

Oct. 21, 1940

Every one of these games taxed the seating capacity of the new municipal auditorium in Kansas City, and when the finals came up the whole town of Kansas City went basketball conscious decidedly. The National Collegiate named me Managing Director of the Tournament and I arranged to have the members of the National Basketball Rules Committee of the United States and Canada meet at Kansas City at that time. We also arranged to have the National Association of Basketball Coaches session there coincident with these dates.

We had planned to have Dr. Naismith present, but he passed away the latter part of November. However, everything else that had to do with basketball was centered there.

While the games in Madison Square Garden drew the attention of the public, we had the real McCoy here in Kansas City because it had the sanction of the National body. It was a National Tournament because the University of Southern California had won the Pacific Coast Conference championship; Rice Institute of Houston had won the Southwest; Colorado had won the Rocky Mountain Conference or the Big-Seven; and we had won the Big-Six and the Fifth District.

I am wondering if any of these angles would be appealing in an advertising way. While we are not National champions we are Western champions and semi-finalists in the National. With our string of victories, as far as winning championships are concerned, I believe we the outstanding record of any team in the United States, in that we have won more championships here than any team in the United States.

I feel that I should pass on to you any information that would make the sale of the book larger.

Very cordially yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

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