

Knox Reeves *Advertising*, Inc.

307 FOURTH AVENUE SOUTH • MINNEAPOLIS

October 3, 1938

Mr. Forrest C. Allen
Director of Physical Education
University of Kansas
Lawrence, Kansas

Dear Mr. Allen:

I certainly appreciated your reply to my letter of September 27.

I can well understand your feeling in regard to endorsement of various products. Were I in your position, I feel sure that I would take a similar stand.

I hope that we may take the liberty of contacting you at a future time, should any proposal come up that will be of mutual interest.

Incidentally, your two books on basketball are really tops. They contain a heap of information of great value.

Sincerest best wishes.

Cordially,

KNOX REEVES ADVERTISING, INC.

Francis A. Betts

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