

August 14, 1939.

*Wm. Hogan*

Mr. J. B. Hopson, Acting Comptroller,  
Wilson Sporting Goods Company,  
2037 No. Campbell Avenue,  
Chicago, Illinois.

Dear Mr. Hopson:

I thank you very much for your kind letter of the 3rd instant. I have delivered to Mr. William Hogan the attached position application form and have asked that he send this in to you duly filled out.

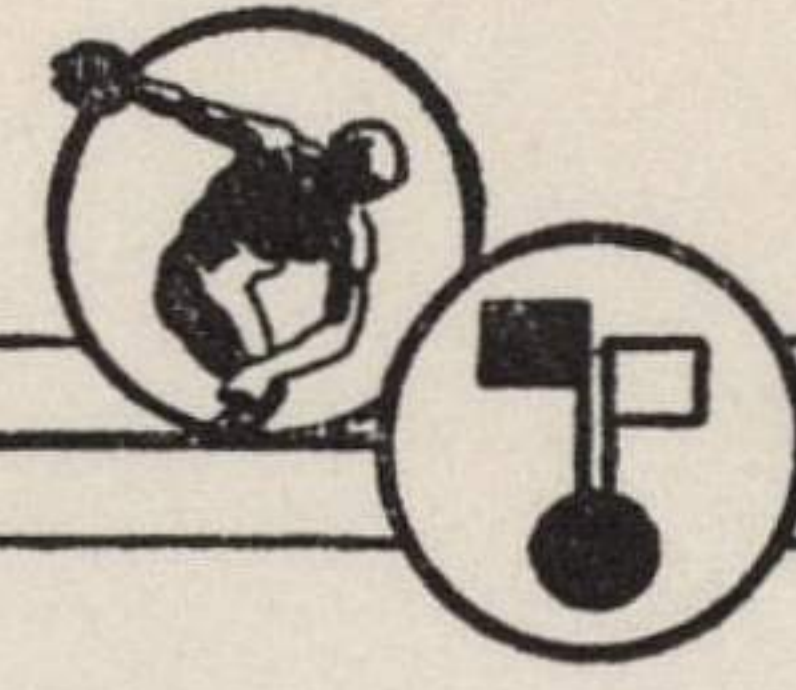
I am sure that you will hear from him in a very short while as he is anxious to obtain a position and show his worth.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH

**Wilson**  
**SPORTING**  
**GOODS CO.**



2037 NO. CAMPBELL AVENUE  
FORMERLY POWELL AVENUE  
CHICAGO, ILLINOIS  
CABLE ADDRESS WILSPORT CHG

TELEPHONE  
BRUNSWICK  
1 6 0 0

August 3, 1939

Mr. Forrest C. Allen,  
Director of Physical Education and Recreation,  
University of Kansas,  
Lawrence, Kans.

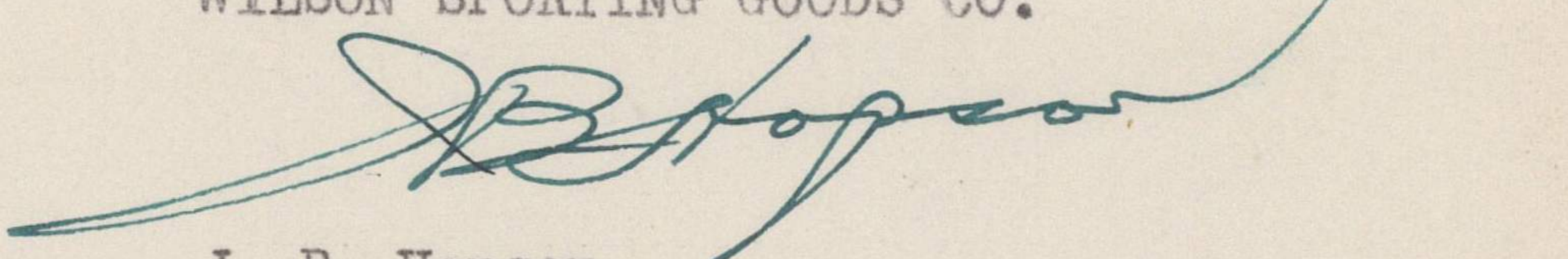
Dear Mr. Allen:

We are just in receipt of your letter of July 31st, advising us that one of your graduates, Mr. William Hogan, desires to make a connection with our firm. We note that you are well acquainted with Mr. Icely, who happens to be away for a few days at this time, and upon Mr. Icely's return to the office, we shall advise with him as to the possibility of finding an opening for Mr. Hogan.

From your letter, we would assume that Mr. Hogan will be interested principally in sales work, but in order that we may know more about his adaptability, will you please have him fill out the attached position application form, with pen and ink, both sides, and return to us for further consideration.

Yours very truly,

WILSON SPORTING GOODS CO.

  
J. B. Hopson,  
Acting Comptroller

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GEORGE C. LOWE, PRESIDENT  
D. KEEDY CAMPBELL, V.P. & GEN. MGR.  
LES R. FREEBURG, VICE PRES. & TREAS.

ARNO F. HEINRICH, V.P. & FAC. SUPT.  
R. C. CAMPBELL, VICE PRESIDENT  
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LOREN V. BROWN, SALES MANAGER  
REED G. GENTRY, GENERAL AUDITOR  
KEITH W. DANCY, CREDIT MANAGER

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1509-11-13 BALTIMORE AVE.,  
*KANSAS CITY, Mo.*

August 1, 1939

Dr. Forrest C. Allen,  
University of Kansas,  
Lawrence, Kansas.

Dear Doctor:

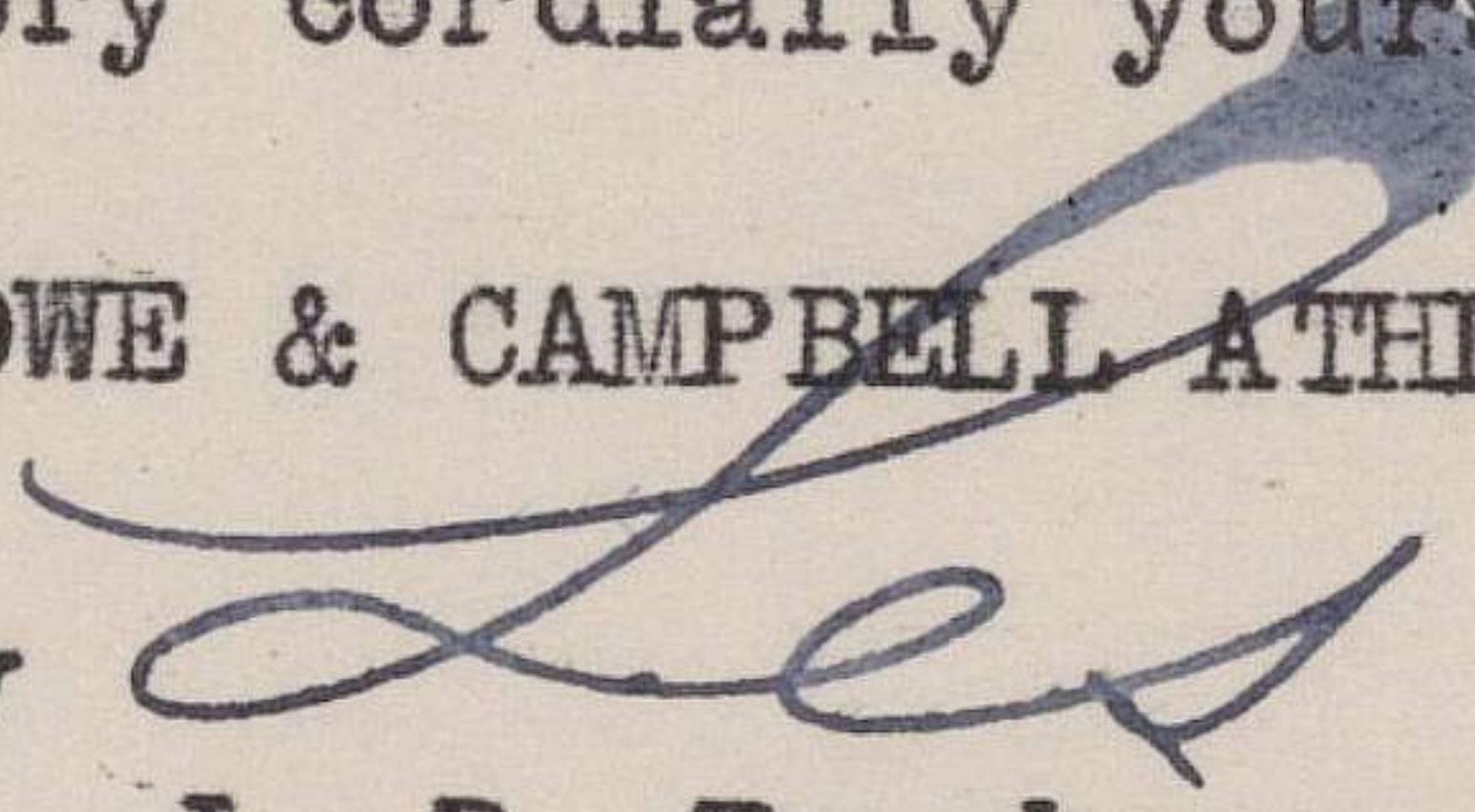
Your letter of July 28th in which you referred to Mr. William Hogan came in while I was in Chicago so I am a little bit late with this acknowledgment.

I fully appreciate that your recommendation of Mr. Hogan has a double barreled objective--to help him and to help us--and I want to assure you that if there are any vacancies this fall we will give him serious consideration.

He has already filed an application on one of our regular forms and I have already written him that he will be given preferred consideration if there is an opening.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS COMPANY

By 

L. R. Freeburg, Vice-President

LRF:LR

c

February 17, 1939.

Mr. Don S. Huls,  
The Ottawa Herald,  
Ottawa, Kansas.

Dear Don:

I received your good letter of February 2nd, but have been so busy the past few weeks that I have failed to answer until now. I would like to go into detail and explain to you the basketball racket in the east. After I have explained it you can perhaps see why the magazine writers play up basketball and other sports around New York.

All of us know, perhaps, that Damon Runyon, the Hearst man in New York, absolutely controls all the boxing in New York City, and that means the world, so far as big boxing teams go. The Jacobs boys, Joe and Mike, are a couple of Hebrews who front for the silent man behind the screen, Damon Runyon. All the newspaper boys from all the papers, of course, are just newspaper boys but they never ever say one bad thing about a prize fight that stinks to high heaven as far as its "come on" side is concerned. Of course, it is a take-off for each one of the boys; but you can never prove it.

In other words, there is a cut and that cut is distributed to the boys who write long and juicy articles regarding the outstanding prowess of these boxing ring gladiators who many times put up a putrid fight.

I was one of the 93,000 suckers who saw Max Baer and Joe Louis go through the worst fiasco that anyone has ever seen. It was not Joe's fault, but Max was not knocked down nor knocked out. He was either scared whiter than he has ever been and stayed on his knees, or Joe's glare from the neutral corner put the fear complex in him until Maxie was content to stay on his knees and be counted out. It was a lousy fight and wasn't worth a dollar. I also saw Max Baer and Carnera in New York, and this Carnera couldn't beat a drum. Another lousy fight - but you never see any bad publicity because it would hurt the racket and the boys wouldn't get their cut very long. There is a certain amount that is doled out to the boys who fanfare these rackets.

These all-star football rackets in Chicago are exactly the same thing, playing for the world's championship, and so forth.

And now we come to basketball. Ned Irish is a very clever young newspaper man in New York City who conceived the idea of putting on college double-headers in Madison Square Garden. He gives each one of the college teams about  $7\frac{1}{2}\%$  of the gate, and he and Madison Square Garden and the New York newspaper boys keep the other 85%. So you can begin to see that the newspaper boys of the big city offer the country boys from the college towns just enough money to travel to New York, see the town, and they make money off the boys.

The universities and colleges who build up the reputation of good teams are in the position, in this situation, of being hicks who are willing to travel to New York and exhibit themselves for bare expenses. The two college teams are the ones that make the attraction. But Ned Irish and the smart newspaper boys are the ones that make the money out of these boys, because Irish re-discovered something that everybody all over the world, with the exception of New York, knew -- that there were 18 million people playing basketball and that more people attend basketball games in one year than any other sport that is played in the world. By having a lot of publicity and a trip these college boys go to Madison Square Garden and play, while the smart boys take in the money.

Now, here's the story. These newspaper writers for all the magazines like Collier's and Life and the New York group are in a friendly syndicate where the financial return to each and every one of these boys is worth while if they stick with the racket. They publicize the boys that play and those who star on the court. They call them all-American, and they of course have photos, flashlights and wonderful pictures to build up their racket.

There are certain conferences and schools that have rules prohibiting their teams from participating. These newspaper boys do not care about the eligibility. All they want is human fodder and they will play up anybody that comes to New York because that is part of their racket. This is not a sour, dour presentation of the situation, but it is an honest and truthful explanation and description of what goes on in Madison Square Garden.

The outside public, not knowing any more, reads about these boys playing in Madison Square Garden and think that all New York is gaga about them. In fact, New York doesn't care a rap who exhibits themselves. The truth of the matter is, New Yorkers are about the biggest jays that I know of. Most of them, or at least three-fourths of them have never been as far as Philadelphia or Pittsburgh. But the country boys go clear across the nation and have a ride and lots of publicity and get their expenses, but the wise boys in New York get the money.

Of course, the teams that do not play there never get a line because the newspaper boys and the magazine writers play up the boys that do play there. It is a vicious cycle, - or rather, I would say, a monetary circle, with each fellow patting the other fellow on the back, puts his change into his own pocket because it is the basketball racket.

These so-called all-Americans are just called all-American because some newspaper boy in New York prints it. They don't show their record when they get away from New York, but only when they are there.

I doubt, after you have read this, that you will feel that an interview is necessary. Kansas has had a number of invitations from Ned Irish and Madison Square Garden, but I am a country boy and prefer to make my own expenses to New York to see the big buildings, rather than to receive just enough to travel east and gawk at the high edifices along with the boys. They want to match us up with Long Island University, which is a glorified box factory on Long Island, and if you would see their enrollment you would see why it is called Jew's York.

I prefer to schedule games with teams that have, at least, somewhat similar academic requirements. I have never tried to professionalize basketball at the University of Kansas. We have taken the boys who come to the University more from the standpoint of an educational desire, than trying to be a glorified scout and rake in the boys with the best motor coordination but many times poor academic background. I would far rather win a Big Six Conference Championship than go to New York and endeavor to knock off Long Island University, St. John's or the City College of New York in which Nat Holman is the maestro. The sportsmanship is so different that I have never thought that our boys would gain a lot by musing around with that outfit.

Have you ever noticed that none of the eastern boys take a trip through the west; that is, not very often, and they never get far. After Christmas this year Nat Holman, of City College of New York, made a trip and played Bradley Polytechnic and a few teams around there and they were dusted off to the tune of 65 to 30 something. These teams have their own officials and the games are played the way they tell you to for 7 $\frac{1}{2}$ %. I would say the percentage is not worth the visiting.

Thanking you for your good letter, and feeling assured that you will agree with at least a part of my findings, I am

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

# THE OTTAWA HERALD

JOHN P. HARRIS--SIDNEY F. HARRIS  
PUBLISHERS

OTTAWA, KANSAS

SIDNEY F. HARRIS  
EDITOR AND MANAGER

February 2, 1939.

Dr. F. C. Allen,

Dear Sir:

Upon reading the basketball story in the Colliers magazine of last Friday, I cannot help but get aroused over the way eastern sports writers ignore sports in the middle west, especially basketball. Having been born in Kansas and raised in Lawrence I am of the firm belief that the middle-west has the best basketball in the country, both from the standpoints of the game itself and from the fans' viewpoint.

Having fumed about this article, and others of previous years which do the same thing, I feel that I want to do something about it. What I have in mind is an interview with you about the game as played here, as I feel there could be no better authority. I would like to use Kansas university and your own coaching career as the basis for a story. What I had in mind would include work of other coaches, such as those who learned the game from you, and a little about Henry Iba; the record of Kansas in conference and non conference competition; the record of the Big Six against outside foes; outstanding Kansas and Big Six players; how most members of AAU teams are players from middle-western schools. These and a few other points I feel would put up a strong argument for the game as played in this part of the country.

This may be an idle pipe-dream on my part, but I would at least like a try at it, and if I can write it well enough, I feel confident that the story will be used in Colliers or some other magazine.

# THE OTTAWA HERALD

JOHN P. HARRIS--SIDNEY F. HARRIS  
PUBLISHERS

OTTAWA, KANSAS

SIDNEY F. HARRIS  
EDITOR AND MANAGER

I have been reading Collier's sports articles for some time, and they all impress me as the work of some one who is a fair writer, but who does not have enough facts on which to base an accurate story. Maybe I feel strongly enough about this that the good Lord will provide the inspiration for a good story. At least, I want the satisfaction of getting off my chest what I think each time I read one of the other stories.

I don't know just when an interview could be arranged, as I have to work every day except Sunday here. If you could suggest some time when you would be able to devote an evening or a Sunday afternoon I will try to arrange my own work so as to make it. It really should be done soon, before the basketball season gets too far advanced.

May I wish you success on the rest of the season, and hope that the Alma Mater can come through with another championship. From the looks of things so far, competition has been a little tougher than in the years I attended K. U.

Respectfully,

*Don Huls*

Don S. Huls.