

effective services we gave them last year on basketball.

I know that you stand ace high with McBride, sports editor of the Kansas City Star. But your basketball showings require more than the support of a local newspaper to come out without showing in the red. I appreciate also that you will have a "million" details to carry out for the three dates. I know also that news and feature stories going out to newspapers of this area under the name of "The American Press Syndicate" will have far more prestige than under the name of any athletic organization.

We propose to send out two or three advance stories well in front of your tournament to all worth-while daily newspapers of this area. For one solid week preceding your semi-finals, we will not only send out three good news stories or features to one hundred or more newspapers of this immediate area but also write daily stories for the two Kansas City newspapers and daily feed the Associated and United Press. We also will give the same service for the entire week preceding the final championship game. This would give a total of say nine mailings to newspapers ...100 of them as a minimum...and nine mimeographed stories. We have a low price of \$1.75 a page from a good local company for mimeographed service which looks like typewritten copy. The stamps...first class mailing...would total \$27.00 as a minimum. Envelopes, stationery, etc., should not amount to more than about \$7.50, which would give an expense total of say \$50.00

For our services of writing and directing the campaign in entirety, the charge would be \$125.00. Frankly, our service for the other tournament is \$250.00 plus mailing expense, but we have to work for a longer period and cover newspapers throughout the entire United States in order to secure the outstanding teams from all areas.

In addition to the above services, we would handle all details for caring for the Press for the three nights, being in charge of the press tables, etc., as we did last year for the NICBBT.

In conclusion, permit me to say there should be no conflict in our handling the two tournaments. The bigger crowd turned out for the National Intercollegiate, the bigger crowd you will enjoy. Thousands of fans will wish to compare the play of the two organizations. Furthermore, we'll be making Kansas City the Basketball ~~Tournament~~ ^{Capital} of the United States.

Please let me hear from you as quickly as possible, Phog, as we can handle only so many publicity promotions. Remember, that we are the only organization of this type in Kansas City.

With the best of personal regards, I remain.....

Sincerely yours,

Geo. H. Bowles

DC/GHB

GEORGE BOWLES AND ASSOCIATES