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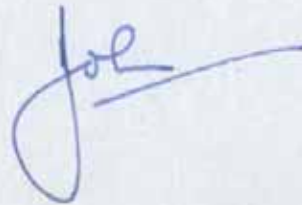
4th March, 1965.

Mr. G. Brompton.
72 Saddleworth Road,
West Vale,
HALIFAX.

Dear George,

With regard to the notes which you require for the football sweep I am now enclosing these and trust they will be of assistance to you and if I can be of any assistance no doubt the appropriate committee can contact me. I am sorry that I have not got a current ticket for this year as I like yourself have misplaced my 2s.6d. ticket for this season. You might wish to raise this as a point as to how easy it is to sell the 2s.6d. tickets.

Yours sincerely,



The idea of a small football sweep is that a small amount be paid out as prize money each week. i.e. either £3.--. or £5.--. This means that by law enough tickets must be sold to bring in either £6.--. or £10.--. per week because the club must make at least as much profit as they give away in prizes. The easiest way of doing this is to sell tickets at either 3s.0d. or 5s.0d. for a 30 week season. This means that in actual fact the amount staked is 1d. or 2d. a week. This saves the members having to collect an amount from the persons buying the tickets each week, a system which normally does not last a full season. If you have a ticket which cost 2s.6d. or 5s.0d. it is merely a matter of asking the subscriber to buy a ticket (which they subsequently forget about anyway). A counterfoil from each ticket showing the numbers allocated to each member buying a ticket is kept by the Club Official and he can easily check the highest scores for that week and then he merely writes to the winner or winners forwarding them their prize money. This system has now operated successfully for a few years at Ovenden Park and we find that we can make more money for selling the 2s.6d. tickets than by having a ticket at a shilling per week which our members have to collect. You will probably find that members will take fifty tickets or so and dispose of them whereas you could never hope for that member to sell a dozen tickets at 1s.0d. per week.