

September 30, 1938.

Mr. Francis A. Betts,
Knox Reeves Advertising, Inc.,
307 Fourth Avenue, South,
Minneapolis, Minnesota.

Dear Mr. Betts:

I thank you for your kind communication of the 27th instant concerning your client, General Mills, Inc., sponsoring your "Breakfast of Champions" program.

I have never sold my name by the way of endorsements. Whenever it has been possible for me to originate, invent or improve upon a basketball commodity - whether shoes, ball, basket, scorebook, or to write a text on basketball - that I have been glad to do. But my name has never appeared on "banana ads" or Postum endorsements.

I trust that you will not think that I am going high-hat, or giving your idea a slap in the face so far as other coaches are concerned. I have been both Director of Athletics and Physical Education at the University of Kansas for 19 years, and have endeavored to give to the youth of the land my best efforts by way of instruction. I do think much good will come to the young boys through these diagrams on cereal pack panels, but I am not in position to accept your offer. You pay me a very fine compliment by offering to place me along with two other outstanding coaches, and I want to thank you for your kindness in writing me. However, as I have stated above, it is impossible for me to accept.

In 1923 I wrote a text on basketball entitled "My Basketball Bible". This book had a tremendous sale of 15,000 copies. Last year I wrote another text for McGraw-Hill Company entitled "Better Basketball". I am sending you some of the printed material on this text.

If there is any way that I can serve you at any time without merely selling my endorsement, it will be a pleasure.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH