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November 26, 1938

Phog Allen
Varsity Basketball Coach
Kansas University
Lawrence, Kansas

Dear Phog:

We'd like to enlist your aid in getting out a basketball series for this season. Here's the story:

We're asking a couple of coaches in each section of the country to write one story on some phase of the game...four or five paragraphs will do...or even some notes which we can put together here in the office.

We'd like to have a few of your ideas on "The Zone Defense", if you decide to help us out.

And when and if you send in your stuff we'd like to have a picture of you which we can use along with the story.

Inasmuch as we're scheduled to start this series Dec. 5, could we have your reply back in the enclosed stamped envelope not later than Dec. 2?

Thanks very much, and we hope you decide to get in on this series.

Sincerely,

Jerry Brondfield
Jerry Brondfield
Sports Desk