


Mr. J. A. Nicholson.

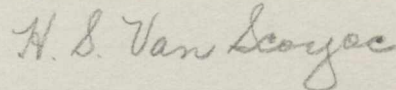
of advertising, and I do not think there is ground for any anxiety on the point of securing competent lecturers. Further, our business connection bring us into touch with other experienced advertising men not in the Association, who could easily be prevailed upon to help make the course a success.

The question of the number of lectures in a course, and their subjects, is one that would require some very earnest consideration; but I attach a rough draft of what might be considered the essentials of such a course. If the University authorities were to seriously contemplate instituting an advertising course I would be pleased to appoint a special Committee of experts to draw up a complete program.

Yours very truly,



President.



HSVS/MC.