

Lawrence, Kansas
March 14, 1940

Mr. George E. Blanton,
Advertising Department,
Kansas City Star,
Kansas City, Missouri.

Dear Mr. Blanton:

After I hung up the telephone after my conversation with you this evening I realized that we had no ad for Sunday's Kansas City Star.

I am very anxious that you see Mr. Jimmy Nixon at the Municipal Auditorium and work out something that you think would be quite satisfactory for the Sunday issue of March 17th. You have my authorization to publish the necessary advertisement for Sunday.

Then Sunday afternoon when you call me at 1:30 I can meet you and we will discuss the advertising set up for the rest of the week. I want yours and Jimmy's best judgment as to the best type of advertising which will prove the most productive. You can see from this letterhead our general set up. I will deeply appreciate your professional advice.

Very cordially yours,

FCA:AH

Manager, N.C.A.A. Basketball Tournament.