

GEORGE C. LOWE, PRESIDENT
D. KEEDY CAMPBELL, V.P. & GEN. MGR.
LES R. FREEBURG, VICE PRES. & TREAS.

ARNO F. HEINRICH, V.P. & FAC. SUPT.
R. C. CAMPBELL, VICE PRESIDENT
FRED M. WILLIAMS, SECRETARY

KARL H. ROYER, MGR. MANAGER
LOREN V. BROWN, SALES MANAGER
REED G. GENTRY, GENERAL AUDITOR

KANSAS CITY, MO.
MINNEAPOLIS, MINN.
CINCINNATI, OHIO
PHILADELPHIA, PA.
PITTSBURGH, PA.
WASHINGTON, D.C.
KANSAS CITY, KANS.
CLEVELAND, OHIO
DES MOINES, IOWA
CHARLOTTE, N.C.
WORCESTER, MASS.



BOSTON, MASS.
DALLAS, TEXAS
CHICAGO, ILL.
ST. PAUL, MINN.
ST. LOUIS, MO.
BUFFALO, N.Y.
DETROIT, MICH.
DENVER, COLO.
ITHACA, NEW YORK
SYRACUSE, N.Y.
NASHVILLE, TENN.

1509-11-13 BALTIMORE AVE.,

KANSAS CITY, MO.

September 27th, 1937

Dr. Forrest C. Allen,
Director of Physical Education,
University of Kansas,
Lawrence, Kansas.

Dear Dr. Allen:

I am acting in accordance with your suggestion in writing the McGraw-Hill Company regarding permission to use the article "Dream Touchdown" in "The Coach" as a means of advertising your book and believe that they will welcome the opportunity to advertise it in this manner.

If you think it necessary I will return my copy of the article to you for correction of the part where Bill's name is mentioned but I presume that this can be taken care of here without difficulty.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS COMPANY

By

M. H. Miller

MMH:LR