

October 7, 1940

guide

Mr. John T. Doyle, Editor
American Sports Publishing Company
19 Beckman Street
New York, New York

Dear Mr. Doyle:

I find that I failed to send you the names and addresses of the Naismith family. You wanted to send them a complimentary copy of the Official Basketball Guide. Their addresses are as follows:

Mrs. Florence Naismith, Housemother, Sigma Phi Epsilon, U. of Neb.
Mr. James Naismith, 2535 Brandon, Corpus Christie, Texas
Mrs. Thomas L. Daw, 1006 Forrest Street, Topeka, Kansas
Mrs. George B. Stanley, Ordway, Colorado
Mr. John Edwin Naismith, c/o Western Inspection Company,
Walloway Building, Topeka, Kansas
Mrs. L.H. Dodd, 1344 Flora Street, St. Louis, Missouri

I know that they will appreciate your thoughtfulness and kindness.

I received a letter from Harold Olsen the other day and he is wildly enthusiastic about the swell job that you did on the Guide. While I have told you I thought it was splendid, I am further impressed everytime I look at your set-up, and still further gratified when I hear so many wonderful compliments regarding the set-up of this Guide over the other.

Olsen was tickled pink over the fact that you gave the N.C.A.A. Basketball Tournament such a favorable spot, and the fact that you used President W.B. Owens' tribute to basketball in the front spot was further appreciated by the chairman of the N.C.A.A. Basketball Tournament Committee.

Again I say congrats, cherrio and good health to you.

Sincerely yours,

FCA:lg

Director of Physical Education and Recreation
Varsity Basketball Coach