

# GEORGE BOWLES AND ASSOCIATES

*Advertising - Publicity - Radio Programs and Production*

SUITE 721 HOTEL PHILLIPS BUILDING \* KANSAS CITY, MO.

February 26, 1940

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

Dear Phog:-

Since being with you last Wednesday I have done quite a bit of constructive work for a thorough publicizing of your coming NCAA Tournament. I have personally seen several of the radio men and also two of the sports writers.

Today I received the entire information you asked your secretary to mail me and I believe I now am well equipped to start working out some effective stories.

I have talked to three likely prospects for handling the program advertising but I am not satisfied any of them can do the job. Also, I talked with Mr. Laube, who represents, in this area, the national company putting out the program for the National Intercollegiate. He is a Jew and I know you don't approve of the high-power methods most of them use in selling such a proposition. But I did want to get an idea from him as to any other agency which might take on your program. He could not give any suggestions worth while. However, I'm sure I can get someone lined up within the next two or three days. If necessary, I'll bring the man up to Lawrence myself.

On enclosed pages you will find other information which you asked me to mail you. On the radio stations, I suggest that you write a nice letter to both the station manager and also the sports commentator or reporter if I name the latter. I am not listing either KXBY or KCKN right now as I want the stuff to break first on the major stations and have them want it.

More than glad that you came through against Nebraska Saturday night and am pulling for you strong tonight against Iowa State.

You'll be hearing from me about the program man just as quickly as I can find one to satisfy me. With the best of regards I am

Sincerely yours,

*Geo. H. Bowles*

EW/GHB

*or official  
named,*