

# Join the "K.U. Halo Club"

Dear Alumnus:

A costly brochure, with its attendant expensive pictures, could well be the opening gesture to bring to your attention and consideration the plan that I have to wipe out the debt that the Athletic Department of the University of Kansas still owes on the Memorial Stadium.

At the outset permit me to ask you whether or not any industrial or commercial enterprise could make any progress in its field of competition if annually staring it in the face was a principal and interest payment item that took about \$10,500 out of the till, whether or not that concern operated at a profit?

That is just the condition here at the University of Kansas. A debt of \$113,000, as it stands of this date, just throttles any effort to expand and stifles any effort that smacks of enthusiasm.

When I first talked to the Chancellor about coming to the University I knew of the lowtide of football, but I did not know that the receipts football netted annually were used to keep the Athletic Department solvent and to protect the credit of the organization which owns the Memorial Stadium. The Athletic Department has never failed to make its annual payment on the principal nor has it ever failed to pay the semi-annual interest when due. This to me is most creditable; but in so doing the Athletic Department, particularly in football, became a weak, wobbly, steadily-advancing backward organization—backward to the extent that the Athletic Director resigned and the coaching and scouting staff discontinued its connection with the University of Kansas.

Understand me, when I accepted the directorship of athletics at my Alma Mater I did it with the knowledge of the aforesaid deplorable condition. Winning football teams must be made up of good football material and it has developed, in late years, that good football boys enrolling at the University of Kansas were the exception. Campus jobs were at a minimum—and those that did exist were poorly paid ones. There was little or no effort made to induce representative high school boys to enroll at the University of Kansas. The reason behind this whole absence-of-a-program was that this debt throttled any idea of advancement. Progress was out of the question.

But friends—there will be a different story told on this campus, and you are going to write that story. There will be a different atmosphere surrounding the athletic program here, and your cooperation will lift the muggy defeatist-laden clouds that have depressed students, faculty and alumni. The University of Kansas will be sold to high school students, who are athletes, in a way that will bring to our campus football, baseball, basketball, and track athletes who will, in time, make major sport teams comparable to those of other Big Six schools—teams that will be representative of this fine institution and a credit to our state.

Upon my appointment as Director of Athletics at the University of Kansas, I received hundreds of fine compli-

mentary letters from numerous Kansas graduates all patting me on the back and telling me, "Good boy, Quig, you'll get the job done"; and every letter also stated, "if I can help in any way, just let me know."

**Men and Women of K.U.,**

**I'm Letting You Know, NOW:**

I expect to write off the debt of the Stadium through the medium of your buying \$100 or more War Bonds, in this Sixth War Bond drive, which starts Nov. 20, 1944.

Here is the plan: Buy an "F" bond (not an "E" or "G" bond) where you live, thereby aiding in the required amount of your home, or county, quota. Make that bond, or bonds, payable to "The Kansas University Endowment Association," which will permit you to deduct the amount so subscribed from your income tax return. Mail that "F" bond, or "F" bonds, to the Kansas University Endowment Association, Lawrence, Kansas, indicating in a letter that the bond is to be used for the payment of the stadium indebtedness and interest. In so buying a bond, or bonds, you further subscribe to this plan, namely: That you agree as a Bond Donor that the Kansas University Endowment Association (as trustee) will turn over to the Department of Athletics, subject to the order of a committee to be set up, any part of such fund or bonds on hand (in bonds at their current value) as may be required to pay any part of the principal and / or any and all interest due payments. You also agree that if the sought amount, \$113,000, is oversubscribed, your donation may be used to further a well-formulated athletic program at the University of Kansas.

How many Bond Donors will it take? There are some 26,000 K.U. graduates scattered over this globe—1239 bond buyers (\$100 bonds) will pay off that \$93,000 we must pay in 1948.

We are obligated to pay \$5,000 annually on the principal—which is now \$113,000—It will take 1527 bond buyers (\$100 bonds) to wipe the slate clean.

**Then We Can Go Somewhere**

I'm arranging my line-up now.

I want twenty-five, (25) ONE THOUSAND DOLLAR DONORS. (That's \$740 each in "F" bonds at face value). That will be my rush-line—then the backfield will be easy to get. We're going to put this thing over, and I'm banking on you!

The promotional and secretarial work will be handled here in my office, in Robinson gymnasium, and might I suggest further, that if you are not contacted by a "K.U. Halo Club" representative you fill out an "F" bond application and/or enclose a check for your donation, and mail it to me, and you will receive a receipt for the amount of your investment for your income tax files.

Enthusiastically yours,

E. C. QUIGLEY

Director of Athletics,  
U.S. Treasury \$1-a-year man,  
Assoc. Director Kansas War Savings Staff.

**And the Slogan: "A Headache for a Halo"**