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December 1
1 9 3 8

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

Dear Dr. Allen:

I hasten to acknowledge your letter of
November 28.

I am sorry that my letter of November 10 was
not complete enough in that it omitted to tell you about
your suggested letter to go out to high school coaches
in Kansas.

The experiment is now in the works with the
School Department campaign to some 10,000 which I
mentioned in my last letter. I am sending you proofs
of that campaign which will be mailed together with
the special campaign to Kansas coaches. The proof of
that latter campaign had already been returned to the
manufacturer so I cannot forward a proof until the
finished job is complete. I will, however, mail that
to you at an early date.

In the School Department letter you will note
that they do make the suggestion that the librarian of
the school will want to provide at least one copy of
BETTER BASKETBALL for each coach, player, etc.

For the special campaign we are using your
exact letter together with a circular and order card.
I will also let you know the results or returns on
that special campaign.

Without checking into the matter, I do not
know whether I have told you previously or not, but
this fall has been a particularly bad mail order time
for the sale of books. This is not only our experience
but the experience of all publishers with whom I have
talked. This has been so even though our mail promotion