

GEORGE BOWLES AND ASSOCIATES

Advertising - Publicity - Radio Programs and Production

SUITE 721 HOTEL PHILLIPS BUILDING * KANSAS CITY, MO.

February 5, 1940

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

Dear Phog:-

I am directing this letter to you as a result of your activities in the promotion of the regional and finals of the NCAA basketball play. Also, I am enclosing a carbon copy with the idea that perhaps you would like to forward this original on to Mr. Olsen of Ohio State.

It isn't necessary to remind you of how closely I've followed sports since leaving university, having worked on the sports desk of The Kansas City Star, the dominant newspaper of this area, and having done a daily radio program of fifteen minutes for four years on KMBC, outstanding Columbia Broadcasting station of this area. As a result of all this I'm sure you appreciate the fact that I carry some weight with radio stations and newspapers throughout this section of the country.

On top of all this I also operate the American Press Syndicate, a special service to newspapers....both features and news.... and have used this medium to cover advance and timely sports publicity to newspapers throughout the United States for all outstanding sports events for which we have been retained to direct publicity promotion. Last year we took on the National Intercollegiate Basketball Tournament, under the direction of Emil Liston, and in spite of a flu epidemic in Kansas City and local business conditions being off 15 per cent, we increased the tournament attendance 30 per cent. We are proud of that record! AS A RESULT OF THIS FINE SHOWING we have been retained again this year at an increase in service charge.

We are anxious to direct the promotion for your semi-finals and finals in Kansas City for certainly these sessions of play merit organized publicity effort of the type we are equipped to give and because our type of service is such to make these tournament dates a financial success. We have the good will and the respectthrough the American Press Syndicate....of a hundred newspapers, dailies, in this area, in towns and cities which can be expected to send basketball fans to your tournament. On top of that, we have a close working contact with both The Kansas City Star and The Kansas City Journal, and enjoy the finest cooperation from Clawson of the Associated Press and Lundquist of the United Press and also all the sports commentators on the six Kansas City radio stations....practically all of them personal friends. I'm sure both the newspapers and the Associated and United Press sports men...named above...will verify the fine