

THE ATHLETIC JOURNAL

6858 GLENWOOD AVENUE
CHICAGO, ILL.

July 21st, 1940.

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

Dear Dr. Allen:

I am somewhat tardy in my acknowledgment of your kind letter of June 6th, as I took a longer vacation this year than usual.

It is very kind of you to be willing to co-operate with us. Since the trend today is for pictures, and by way of variation from our usual basketball articles, I thought we might run a series of articles in several issues, using the film as the basis. This should give the N.C.A.A. Basketball Tournament some good advance advertising and be helpful to coaches of basketball in their work.

As you will see from the enclosed article by Joe Reiff, it takes five frames to a column. If one column can give the description of the play fully, one will be enough for each play, otherwise you may select ten frames. Then I like to have the captions of the play written up in detail. In fact, all the reading matter may deal with the captions with the possible exception of a beginning paragraph which may explain in general what is emphasized in the pictures to follow.

The first article of the series might have an opening paragraph about the series that is to follow in the next few issues.

If you could originate some "catchy" name for each series, it would have a tendency to make the coaches think that there is something new in basketball. If some of the pictures, especially well illustrate some important fundamental, that could be touched upon in your discussion. The defense used by the opposing team, its good points, etc. may be included.

I don't know as I have made myself clear, and it is rather presumptuous on my part to even make a suggestion to a student of basketball such as you.

I could start this series in the September issue and run it through the February issue, six in all, if there is material available for that much.

Do you have a firm in Lawrence or Kansas City that can make prints from films? If you do, you might have a few prints made, before completing the series, to ascertain whether the prints are clear enough for cuts of distinct outline. If no such firm is available, you may send the film to