

From my long experience in these coaching schools I believe both of us could make some money. With your exceptional talent in getting the publicity over, I know that we could go big. I am wondering if Dr. Tullis would let us use the facilities at Wittenberg for the publicity and advertising that might build up the school. Of course, we would pay all expenses.

I would like to know what you think of this. Of course, it would be necessary for us to start soon. What would you consider an adequate advertising budget, and what do you figure your work as publicity man and secretary-promoter-manager of this school would be worth? I would furnish the finances necessary to promote the school and you would only be obliged for the publicity in putting the thing over. Since I would have to do all the work of the school, do you think that 20% or 25% of the net income would be worth your trouble? I believe we could make something out of it.

I will be happy to hear from you at your early convenience.

With every good wish, I am

Very cordially yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH