

PHILLIPS PETROLEUM COMPANY

SALES DIVISION

KANSAS CITY, MISSOURI

May 14, 1940

LEO BARRY
Division Manager

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

Dear Mr. Allen:

In your business, you know how the urge strikes you each spring to find out where you've been, where you are, and where you're going. That urge struck us also, and we started a systematic examination of our Courtesy Card business.

You are, of course, a member of that select group of preferred Credit Card customers, holding a Phillips National Executive Courtesy Card; and to our very great regret, we find that you are not using your card. No doubt you've been buying for cash all along the way, or perhaps you're saving the card for that vacation trip you are planning; but just on the chance that you might not be familiar with the advantages of the Executive Courtesy Card, we would like to enumerate a few of them here.

Let's just suppose you are planning a trip from coast to coast or from the Gulf to Canada, or even into Canada itself; your whole trip, regardless of what state you are in, can be taken on that one card. When you are out of Phillips territory, it is necessary only to choose one of the sixteen other companies listed on the back of your card and they will serve you and your family with the deferential courtesy always accorded the holders of Phillips Executive Courtesy Cards. The cost of the entire trip, regardless of the company or companies serving you, will be mailed to you on one statement at the end of the month.

No one likes to carry large sums of money on his person in a strange territory. This card will relieve you of that necessity by enabling you to cash your personal check almost anywhere in the United States simply by showing the card.

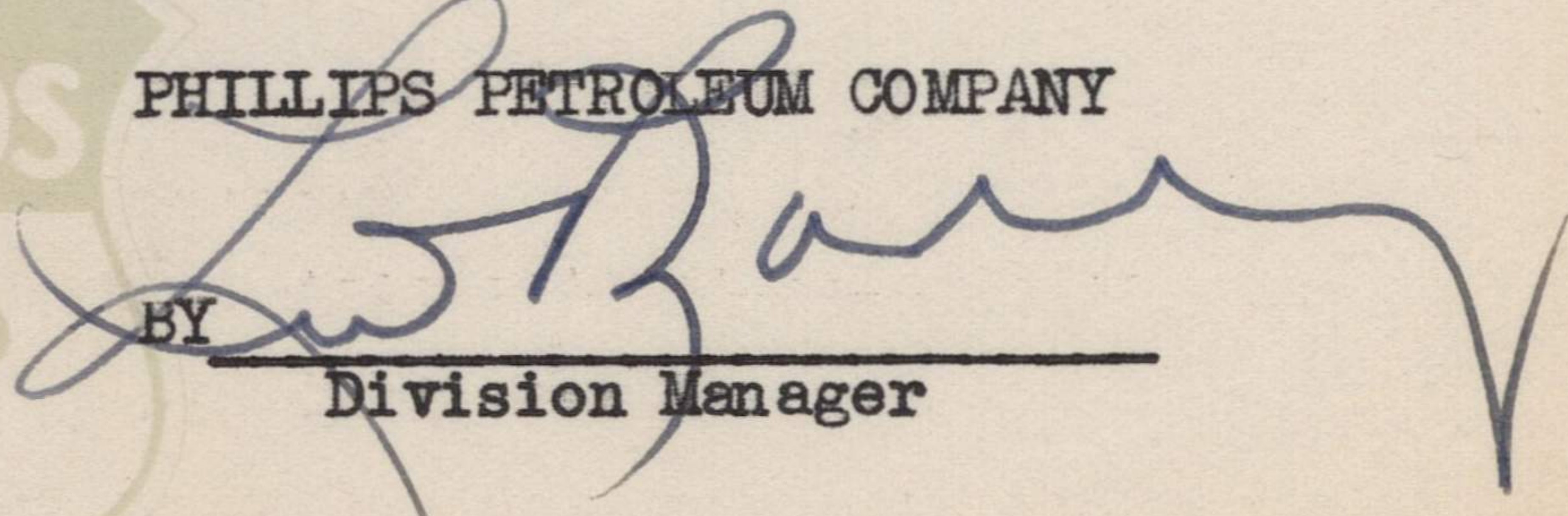
The vacation season is ahead of us. The lakes, mountains, desert, fishing streams--all are calling us away from the everyday hum of business activities. It is our sincere hope that within the next few weeks you will put your card to work and experience the fine pleasure of traveling the "Phillips' way."

Sincerely,

P.S. In the event you have misplaced or lost your card, we will be very happy to duplicate it.

PHILLIPS PETROLEUM COMPANY

BY


Division Manager