

UNIVERSITY OF KANSAS
LAWRENCE

DIVISION OF PHYSICAL EDUCATION AND
INTERCOLLEGIATE ATHLETICS

March 13th
1 9 3 9

Dr. Forrest C. Allen
Director of Physical Education
Varsity Basket Ball Coach
Robinson Gymnasium

Dear Dr. Allen:

The basket ball programs for the 1938-39 basket ball season totalled 16,500 and cost us \$75.00. Last year with a ten game schedule they cost us \$89.25.

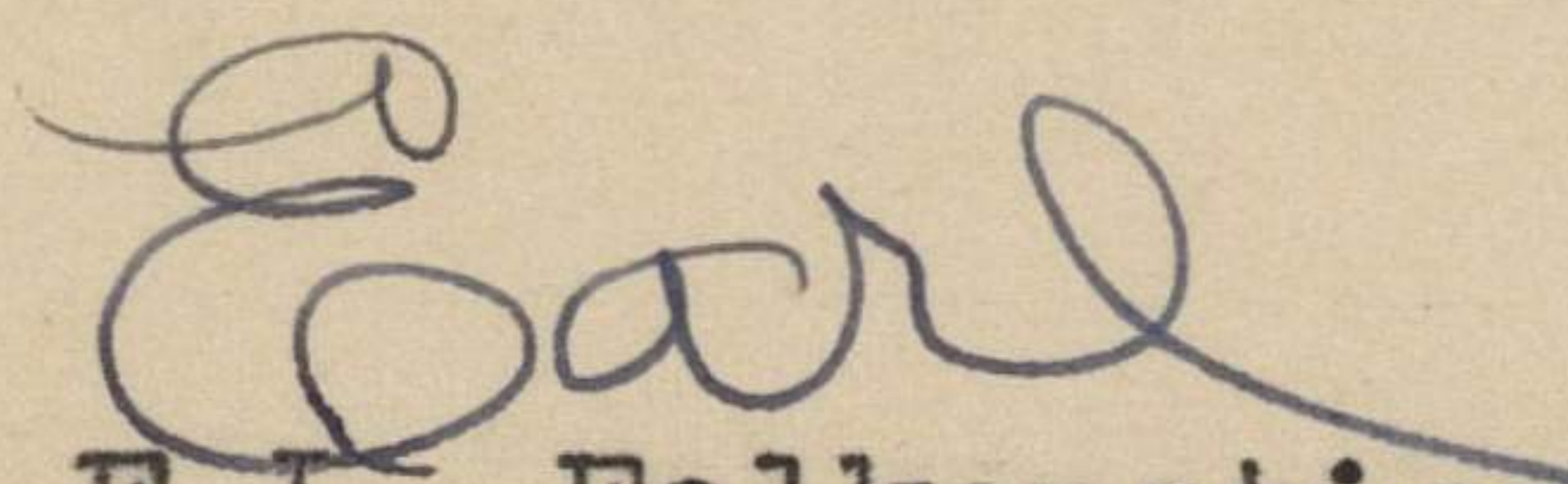
I know the programs serve a definite purpose, and the basket ball fans have become accustomed to having them. I am wondering what you think about the cost of these programs?

It seems to me that it runs into quite a little item of expense, which I believe we could eliminate or at least cut down somewhat by having some basket ball player with a little sales ability solicit the advertising from some reliable merchants down town.

By doing this we might be able to put out a more elaborate program, and even enable the boy soliciting to make some money, if the thing was handled properly.

I trust that you will understand that I am not critizing, but I think that sometimes it is well for these things to be called to one's attention as the cost may be considerable more than you had thought it was.

Sincerely yours,


E.L. Falkenstien, Sec'y
U. of Kans. Phys. Edu. Corp.

ELF:IW