

GEORGE E. KEOGAN

Born March 8, 1890. Attended University of Minnesota. Gave up dentistry for coaching.

First coaching assignment at Charles City, Iowa, college, 1909-'10 season. Coached at Lockport, Ill. Township High School next year. Moved over to Riverside, Ill. High School next season, and then to Superior, Wis. State Teachers College -- from 1912 to 1914. Traveled to St. Louis University, 1914-'15. Went to St. Thomas College, St. Paul, Minn. following year. When America entered World War, Keogan enlisted in Army.

After War, took coaching assignment at Allegheny, Pa. College. Moved to Valparaiso, Ind. University for two years, then to La Crosse, Wis. Central High School.

Appointed head basketball coach at Notre Dame in fall of 1923. Keogan's greatest teams were those of 1926, which won 19 and lost 1; 1927, which won 19 and dropped 1; 1932, which captured 18 and lost 2; 1936, which won 22, lost 2 and tied 1; 1937, which won 20 and lost 3; and 1938, which had 20 victories and 3 defeats. Keogan has had remarkable success at Notre Dame, producing some of collegiate basketball's most outstanding teams.

The Notre Dame teams of 1927 and 1936 were chosen National Champions by Helms Athletic Foundation.

WARD LEWIS LAMBERT

Born at Deadwood, South Dakota, May 28, 1888. Attended Wabash, where he excelled in football, baseball and basketball.

Prior to taking over basketball and baseball coaching duties at Purdue, in 1917, coached at Crawfordsville, Ind. High School; and Lebanon High School. Became Purdue's basketball mentor in fall of 1916, guiding Boilermakers to 3rd place in Western Conference standings of 1917. Enlisted in Army in 1917, being commissioned Lieutenant, and Director of Athletics at Camp Taylor, Ky. Returned to Purdue following War.

Won Western Conference basketball titles in 1922, 1930, 1932, 1934, 1938, and 1940, and tied for championship in 1921, 1926, 1928, 1935, and 1936. One of collegiate basketball's greatest coaches. A real student of the Game, and an author of several text books on basketball.

Lambert's finest teams were those of 1932, which won 17 and lost 1; and 1938, which won 18 and lost 2. His 1932 Purdue quintet was chosen for National Championship honors by Helms Athletic Foundation.

DR. WALTER E. MEANWELL

Regarded by many to be the greatest basketball coach of all time. A thorough student of basketball tactics, and one of the finest teachers of fundamentals. Had exceptional success at University of Wisconsin, coaching Badger quintets from 1912 to 1934 -- except for the World War period, when he served his country.

Meanwell's Wisconsin squads won Western Conference championships in 1913, 1914, and 1916, and tied for the crown in 1912, 1921, 1923, 1924 and 1929. His teams of 1912 and 1914 were undefeated in Conference and Non-Conference play, winning 15 games in each of the seasons.

Dr. Meanwell's team of 1916 won 19 contests and dropped but 1. In his first six years at Wisconsin, Dr. Meanwell's quintets lost but 8 games. Dr. Meanwell teams were always strong on defense, being expertly coached. Even during the lean Wisconsin years, Meanwell's hoop squads were stingy with opponent points.

Dr. Meanwell has written text books and many articles on Basketball, and also directed motion pictures on the Game. Has served the hoop game for many years in an executive capacity. He has probably contributed as much to the progress of collegiate basketball as has any other person.