

Lawrence, Kansas  
July 26, 1940

Mr. John T. Doyle,  
American Sports Publishing Co.,  
19 Beekman Street,  
New York City, N.Y.

Dear Mr. Doyle:

I feel very apologetic to you, my lord. When I sent this long write-up to you I knew that I was doing something that my judgment dictated against, but I had received so many letters from this brilliant young fellow, Keith, protesting against eastern intercollegiate leagues having so much play that I felt as if I should send this on to you and pray that you at least would give us a break for once this year under extenuating circumstances.

Leighton Housh, of the Missouri Valley Conference, always sends a very, very lengthy article, and in my position far be it from me to say that the Missouri Valley Conference is hardly up to Big Six par. But there has been a protest from a number of our good friends in the Big Six that we were not giving enough space and publicity to our Big Six, which is supposed to be the dominant conference west of the Big Ten and between the Pacific Coast Conference.

Should I give you a short resume on the Big Six write-up angle? You will remember that I asked McBride, and he did contribute several Big Six write-ups. But they were generally short and snappy. Then he wrote me and said he would like to do it, but he thought one of the boys on the deck if I wanted to ask them - Joe Knack or some of the boys - would do it. Then naturally with that very emphatic hint that Mac was overworked, we asked Knack for a few years. Then Mr. Knack and the editor of the paper crossed bats and Mr. Knack struck out - - - for other parts in the U.S.A. I asked Mac what individual was best qualified and he said this boy, Harold Keith, at the University of Oklahoma, has a great future and while