

September 7, 1939.

Mr. Kent Yount,  
814 Galena Ave.,  
Galena, Kansas.

Dear Mr. Yount:

I am very glad to have your inquiry regarding my new text, "Better Basketball". I believe you would find this book very valuable in coaching your junior high school basketball team. There is a chapter in the book on Motivation of Basketball Fundamentals for Younger Boys which I believe would be particularly helpful. This chapter is illustrated with photographs of the Lawrence Junior High School team showing the drills that are suggested.

I am enclosing some descriptive material regarding "Better Basketball" so that you will know something more of the contents. The book sells for \$4.00. It is published by the McGraw-Hill Book Company, 330 W. 42nd Street, New York City, and a copy may be obtained from them or from any of the leading sporting goods firms. Lowe and Campbell, 1509 Baltimore Ave., Kansas City, Missouri, handle the book.

If you should desire an autographed copy of "Better Basketball" I would be happy to mail it to you postpaid on the receipt of your check or money order for \$4.00.

With best wishes for the success of your basketball team this coming season, I am

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



814 Galena Ave  
Galena, Kansas.  
Sept. 4, 1939.

Dr. Forrest Allan,  
Lawrence, Ks.

Dear sir:

I understand that you have recently written ~~written~~ and published a book on basketball. I coach a junior high basketball team. Would you please advise me if your book is suitable to my situation and if so the cost and place I may purchase the same.

Sincerely yours,  
Kent Yount.



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A. W. TYTLER, TREASURER

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C. G. LORD, GENERAL SECRETARY

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Kansas City, Missouri  
Young Men's Christian Association

CENTRAL DEPARTMENT

404 EAST TENTH STREET

VICTOR 3820

DEPARTMENT OFFICERS

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V. P. WETZ.....EXECUTIVE SECRETARY

August 30, 1939

Eleventh Annual Reunion of the Kansas  
City, Missouri Y.M.C.A. Leaders' Corps.

Wednesday evening, September 20th has been tentatively set as the date for the Eleventh Annual "Get-Together" of the former active members in the Kansas City, Missouri Y.M.C.A. As a matter of explanation, the idea of the Annual Reunion was originated by a few of the members of the old Leaders' Corps. However, it was always the idea and plan of this group not only to include members of the Leaders' Corps, but also all former active members in the Y.M.C.A.

As each year has passed the interest and enthusiasm has been increased as you will note from the copy of the Secretary's Report and list of those attending last year's meeting.

At a recent meeting of a few of the members of the Committee it was decided that perhaps a Fall meeting would be, if anything, more desirable than the early Spring meeting.

You will be informed later of the exact date of this year's meeting, and also a card will be enclosed for your reservation.

June Baker  
Ansel Stubbs  
E. T. McGaw  
V. E. Chaney  
T. A. Neidenberger  
L. A. Calkins  
Ralph W. Timberlake, Chairman

Enc. (Copy of minutes of last meeting and list of members attending.)



TENTH ANNUAL REUNION OF THE KANSAS CITY, MISSOURI Y.M.C.A.

LEADERS' CLUB

WEDNESDAY, MAY 18, 1938

The Tenth Annual Reunion of the Leaders' Corps. highly justified the plan inaugurated last year of inviting "old timers" to participate. Twenty-eight men were present and letters were read from V. P. Brockhouse?, Lester Eisel, Dr. Max J. Exner?, Ernest Frederick, A. M. Roach, Jack McCleery, L. Hoxey, and V. P. Wetz.

John Sowers presided in an efficient manner in spite of his quite recent return from his honeymoon.

Following the dinner served gracefully by the staff ladies, Joe Creed outlined the changing trends in "Y" gym work and his training of leaders to meet the new conditions. He presented four new leaders: Fencing, Swimming, Volleyball ----

C. G. Lord, General Secretary, reviewed the years of his connections with the Kansas City "Y" and surprised some of the newer men by referring to his five years as Physical Director, while emphasizing the friendships developed in leader corps work as being beyond circulations.

The impromptu part of the program was so well carried out that the entire program might have been rehearsed. As each man introduced himself and recounted his connection with the "Y" all those present listened with interest, for no two men had the same history or experiences. From initial membership in 1897 to 1931, the composite narrative was like a beautiful mosaic, with the colors of healthy activity set in a background of fine fellowship and service.

It was agreed by all present that next year's reunion would be attended by a much larger number.

At 8:30 the group adjourned to the gym for Volley Ball, Handball, and Swimming, where even the old-timers demonstrated that muscles still coordinated, in spite of regrettable years of disuse.

---

Secretary



LEADERS ANNUAL MEETING

Attendance - May 18, 1938

C. E. Backstrom	724 Corbin Terr.	Kansas City, Mo
June K. Baker	313 So. Chelsea	"
Wm. W. Braunlich	1810 Brownell	"
H. A. Brennan	5330 Lydia	"
L. A. Calkins	% Katz Drug Co-12th & Walnut	"
Roy I. Conkey	4907 Agnes	"
Joe Creed	% Y.M.C.A.	"
Harry Darling	445 W. 67th St.	"
Wm. J. Depher	3627 College	"
Louis Feaman	3728 State Line	"
E. E. Gladish	714 L.S. Exch. Bldg.	"
G. M. Hall	3425 Indiana	"
Clarence Highfill	R. R. #2 - Liberty, Mo.	
Vaden Hopkins	R. R. #2 - Liberty, Mo.	
Benno Jacobson	5808 Wyandotte	"
J. C. Lindersmith	3417 Cleveland	"
C. G. Lord	% Y.M.C.A.	"
James McCormick	2422 Quincy	"
E. T. McGaw	1322 W. 13th St.	"
W. Roy Means	5705 Locust	"
T. A. Neidenberger	1833 E. 68th St.	"
A. H. Petrus	3306 Charlotte	"
Geo. V. Power	3942 Holmes	"
Joe Scherer	816 W. 72nd St.	"
H. B. Smallfield	7118 Wornall Rd.	"
J. W. Sowers	310 E. 66th St. Terr.	"
Ansel H. Stubbs	4424 St. John	"
Elmer Wilhelm	639 Freeman - Kansas City, Kansas	



June 1, 1940.

Miss Hermina Zipple,  
Manager,  
University Cafeteria.

Dear Miss Zipple:

I want you to know how very much our committee enjoyed the lovely dinner you had prepared for us last Monday evening. The food was delicious, and the atmosphere contributed much to the enjoyment of the group.

Thank you so much for your fine cooperation.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH



July 24, 1940.

Miss Hermina Zipple,  
Manager, Union Building,  
University of Kansas.

Dear Miss Zipple:

You have always been so cooperative and enthusiastic in helping in such programs as the dance in the Union Building last night that we want you to know we count you as a real friend in this summer's program.

The floor was marvelous, and the punch was delightful. Thank you so much for all your courtesies.

Very sincerely yours,



April 4, 1940.

Mr. Bill B. Young, President,  
Junior Chamber of Commerce,  
Council Grove, Kansas.

Dear Bill:

Jane's address is - Apartment 25, 4541 Main Street,  
Country Club Plaza Apartments, North, Kansas City, Mo.

Thank you for your kind words in regard to our  
N.C.A.A. tournament. We are, of course, very proud of  
our boys.

With best wishes, I am

Cordially yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



The Council Grove  
Junior Chamber of Commerce

Council Grove, Kansas

Officers

BILL B. YOUNG  
President  
MAURICE BUNK  
Vice-President  
DEAN SCHOLLES  
Treasurer  
CHAS. MILLS  
Secretary

April 2, 1940

Dr. F. C. Allen, Athletic Dept  
University of Kansas  
Lawrence, Kansas

Directors

DON McNEAL  
MARLIN BROWN  
BILL BROWN  
ROBERT CASSIDY  
BUS STILES

My Dear Dr. Allen:

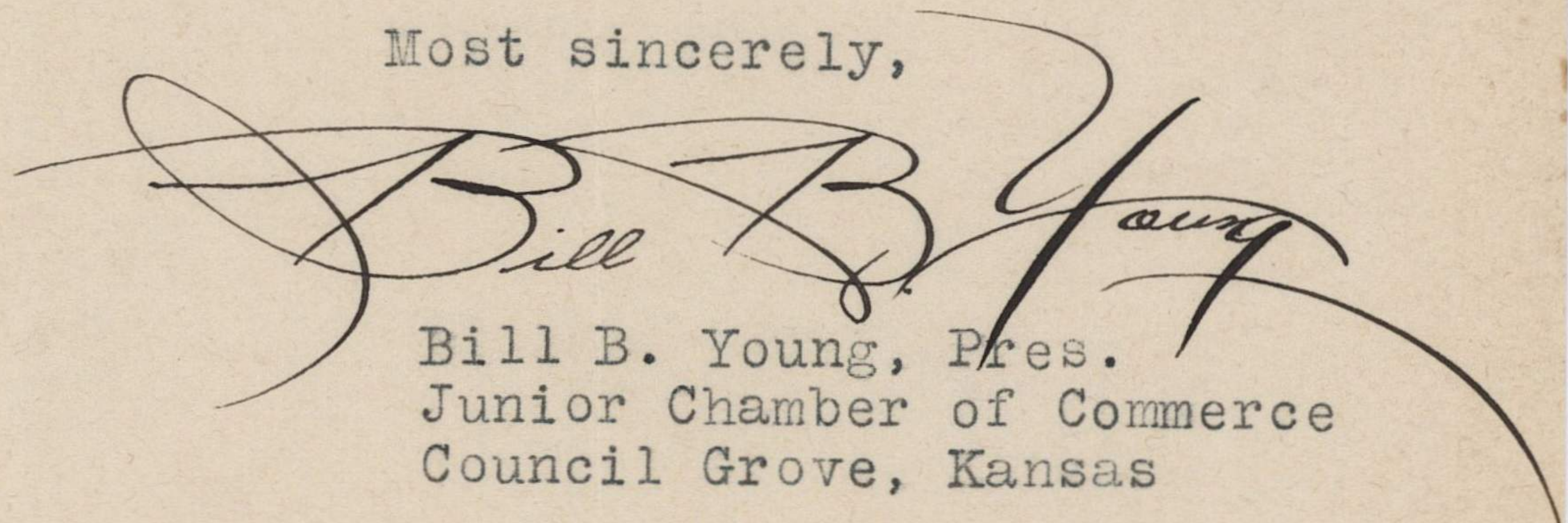
As much as I hate to bother you, I would like to learn Jane's Kansas City address. You see, I am going to attend a radio announcing school there, and I thought I would like to call upon Jane just to have a chat with her. I expected to see her at one of the basketball games, but there were too many people.

