

# Colgate-Palmolive-Peet Company

Address your reply to  
KANSAS CITY, KANS. BRANCH  
Packers Station  
Accounting Office

March 19, 1940

Dr. F. C. Allen  
c/o Athletic Department  
University of Kansas  
Lawrence, Kansas

Dear Phog:

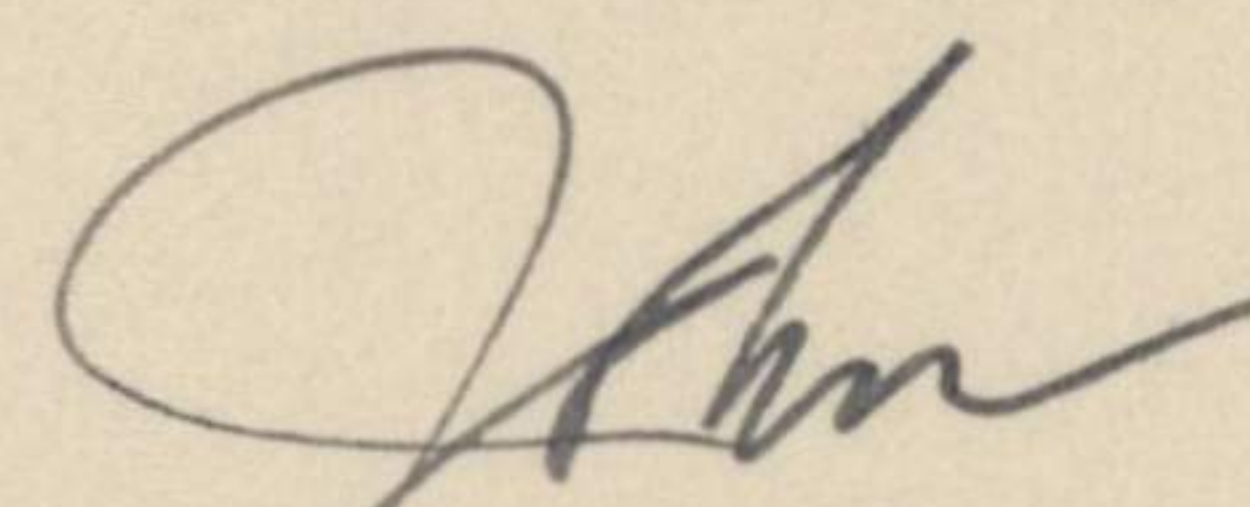
Just a note to congratulate you and your fine team on winning the right to represent this section in the Western Play-off of the N.C.A.A. Your boys really had a struggle with both Oklahoma and the A.& M, but we were pulling for you, although by remote control. However, we will be lucky enough, we hope, to be able to see you boys in action this Friday night and Saturday night in the Municipal Auditorium and we know that you are going to need all the help you can get, because the competition will be the best that is offered west of the Mississippi. Although K.U. will be the team closest to Kansas City and really should represent this district in the tournament, my guess is that half the people will be pulling for the opposition.

I saw the <sup>quarter-</sup>court of finals in the Inter-Collegiate tournament last week and it seemed as if you could feel that most of the folks in the auditorium were against any Kansas team. I know in the section where I was when Southwestern and Pittsburg were playing, that the crowd was against them and did not call them either Southwestern or Pittsburg, but it was "Beat Kansas".

We are trying to get as many folks as we can there that are loyal to Kansas on Friday night, so we can give you all the vocal and moral support possible. We certainly hope that team is in top shape for this week end and I know if it is possible to get them that way you will have them. We would also like to see them play the same type of game in the next three as they did in Oklahoma in the opening game, and then I don't believe even you would have anything to worry about.

Again let me congratulate you and your team and wish you to know that we are pulling for you 100% and hope that the boys play the best game that is in them this week end.

Yours truly



J.W. Irwin

JWI:S