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January 10  
1939

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

Dear Dr. Allen:

In my letter of December 13 I promised to let you know the result of the special campaign to your Kansas list, as well as from the mailing of 10,000 by our School Department.

To date, 5 orders have been received from the special Kansas list, which is disappointing, but to our minds is accounted for by the fact that individual names are much better prospects than where the position only is used.

During December, somewhat over 300 copies of BETTER BASKETBALL were sold. Of these, 232 were direct results of the School Department campaign. The remainder came through bookstores, which probably was the direct result of the mail campaign as well. Besides the orders received for BETTER BASKETBALL, there were many other of our sports books ordered in connection therewith as well, so we feel the campaign was mighty successful and orders are still coming in from it.

The latter part of January we will publish Dick Vaughan's book on HOCKEY. That will have a mailing of well over 20,000 to school and college coaches and libraries. With the campaign will be included a full page circular on BETTER BASKETBALL, so the sales in January and February should be again satisfactory.

Then, too, in the January and February issues of Athletic Journal and Scholastic Coach, both the HOCKEY book and BETTER BASKETBALL will be featured.