

Duke is Getting Lots of Hawaii Publicity Across

Duke Kahanamoku is getting Hawaii reams and reams of publicity throughout the United States. Mainland newspapers are full of "dope" about the great swimmer and about Hawaii. Robert Edgren, one of the biggest sport writers of New York, recently sent out a sketch of Duke and a column story that was reprinted in a score of newspapers. Bill Harris, member of the Hawaiian swimming team, writes in a letter of how impressed he was with the importance of Duke.

"Duke is a popular man and the people of Hawaii do not appreciate him enough and what he has done for Hawaii," writes Bill. "He has friends by the hundreds in every town he goes to and even people who do not know him personally come up and shake him by the hands and ring him up at the hotels and so on and tell him how much they would like to come to Hawaii.

"They do not know what Hawaii means unless you connect Duke's name with it, and then they know what you're talking about."

George "Dad" Center, manager of the Hawaiian team, adds his mead of praise and in a recent letter says that the Duke is so popular that as soon as he appears and the crowd picks him out on the starting platform it is a signal for cheers.

One of the mainland sport scribes endeavoring to analyze the popularity of the Hawaiian stars says:

"The great and only Duke is popular because he is modest. As in the case of all great men, whether in sport, politics or any other line of endeavor, the bigger the man the more affable and more approachable he is. Duke is no exception. An Olympic victor in 1912 and still racing as strong as ever, the Duke is worthy of the title of being the greatest swimmer the world has ever seen."