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October 20
1937

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

Dear Dr. Allen:

First of all, I am enclosing herewith a layout for the jacket of BETTER BASKETBALL. You will note we plan to use the Kansas colors. The blue circle in the center denotes a half-tone illustration rather than a drawing and was taken from the photograph enclosed herewith also. The illustration on the backbone of the jacket is from the other picture enclosed. Both pictures seem to me to be marvelous action pictures from the game and I really feel the layout an excellent one and most attractive. Will you return at immediately because we want to start it in work.

I acknowledge your letter of October 15 sending me an old clipping from the "Herald-Examiner" of Chicago which you send as a reminder for us to recall to Mr. Brown the comments he made on the BIBLE when we send him a review copy of BETTER BASKETBALL. This we will do.

I would like a list of individuals to whom you think copies should be sent for review and promotion purposes. I enclose the list which we have used for the football books, a high percentage of which have already commented on all of them. The reviews on the recent Bierman book have been most favorable and most of this list will say something about it before the end of the season, as they did on Crisler and Little. Will you return this list as soon as possible together with any additions you care to make. I might say that to every one on this list I wrote a personal letter asking that the Bierman book be reviewed or commented on. I will, of course, do the same thing with the basketball book.