

April 26, 1940.

Chancellor Deane W. Malott,
University of Kansas.

Dear Chancellor Malott:

Please find enclosed this circular letter from the St. Joseph News-Press. The newspapers desire to increase their circulation by using amateur sports publicity as a medium. They are also setting up the premise that college coaches of all sports of necessity must go out into the field and seek high school talent if they are to have successful teams.

The newspapers are not printing amateur sport news for sport's sake, but they are printing the names of the outstanding athletes with the thought that this service rendered for a price will give definite information to the coaches regarding personnel. They are accepting this principle - that no longer is proselyting to be considered unethical, but a part of a coach's procedure of activity if he is to remain along with the ranking procession.

I might add that this practice obtains in all sections of the country, and it is not localized or peculiar to this part of the country.

Very cordially yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH