

Lawrence, Kansas  
July 20, 1940

Advertising Manager,  
Beacon Falls Rubber Footwear Co.,  
Beacon Falls, Conn.

Dear Sir:

I am sending you the bill of \$50.00 for the advertising of the Beacon Falls Rubber Footwear in the N.C.A.A. Basketball Tournament program for the Western and National Finals in Kansas City on March 22, 23, and 30. We had an advertising company in Kansas City solicit the ads, George Bowles as their manager, but he had failed to send out the bills, which has caused this delay.

This is a part of the N.C.A.A. set-up and before I can get my complete report to Harold G. Olsen, the chairman, it is necessary that I collect these outstanding bills. We had a great tournament turn-out and fine reception for the advertisers. Every one of the programs was sold. We had a packed auditorium for the 22nd, at which 9,000 attended; 8,000 for the 23rd, and 10,500 for the 30th, the full capacity of the auditorium, including standing room.

My summer schedule of eight weeks here at the University together with the supervision of recreation has kept me closely employed and I could not get the complete settlement from Mr. Bowles before this time. I will appreciate it if you will o.k. the bill and send it to the proper parties with instructions to make the check payable to Forrest C. Allen, Managing Director of the N.C.A.A. Tournament.

Very sincerely yours,

FCA:AH

Managing Director, N.C.A.A. Basketball Tournament.