

GEORGE BOWLES AND ASSOCIATES

Advertising - Publicity - Radio Programs and Production

SUITE 721 HOTEL PHILLIPS BUILDING * KANSAS CITY, MO.

December 29, 1938

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

Dear Phog:

Today in the Kansas City Journal sport page I noticed that both the National Collegiate Athletic Association, headed by you and Harold G. Olsen of Ohio State University, and the National Intercollegiate Association will have national basketball tournaments in Kansas City. The staging of such a tournament for your group in Kansas City was brand-new news to me.

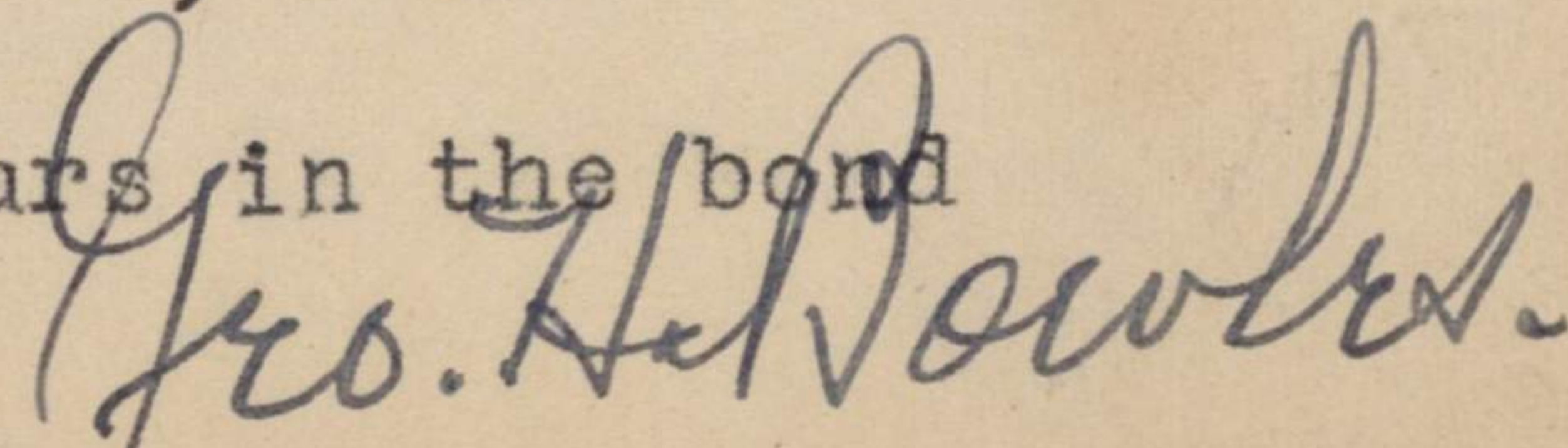
I have not had the opportunity of telling you about my new organization, the advertising agency I opened three months ago, with offices in the Hotel Phillips. However this results from the fact that I have not had opportunity for a chat with you in some time, and also I have been so extremely busy that I have not had time to write personal letters to my friends.

The Hotel Phillips is one of our accounts and naturally I am very interested in securing all possible business for this hotel. It seems to me that with the Kansas City Athletic Club no longer owning its building or having an interest in anything but the floors it occupies, that the past ties with university teams no longer exist. Certainly the Phillips can offer every facility for taking care of athletic teams that the Hotel Continental can, and there is the added advantage that we are a block closer to the Municipal Auditorium. Also I will commit myself by saying that I believe the food at the Phillips is unexcelled in Kansas City and certainly prices are lower.

I would like to know, Phog, what assistance you can give me in interesting basketball tournaments coming to Kansas City in selecting the Hotel Phillips. I believe we can make an attractive rate--not any lower, but not in excess of those offered by any other first-string hotels.

I will be glad to hear from you as soon as possible and will be deeply appreciative of any suggestions you can give me. With the best of regards, I am

Yours in the bond



GEORGE BOWLES AND ASSOCIATES

George H. Bowles:bc