

Personally, I would like to have a long talk with you. I believe that I could help you see the situation that would be immeasurably helpful to Bruce and immeasurably helpful to us. When you doubt, please be assured that you have my utmost friendship and utmost interest in Bruce. I desire to win. You desire a happy, buoyant and successful boy.

In your work at the mill you appreciate the value of discipline and leadership. If morale is in the sales force of your mill it is because the sales manager is exacting, and yet the primal purpose of his hard work is to put the job over successfully. A sales force without morale is inefficient, and a team without morale is inefficient. Morale is obtained by following fundamentals plus the driving power of the man at the helm. When salesmen, or even boys, are permitted to feel that they are abused, then we do not get the job done.

With kindest regards and full assurances to you that we will not disappoint you at the finish, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH