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ST. LOUIS, MO.

AIR MAIL

April 18, 1939

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

Dear Dr. Allen:

This will acknowledge your letter of April 17, advising that the special backboards have been received and you are going to put them up right away.

As concerns the New York meeting on May 1 and 2, it is our plan to have Mr. Medart and "Yours Truly" present for this meeting, conditional that we can get the special backboards erected at some school near the McAlpine Hotel, as mentioned in previous correspondence. This brings up the question of the location for these boards in New York.

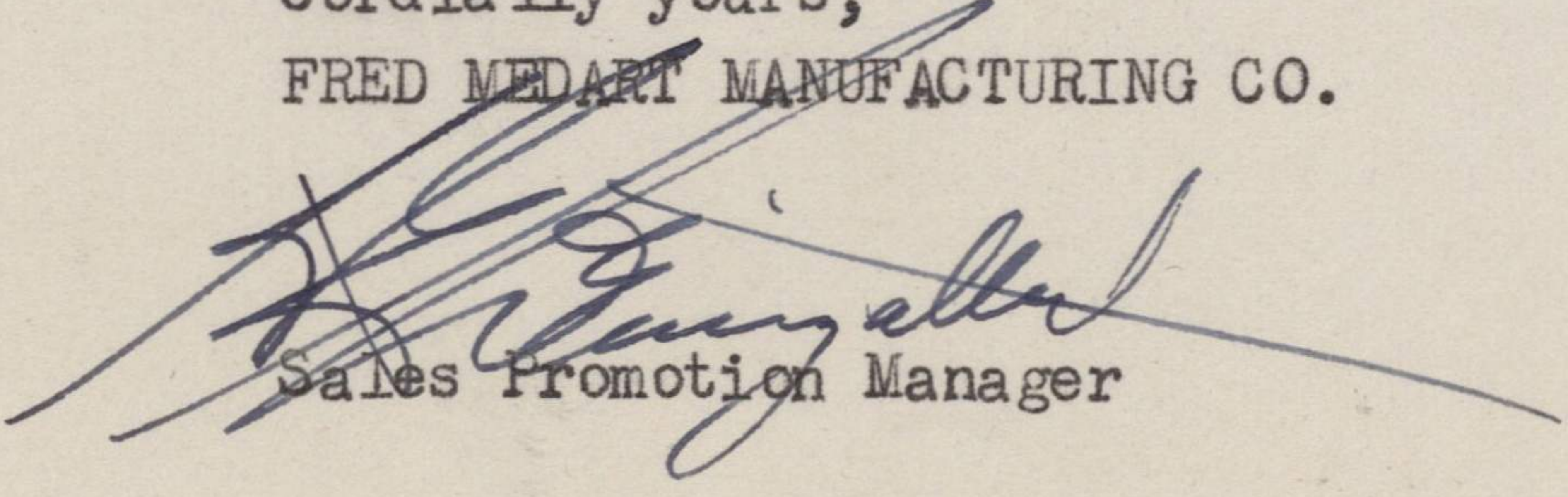
We acted upon the suggestion contained in your letter of April 14 and have written Mr. Porter, asking him to lend his weight toward getting someone in New York to make a contact with some school or college for this purpose. This morning we received a copy of a letter Mr. Porter wrote Mr. Owen Reed, of Scholastic Coach, 250 E. 43rd Street, New York, asking that Mr. Reed attempt to locate a school for us.

I am wondering whether you are acquainted with Mr. Reed and whether a little help from your end would assist us in getting the co-operation of Mr. Reed in this matter. Obviously, today being the 18th, we are going to need some fast action to enable us to get these boards out of St. Louis, into New York, and erected.

Anything you may care to do to assist us will, of course, be genuinely appreciated.

I look forward with a great deal of pleasure to meeting you again, and with kindest regards, remain

Cordially yours,
FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

R.E. Weinzettel/AC