During the past basketball season you have truly made Big-Six supporters proud of your great cage squad. Your current edition of Kansas "basketballers," in my knowledge of the sport, is still tops, despite your loss to a great Indiana team. Your athletes carried through the last half of league competition through strain, and then went into the playoff under the same handicap. The NCAA games included the nation's best, one of which was old K U.

Enclosed is a stamp, for which I hope you will forward to me Jane's address. Really I would like to get in touch with her.

With best regards to Mrs. Allen and Bobby, and of course, to yourself, I remain,

Most sincerely,

  
Bill B. Young, Pres.  
Junior Chamber of Commerce  
Council Grove, Kansas



CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

# WESTERN UNION

1201

(24)

SYMBOLS

DL = Day Letter

NL = Night Letter

LC = Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

R. B. WHITE  
PRESIDENT

NEWCOMB CARLTON  
CHAIRMAN OF THE BOARD

J. C. WILLEVER  
FIRST VICE-PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

KAD12 38 1 EXTRA NT=RN BOONE IOWA MAR 20

DR F C ALLEN=

BASKETBALL COACH UNIVERSITY OF KANSAS=

INTENDED TO ATTEND CONFERENCE MEETING IN EFFORT TO BE  
ASSIGNED TO SOME GAMES IN COMING BASKETBALL SEASON PLEASE  
VOTE MY APPROVAL ON YOUR LIST FOR A TRIAL WILL SINCERELY  
APPRECIATE YOUR HELP CONGRATULATIONS ON ANOTHER GREAT  
SEASON=

VIC YOUNG DESMOINES.



The Council Grove  
Junior Chamber of Commerce

Officers

Council Grove, Kansas

- BILL B. YOUNG  
President
- MAURICE BUNK  
Vice-President
- DEAN SCHOLES  
Treasurer
- CHAS. MILLS  
Secretary

March 2  
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Directors

- DON McNEAL
- MARLIN BROWN
- BILL BROWN
- ROBERT CASSIDY
- BUS STILES

My dear Mr. Allen:

I must write a few lines, letting you know how much I enjoyed Kansas' conquest of a hard fighting Missouri quintet. It was the most thrilling contest I have ever witnessed, and the brilliant play of your team in the waning minutes of the game could not be spelled. How oh man, how Bob can handle that ball! On to Norman we will go, and in doing so, will win the championship. Even though Oklahoma is great, I'll select the team that beat Missouri as



The Council Grove  
Junior Chamber of Commerce

Council Grove, Kansas

Officers

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President

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CHAS. MILLS  
Secretary

Directors

DON McNEAL

MARLIN BROWN

BILL BROWN

ROBERT CASSIDY

BUS STILES

the first day of March.

I thank you so very much, Mr. Allen for introducing me to your charming wife, and son Milt. This was indeed a great pleasure, but I was most disappointed that I did not get to see Jane. You told me she was at the game, but I could not see her. Really I wanted to.

Again I want to say that my heart is in this Kansas team, one that is idealistic in sportsmanship, and one that exercising its talents and abilities.

In closing, I say Good luck on your sojourn and trip -

Most sincerely

Bill B. Young



**The Council Grove  
Junior Chamber of Commerce**

Council Grove, Kansas

February 27, 1940

**Officers**

**BILL B. YOUNG**  
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**MAURICE BUNK**  
Vice-President

**DEAN SCHOLLES**  
Treasurer

**CHAS. MILLS**  
Secretary

**Directors**

**DON McNEAL**

**MARLIN BROWN**

**BILL BROWN**

**ROBERT CASSIDY**

**BUS STILES**

Dr. F. C. Allen, Basketball Coach  
University of Kansas  
Lawrence, Kansas

My Dear Dr. Allen:

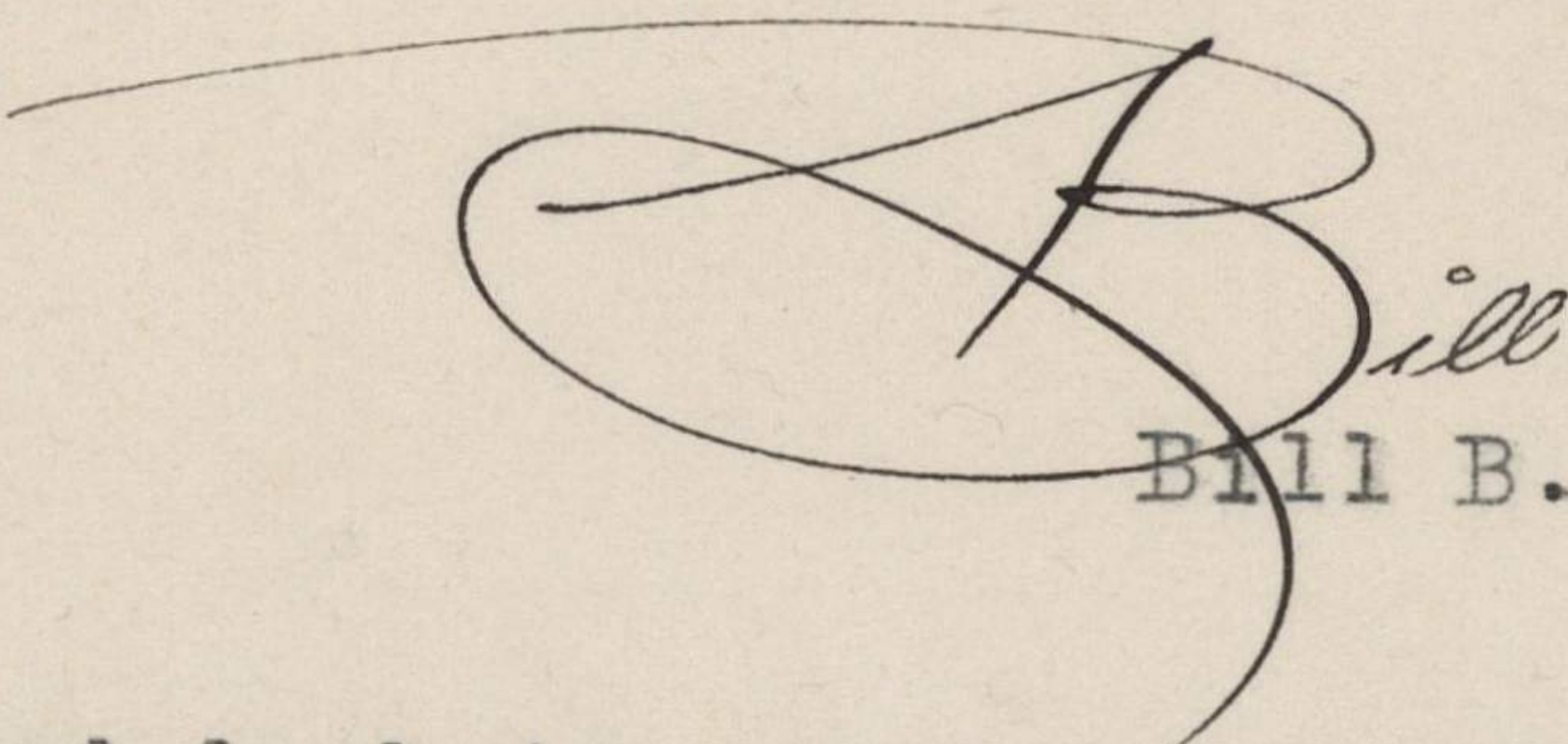
CONGRATULATIONS! Your boys certainly took care of Nebraska and Iowa State in fine shape. We are now ready for Missouri Friday night. I've been telling the fans around here all along, about your finish, but they believed it impossible.

I most certainly hope that all the tickets are not sold out for Friday. I have a meeting here that afternoon, but there will be nothing in this world that can keep me away from Hoch auditorium that night. Yet there is a slight chance that I might not make it, but regardless, my heart will be with you and your fighting basketeers.

To make sure, I would reserve a couple of seats, but such a thing might occur that I wouldn't get to see the game. But when I usually make up my mind to get something done, I at least make a spirited try.

Hoping that there will be a few tickets left by Friday, and wishing you your well deserved victory, over those Missouri Tigers, I remain,

Most sincerely yours,

  
Bill B. Young

PS: Good luck to your great center, who is the class of the conference.



February 23, 1940.

Mr. Bill B. Young, President,  
Junior Chamber of Commerce,  
Council Grove, Kansas.

Dear Bill:

It was mighty nice of you to write me as you did concerning the speech that I made, and the Allen offspring. When I have an opportunity to see Jane I will convey your kind remarks to her and I know she will remember with pleasure the visits she had with you and Helen Harmon.

I took your letter home and read it to Bobby and Mrs. Allen, and they were very much pleased that you thought so much of your relationship with the family.

I trust that when you come to Lawrence you will drop in and see me.

Give my friends in Council Grove my kindest regards.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH



December 1, 1939.

Miss Hermina Zipple,  
Lawrence Memorial Hospital,  
Lawrence, Kansas.

Dear Miss Zipple:

I just returned last night from Cleveland, Ohio, and learned of your illness. I trust that you are getting along nicely, and that before long you will be feeling one hundred per cent all right.

