

Unfortunately, I never have seen Luirette in action - but I imagine there were two things that made him the star he was - an abnormal feeding of the ball to him & a great publicity dept. I talked to some fans who had been to Madison recently to see the state high school tournament & they tell me this phenomenal youngster, Kotz of Rheinfelden, was just an ordinary basket ball player - yet he gets such publicity that it is rumored he will matriculate at Alabama instead of Wis. where he belongs. They tell me that for every five minutes his team had the ball it was in Kotz' hands over 4 minutes - constant feeding. He averaged about 55 points per game during the meet & still he only connected on about 1/5 of his shots. He also made, in the regular season, over 400 points in less than 20 games.

I learned the value of publicity since the pro. football league began. The star whom I consider the greatest player fall time - & I've seen most of the big names - Grange, Nevers, Kipp, Berwanger, Kipke, Siedman etc. - received no publicity during his college days at Colorado College. That man is Dutch Clark, recently of the Detroit Club. I have a query man - or rather I did have - working with me who ballyhooed Dutch up before he ever went to Colorado. They were classmates in High School in Pueblo. I laughed at his praise even while Dutch went to college for I still had never heard of him. The answer to that was that he heard of him when he got to West Point where there was better press-agency. But he didn't go to West Point. But since Dutch went with the Detroit Club I've stopped laughing. I never missed a Det. game whether in Chicago, Green Bay or Milwaukee, and his has been repaid. The boy who praised him - just a modest Chap who has been living here since 1928. He has pitched as many as seven no-hit games in one softball season. Despite the fact that he did not pitch at all for four years, he has over 40 ~~not~~ no hit games to his credit. He spends his time praising other!

Other players have come into the pro. field with all-American publicity & reputation. I have seen decided flops. I have