

E. B. BLACK  
N. T. VEATCH, JR.

BLACK & VEATCH  
CONSULTING ENGINEERS  
4706 BROADWAY  
KANSAS CITY, MO.

December 13, 1940

A. P. LEARNED  
J. F. BROWN  
C. I. DODD  
F. M. VEATCH  
H. F. LUTZ

E. L. FILBY  
W. G. FOWLER  
W. D. THOMPSON  
G. C. BREWSTER  
R. E. LAWRENCE

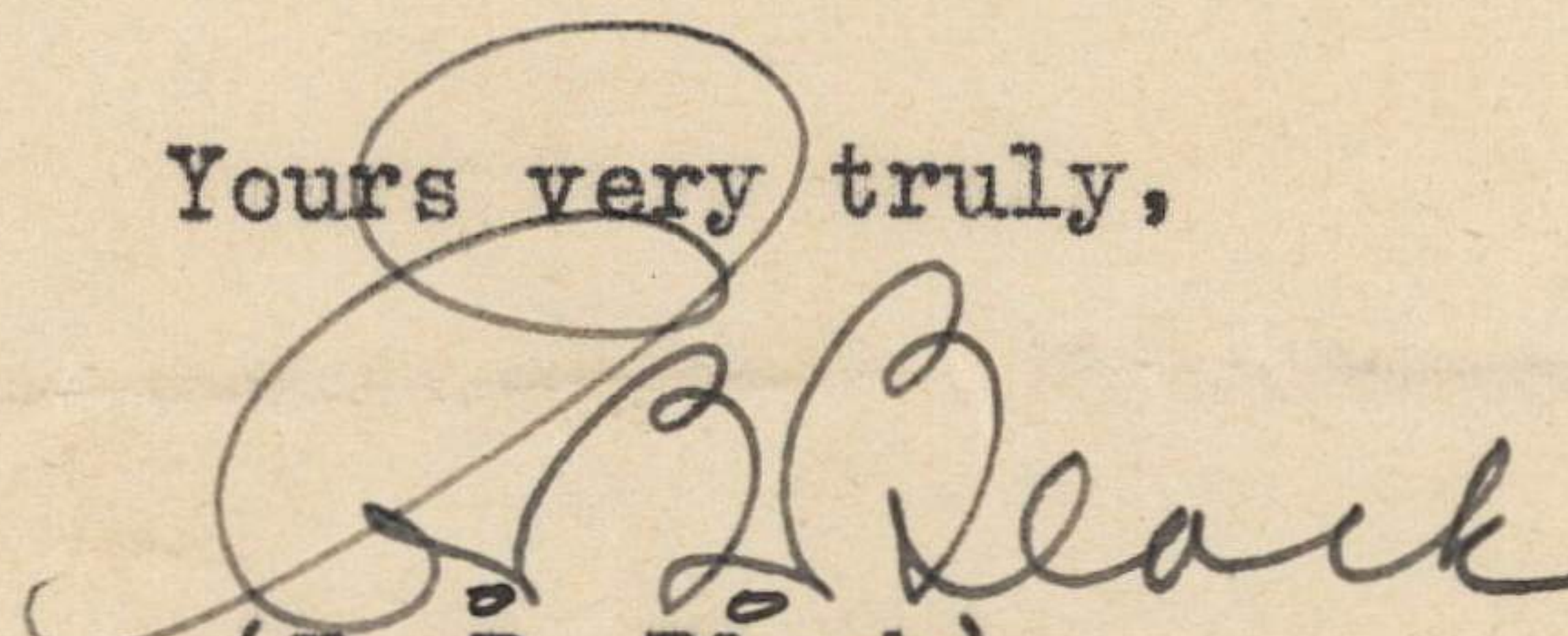
Dr. F. C. Allen  
Department of Athletics  
University of Kansas  
Lawrence, Kansas.

Dear Dr. Allen:

Passing through Chicago Wednesday evening of this week, I picked up a copy of the Chicago Herald-American and found Dr. Naismith's name in an advertisement of "Old Underoof" whiskey, and I am attaching the page of the paper containing that advertisement.

It may be within the law for manufacturers to use Dr. Naismith's reputation and basketball in order to keep step in modern advertising, but somehow this particular ad makes me somewhat "hot under the collar", and if you know of any way in which I can help to minimize the effect of propaganda which evidently is intended to show that whiskey, like basketball, is popular, I will be glad to have you advise me.

Yours very truly,

  
(E. B. Black)

EBB:ML  
Encls.

P.S. I am told that there may be some legal reason preventing the use of Dr. Naismith's name without the consent of his family - 