

Knox Reeves *Advertising*, Inc.

307 FOURTH AVENUE SOUTH • MINNEAPOLIS

September 27, 1938

Mr. "Phog" Allen  
University of Kansas  
Lawrence, Kansas

Dear Mr. Allen:

As you know, our client, General Mills, Inc., through the medium of its product Wheaties has been closely associated with sports and athletics in its advertising for the past several years.

An important part of the tying in of athletics with the "Breakfast of Champions" has been the use of signed endorsements. You may also have noticed the type of Wheaties advertising that is used over the air and on magazine back covers such as the Saturday Evening Post, which endorses the theme of clean living and good sportsmanship so vividly illustrated by the three famous training rules of Jack Armstrong, the All American Boy who, incidentally, is an ideal among millions of boys and girls.

Another type of advertising is that on the back sides of the Wheaties packages. It is the present plan to feature a basketball instruction series on such a group of backpanels for a fall distribution of Wheaties. These backpanels have tremendous appeal to boys and girls. We have included in the past an instruction series from, and action pictures of, the outstanding names in baseball, a series made up of a miscellaneous group of the biggest names in athletics, a series featuring the outstanding pilots of America's airlines and many others.

We plan to make up this basketball series from instructions given us by yourself and two other outstanding coaches in the country. The instructions which you will give us will be incorporated in layouts to appear directly on the backpanels. Each of these layouts will be submitted for your approval and correction, if necessary.

If the above meets with your approval, I would appreciate having you sign the enclosed contract and state-



Mr. "Phog" Allen

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ment and sending them back to me at once. Please feel free to make whatever changes you may wish in the statement. As soon as these are received, I will shoot out a check to you and will contact you within the next week or ten days in regard to the basketball series.

Thanking you for your attention to this matter, I remain,

Cordially yours,

KNOX REEVES ADVERTISING, INC.

*Francis A. Betts*

Francis A. Betts

mw



Date Sept. 27, 1938

TO GENERAL MILLS, INC.

I have reviewed the advertising of WHEATIES and heartily endorse it together with the ideals of sportsmanship and fair play as exemplified by it and therefore I freely give to General Mills, Inc. for a period of one year from the date of this agreement the exclusive right in the cereal field to copyright and to use, publish and give publicity in such manner as it may choose to, my photograph, artist's drawing therefrom, name, autograph signature, with or without any statements or testimonials, in whole or part, which I may make or sign for advertising and publicity of the product WHEATIES and give you the option for renewing this exclusive agreement under the terms and conditions outlined herein for succeeding years.

Due to the fact that you desire the exclusive privilege in the cereal field for the foregoing rights, which I am able to give you as I have not given any currently effective release to any other cereal, it is understood and agreed that I shall be paid a sum of \$ 100.00 for each year that this agreement is in effect, and I hereby acknowledge the payment by you to me of said sum for the period of one year from date hereof. I also give General Mills, Inc. the right to renew this agreement for succeeding years by giving me notice of its election to renew for an additional year at least thirty (30) days before the expiration of this agreement, or if extended, thirty (30) days before the expiration of the extended term hereof. I make and approve for use hereunder the attached statements signed by me.

Signed \_\_\_\_\_

School University of Kansas

Witness: \_\_\_\_\_

Check will be forwarded immediately  
on receipt of this release form.



I get a cheer out of watching my boys eat plenty of good, nourishing food. For breakfast especially, I recommend this BREAKFAST OF CHAMPIONS set-up --- a big bowlful of those whole wheat flakes called WHEATIES, with plenty of milk or cream and some fruit. There's a hearty, well-rounded meal that's fine for athletes in training. What's more, I notice that WHEATIES flavor gets a big hand from just about everybody who eats that dish.

Signed \_\_\_\_\_



September 30, 1938.

Mr. Francis A. Betts,  
Knox Reeves Advertising, Inc.,  
307 Fourth Avenue, South,  
Minneapolis, Minnesota.

Dear Mr. Betts:

I thank you for your kind communication of the 27th instant concerning your client, General Mills, Inc., sponsoring your "Breakfast of Champions" program.

