

May 10, 1949

Mr. Warren D. Healy
Director of Program
Blue Cross
Topeka, Kansas

Dear Mr. Healy:

In my letter to you on April 20, I had no intention of soliciting advertising, but rather wished to call your attention to what may be a, more or less, misleading form of advertising in your competitive field. I thought it would be only fair to the public in general for your groups to apprise the public of the advantages to be secured through membership in the hospital service and in the physicians service.

I was interested in this more from the standpoint of Lawrence Memorial Hospital, of which I have been president of the board for many years, than in my position as president and demo-manager of the Journal-World.

Respectfully yours

W. C. Simons

WCS:md