

For instance, a few years ago when Kansas played Pennsylvania in football in Philadelphia I stopped off on my way back at St. Anne, Illinois, at a large community high school and spoke at their assembly. The principal of that high school, in which there were at least 800 present, told me that for eight years at their major assembly just prior to their big game they had read this story to the entire assembly.

I only mention these two instances among many showing that a story of this type that really happens goes over in a big way. I feel sure that by elaborating upon this you will increase your sales at least one thousand over what you would otherwise by neglecting the tie-up with the main title. I am in the field and mingle with coaches, high school players, dads and mothers, and I am at the cross roads of this angle of the situation.

Next Thursday night I go over to Independence, Missouri, a town of about 20,000, to speak at their pep assembly there before their championship game. I have always dwelt strongly on the inspirational side. I coach that way. My thoughts run in that channel, and I have picked out the stories that have all happened under my coaching.

One of the stories that I tell in the book regarding the captain that I let the team vote on just before the game because he had broken training rules is about a boy who formerly played on the Independence, Missouri, high school team. He is at present athletic director at North Carolina State College at Raleigh. That story is in your book. At a moment in the pep assembly next week I will get an opportunity to mention Dr. Raymond Sermon, "Ug" we called him, and I will legitimately call attention to the fact that I have written a story in this new book about "Ug" Sermon.

This boy was the greatest football player that I have ever seen in a cleated shoe. He later played at Springfield College, Springfield, Mass. He beat Rutgers, Tufts, and that group back east single-handed. President Taft came out of the stands after one of his brilliant games back there and walked down the field to congratulate him.

I only mention these tales to show you that there is a ramifying interest all through the nation on these stories and for that reason I think we should tie them up with the "Tales".

I mention John Bunn, coach of the Stanford team and that will get coast consumption; Dutch Lonborg, coach at Northwestern, that is Big Ten; Dr. Sermon down in Carolina,