I have never sold my name by the way of endorsements. Whenever it has been possible for me to originate, invent or improve upon a basketball commodity - whether shoes, ball, basket, scorebook, or to write a text on basketball - that I have been glad to do. But my name has never appeared on "banana ads" or Postum endorsements.

I trust that you will not think that I am going high-hat, or giving your idea a slap in the face so far as other coaches are concerned. I have been both Director of Athletics and Physical Education at the University of Kansas for 19 years, and have endeavored to give to the youth of the land my best efforts by way of instruction. I do think much good will come to the young boys through these diagrams on cereal pack panels, but I am not in position to accept your offer. You pay me a very fine compliment by offering to place me along with two other outstanding coaches, and I want to thank you for your kindness in writing me. However, as I have stated above, it is impossible for me to accept.

In 1923 I wrote a text on basketball entitled "My Basketball Bible". This book had a tremendous sale of 15,000 copies. Last year I wrote another text for McGraw-Hill Company entitled "Better Basketball". I am sending you some of the printed material on this text.

If there is any way that I can serve you at any time without merely selling my endorsement, it will be a pleasure.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



429 S 10th St.  
Salina, Kans.  
Sept 25, 1938.

Dr. F. C. Allen,  
Lawrence, Kans

Dear Dr. Allen:

Your voice certainly sounded good yesterday when you were announcing the football game; and I certainly got a thrill out of the game. From all indications it must have been a wonderful game to watch. I wish I could have been there to yell for H.U. I'm just as proud of H.U. as I have been the past four years. I hope the football team continues its good work and I'm sure it will.

I really am enjoying myself this year. I have approximately 320 seventh and eighth grade girls who are just little darlings. They really seem to enjoy gym and I certainly enjoy working with them. I have six gym classes every day and a home room besides. Then, too, there is always some organization having a picnic to which I am invited to furnish games and entertainment. It seems as tho that's a duty of the physical ed. teacher, for I've been roped in on several picnics already and have others coming up all the time. However, I enjoy them. I can think of many things that could be worse.

I don't think I was ever in a place where I was welcomed any



more whole-heartedly than I have been here in Salina. Everyone of the teachers are so willing to help me that so far I have had no difficulties and I see no reason why I should in the future.

I hope things are going along smoothly at K. U. by now. I'm hoping to get back to see at least one football game this fall, and see a few of the many familiar faces.

Give my best regards to the Phys. Ed. staff and Sasnak.

Very sincerely yours  
Ruth Baker  
429510th St.  
Salina, Ks.



October 4, 1938.

Miss Ruth Baker,  
429 S. 10th St.,  
Salina, Kansas.

Dear Miss Baker:

Thank you very much for your very interesting letter of September 25. We enjoyed reading about your activities, and are glad that you are so happily located.

I hope we may see you here at one of the football games this fall. It will be a pleasure to have you come in the office.

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.



August 29, 1938.

Mr. Roger Brice,  
153 South 8th St.,  
Salina, Kansas.

Dear Roger:

Our office has been closed for two weeks on account of vacation and we are just back now celebrating our return. I find your letter of August 14, together with a sample of your drawings, on my desk.

I notice that you have written to Dean Swarthout in regard to enrollment fees and expenses of a fine arts course. Doubtless you have received a reply from his office, although the dean has been in Rochester at the Mayo Clinic for an operation. He just returned Friday of last week, feeling much better.

I want to say that I was much impressed with the specimens of your art work. I expect to take these home to show my daughter, Jane, who graduated in fine arts here and who last year graduated from Stanford University. After I have shown them to her I will be glad to write you her criticisms of the work.

I am very sure that with your talent you will have no difficulty in finding work here. As I have told you, I will help you. Of course, we have some work in our physical education department that we always give to deserving young men. I do not believe that it would be necessary for you to come down early regarding the job. If you will arrange to come for your regular enrollment period I believe that would be good enough. You can count on my helping you as I promised you.

With every good wish, I am

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



August 14, 1938

Dr. Forrest C. Allen  
Lawrence, Kansas

Dear Dr. Allen:

Replying to your letter of some time ago in which you requested some specimens of my art work, I am mailing some of my drawings under separate cover. I have delayed answering your letter for the reason that I was afraid I wouldn't be able to enroll. I am sure now that I can make it if I can get a job there.

I am writing Mr. Swarthout in regard to the enrollment fees and expenses of the art course.

If you think it necessary I will come down to Lawrence early and perhaps find a job that way, as I am anxious to get things lined up so I can go to school.

I know the delay of this letter makes it hard for you but if there is any chance at all for you to help me find a job I would appreciate it very much. Would appreciate hearing from you in the near future.

Sincerely,

*Roger Brice*

153 South Eighth  
Salina, Kansas



September 9, 1938.

Mr. Roger Brice,  
153 South 8th St.,  
Salina, Kansas.

Dear Roger:

I have had Jane Allen, my daughter, look at your work and she pronounces it excellent.

I am keeping your drawings here at the office and you may have them when you call at the office. Mrs. Hulteen, my secretary, will be glad to give them to you any time you call for them.

Jane was very enthusiastic about your work, and when I see what you can do I am even more enthusiastic than ever about the lettering and sketching that you can do for the department of Physical Education which will help you materially in paying part of your expenses through school.

Let me know when you will come to Lawrence and I will see you upon your arrival and discuss the favorable possibilities with you.

With congratulations and best wishes, I am

Sincerely yours,

FCA:AH

Director of Physical Education,  
Varsity Basketball Coach.



October 11, 1938.

Mr. J. O. Bettis,  
Sears, Roebuck & Co.,  
Topeka, Kansas.

Dear Mr. Bettis:

I do not know anything about the little wooden football. I presume those were sold by the concession at the University of Kansas. Neither the Athletic Department nor the Department of Physical Education have anything to do with these novelties.

Perhaps when you come down to a game you may be able to procure one. But to date I have not seen the novelties you speak of. Your letter did not indicate novelties, and I purchased a program for you. These programs are published and sold by the Kansas Relays Club. It is not under the control or supervision of the University of Kansas Physical Education Corporation.

However, I was glad to do this for you, and I am returning your thirty-five cents.

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



UNIVERSITY OF KANSAS  
LAWRENCE

DEPARTMENT OF PHYSICAL EDUCATION

October 6, 1938.

*I have received your letter of October 5th, in which you say a friend of yours is collecting footballs which are usually sold for 25¢ at the football games.*

*U K*

Mr. J. O. Bettis,  
Sears, Roebuck & Co.,  
Topeka, Kansas.

Dear Mr. Bettis:

I have received your letter of October 5th, in which you say a friend of yours is collecting footballs which are usually sold for 25¢ at the football games.

I am assuming that you refer to football programs which are sold for that amount at the football games. I am enclosing herewith the program of the Texas-Kansas game held in Lawrence on September 24.

*Please advise if you are interested in the wooden football program.*

Sincerely yours,

*Ernest Allen*  
Director of Physical Education,  
Varsity Basketball Coach.

*Over*



UNIVERSITY OF KANSAS  
LAWRENCE

DEPARTMENT OF PHYSICAL EDUCATION

October 6, 1938

I dont want Program I want  
a little wooden football, like  
this

K U

Mr. J. O. Bettis,  
Sears, Roebuck & Co.,  
Topeka, Kansas.

Dear Mr. Bettis:

I have received your letter of October 5th, in  
which you say a friend of yours is collecting footballs  
which are usually sold for \$25 at the football games.

I am assuming that you refer to football programs  
which are sold for that amount at the football games. I  
am enclosing herewith the program of the Texas-Kansas game  
held in Lawrence on September 24.

J. O. Bettis

Please advise if you are unable to furnish  
me this wooden football

Sincerely yours,

*[Signature]*  
Director of Physical Education,  
Varsity Basketball Coach.

*[Signature]*



October 6, 1938.

Mr. J. O. Bettis,  
Sears, Roebuck & Co.,  
Topeka, Kansas.

