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October 29
1937

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

Dear Dr. Allen:

I acknowledge your letter of October 20 saying you have sent a copy of "The Dream Touch Down" to Miss Miller, who as I remember it is at Lowe & Campbell, who will use this material in one of their publications.

I also acknowledge your letter of October 22. We should be most pleased to have a list of all the purchasers of THE BASKETBALL BIBLE which will help us in our circularization, as well as let us check up on the various companies who purchased THE BASKETBALL BIBLE, on whom we will no doubt have a representative call.

I also acknowledge your letter of October 25. I believe Mr. Hyland in the main answered on October 27 in which he cares for most of the details. I have been over Mr. Hyland's letter and agree with all he has to say.

May I have the list of the Bierman complimentary copies back as soon as convenient together with your suggestions.

As to using the sub-title on the jacket or binding of the book itself, this is not the usual practice as Hyland has explained and unless you care to have us change, we will continue as we have started. Of course, the sub-title of "Technique, Tactics, and Tales" will be used in all the advertising and circular material and it will not be lost sight of. I realize from the psychological and inspirational standpoint why you are so anxious to have the sub-title stressed, but I am sure it will be well covered.