

November 8, 1937.

Mr. Don E. Naden, Physical Director,
Young Men's Christian Association,
Bay City, Michigan.

Dear Mr. Naden:

Answering your kind favor of the first instant, beg to state that the Eastman Kodak Company, of Rochester, New York, had me film a two-reel movie for them on the fundamentals of basketball. I have no royalty or interest in the film other than doing the work for them. Harry Kipke, of Michigan, filmed the football picture for them. It is a part of their serial in teaching fundamentals. The film is offered for sale by them to universities and colleges.

Most every university that has an extension division rents the film for a nominal sum. The University of Kansas rents it for \$3.00 plus postage, and I am sure that Michigan, Wisconsin and all the visual education departments in these schools have the same arrangement. Mr. Fred S. Montgomery is secretary of our visual instruction division at the University of Kansas. If you are unable to get the film closer than here, if you will write Mr. Montgomery he will be glad to send you this film for that date.

This last August Dr. H. C. Carlson, of the University of Pittsburgh, Clair Bee of Long Island University, John Bunn of Stanford, George Keogan of Notre Dame, Dave McMillan of Minnesota, and I filmed a movie talkie under the direction of Chuck Taylor, the Converse Shoe Company representative. This picture was filmed in Kansas City. Wilson and Company, of Chicago, the Converse people, and the Phillips "66" people cooperated in making this film. They estimate the cost to make this picture at \$15,000. Chuck Taylor is now out over the country showing this film. However, the makers and owners of the film are known as Films, Inc., of Rock Island, Illinois. They have a representative for each state and you might write these people for information concerning the representative in Michigan.

However, if you want fundamentals for instructional and informational purposes, the Eastman film gives the full reel on individual defense, team defense, individual offense, team offense. I believe this film covers it more thoroughly than the work done by the six coaches in showing a part of their offense and defense.

Very cordially yours,

FCA:AH

Director of Physical Education.