

THE EQUITABLE LIFE ASSURANCE SOCIETY

OF THE UNITED STATES

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CHICAGO, ILL.,

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Dear Doc,

The stockmarket has all of us in the financial end of the business in a dither the last few weeks. Consequently, I haven't had time to answer your nice letter of October 11.

The basketball arrived Tuesday and the proudest young man in these United States lives over at 100 Girard Avenue. He is the envy of all the boys in the community, and he particularly asked me to thank you for that wonderful gift. I suppose there is no prouder person, unless it would be his father.

I have been giving different intelligence and vocation test in the matter of selecting people for our business for ten years, as a matter of fact, I was one of the pioneers, personally, in the insurance business and not due to me or anything I had to do with it, but today it is becoming more and more used by business. So, when I looked at Bobby Allen I really wasn't guessing. I have been getting so many of these that I can almost rate a guy when he comes in.

Earl Close's father and mother did not attend college. His father is a carpenter. He has a brother, I believe, who went to college for one year. You have been awfully nice to these boys, and if they make it--fine--if they don't, we have certainly done everything that we could to give them an opportunity. They were all recommended to me. Merkel and Martin are the only ones I have watched in action. If a boy was sent to the University of Kansas from a small town out in Kansas and he did not make good, it might effect the sending of other boys to the University from that particular town, but Chicago is entirely different. Selection from here must be on a broad basis and the failure of any individual will not effect the possibilities of securing other students. So, don't put yourself out, Doc, if these guys have it and make good--fine.

Merkel I think ought to make anybody's football club and Martin looked like a fellow who would develop. Close may be just a good highschool player and MacLane I don't know about. It doesn't look to me as if he is big enough to play football. No promises went out to him. So, whatever happens to these guys, it still won't be your fault or anybody's down at the University. I will say that you certainly have gone to town with these fellows. If we get two good ones out of the four, it will be a very fine percentage.