

SMITH-GRIEVES COMPANY *Printers*

17th and WASHINGTON
KANSAS CITY, MO.

February 23, 1940

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

Dear Dr. Allen:

Thanks for your nice letter of the 19th.

From considerable experience along the line you inquire about, we believe it would be better for you to turn over the matter of advertising in your program to Mr. Joseph J. Gorman at the Municipal Auditorium, Kansas City. Mr. Gorman has been doing most of this work for the Municipal Auditorium.

The Hardware Show, the Better Homes Show and other affairs of this kind were taken care of by him and apparently with good results.

I suggest that you get in touch with him.

Unfortunately I have been unable to find any of the programs we used in former years. I assume you will follow the same plan as to diagram, pairings and other details and I think it might be well, if you can, to send us an old sample. We will then fix up the dummy, arrange for the allotment of space to advertisers and get the book at least that far along the line of completion.

I happen to have in mind several concerns who sponsor basketball teams and who are undoubtedly receptive to an advertisement talk.

If there is anything further I can do for you - I will be glad to do it.

Very truly yours,

J. J. Gorman
SMITH-GRIEVES COMPANY

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