University of Kansas  
Lawrence, Kansas

Dear Coach Allen:

I have mailed you the extra copies of the issue which you requested. We will be glad to send you extra copies each month if you desire them.

We have taken up the matter of advertising with Medart Company through Mr. Murray here in Atlanta. He has written the head office and they have the matter under advisement. I am sure a suggestion from you will be a deciding factor, and if you will do this for us it will be greatly appreciated, I assure you. Since our publication has been officially adopted by the coaches associations of the Southern States and goes to all the schools and colleges, both large and small, I am sure it will prove a most effective medium.

Thank you for your many kindnesses and wishing you continued success, I am

Very sincerely yours,

Dwight Keith, Editor

(Original sent to Mr. Weinzettel)