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ST. LOUIS, MO.

July 25, 1939

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

Dear Dr. Allen:

I have before me three or four issues of "Life" and I note that in each issue there is a portion of the magazine given to sports. Apparently there is not much in the way of a write-up necessary for "Life" but rather some action photographs are in order.

I have been wondering how those photographs look that you had taken by the photographer of the Kansas City Star. Were they pictures of the game being played or merely "stills", pictures of the stand only.

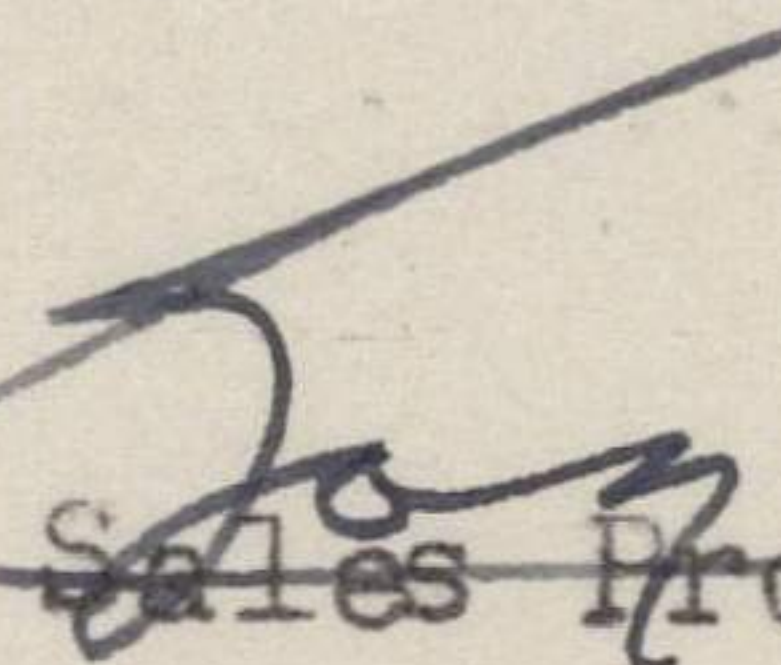
Just thought I would mention this to you because it will give us both something to think about in regard to some publicity in "Life" on the new game developed by "Phog" Allen'....

This thing is certainly getting "hot"!

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


~~Sales Promotion Manager~~

R.E.Weinzettel/AC