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February 23, 1938.

Mr. Harold Keith,
Director of Sports Publicity,
University of Oklahoma,
Norman, Oklahoma.

Dear Harold:

Gee, that was a swell review of the book that you put out, Harold, and I want to thank you a thousand times for your cleverness.

May I digress just a moment and pay you a well-earned tribute for your famous coinage of one of the cleverest monikers that has ever been attached to a basketball team, the "Boy Seats". You could have taken an ordinary hillbilly and attached a similar pseudonym on that hillbilly and he would have been elected president of the United States.

The public in general just loves that name. They have pictured those little fellows, hardly out of the stage of puberty, anemic, honest, courageous, but willing to do everything in their power if they could only do it correctly. Their gigantic opponents had experience and poise, but they were just a bunch of little seats skedaddling around and making the most of a bad situation. These were your Sooner Boy Seats, and did they steal the show nicely? They did!

And you know what I told you, Harold, that I told our athletic people here -- that you are the best college publicity man in the U.S.A. I still believe it, because instead of writing with a pen of poison you write constructive, friendly things about the visitors, which makes Dale Carnegie look just like another lecturer. If, in your opinion, this is too fulsome praise from me, you could perhaps recall what I told Professor W. W. Davis about you and then you will not think it is applesauce.

I am very glad that Mac and Bruce Drake liked the book. Mac is a shrewd and clever Scotchman, and in my opinion Bruce Drake is one of the most intelligent young coaches, who previously scintillated as a versatile and clever athlete, that it has been my pleasure to know.