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AIR MAIL

July 19, 1939

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

Dear Dr. Allen:

I have your letter of the 17th with further reference to the new game and note the local publicity you have been able to obtain as a result of the game played in Lawrence a week or so ago.

We are glad to see this but are a little afraid of the National publicity you refer to because it is a little pre-mature. We have not as yet placed our patent, copyright, and trade-mark applications in the proper hands in Washington and are of the opinion we should hold up such publicity as you contemplate releasing to "Life", the National magazine, until a later date. We are hopeful this letter will reach you in time to hold up issuing any publicity of this game to this or any other like publication.

We are going to want all the free publicity we can get later but right now we are afraid it is a case of putting the cart before the horse.

We shall be glad to hear more from you regarding your plans as concerns Atlanta and St. Louis as soon as the question of how you are going to make this trip is determined.

Concerning the school in Atlanta, I would much prefer to send one of the new special modified backboards we have built for this very purpose than have you send one of the old ones from your gymnasium, and if this suggestion meets with your approval I would like for you to tell me the name and address of the person and the school to whom this board should be sent. We have our own office in Atlanta and will see to it that an erection man takes care of the installation of the board.

Incidentally, don't you think it might be in order to suggest that you write the person in charge of the school where your Coaching School will be held, that as Chairman of the Research Committee you have secured one of these boards, as have other members of the Basketball Rules Committee who are conducting Coaching Schools, and that a board will be sent on in time for the meeting?

Returning to the first paragraph of your letter of the 17th, you refer to our Fall catalog as having been printed. We do not intend to limit our effort in behalf of the new game to a mere catalog listing, but have some