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

November 27, 1937

Dr. Forrest C. Allen,  
University of Kansas,  
Lawrence, Kansas.

Dear Doctor:

We believe that you may have forgotten your conversation with me on the subject of your name on basket ball which we discussed over a year ago. I thought that you thoroughly understood the situation - at least I attempted to explain it to you at that time.

We have not used your name on a basket ball in our catalog since the season of 1934-35, and it was the very next year when you came in and I discussed the reasons why we had dropped the ball with your name on it. Therefore, I sincerely regret the present misunderstanding.

Your contract on the basket ball with us was dated May 23rd, 1927 and expired five years later, or May 23rd, 1932. This was never renewed although we continued to pay you the royalty as agreed upon as long as we continued with the ball, and our last payment was up to June 26th, 1937.

The ball that we had your name on was a metal valve, laced with a black and red colored lace - then when your contract with us was up and this type of ball was rapidly diminishing in popularity and all factories were dropping coaches names from merchandise, so it was only the natural thing to do that the ball carrying your name passed out of the picture.

We have used Chuck Taylor's name on a laceless basket ball for the past several years but we believe that you are thoroughly familiar with his capacity as a promotion salesman for our organization. He is not connected with any institution and is more or less a missionary or good will ambassador, so his name has been used on the laceless basket ball right along for these reasons.

Now we have the advent of the Last Bilt Ball which we feel will replace the laceless<sup>type</sup> ball, and again Chuck is doing the same sort of work on this ball as he did on the laceless so we are using his name. Besides this, on account of our factory connections, we are using George Keogan's name. He did a lot of promotional work for the factory this past summer and as the factory had him signed up and we did want to be in position to furnish this ball with his name on it when the demand arose, we have it in the line.

We have on hand the other dozen basket balls for you, holding awaiting shipping date, but since you feel it is advisable to make cancellation