With best wishes for a speedy recovery, I  
am

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



UNIVERSITY OF ILLINOIS  
ATHLETIC ASSOCIATION  
CHAMPAIGN

November 10, 1939

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

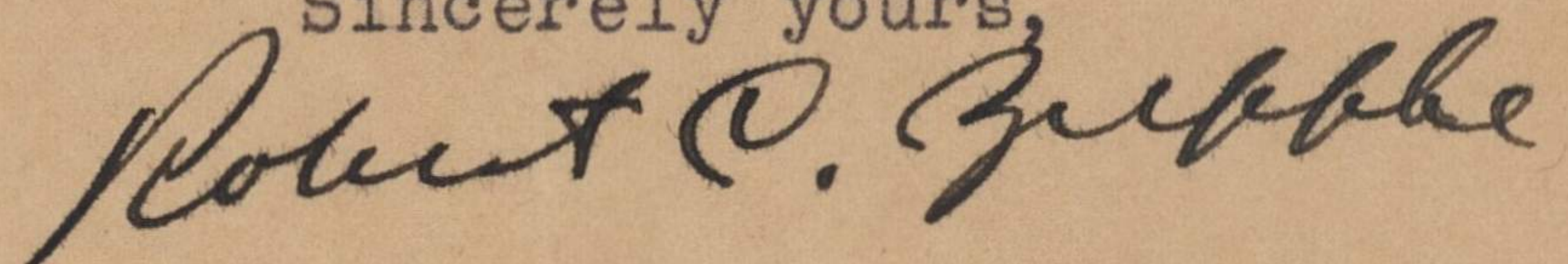
Dear "Phog":

Thank you for your kind letter.

It was fine to have the boys do  
so well and it is fine now to have such en-  
couraging expressions as yours.

With kindest regards

Sincerely yours,



Robert C. Zuppke

RCZ/ms



November 6, 1939.

Mr. Bob Zupke,  
Coach of Football,  
University of Illinois,  
Champaign, Illinois.

Dear Coach Bob:

I know that you are receiving thousands of congratulatory messages upon your wonderful victory over Michigan last Saturday. I merely want to add my words of congratulation and admiration to you for the great achievement you have gained.

I think of you often. As always, I have very pleasant reactions in my mind when I think of the pleasant days that we have had an opportunity to spend together.

With all good wishes, I am

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



October 23, 1939.

Mr. Charles Younggreen,  
520 North Michigan Avenue,  
Chicago, Illinois.

Dear Chuck:

Thank you very much for the small brochure  
that you sent me from your scrapbook. I will mail  
it back to you in a very short while.

Fraternally yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



# Reincke · Ellis · Younggreen & Finn

INCORPORATED

## *Advertising*

ESTABLISHED 1907

520 North Michigan Avenue · Chicago

October 19, 1939

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

Dear Phog:

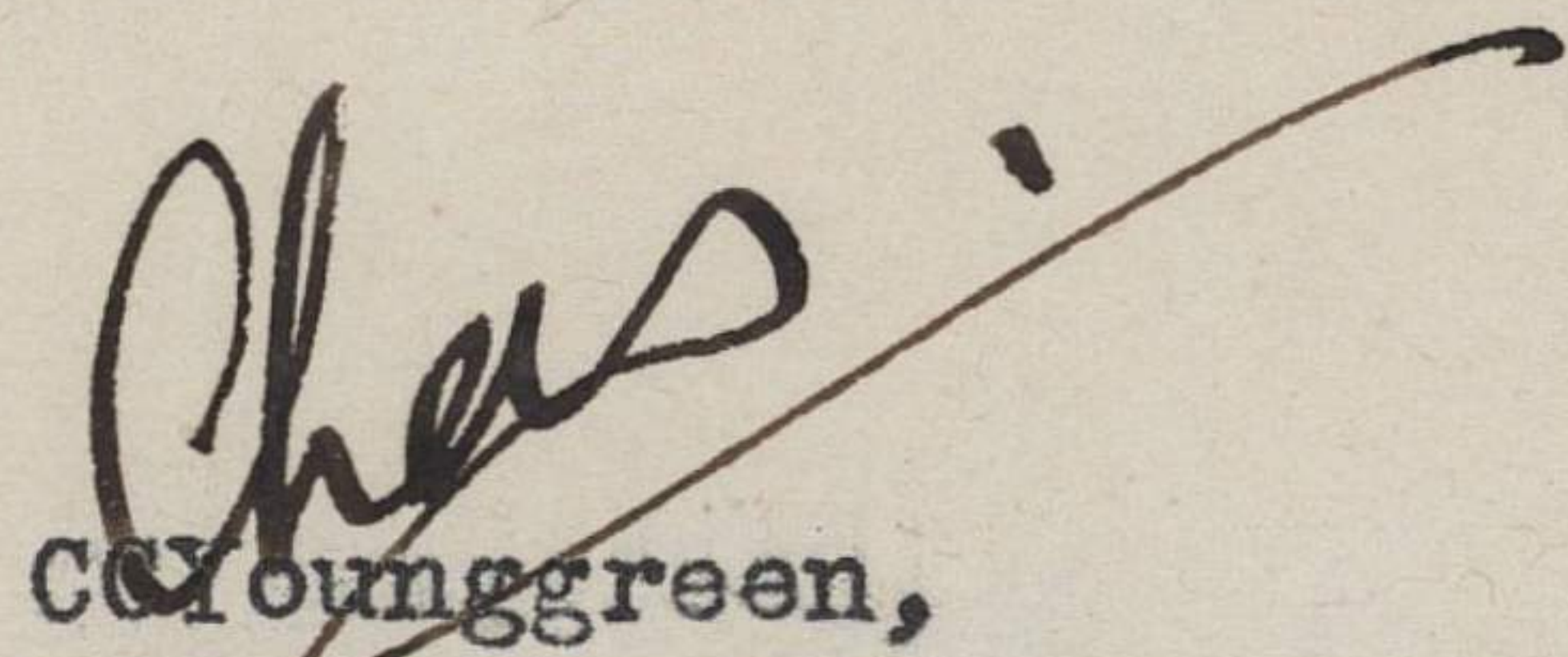
I took the trouble to take care of Dick La Ban because of you and Professor Flint. He made the rounds here and in New York. I do not know whether he has landed anything in New York yet or not. He seemed to prefer New York to Chicago.

