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September 27, 1940

Mrs. Alice K. Griffith
The Athletic Journal
6858 Glenwood Avenue
Chicago, Illinois

Dear Mrs. Griffith:

Answering your favor of the 23rd instant, I beg to state that I have asked our Visual Instruction Bureau to send you the films of the Indiana-Kansas game, the Southern California-Kansas game, and the Rice Institute-Kansas games which were played in the Municipal Auditorium last March.

Since both of us are just a little uncertain as to the clearness of the films to be reproduced, I thought it would be much better to send these to you and let you look at them from the projector. Doubtless you could stop these films at any point that you so desired. You could also take a good look as to the clarity. If you care to have a print made to see whether they are clear enough for the cuts, it was my feeling that since you were to definitely pass on the availability of this stuff for your magazine, that it might be best that you make the decision there.

The Visual Instruction Bureau tells me that they use the reversible films and that they have no negative film, as was done in earlier shooting. They just make a print of this reversible film, and although it is not a negative, they state that you can have a print made of this as easily as a negative. I may be in error, and doubtless the young man that I was speaking to may have made an error in this statement. If so, you can correct both of us. We have a firm in Kansas City, the Calvin Company, that makes a print that would save a lot of expense, if you can make a decision from your end of the line.

If you feel that these prints are clear enough, I believe that we could collaborate with you and do a pretty good job. I quite agree with you that the Joe Reiff set-up which he did for you on Defense Maneuvers is very clear, and strikingly pedagogically attractive. I have been told by some research individual that a picture is 609 times as effective as the printer's work. Certainly when you have the picture and the exposition this method is much more instructive than the old method of exposition.

When we boosted the National Collegiate tournament here we called it the World Series of Basketball. Harold Olsen liked this very much and I believe that we could originate a "catchy" name that would put the stuff over. The fact that Southern California was in it would make it attractive because I am told that