



THE BIGGEST

Sport Clinic

OF THE YEAR

Sponsored by

Wisconsin High School Coaches Ass'n

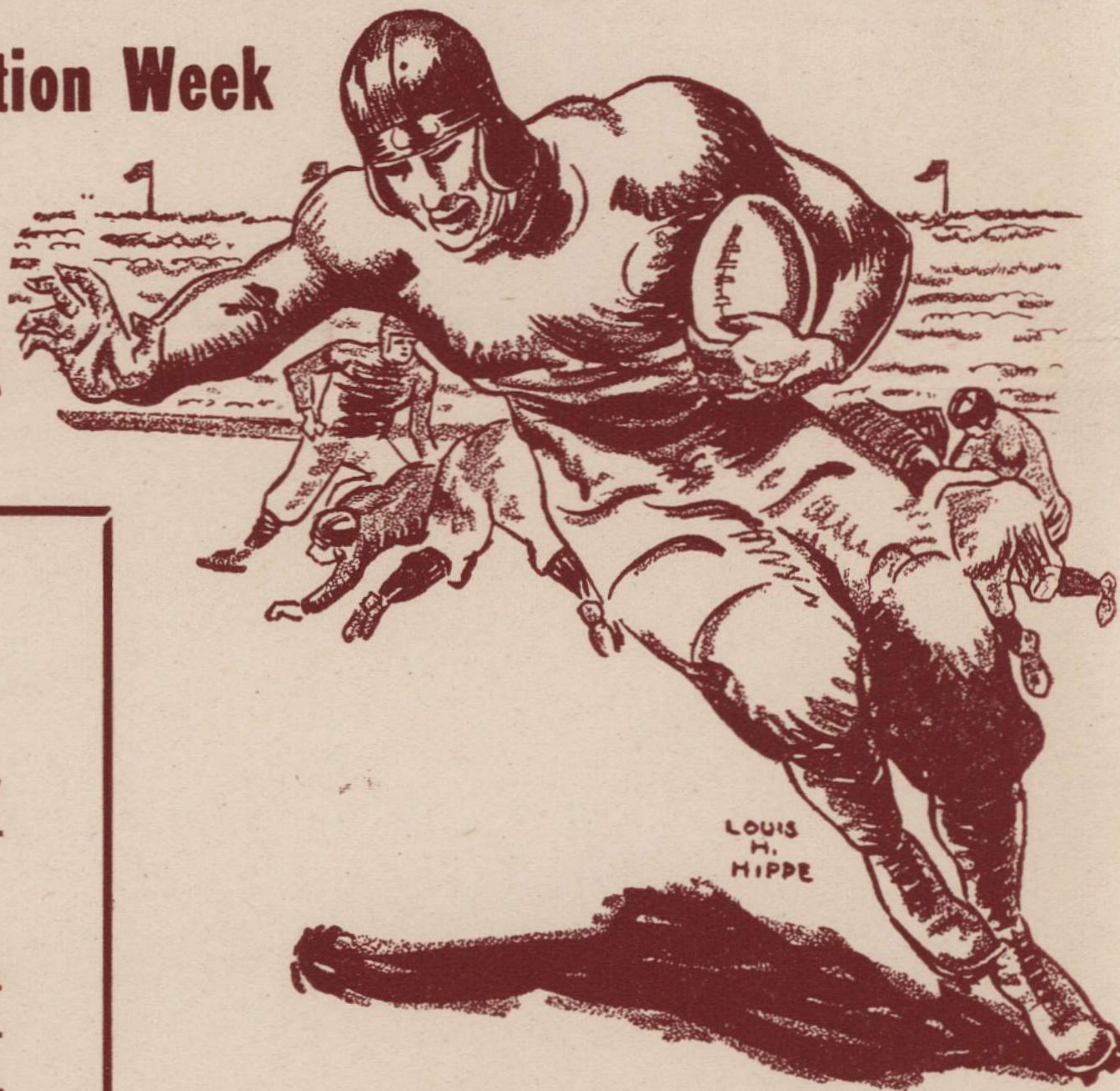
Thursday, Nov. 7, 1940

State Teachers Convention Week

at the

Shorewood High School Auditorium

E. Capitol Drive and Oakland Ave. — Shorewood, Wis.



PROGRAM

7:30 to 8:10 P. M.—Football pictures: Passing, Kicking, Plays, and Group Work. Four fascinating films.

