

THE EQUITABLE LIFE ASSURANCE SOCIETY

OF THE UNITED STATES

HOME OFFICE NEW YORK, N.Y.

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CHICAGO, ILL.,

November 8, 1937

Dear Doc,

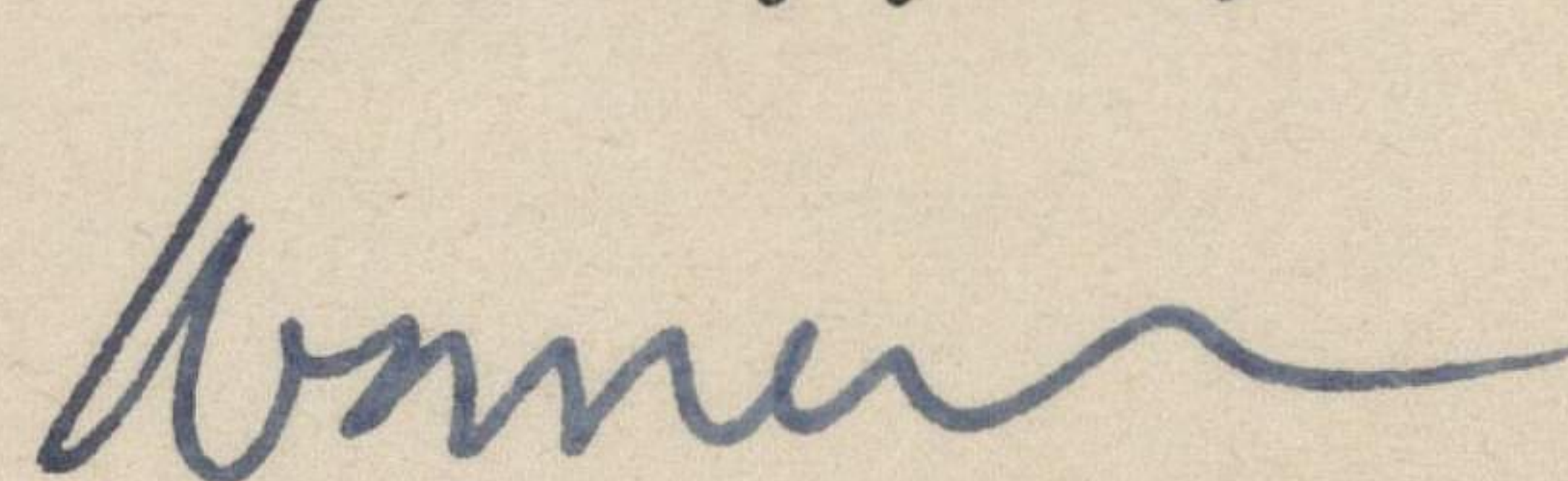
In answer to your letter of November 5, the following are the basketball writers here in Chicago: Wilfred Smith of the TRIBUNE, Edgar Munzel of the HAROLD AND EXAMINER, and Leo Fisher of the CHICAGO EVENING AMERICAN. Ed Cochrane is the Sports Editor of the CHICAGO EVENING AMERICAN, Warren Brown for the HAROLD AND EXAMINER, and Arch Ward for the TRIBUNE. Wilfred Smith of the TRIBUNE is the best basketball writer in Chicago. Munzel writes the games and also this column that is enclosed. This happens to be in this morning's paper, and I am just sending it along. Cochrane is getting away big up here. He picked up the CHICAGO AMERICAN after it had been run by Eddie Geigher. Confidentially, I have heard it said that Mr. Geigher was only one step from being a "second-story man" if you know what I mean. Cochrane has cleaned this situation up and Hearst is giving him a big boost. They run whole page advertisements with his picture and the write-up of his wonderful accomplishments. Incidentally, he has made a great many friends in Chicago, especially among the officials when he fixed it so that they could work both pro games and college games.

I will appreciate and treasure very much an autographed copy of your book BETTER BASKETBALL, and if there is any boosting that I can do for the book, I should appreciate your advising me. I don't know all the details in putting over a book--but if there is anything I can do, let me know.

Congratulations on the football team's showing against Nebraska! I was at the Pitt-Notre Dame game and was very much surprised to hear it announced over the radio--as a matter of fact, when they announced the score 6 to 6, I stood up and yelled. And the Irish don't know yet what I was yelling about! Incidentally, Pitt has the finest football team in the country--big, very fast, and very smart!

Here's hoping that your book hits with a bang! Kindest regards and best wishes, I am

Sincerely yours,



Agency Manager

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