

in the final and we will try to lead up with a sizeable sum of money in the district and the semi-final.

I appreciate the nice things that George Edwards had to say regarding our desire to make our district play-off a successful one from the financial as well as the general interest standpoint. Missouri dealt us a body blow when they withdrew from the tournament and Drake University did almost as bad after agreeing to play, and then trying to back out at the last minute, and then after not backing out to come to the tournament and stay nearly a week at the expense of the tournament committee. They used the same excuse that Missouri did - the fact that the trip necessitated too much time lost from school. That is always a big laugh to me because Missouri as well as Drake sends her athletes all over the United States at any time as an excuse for publicity and competition.

As for Drake's difficulties, it certainly was not the fault of Bill Williams, the athletic director, but rather I lay most of the difficulty at the door of Ed Lytton, the business manager of Drake University. Neither do I think Missouri's difficulty was due to George Edwards. It was certain members on the athletic board that in my opinion felt they would not want to risk their chances with the Oklahoma team, which most everybody considered a superior team. And although the Missouri group were strong members of the N.C.A.A. and had Chester Brewer there as one of their prominent officers, they left us in the lurch at a very critical moment. However, we pulled out of it and made the most of it. But it crippled our tournament both from a standpoint of spectator interest, but the worst of it was when Missouri pulled out it looked like we were running a sideshow.

The fact that Emil Liston has been running his tournament called the "National Intercollegiate Athletic Association Championship", and that his personnel in that tournament was largely of small colleges, - this move on the part of Missouri made us in this set up here look like a medicine-barker sideshow. They thought it was just something that we individually were trying to promote, and we had difficulty in trying to get that information across. The general public were confused over the "National Collegiate" and the International Collegiate terminology.

I am leaving Sunday for St. Louis to be there on business in connection with my new Goal-Hi basket that I am promoting for playgrounds. From there I go to Atlanta, Georgia, where I will be until August 26th at the coaching school at Georgia Tech. And then I am returning to Lawrence and setting up my publicity, entertainment, and sales promotional activities on September 1. I expect to have everything lined up so that we will have a very intelligent and thorough campaign in putting over this basketball pageant and spectacle.