8:10 to 8:50 P. M.—Lou Birkett, coach of the Hammond Tech High School Indiana State Championship basketball team. He will show pictures of last year's game. Floor demonstrations by the boys that played in the game.

8:50 to 9:30 P. M.—Forrest C. Allen, Kansas University basketball coach. A coach with a remarkable record, a dynamic speaker, a coach who knows his subject. A National basketball film will be shown.

9:30 to 10:00 P. M.—P. F. Neverman, Secretary, W. I. A. A., Marinette, Wisconsin, will speak to the coaches on athletic problems—questions by coaches will be in order.

10:00 to 12:00 P. M.—Refreshments — Cards — Entertainment — Relaxation — Steve Tojek's spacious athletic quarters, 3508 N. Oakland Ave.

HEAR YE! HEAR YE!

All roads lead to this clinic. Soft seats in the Auditorium, soothing lights, interesting speakers, films that tell you how it is done. Meet your long lost brother here. We expect a thousand this year.

PROGRAM COMMITTEE

CLARK VAN GALDER
Washington Park, Racine

JOHN HAFEY
Riverside High School, Milwaukee

WM. O. OLSON
Shorewood High School, Shorewood

SAM DE MERIT
Port Washington High School

L. A. ERICKSON
Shorewood High School, Shorewood

FREE — FREE — FREE

Your blue membership card for 1940-41 will admit you to these games:

Wednesday, Nov. 6th—South Milwaukee at Shorewood—7:45 P. M.

Whitefish Bay at West Allis—7:45 P. M.

Friday, Nov. 8th—Wauwatosa at West Milwaukee—7:45 P. M.

NOTICE: The various MILWAUKEE SPORTING GOODS firms will have exhibits in the Schroeder Hotel, where you will be welcome for refreshments and tete-a-tete.

C. A. Burghardt & Sons, Room 1907 — College Athletic Supply Co., Parlor D, 4th Floor.

OFFICERS

WISCONSIN HIGH SCHOOL COACHES ASSOCIATION

MARK ALMLI, President
Eau Claire

RAY DUNN, Vice-President
Mayville

L. A. ERICKSON, Sec'y-Treas.
Shorewood



A

May 27, 1940.

Mr. L. A. Erickson,
Shorewood, Wisconsin.

Dear Mr. Erickson:

It was nice of you to write me in your letter of the 22nd instant making inquiry as to whether I would be interested in presenting a thirty-minute talk on some phase of basketball at your Coaches Clinic.

I have always believed in living and letting live when coaches contact coaches. Last fall I spoke at the Cleveland High School for Mr. Floyd Rowe, who is chairman of the Rules Body. It was on interpretation of rules and diagramming plays. Mr. Rowe also had me speak at McDonald and Collinwood High Schools in the evening. For this I received \$50.00 and expenses.

I do not know your association's financial status, but I am sure that you appreciate that in addition to the time spent at your place there would be two days consumed in traveling. So while \$50.00 and expenses seems like a good deal of money for the fellow who is making the trip, there is much time consumed.

It would be a genuine pleasure to meet your five to eight hundred coaches and principals at this clinic. It is always a pleasure for me to contact fellows in my own profession. I am conducting three coaching schools this summer, and I find a great deal of pleasure in meeting men from different sections.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

MARK ALMLI
PRESIDENT
EAU CLAIRE

MILD WILLSON
VICE-PRESIDENT
BARABOO

L. A. ERICKSON
SEC'Y-TREASURER
SHOREWOOD

Wisconsin High School
COACHES ASSOCIATION

May 22, 1940

Mr. Foggy Allen
University of Kansas
Lawrence, Kansas

Dear Mr. Allen:

I am planning our Coaches Clinic to be held during the Annual State Teachers Convention. I would like to know wheter you would be interested in presenting a thirty minute talk on some phase of basketball, say the zone defense, slow break, or fast break. Perhaps you have something else that would be of interest to the coaches. We always have from 500 to 800 coaches and principals at this clinic.

The program is to be held on Thursday evening, November 7. In the event you are interested in coming, how much would you charge. I am having Lou Birkett, coach of the Indiana State High School championship team present to talk on high school basketball.

I have enclosed a sample of the type of program we present at this annual fall clinic. I hope to hear from you soon.

Sincerely yours,

L.A. Erickson

L.A. Erickson
Sec'y-Treasurer

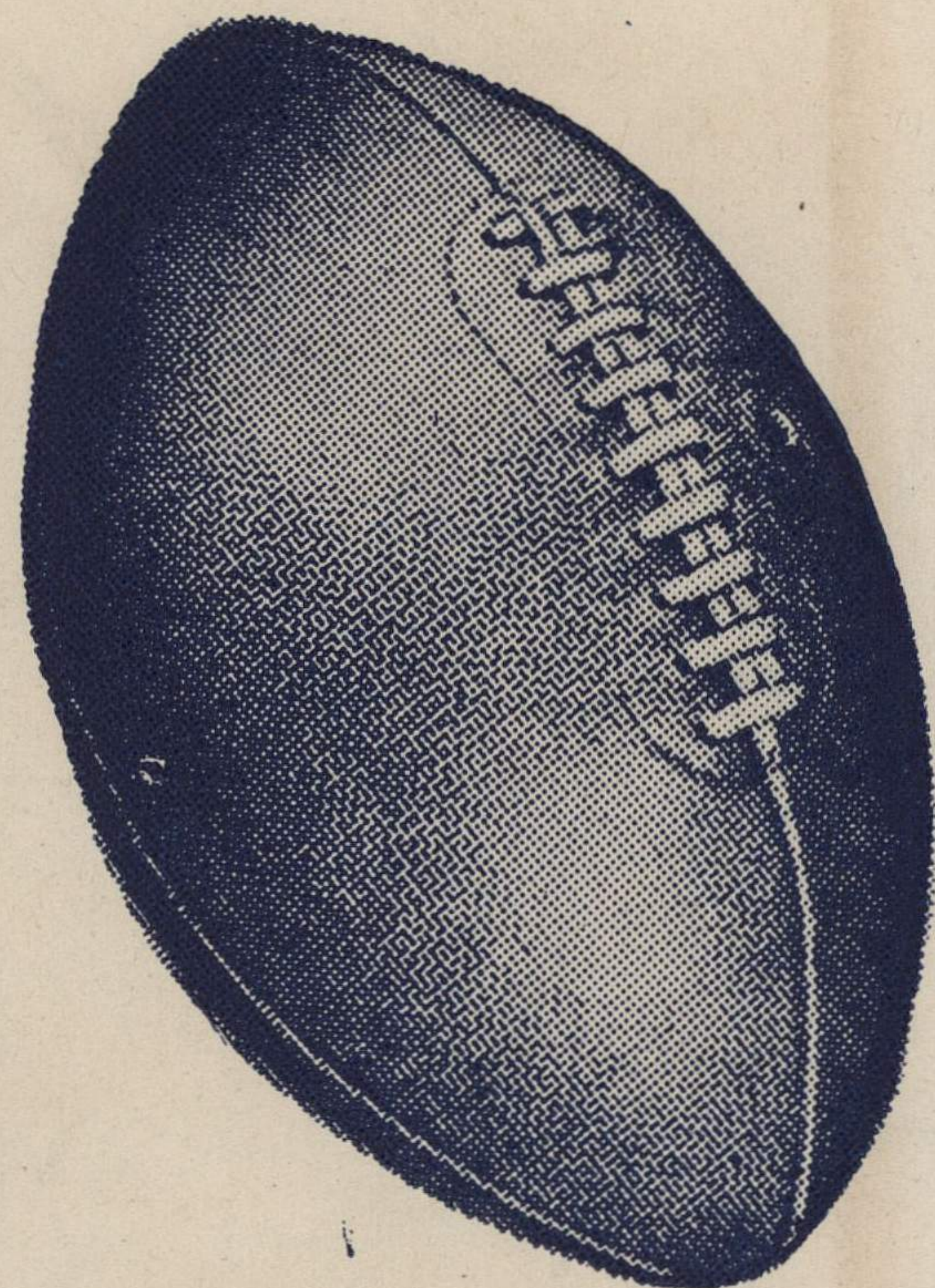
LAE:LG

Sport Clinic

Sponsored by

Wisconsin High School Coaches Ass'n.

Thursday, Nov. 2, 1939



To Be Held In The

Shorewood High School

E. Capitol Drive and Oakland Ave. — Shorewood, Wis.

**Bigger
and Better
than ever this year!**



EXTRA

Milwaukee Sporting Goods Firms will have Exhibits in the Schroeder Hotel, where you will be welcomed for Refreshments and Entertainment.