It is pretty tough for a fellow to get a job like he wanted in these days.

Relative to the bulletin, there isn't a copy around the place, but I have torn the material out of my scrap-book and you can probably have it copied or put together some way.

With kindest personal regards, I am

Fraternally yours,

  
C. Younggreen,  
Executive Vice President  
K  
Enclosures



October 9, 1939.

Mr. Charles C. Younggreen,  
Reinke, Ellis, Younggreen & Fim,  
520 No. Michigan Avenue,  
Chicago, Illinois.

Dear Chuck:

It was mighty nice of you to write me as you did in your letter of September 8th, sending carbon copy of the letter you wrote Professor Flint. You really wrote him a very lengthy epistle, and Dick LaBarn should appreciate all the helpful suggestions that you gave him.

Chuck, I am wondering if you have a copy of the booklet that you mailed out a few years ago on Christmas regarding the life of Abraham Lincoln. I thought that was a wonderful thing that you did, and I would like to get a copy of one of those, or at least the material included in your brochure. It made a great hit with me and I am sure it made a profound impression on everyone who received a copy.

Somehow, I have misplaced mine in my files and cannot locate it. I will appreciate your helpful cooperation.

With all good wishes to you and yours, I am

Fraternally yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH



# Reincke · Ellis · Younggreen & Finn

INCORPORATED

## *Advertising*

ESTABLISHED 1907

520 North Michigan Avenue · Chicago

September 8, 1939

Mr. Forrest C. Allen,  
Director of Physical Education and Recreation,  
Varsity Basketball Coach  
THE UNIVERSITY OF KANSAS  
Lawrence, Kansas

Dear "Phog":

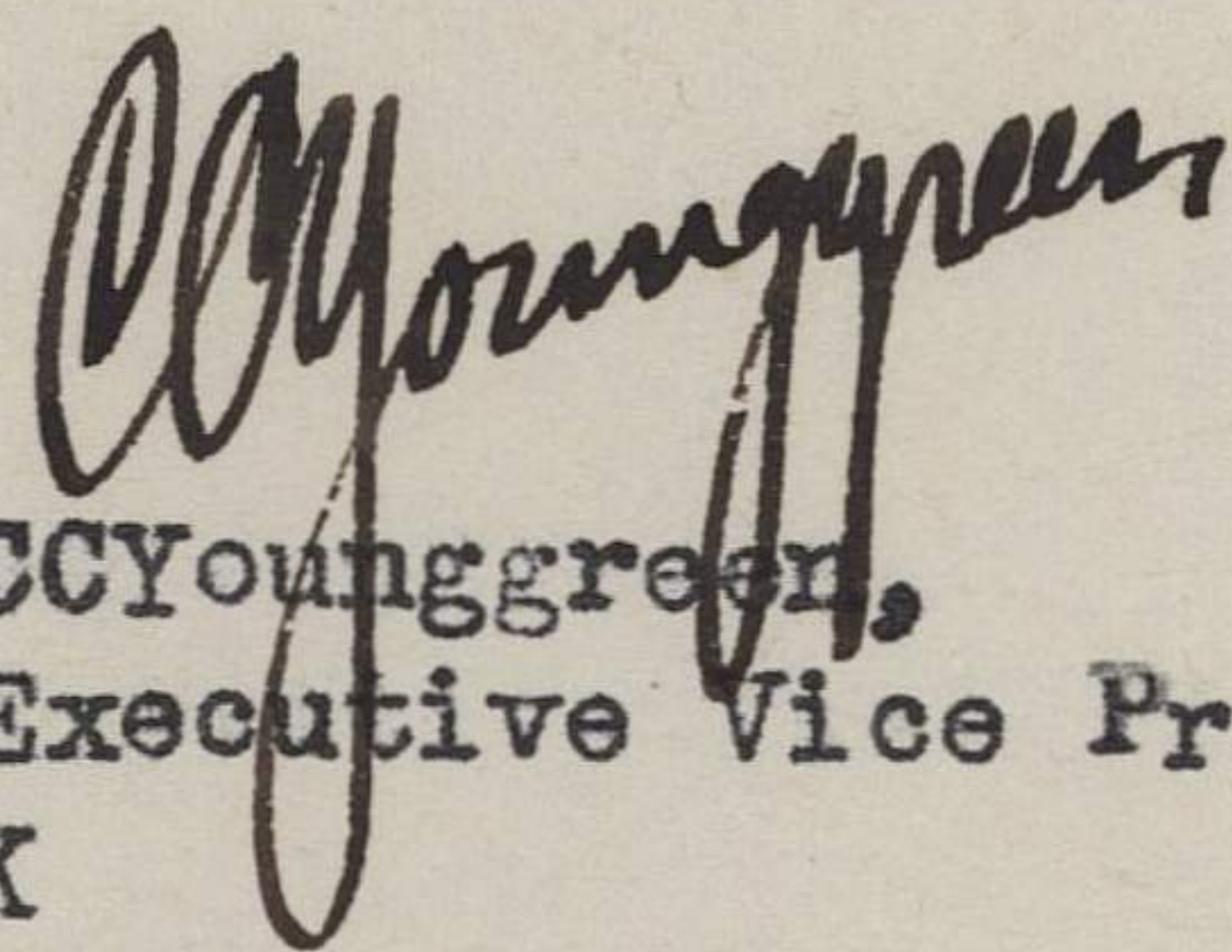
Mr. La Ban came in to see me, with a  
Letter of Introduction from you. He  
also had one from Professor Flint.

