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February 19, 1938.

Mr. Everett Morris,
Sports Department,
New York Herald Tribune,
230 West 41st Street,
New York City.

Dear Ev:

I have just arrived home from Norman, Oklahoma, where we had a hectic battle with the Oklahoma Sooners, and we finally broke their back in the last minute of play to win the game, 41-38. It had been tied most all of both halves.

I have been reading some of the plans of the Metropolitan Basketball Writers Association for an invitation inter-collegiate basketball tournament in Madison Square Garden in March. I think this would be a very interesting experiment. I believe the effort will go a long ways toward nationalizing the game and doing away with provincialism and sectional play. Ned Irish has done a great job of building up basketball as a national sport in the minds of eastern people. Of course, the western people have been conscious of this fact for years, but the New Yorkers, due to the fact that no great crowds attended the eastern games, were not basketball conscious to the point that there were as many as 18 or 20 million people playing basketball in the world today.

I was made conscious of that when we sold nearly 15,000 copies of My Basketball Bible. I am told that no football book has gone over the 5,000 sale mark. So that showed me really how many people were interested in the game. We are having a swell sale of the book, Better Basketball, and I trust that you have enjoyed some of its pages. Personally, I like The Tales of Yesteryears, these yarns that I scribbled out for high school and college boys endeavoring to show them that you have still got to pay the price to win a ball game.

Now, just let me tell you the rules and regulations governing athletics in the Big Six, or the Missouri Valley Intercollegiate Athletic Association. The Big Six split off from the Missouri Valley Intercollegiate Conference nine years ago. These schools comprise that other conference: Drake, Oklahoma Aggies, Washington University, Grinnell, Creighton, St. Louis University, Tulsa University, and Washburn College of Topeka