PROGRAM IN THE GYM

4:00 to 5:00 P. M. — Badminton Demonstration by Leon Ketchum, Author and Chicago Professional.

IN THE AUDITORIUM

7:30 to 8:00 P. M. — Track — Coach Frank Hill, Northwestern University.

8:00 to 8:15 P. M. — Line Play — Coach Herman Kluge, Milwaukee State Teachers College, 1938-39 conference champions.

8:15 to 8:30 P. M. — Back Field Play — Coach Johnny Breen, Carroll College, 1938-39 State Colleges conference champions.

8:30 to 9:00 P. M. — Professional Football Pictures. Pictures of all the leading professional teams. Stoney McGlynn, head sport's writer of Milwaukee Sentinel, will act as commentator. Courtesy of the Green Bay Packers.

9:00 to 9:30 P. M. — Basketball — Coach Bill Chandler, Marquette University. He will also show pictures.

9:30 to 10:00 P. M. — Free Throwing — World's Champion, Mr. Harry "Bunny" Levitt. He throws 499 out of 500. He will show pictures of the Loyola-Rhode Island Basketball game.

10:00 to 12:00 P. M. — Cards and refreshments to be held at Steve Tojek, Athletic Equipment Rejuvenator, 3508 N. Oakland Ave. The Milwaukee Sporting Goods Firms will have exhibits in the Schroeder Hotel where you will be welcomed for refreshments and entertainment.

Last year 800 attended this event — with enthusiasm. We expect 1,000 this year! We'll be looking for you! This is the finest affair of its kind in the Middle West — only two like it in the country.



Your Membership Card will admit you to these games — FREE:

Wednesday, November 1—Waukesha vs. Shorewood at Shorewood, 7:45 P. M.

Cudahy vs. Whitefish Bay at Whitefish Bay, 7:45 P. M.

Friday, November 3—Wauwatosa vs. West Allis at West Allis, 7:45 P. M.

OFFICERS

WISCONSIN HIGH SCHOOL ASSOCIATION

CLYDE KNAPP, President
Wisconsin High School, Madison

MARK ALMLI, Vice-President
Eau Claire

L. A. ERICKSON, Sec'y-Treas.
Shorewood



LOOK...the Biggest and Best

WISCONSIN HIGH SCHOOL COACHES

MONSTER CLINIC

THURSDAY - - NOVEMBER 3rd - 3:00 P. M.

In The
SHOREWOOD HIGH SCHOOL
AUDITORIUM
E. Capitol and N. Oakland Ave.

The finest in the middle-west, only
two others like it in the entire
country!!!



Seating Capacity For 1300

HERE IS AN EXCEPTIONALLY FINE PROGRAM.
AFTERNOON PROGRAM IN THE HIGH SCHOOL GYM

- 3:00 - 3:20 P. M.—TENNIS,
Ivan Williams, Neenah High School
- 3:20 - 3:40 P. M.—ARCHERY,
Larry Whiffen, Milwaukee
- 3:40 - 4:00 P. M.—BADMINTON,
Herbert Fisher, West Allis High School
- 4:00 - 4:20 P. M.—GOLF,
Ole Gunderson, Shorew'd High School
- 4:20 - 5:00 P. M.—SWIMMING,
Peter Colosimo, Shorew'd High School

Inspection of Buildings from 5:00 to 6:00 P. M.

EVENING PROGRAM IN THE AUDITORIUM

- 7:30 - 8:00 P. M.—SIX MAN FOOTBALL,
R. T. Cook, Williams Bay High School
- 8:00 - 8:30 P. M.—TRACK,
C. M. Jennings, Marquette University
- 8:30 - 9:30 P. M.—FOOTBALL,
Lynn Waldorf, Northw'ern University
- 9:30 - 10:00 P. M.—BASKETBALL SOUND PICTURES,
A. J. Reach & Co.
- 10:00 - 12:00 P. M.—CARDS AND REFRESHMENTS,
To be held at S. F. Tojek,
Athletic Equipment Rejuvenators,
3508 N. Oakland Ave.

The following Milwaukee Sporting Goods firms will have
exhibits in the Schroeder Hotel, where you will be welcome
for entertainment and refreshments — C. A. Burghardt &
Sons, College Athletic Supply, A. J. Spalding & Bros.

