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KANSAS CITY, Mo.

September 16th, 1937

Dr. Forrest C. Allen,
Director of Physical Education,
University of Kansas,
Lawrence, Kansas.

Dear Dr. Allen:

I am enclosing your article "The Dream Touchdown" for your personal file as requested in your letter just received.

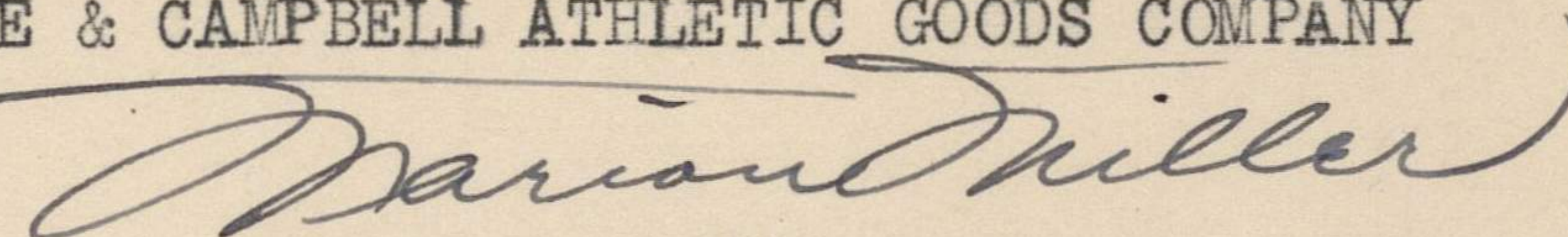
It is our intention to use this article possibly in the next issue of "The Coach" in connection with publicity on your new book. In the meantime our various stores are distributing several thousand inserts in our daily mail which should also be of some interest.

Mr. Royer has written the publisher concerning delivery of the books but I believe that the earliest delivery date promised is sometime late in November.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS COMPANY

By



M. H. Miller
Editor "The Coach"

MHM:LR