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ST. LOUIS, MO.

April 5, 1939

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

Dear Dr. Allen;

This will acknowledge receipt of your book "Better Basketball" which was carried home with me last night, and I can't remember reading a more delightful and interesting book than yours. After reading several of those "Tales of Yesteryear" I felt inclined to climb up a bedpost or two and try one of those rousing Jayhawk cheers.

I am sure this will interest you. You will remember I told you about that youngster who is in his third year in high school and who has turned out for Spring football practice for the first time. Yesterday he drew his football outfit, also for the first time, and like many another Dad, I listened throughout dinner to a vivid description of each detail of the afternoon's event. After dinner I enjoyed the rare opportunity of obtaining the undivided attention of this youngster by stating, "So you are going to be a football star. That's fine. Now listen to what an authority has to say about diet and eating generally". I brought forth your book and quoted your remarks on this subject with the result that the Weinzettel commissary has a standing order for a bag of oranges from this date on. So you see "Coach", your book has a far-reaching influence.

This morning I turned it over to George Chervenka, who is going to work on the zoning question mentioned in your letter to me when enroute to California. As soon as he has 'doped out' the problems you have given us, you will hear from him direct.

I have a letter from Mr. Porter this morning advising that the Proviso Township High School in Maywood, Illinois, a suburb of Chicago, has been selected for the installation of the sample backstops we are preparing for shipment there, and that Mr. L. W. Remley, Athletic Director at this school, has expressed a willingness to co-operate.

Will keep you advised as things progress. Kindest regards.

Cordially yours,


Sales Promotion Manager

R.E. Weinzettel/AC