YOUR MEMBERSHIP CARD WILL ADMIT YOU TO THESE GAMES:

Wednesday, Nov. 2—Whitefish Bay vs. Shorewood at Shorewood,
7:45 P. M.

Friday, Nov. 4—Waukesha vs. Wauwatosa at Wauwatosa,
7:45 P. M.

There will be a special midnight show at the Wisconsin Theatre on
Friday, November 4th, at 11:45 P. M., showing a wonderful pic-
ture, "The Great Waltz", starring Luise Rainer, Ferdinand Gravet,
Miliza Karjus, at the regular price of 50c.

OFFICERS

WISCONSIN HIGH SCHOOL COACHES ASSOCIATION

CLYDE KNAPP, President
Wisconsin High School, Madison

HARRY RINGDAHL, V. P.
Stevens Point High School

L. A. ERICKSON, Sec'y-Treas.
Shorewood

A1

October 1, 1940

Mr. L. A. Erickson
Secretary--Treasurer
Wisconsin High School Coaches Assn.
Shorewood, Wisconsin

Dear Mr. Erickson:

I have been out of town on speaking engagements which accounts for my failure to reply to your letter of September 18.

I am sorry that I have delayed the matter, and I hope I have caused you no inconvenience.

I am returning the contract with my signature which you wished me to sign.

Very cordially yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg
Enc.

MARK ALMLI
PRESIDENT
EAU CLAIRE

MILD WILLSON
VICE-PRESIDENT
BARABOO

L. A. ERICKSON
SEC'Y-TREASURER
SHOREWOOD

Wisconsin High School
COACHES ASSOCIATION

September 18, 1940

Dr. Fogg Allen
Kansas University
Lawrence, Kansas

Dear Dr. Allen:

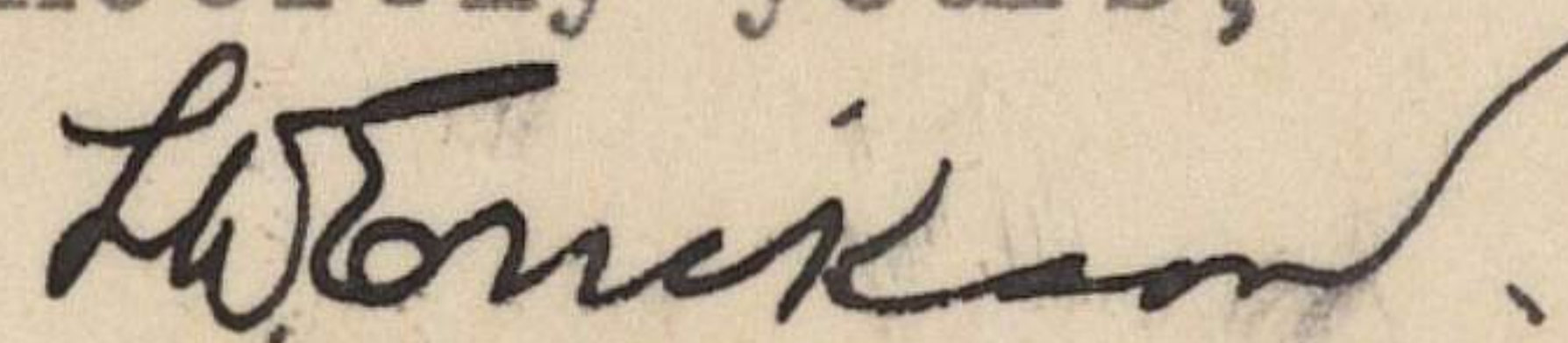
When I wrote you last spring in regard to our fall clinic, I did not do anything about it this summer because I was busy studying for my master's degree at Springfield College, Massachusetts. I had to contact the president of our Association and he told me to go ahead and arrange the program as I thought best.

I am enclosing a contract for you to appear here on the evening of November 7 at 8:45 P.M. I would like to have you speak on the zone defence and the fast break in basketball. If you have any outstanding pictures that you think the coaches would enjoy, bring them along. We have the finest set-up to show pictures that can be found in the country.

You might let me know the picture that is to be shown because it will help us in our advertizing. Our program for football and basketball will last from 8:00 to 10:00 P.M.

I hope to hear from you soon so I can go ahead and plan my program.

