

**ST. JOSEPH NEWS-PRESS**

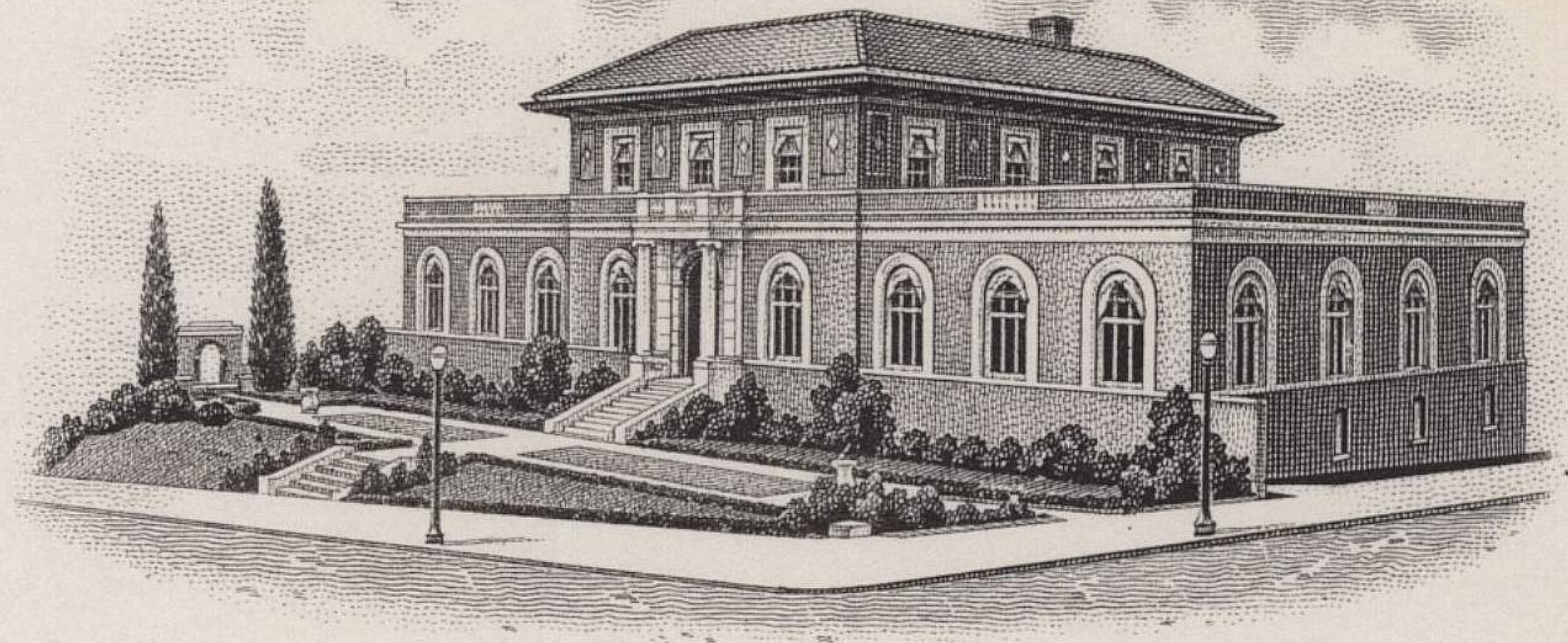
AFTERNOON AND SUNDAY

**St. Joseph Gazette**

MORNING

C. M. PALMER, PRESIDENT

HENRY D. BRADLEY, PUBLISHER



**ST. JOSEPH, MISSOURI**

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Mr. Forrest C. Allen  
Basketball Coach  
University of Kansas  
Lawrence, Kansas

Dear Sir:

Would you be interested in some new material?

We have an idea which we believe may prove beneficial to both of us. It has nothing to do with the Queen of the May, but starting on May 1, News-Press Sports Editor Gene Sullivan will run in his "Wise Owl" column, an illustrated series of articles on the best high school senior athletes in St. Joseph, northwest Missouri, northeast Kansas, southeast Nebraska, and southwest Iowa.

Here is a quick, convenient way to get an accurate line on many high school boys who are capable of starring on college and university football, basketball and track teams.

This "College Future Book" feature will be brief but informative. It will contain all of the information you could possibly desire.

The six months' subscription price of the News-Press is \$3.00.

Very sincerely yours,

Harold C. Hult  
CIRCULATION MANAGER

P. S. Will you please have your sports publicity man put Sullivan's name on his mailing list?