

February 4, 1941

Mr. E.B. Black  
Black & Veatch  
Consulting Engineers  
4706 Broadway  
Kansas City, Missouri

Dear Mr. Black:

I am answering your letter which you wrote regarding the manufacturers of a liquor using Dr. Naismith's reputation to further their nefarious business.

I took the matter up with Dr. Burdick, after being unable to contact him for quite some time and failing to contact Dean Moreau. Dr. Burdick said there is no possible way to stop an outfit like that from using Dr. Naismith's name so long as they record only historical events.

Dr. Burdick said there was one exception, down in Georgia, in which the Supreme Court took action, but the individual they discussed was living and he protested against their doing it and the Supreme Court held in favor of the plaintiff. I am sorry that such a condition exists in regard to this "Old Underroof" outfit, but as I see it nothing can be done.

I do appreciate your having enough love for the University and interest in its past great teachers to take the time from your busy life to write me regarding the matter.

Assuring you of my cooperation at all times and with my kindest personal regards, I am,

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach

FCA:lg