

October 6, 1937.

Dean Paul B. Lawson,  
College of Liberal Arts,  
University of Kansas.

Dear Dean Lawson:

In answer to your letter of the 23rd ultimo concerning the University Publicity Committee appointed by Chancellor Lindley, I beg to state that I am very happy to offer any suggestion that might be worth while, but I doubt not that most of the things that I suggest have already been thought of or suggested by someone else. At least, I am glad to offer them in the spirit of cooperation.

Take a map of the state with the outlying communities and thumbtack the different counties showing position of cities and towns therein by using differently colored thumbtacks for your certain designation, such as alumni active, alumni inactive, state senators and representatives, key business and professional men, et cetera.

Accompanying this map would be a written list of all men with their addresses and classification. This equipment to be used for all faculty members willing to work subject to the suggestions and under orders of the chairman of the committee and the alumni secretary.

Obtain from faculty members a list of their influential acquaintances over the state. For example, when Paul B. Lawson goes to Chanute or Salina to speak to the Kiwanis Club I suggest that he take other faculty members along to visit men in these towns whose cultivation will be helpful to the University. Their visit would conform to the time schedule of P. B.'s time spent in either of these towns.

It might not be a bad idea for your whole committee, after drawing up some suggestions, to submit them first to the Chancellor's Cabinet, and then in turn to the University Senate and finally to the entire faculty for the purpose of education and the dissemination of information concerning the committee's desires.