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November 20, 1937.

Mr. W. L. Poynter,
Denmark Academy High School,
Denmark, Iowa.

Dear Mr. Poynter:

I am very sorry to tell you that the Service Rubber Company, of Rock Island, Illinois, failed a couple of years ago and in the reorganization they decided to discontinue the making of certain lines of stock and one of those things they discontinued was the making of the Phog Allen basketball shoe.

If you will write me what size you wear I will endeavor to see if I can locate a pair for you on the market. The shoe sells for \$3.75, and if you care to send me a check for that amount I will get you a pair and mail them to you.

I feel very much disappointed about this, as I have used the shoe in coaching and I have also used the shoe on my boy. It was the best shoe to prevent fallen arches and stone bruises of any shoe that I have ever used.

I may when I have a little time work on an improved shoe and submit it to another manufacturer, but I have just finished a new basketball book which is published by McGraw-Hill Book Company of New York, and which they are getting out the first of December. I am sending you a short synopsis of the material at hand. I thought you might perhaps be interested in learning about the new book.

Very sincerely yours,

FCA:AH

Director of Physical Education.