

November 22, 1943.

Mr. W. H. Maddock,
Eastman Kodak Company,
Rochester, New York.

Dear Mr. Maddock:

I haven't heard from you for quite some time, but I trust that you are still kicking as vigorously in a constructive way for Eastman as you were when I last saw you. I always keep your "holly on the celluloid", with the boss's signature, on my desk before me.

Our publicity man desires to get a cut of Dr. Naismith holding a soccer ball and me holding a varsity basketball for the Jayhawk Rebounds which is our basketball program cover for the basketball season. I referred him to the film but he says that is a negative and he cannot print from that. I am wondering if you would be kind enough to give us permission to use these two prints on the front of the Rebounds program. It would be necessary that you make a print, and we will not use it any other way. And if necessary we would be glad to give you credit for the same.

Inasmuch as we play our first game December first we would appreciate it very much if you could get these two prints for us. I refer to the prints that we used in our Basketball Fundamentals that your firm took for us. Please do not feel that we would expect you to get it out in that time because we will use something else if it does not arrive, but we would like to bring Dr. Naismith back to the campus in spirit as he was here so many years, and this is the best picture of him that I know of. And it brings to the people the historical fact that he started basketball with a soccer football.

With all good wishes to you and your colleagues, I am,

Yours for Victory,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH