

THE KEY ADVERTISING COMPANY

FOUNTAIN SQUARE BUILDING

Cincinnati, Ohio

August 22, 1939

Dr. Forrest Allen,  
University of Kansas,  
Lawrence, Kansas.

Dear Mr. Allen:

We would like to get permission from you to insert your photograph in a national advertisement, or in a related promotional campaign, for a client, Weisbaum Bros., Brower Company, (manufacturers of Beau Brummell Ties). The enclosed proof, featuring Paul Derringer, indicates the manner in which the photograph would be used.

Frankly, our appropriation is too small to warrant our paying you any appreciable sum of money. If our plans go through, we can offer what we believe is fair compensation. We can give you either:

1 - A very fine "PORTABLE" Philco Radio;

OR

2 - We will send you ties on what we call a THREE-YEAR PLAN. That is, we will send you an especially selected tie in whatever color combination you prefer (retail value from \$2 to \$3.50 each)...each month for the next three years!

You can rest assured that should we be able to get together, your photograph would be handled in a most dignified manner...along the lines indicated in the enclosed reprint showing Paul Derringer.

If you can see your way clear to cooperate with us, please let us hear from you at your earliest convenience. Then we will write you, indicate the type of picture we want, and suggest the exact procedure to be followed.

Very sincerely yours,

*A. M. Clayton*  
THE KEY ADVERTISING COMPANY.

A.M. CLAYTON:  
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