

# LOWE & CAMPBELL

DIVISION OF WILSON SPORTING GOODS COMPANY



## Athletic Goods

WHOLESALE • MANUFACTURING • RETAIL

1509-11-13 BALTIMORE AVE., KANSAS CITY 8, MO.

September 6th, 1944

Mr. Forrest C. Allen,  
Director of Physical Education,  
University of Kansas,  
Lawrence, Kansas.

Dear "Phog":

I have your letter in which you mentioned that your book "Better Basketball" is not listed in our 1943-44 fall and winter catalog but I am afraid that you did not look in the right place for it since the book heads the list of basketball books on Page 23. Likewise, it is again listed in our new fall catalog being mailed out this week.

You will find basketball books listed on Page 19 of the new catalog which will undoubtedly reach you within the next day or two.

I will be glad to give the book an added boost in an early edition of THE COACH and only regret that space does not permit a more detailed description of this and other books in our catalog.

Very cordially yours,

LOWE & CAMPBELL

By *M. H. Miller*  
M. H. Miller

Publicity Director

MHM/gf