

We are using the movie talkie film to get the crowd. This picture cost the sponsors \$15,000 to shoot it, and they are barring all players from viewing the pictures - just letting coaches and officials see it. The sponsors of the picture think they are going to make quite a bit of money out of it, and because they have used coaches from different sections of the United States it has the sectional appeal.

I might mention that all the sponsors paid was the expenses of the coaches to shoot the picture so if they spent \$15,000 on the picture they really have the money in the film, I guess. Everybody says it is a corking picture.

Let me know if I can be of further service. I want you to know that in my opinion Bask-O-Lite is gaining ground very rapidly. We have not sent back the cylinders yet because we want to set up our auditorium with the new Bask-O-Lites and I want to use the old ones for the boys to practice shooting at in the gymnasium while the others are set up over in the auditorium. I don't care whether they blink over here or not, but I do want a good turn out at our first game.

The varsity-fresh game, which will be a thriller this year on account of a star freshman personnel, will draw a big crowd. We are going to use E. C. Quigley and his son in this game, so we will play it up in a big way.

Why couldn't you or one of your representatives drop by here around the first, and you could use these extra days going over to Manhattan, which is just 90 miles from here, and calling on 5 or 6 other colleges which are all within a radius of 60 or 70 miles. Washburn College, at Topeka, is 28 miles, Baker University at Baldwin is 16 miles, Haskell Institute is here in this town, Ottawa University is 33 miles, and the College of Emporia and Emporia Teachers College are 90 miles, as is Manhattan 90 miles, so you could do a lot of good here especially since we are going to use the baskets on the first of December.

Awaiting your commands, I am

Sincerely yours,

FCA:AH

Director of Physical Education.