Dear Mr. Bettis:

I have received your letter of October 5th, in which you say a friend of yours is collecting footballs which are usually sold for 25¢ at the football games.

I am assuming that you refer to football programs which are sold for that amount at the football games. I am enclosing herewith the program of the Texas-Kansas game held in Lawrence on September 24.

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.



## SEARS, ROEBUCK AND CO.

RETAIL STORES

We Serve  
the NationShop at Sears  
and SaveLog Allen  
Kansas ManLopeka Kans  
Oct 5, 1938

Lawrence Kans

Dear Mr Allen:

I have a 10 year old boy friend who is collecting footballs, the kind that usually sell for 25¢ at the football games.

I now ask 35¢ to cover purchase and postage - Please give this your prompt attention as the young man is of course in a hurry to get his collection of footballs from all the Univ in the United States -

yours truly

J. O. Bettis

Sears Roebuck &amp; Co

Lopeka, Kansas.



September 20, 1938.

Mr. Jack Buckman,  
4114 Metropolitan,  
Kansas City, Kansas.

\$ 20.85

Dear Jack:

Since I haven't heard from you I am just writing again to remind you of the loan I made you last fall to take care of a part of your fees. You will recall you said you would repay this loan. I trust you will find it convenient to send it in the near future.

With best wishes, I am

Sincerely yours,

FCA:AH

Director of Physical Education,  
Varsity Basketball Coach.



June 24, 1938.

Mr. Jack Buchman,  
4114 Metropolitan,  
Kansas City, Kansas.

Dear Jack:

We heard that you are going to the University of Utah this fall, and I want to assure you if there is any way I can help you I will be glad to do so.

I am writing to remind you again of the amount which we advanced you to take care of part of your fees last fall. I will greatly appreciate your sending this as soon as convenient.

With every good wish, I am

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.



September 13, 1938.

Mr. Maurice L. Breidenthal,  
Security National Bank,  
Kansas City, Kansas.

Dear Maurice:

I delivered your message to Mr. Earl Falkenstien regarding the tickets to be sent to you at the bank. He stated that they had been sent out several days ago by express. Doubtless you will hear from him direct.

I also asked him to mail you a can of Cramer's Athletic Antiseptic dusting powder. He stated that he would do this today. I am very sure that you will find this dusting powder quite beneficial. Also, remember that alcohol rub morning and night.

It was good of you to stop by and take from your busy time those very necessary moments to say words of encouragement, which I am always happy to hear.

With kindest regards to all of you, I am

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



September 2, 1938.

Coach W. Harold Browne,  
University of Nebraska,  
Lincoln, Nebraska.

Dear Harold:

I have talked to Grimm Henry and he has had no word of the meeting of basketball coaches to be held in Kansas City today, and as yet I have had no definite word from you. For that reason I am not planning on going over today.

I find that the athletic directors feel rather keenly the fact that they should notify their coaches of the various coaches' meetings in the Big Six Conference. I thought it might be well to pass this thought on to you.

With all good wishes, I am

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



September 20, 1938.

Mr. C. M. Baker,  
Director of Libraries,  
University of Kansas.

Dear Mr. Baker:

I am interested in knowing how Mr. Wellhausen is getting along in his new work. I wonder if you would send me a report of his progress.

I trust that everything is going well with you.

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



THE UNIVERSITY OF KANSAS  
LAWRENCE

WATSON LIBRARY  
C. M. Baker, Director

September 22, 1938

Dr. Forrest C. Allen, Director of Physical Education  
105 R  
K.U.

Dear Dr. Allen:

I am glad to report that Mr. Wellhausen has taken hold of the job and is doing intelligent work. So far I have not asked him to do certain tasks involving handicraft as I haven't had time to supervise him.

It looks now as though he would fit into our needs nicely.

Very truly yours,

A handwritten signature in cursive script, appearing to read "C. M. Baker". The signature is written in dark ink on a light-colored paper.

CMB:M

Director of Libraries.



January 23, 1939.

