



THE
ALKALOL COMPANY
TAUNTON, MASSACHUSETTS
U · S · A



F. C. Allen, Director of Physical Education
University of Kansas
Lawrence, Kansas

Dear Mr. Allen:

It certainly was very gracious of you to write to us and we naturally were extremely pleased to learn that you are finding Alkalol useful. Because we do no "high pressure" advertising we have to depend on such good friends as yourself to pass the word along and we are always appreciative of such efforts.

From now on you may be sure that all of us at the Alkalol Company will be good rooters for the University of Kansas Basketball Team.

Thanking you again for your letter, we are

Very cordially yours,

MTB/H

The Alkalol Co.

Merle T. Barker

January 24, 1939

Merle T. Barker
Treasurer.