

April 23, 1943.

Mr. J. G. Taylor Spink,
General Manager,
The Sporting News,
St. Louis, Missouri.

Dear Mr. Spink:

As coach of the University of Kansas basketball team and as one interested in the development of this splendid indoor sport, I am writing you complimenting you and The Sporting News on its fine basketball coverage.

The splendid spread that you gave The Sporting News All-American Basketball Team created a very emphatic impression among the basketball-minded people. The fact that you placed our Charles Black on The Sporting News All-American was appreciated by our friends at the University. "Pie" also selected Black on their All-American team, so you were right in the groove when it came to picking the outstanding performers for All-American selection.

Our Ray Evans, star football forward passer, was selected on the Helms Foundation All-American team. In your February 18th issue you gave Evans, Schnellbacher and myself a wonderful play.

I think your Mr. Hugo G. Autz has done a splendid job in promoting basketball as one of the top indoor winter sports.

My young son is a most avid reader of The Sporting News. Although I do coach varsity baseball here, I had not followed the reading of your pages as closely as my son has. However, I think that your fine paper has made a definite move forward in giving a play to football, hockey and basketball, in addition to having a complete coverage in baseball.

I am sure that another season or so at the rate you have gone will stamp The Sporting News as the outstanding periodical for the newly acquired sports as thoroughly as it has done for your old standby, baseball.

With kindest regards and deep appreciation, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH