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KENTUCKY HIGH SCHOOL
ATHLETIC ASSOCIATION

July 18, 1939

Mr. Forrest C. Allen, Athletic Director
Kansas University
Lawrence, Kansas

Dear Mr. Allen:

How many times have you wished that you might pick up a book and find under one cover the entire record of your last basketball season? There find your next season's schedule, your past season's record, cumulative and by games, comments on attendance, officiating, etc., a financial statement of all receipts and expenditures, an inventory of equipment, and numerous other items of information? That record is now possible.

You have received or will receive at once a copy of "An Athletic Record Book", a book that is proving very popular with high school and college coaches and players. I hope you will look it over carefully and see the possibilities it provides for the coach or the player to keep together under one cover those records that you have always wanted but never had in one place. Other coaches in several states have used the "Athletic Record Book" during the past year and at least two colleges used it in their coaching classes with one copy for each member of the class.

This copy comes to you with my compliments. It occurs to me that with your coaching schools approaching, here is an opportunity for you to make some money on this book.

Every man attending your coaching school will want all of your material that is available. So why not provide it for them? You can easily do this by mimeographing or printing your coaching school notes; insert them in the "Athletic Record Book" and hand out the book with notes included at \$1.00 or \$1.50 per copy.

I can supply you a limited number at 40¢ per copy, 50 copies for \$17.50 or 100 copies at \$30. If you want me to get your notes printed on the same kind of paper and have them punched to fit the loose leaf arrangement of the book, I can have that done for you at cost which would not exceed 5¢ per book.