Sincerely yours,



L.A. Erickson

Sec'y-Treasurer

LAE:LG

MARK ALMLI
PRESIDENT
EAU CLAIRE

MILD WILLSON
VICE-PRESIDENT
BARABOO

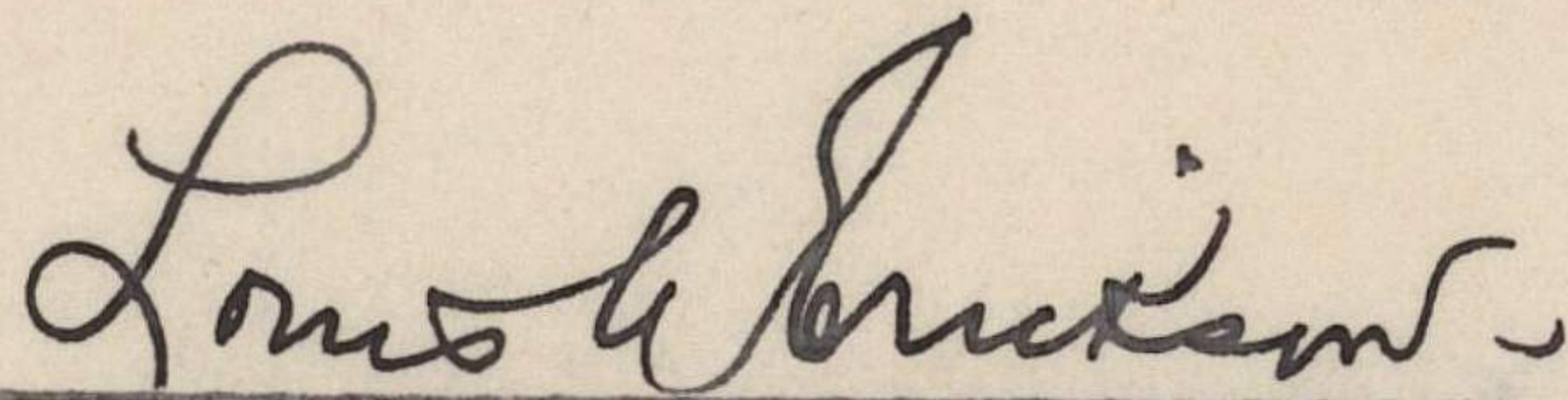
L. A. ERICKSON
SEC'Y-TREASURER
SHOREWOOD

