

April 20, 1949

The Blue Cross  
General Office  
Topeka, Kansas

Gentlemen:

I enclose a card which I presume is being sent out quite generally.

As president of Lawrence Memorial Hospital, I am interested in the spread of your membership. As president of the World Company, publishers of the Journal World, I am wondering whether you are doing as much advertising as you should to extend your membership.

The enclosure is sent you that you may know the efforts that are being made by others, but I presume you are already aware of such efforts.

Respectfully yours

W. C. Simons.

WCS:md