

GEORGE BOWLES AND ASSOCIATES

Advertising - Publicity - Radio Programs and Production

SUITE 721 HOTEL PHILLIPS BUILDING * KANSAS CITY, MO.

February 14, 1940

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am

Dr. Forrest Allen
University of Kansas
Lawrence, Kansas

Dear "Phog":

Thanks for your letter relative to my handling the advertising promotion for the NCAA Western Semi-Finals and the National Finals Basketball games next month.

By all means your mimeographing of stories should be done in Lawrence at such an extremely low cost. That would save several dollars and in this day and age every dollar has a big value to all of us. We do not even make any commission on any multigraphing or mimeographing and we are therefore very anxious to save every dollar possible for our clients. Having the work done at Lawrence should also not cause any delay as we can mail the material out of here at night and it will reach Lawrence in the morning.

I appreciate everything you say, "Phog", relative to the two tournaments to be staged in Kansas City. I think you appreciate my position in that I am interested principally in securing outstanding results for our clients and I also assure you that at no time will anything derogative to either ~~team~~ ^{tournament} be said. I think you know that I always have "shot fair" in everything I have ever handled in a business way.

I want to drive up to Lawrence and discuss the whole matter with you on promotion, and iron out the details as quickly as possible. I can drive up Friday or the first of the week, asking only that you advise me a day or two before, of the time, or give me a ring on the phone. Also, I am telling you in advance, that I think your tournament can be promoted to be a real financial benefit - in other words - more than simply "getting by".

With best regards and awaiting a call from you, I am

Sincerely yours

Geo. H. Bowles

George H. Bowles