Wisconsin High School
COACHES ASSOCIATION

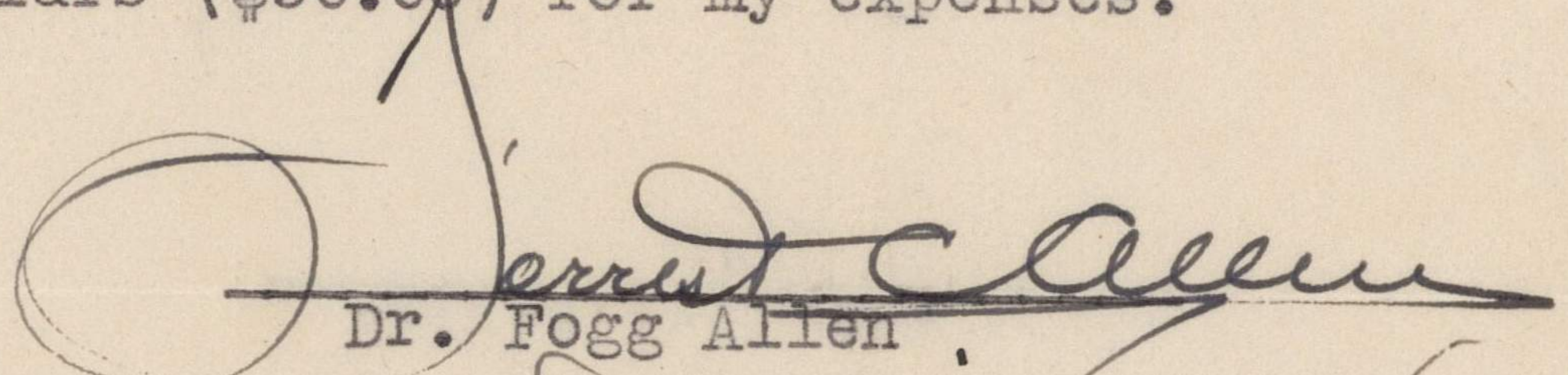
September 18, 1940

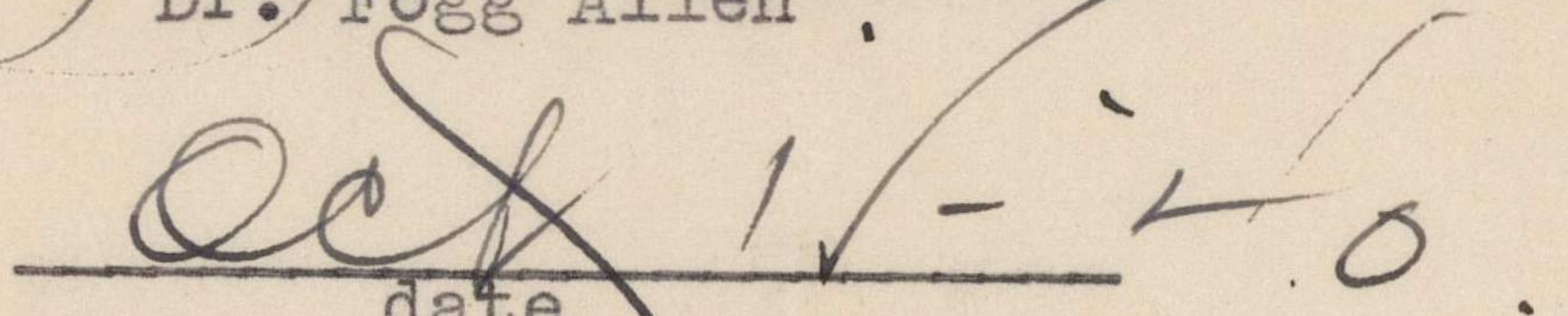
I hereby agree to appear on the program of the Wisconsin High School Coaches Association on the evening of Thursday, November 7, 1940 at the Shorewood High School Auditorium, Shorewood, Wisconsin.

I am to receive Fifty Dollars (\$50.00) for my expenses.



Louis A. Erickson
Sec'y-Treasurer
W.H.S.C.A.



Dr. Fogg Allen


date

MARK ALMLI
PRESIDENT
EAU CLAIRE

MIL0 WILLSON
VICE-PRESIDENT
BARABOO

L. A. ERICKSON
SEC'y-TREASURER
SHOREWOOD

Wisconsin High School
COACHES ASSOCIATION

September 30, 1940

Dr. Fogg Allen
Kansas University
Lawrence, Kansas

Dear Dr. Allen:

Can you let me know at once whether you will
accept our contract to speak at our Coaches Assoc-
iation Fall Clinic? *Not?*

Please reply via the enclosed social delivery
Air Mail envelope.

Sincerely yours,
L.A. Erickson
L.A. Erickson

Sec'y-Treasurer

LAE:LE

October 28, 1940

Mr. L. A. Erickson
Secretary-Treasurer
Wisconsin High School Coaches Assn.
Shorewood, Wisconsin

Dear Mr. Erickson:

I am writing you to inform you that you may expect me at your meeting of the Wisconsin High School Coaches Association which is being held in connection with the annual State Teachers Convention on November 7. I understand the meeting is to be at the Shorewood High School; the time of the program to be Thursday evening.

I understand my speech is to be on the zone defence, slow break and fast break. It will be a pleasure for me to be with you gentlemen.

If you have a printed program I would be happy if you would send the same to me as sometimes a fellow in looking over the program is enabled to get some further inspiration from such a codicil.

Very cordially yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

October 31, 1940

Mr. L. A. Erickson
Secretary-Treasurer
Wisconsin High School Coaches Assn.
Shorewood, Wisconsin

Dear Mr. Erickson:

Our Dean of the School of Education, Dean Raymond A. Schwegler, has called an administrative Committee Meeting of the School of Education on Friday afternoon at 3:30 P.M., November 8, here in Lawrence, Kansas. It is necessary that I be present for that meeting as the Committee is selecting a successor to Dean Schwegler who is retiring.

I am wondering if I might be the first speaker to appear on your program so that I could catch a train or plane out of Milwaukee for Kansas City that evening. Any arrangements that you can make toward putting me on the early part of the program will be greatly appreciated.

Will you kindly answer by return mail? Please send the letter to me in care of the Hotel Sherman in Chicago. I am expecting to be there two or three days prior to my coming to Shorewood, Wisconsin.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg