

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.