I have just written Professor Flint  
about the young man and I am attaching  
a carbon of the letter for your perusal.

I have given him a lot of time and a lot  
of help, not only because I am always  
interested in trying to get a young man  
set right, but because of your interest  
in him, as well as because of Professor's  
Flint interest.

With kindest personal regards, I am

Sincerely yours,



CCYounggreen,  
Executive Vice President  
K  
Enclosure:1



Copy

September 8, 1939

Professor L. H. Flint,  
Chairman  
Department of Journalism  
THE UNIVERSITY OF KANSAS  
Lawrence, Kansas

Dear Professor Flint:

Mr. Richard K. La Ban called on me a week or so ago and presented a Letter of Introduction from you. He also had a letter from "Phog" Allen, an old and close friend of mine.

Your letter was such a fine endorsement of the young man that I have gone out of my way to do everything I can for him.

I was 'tied-up' the first time he called but we made an appointment for a few days later. At that time I gave him the greater portion of an afternoon. We discussed pro and con the Advertising business, all of its activities and branches.

While his mind was set on the Agency branch of Advertising, I believe I have been able to convince him that the opportunities within this division are scarce and to get one would entail a vast amount of 'leg-work'.

Even if he were successful in getting a position within an Agency, I do not believe that this should be his first step. Rather, he should aspire to the Agency phase of it only after he has had more experience from a broader standpoint.

Realizing that the Advertising Agency business is highly-specialized, it is apparent why a young man should not start his career within an Agency. Too few of them have an opportunity



to get very far. The activities inside an Agency are so well-defined and this is such an aggressive, fast-moving business that a young man could not have much opportunity to learn. The Executives and 'men who count' in an Agency simply cannot take the time necessary to teach. The average young man, therefore, becomes grooved in a department and stays there.

When an Agency does start out a young man, they usually enter the Production Department or the Service Department and, in my opinion, waste considerable time without being recognized.

Within the Agency, young men cannot be used on contact work or even as copywriters. Their youth and lack of experience, judgment and diplomacy stand in the way. We simply cannot afford to take chances with them.

I am speaking of the worthwhile agencies in Chicago and New York, which - after all - are the two big centers of Advertising.

True, some young men "get set" in agencies right at the start, if they control an Account through a Father, Brother, Cousin, or what not. Even then, the row is a hard one to hoe and this kind of a situation arises on rare occasions.

I have advised Mr. La Ban to get onto a newspaper, or onto a magazine, or with some of the radio chains. This would give him experience in meeting people and selling. That type of work would help him to increase his creative capacity and, if he were successful in this kind of a background, would be helpful in eventually getting into the Agency business on the right kind of a basis.

The real money, in the Agency business, is made by the contact men, the mature and experienced copy men, and the merchandising men. All three

Copy



Copy

- 3 -

of these divisions are highly-organized and the worthwhile agencies do not take time to train men for these positions.

Some men are employed to start in their Research Departments but this type of employment is unstable and very few receive much in the way of promotion.

Most agencies operate as we do. We have no 'cubs' or young men in the organization but we do keep our eyes open for men who are "making good" in different phases of advertising. They are watched and when we feel that they are sufficiently mature and experienced - if there is a need - we hire that type of man.

Most successful men in the Agency business today come from the newspaper field, magazine field or from some large Account, where they have had a chance to learn Advertising Procedures and Techniques first hand.

After Mr. La Ban had completed his statement to me that he wished to enter the Advertising business, I asked him: "Which phase of it?". He did not know and could not answer.

I explained to him at length, along the lines I am writing you, that the Advertising business is not an easy business, nor an easy money-making business, as a lot of youngsters believe it to be. It is a Profession and years of hard work are necessary to "arrive".

It is almost needless for me to tell you that there are a lot of men out of work in the Advertising business, and GOOD men! I am very familiar with both the Chicago and New York markets for man-power. During present conditions, we can pick-up any number of good, mature men, well-trained, and with years of experience behind them, at very nominal salaries.



Copy

I gave Mr. La Ban the history of a number of very successful advertising agency men. I told him that he should attempt to make up his mind as to which division of Advertising he wished to enter.

I further told him that his creative ability could be used to a bigger advantage in contact work, which means selling and contacts, and pays the top money, of course. This would probably result in his ultimately going into an Executive position with an agency. Also, that this is a better goal to shoot for than Copy.

There are a few outstanding copy men in the Country who make big money but the ratio is very low. The great majority of copy men reach a certain position and remain there. In this type of work there are a great many men who float from town to town and the mortality in this division of Advertising is very high. There are reasons for this, of course, which I will not attempt to explain in detail in this letter.