Mr. C. O. Burnside,  
Carpenter Paper Co.,  
Oklahoma City, Okla.

Dear Cob:

I thought you would like to know what Ab Hinshaw wrote. I wrote Ab and said that I had learned he said I put him on the spot. Of course, I did not tell him where I got the information, not did I even bring it up in a pointed fashion, but I explained to him why I acted as I did.

I just wanted you to have this information and to know what Ab had to say regarding my letter to him.

We got lucky against Missouri and the Aggies, but we will have a tough game up at Ames.

It was swell to see you and Dorothy down in Oklahoma, even though we did get licked.

Cordially yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



January 21, 1939.

Mr. R. C. Paine,  
Sales Department,  
Beech-Nut Packing Co.,  
Canajoharie, New York.

Dear Mr. Paine:

I have received your letter of the 18th instant, and this is a wonderful surprise. I had expected that you would reprint these wrappers, but it is mighty nice of you to make this generous adjustment, I would say.

I have long been strong for the Beech-Nut products and this more than fair treatment makes me more so. I do not smoke nor drink, and I have always used a Beech-Nut compli-mint as a little nicety to pass along as a friendly gesture.

Again thanking you for your generosity and kindness,

I am

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



59-50-5-75

Mel Griffin

Clarence Douglass

Milton Sullivant

Ray Pierson - K. U. 1923, Law. Won a letter in track in 1922 - ran the 440. Is State Commander of the American Legion.

St. Peter and Satan - got into an argument over human possessions. "Where will you get a lawyer?"

O'Leary's



Milt

Sullivan - John Milton  
and Tom - from  
Waverly.

Louis Fockele - from  
LeRoy - editor of  
Univ. Daily Kansan

Wm. Sanders - Jr. - son  
of a former K. U. student

Bright - Kenneth  
and Vernon

Let his mother Harry  
Where are you going to  
get a Lawyer  
Say a word for California.



Tribute to  
The Town  
Church  
Schools  
men

P. Sheldon  
4 Letter Max  
Cash

Tribute to

Supt Osborn

Repro  
Capt Rogers  
Coach Reed

January 4, 1938.

Football - Championship  
Why I like Football  
Dr. Naismith  
Incorbal

Your Objectives  
Education  
Athletic Leader

Max Repley  
Maque Repley  
1918

Gwinna Henry  
21 years

Nebraska Game  
1920

Max  
Bill  
Bridges  
Redmond  
John  
Bridges Gaps  
Bridges Gaps  
together on  
opposite  
shores

English Oats  
Seats  
men  
Kansas

Mrs. W. S. Mann,  
Burlington, Kansas.

Dear Mrs. Mann:

Yes, indeed, I do remember you and I am very happy that you wrote me. I am coming down to Burlington for the dinner, but I expect to drive back after the speech, as the good roads now shorten distances perceptibly.

I am sorry that Mrs. Allen will not be able to come with me as she left for Russell, Kansas, this morning where our oldest son is living. He is with the Stanolind Oil Corporation there. Milton graduated two years ago, after playing on the varsity basketball team here for three years. He is married and has a young daughter, which I think is one of the determining reasons which caused Mrs. Allen to think she had to go out to see them this morning.

I trust that I may have the pleasure of seeing you and Mr. Mann before I leave Burlington. It was a great pleasure to be in your home at Westphalia, and I often remember the very pleasant associations I had with Foster Gunn and his splendid family.

I will try to make it a point to call you people up if I do not have a chance to say hello to you at the dinner, if you are there. I would like to know more about the Gunn family, as well as the Mann family.

Again thanking you for your very generous invitation, and hoping to see you Thursday evening, I am

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



January 4, 1938.

Mr. Ray Pierson,  
Burlington, Kansas.

Dear Ray:

I am expecting to drive to Burlington tomorrow evening for your football dinner, and am bringing Max Replogle with me.

Max is one of our outstanding football players, a halfback. He broke his jaw in the Nebraska game, and has just recently removed the wire brace. He hasn't been able to eat much, so now we are going to try him out.

Looking forward to seeing you Thursday, I am

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH