

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-