So, my advice to Mr. La Ban was as follows:

1. To get on with some newspaper in its Merchandising Department, to study and learn merchandising in all of its phases.

If he clicked, he would be recognized quicker than if he were in an Agency.

The Merchandising Department of a newspaper handles so many accounts, of all kinds, all products, that a man gets a well-rounded experience.

They can hire young men because their work is not so exacting and scientific as Agency work.

Or,

2. To get on with some magazine, selling.

This would give him an opportunity to travel, meet people, and come in contact with many kinds of accounts and to learn a great deal about different types of businesses.



Copy

Or,

3. To get on with some large manufacturer in the Advertising Department.

In due time, he should have the opportunity to become Assistant Advertising Manager and, later on perhaps, Advertising Manager.

A man who would do outstanding work in any of these above classifications eventually would become ripened for the Agency business, which is the highest type of work in the Advertising business.

I have illustrated to Mr. La Ban that working-up in the Advertising business is something like the Baseball business:

A man starts playing in a small town with a Minor League as shortstop, first base, etc. He does a good job and graduates to a higher league. Then, on again, into an even higher league. Eventually he lands in the Big League. He may stay there for a while and then go back into the Minor League for more seasoning. But, ultimately, he goes back into the Big League to stay (the Big Leagues, in this instance, being Agencies).

It is a long, hard grind. He should make up his mind that it will take years, anyway from six to ten years, to get into a really worthwhile position which would pay well.

I gave him a number of illustrations on boys out of college and where they started, where they are today, and their future.

I am President of the ALPHA DELTA SIGMA, professional advertising fraternity, and have watched a number of boys in colleges - particularly at the University of Wisconsin where the Chapter is named The YOUNGGREEN Chapter - and have helped a number of them get positions on the same line of thought that I am expressing in this letter. My system has worked.

Just this week, a boy out of the University of Wisconsin, whom I have advised for a number of years went into a real promotion after eight years of hard work. This position will pay



Copy

him \$15,000 a year and will bring national recognition. He is still a young man but, if he keeps on the way he has performed to date, he will be worth twice that in another few years.

I could cite you any number of instances of this kind. Then, too, there are many who get into the business and don't like it or don't get along fast enough and they go into other lines of business.

The great trouble with young college boys today, for the most part, is that they think the Advertising business is a quick money-making business and it most certainly is not that.

I went over my own history with Mr. La Ban, not in a boastful way nor that I am any big success, and told him of the steps I had gone through during the past sixteen years and of the hard-work I put in to finally "arrive" in the Agency business.

I also told Mr. La Ban of the instability of the Advertising Agency business and that there is no assurance in it. By this I mean, there is nothing in the future like some of the big corporations, such as International Harvester, General Motors, etc., can offer their employees as they grow older. However, that is compensated for by the fact that it is a dramatic business! "One lives the full life" in it.

Mr. La Ban seemed pretty much impressed. I have certainly given him a liberal education about the Advertising business.

I frankly told him that I did not know of a position open anywhere; that, this city as well as New York is, unfortunately, filled with good men out of work; that, I would do everything I could for him.

To this end, I gave him 27 dictated letters to the most important men in the Advertising



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field in Chicago. In addition, I have called another 12 men on the phone in his behalf.

These letters were to Publishers of all Chicago newspapers, to the Western Managers of a number of magazines, and to the radio chains. Very few of these people, though, can actually hire, with the exception of the Chicago newspaper Publishers. The others merely recommend to their Home Offices.

He has made the rounds and, while he hasn't landed anything, he is well-pleased with his contacts and has some good leads.

Out of these letters, he has had a number of men write letters of recommendation for him to their New York and Philadelphia head-quarters in the magazine field, and to the radio heads in New York City.

Of course, we could give him another 27 letters to cover the entire city. But I told him that I believe he should contact only the important ones at first.

He left for New York the end of last week and I have given him 17 more letters of introduction to important men there and am sending him approximately 15 or 20 more.

Mr. La Ban did not expect to come to Chicago and land a job right away. It simply cannot be done. But, through the letters I have given him here and in New York, he should land something to start on.

From my observation of him, he certainly measures up to your statements. This is to indicate to you that he is on his way, I am certain, to land something. I have had several telephone calls from people he has called upon and they tell me that everywhere he went he made a good impression.

I have given Mr. La Ban a lot of time and work, not only for him, but because of you.



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I am sure the experience he is going through will clarify his mind as to what he will eventually want to do and will, also, lead to something for the present as well.

With kindest personal regards, I am

Sincerely yours,

CCYounggreen,  
Executive Vice President  
K



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September 11, 1939

Professor L. N. Flint,  
Chairman  
Department of Journalism  
THE UNIVERSITY OF KANSAS  
LAWRENCE, KANSAS

Dear Professor Flint:

The attached letter was dictated to you  
on September 8th.

I have been out of town and just returned  
and am rushing this letter to you.

I have not edited or read it because I want  
you to get it as soon as possible. There  
may be some mistakes in it.

With kindest personal regards, I am

Yours very truly,

CCYounggreen,  
Executive Vice President  
K