

WBEN *Inc.*



BUFFALO EVENING NEWS RADIO STATION

HOTEL STATLER,
BUFFALO, N. Y.

November 23, 1942

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

My dear Doctor Allen,

Although some time remains before the actual date, I can assure you basketball fans in the Queen City are avidly awaiting the scheduled appearance of Kansas and its famed coach in Memorial Auditorium, Saturday, December 26th.

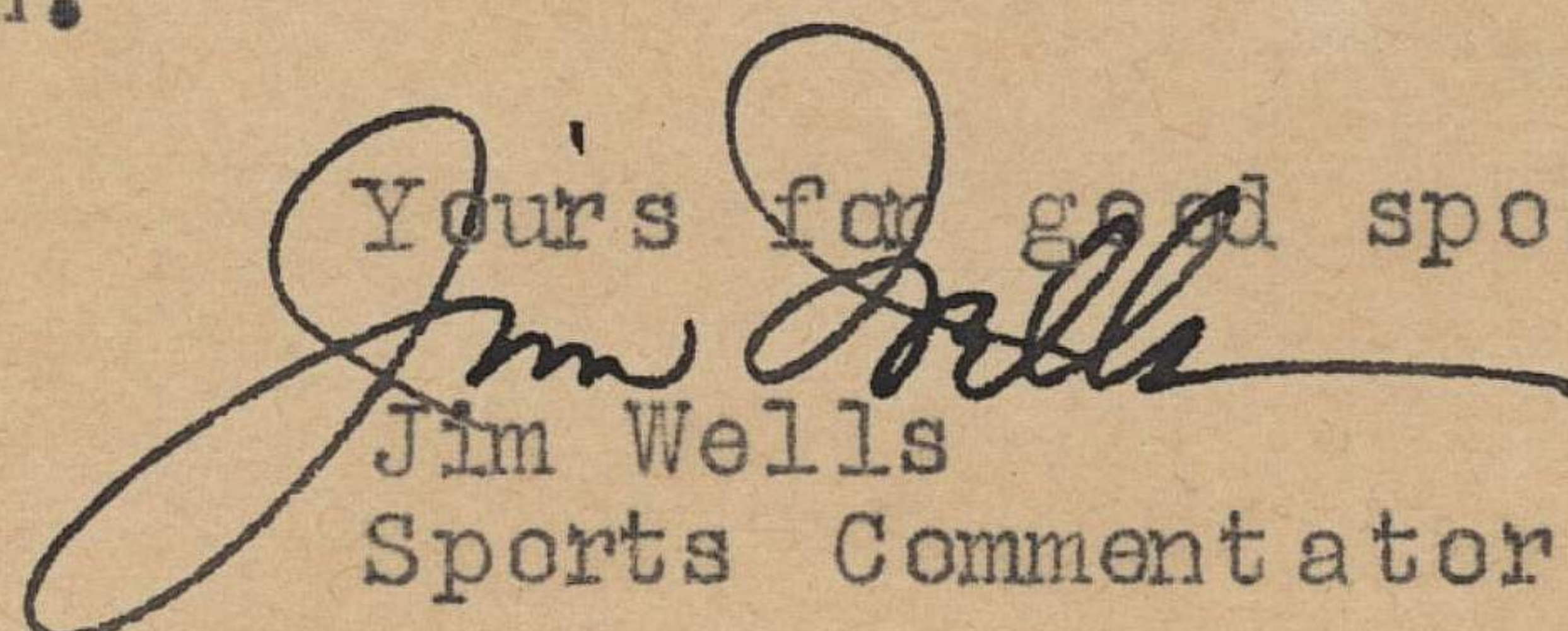
Naturally, WBEN, through my department, supports the district collegiate cage programs to the utmost, and, in this connection, I am writing to request your appearance for an interview. I conduct a nightly sports column, 6:15-6:30, and would like you as my guest the night of your game with Canisius.

WBEN, as local authorities will attest, is the dominant station in this area, which means your co-operation in this regard will serve a double purpose. It will be at once splendid missionary work for Kansas, and, of course, will help to swell the attendance for the doubleheader bill on which your team appears.

I am trying to set up a full schedule of interviews in advance, for publicity purposes, hence would appreciate a speedy acknowledgment from you. Will you please include a short list of questions you might like asked? Also, if possible, include a cut of yourself for newspaper publicity.

Thank you in advance, and, of course, a wish for your good fortune this coming season.

Yours for good sport,


Jim Wells
Sports Commentator