

Dempsey-King Levinsky pillow fight at the Chicago Stadium where all entrances were blocked with people wanting to buy tickets and no additional seating space available. En route to this exhibition that rated a poor second to a street corner contest between two truck drivers, the writer with extreme reluctance gained entrance to a speakeasy where other members of the party were to be met. The joint was crowded with people laying it on the line for terrible Scotch from the hielands of West 12th st. at a dollar a throw and bottled Canadian beer from the province of Cicero at an equal price.

Venturing into the company of people who go strong for amateur sports, a few nights later your representative of the common people counted himself fortunate to be able to get in to the wind-up of the basketball season at Northwestern university. That Northwestern-Purdue game was a sell-out two weeks before the whistle blew.

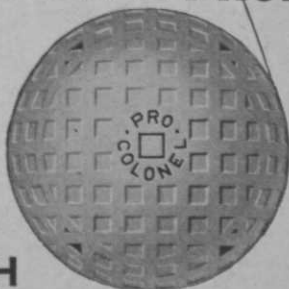
Obviously someone has money that can be lured out from its hiding place, but the way not to do it is to put on a whipped look and talk like all is lost save honor.

Maybe it will require a little poetic license for a pro to talk about business being fine in 1932, but if he must discuss business he ought to be an optimist even though it calls for undue liberties with the truth. What the player pays for is play, and if the play spirit is taken away by a sob story from the pro, there's no reason for the player to let his dough go.

ONE OF THE able pros in Michigan is located at a small club in the copper country. When copper business is sour it's not all of his troubles. His location also is a collegé town and that means the dough is played close to the chest.

Cheap ball sales by other outlets and free private brand balls cut into his sales until he started a push on cheap balls himself. He started a backfire on the private brand ball business in the same way the Chinese put the heat on Japanese business in China and he has the players lined up on this platform for 1932. He had trouble getting club cleaning signed up for the season, but made up by shop signs and personal efforts for cleaning at 50 cents a set. This, at the end of the season, resulted in his club cleaning income being up to par.

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