



IT PAYS TO PLAY

GATEWAY Sporting Goods Company

THE HOME OF 10,000 BARGAINS

LOUIS A. CUMONOW, PRES.

1328-30-32-34 MAIN STREET
KANSAS CITY, MISSOURI

D. L. CUMONOW, SEC. AND TREAS.

Address All Communications to
135 NORTH BROADWAY
PHONE 4-4335
WICHITA, KANSAS

11/14/42

Dr. Forrest C. (Phog) Allen,
Basketball & Baseball Coach,
U. of Kansas,
Dear Phog:—

I have recently finished a Wonderfully Successful assignment of umpiring at The National Semi-Pro Baseball Congress; and having become captivated with the Friendly Hospitality of the fine people of Wichita and surrounding territory, have decided to accept the Managership of the Athletic Goods Dept. of The Gateway Sporting Goods Company. So now I am one of your citizens.

It certainly would give me a great deal of pleasure to be allowed to Serve all the Athletic and Sporting Goods needs of yourself, your organization and it's personnel, and your friends. So please come into our store and get acquainted, and tell me your problems and needs so that I may help you to solve and supply them.

Don't forget that I am looking forward with keen anticipation of soon seeing you, and to be given the opportunity of Serving you for our Mutual Benefit.

Yours For A Free and Unified America!

Leo Kallis

Leo Kallis
Manager, Athletic Goods Dept.

P.S. I also officiate in Football, Basketball, Boxing, Wrestling, Rock, Swimming, etc. A number of references follow:— Dutch Loring, Lynn Waldorf, Aug Wilson of Northwestern U., Granston, Ill.; Aels Dorgel, J. Nelson Metcalf, Kyle Anderson of U. of Chicago, Ill.; Dutch Dehring of Purdue; Poach Harrell of Indiana; Otto Vogel, Iowa; & all other Big 10 Coaches, besides Major John L. Griffiths, Com. of Ath. of Big 10; John Schommer, Dutch Clarno, Frank C. Lane; Bill Klem, Ernie C. Fingley, Geo Barr, Geo. Majorsmith, Emmette Armshy, Phil Wrigley, Clarence (Pants) Rowland, Ted O'Sullivan, Ike Craig & others. Therefore call on me to serve, both Athletically & in a Business manner, will prove mutually Advantageous! Sincerely, Leo.