

*Mr. Crow
wants to see you
before you reply.*

WESTINGHOUSE
ELECTRIC & MANUFACTURING COMPANY
150 BROADWAY, NEW YORK, N. Y.

*Arch'd
P.C.*



April 11, 1938

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Dr. Forrest C. Allen,
Director of Athletics,
University of Kansas,
Lawrence, Kansas.

Dear "Phog":

The other day I was at our Lamp Division plant and the people were talking to me about the desirability of placing some of our newest lighting equipment, designed for such purposes, in a modern gymnasium, to be tested under actual conditions. This is not to say that they do not already have such installations; there is, for example, one in the Butler Field House, Butler University, Indianapolis, but I understand that they have some equipment that is even later and better than that.

Anyhow, I suggested that if it so happened my University was in the market for new equipment, there could be no better location, because of your prominence in the field of sports, particularly basketball; because the University has a fine gymnasium; because it is centrally located and host to a great many scholastic and college athletes during the course of a school year. The Lamp Division people were delighted with the suggestion and asked that I get in touch with you. I explained to them, of course, that I had no earthly notion that the University was in the market for new lighting in the gym and that for all I knew they had just put it in in recent months, but that I would sound you out.

Our engineers actually believe that this new lighting is conducive to a better brand of indoor sports, because of appreciably better vision. I imagine that a mutually agreeable arrangement could be made if you happen to be interested.

I have tried the last couple of winters to nab you in New York, and take you out to see Sue and the boy, but you are very hard to nab. How about giving me a ring the next time you are here?

Sincerely,

Johnny
Llewellyn White,
Publicity Representative

*Father -
H.S. White*

LW:ES
*Every House
needs*
Westinghouse