

January 13, 1939

The N.C.A. Basketball Tournament Committee has officially designated San Francisco as the place for the western play-off for districts 5, 6, 7 and 8. This play-off tournament will be managed by myself as chairman of the eighth district. The San Francisco Fair is sponsoring the event. They have underwritten the full expenses for all the teams which will compete in the tournament. In addition, fifty per cent of the net proceeds will accrue to the account of the N.C.A.A. Full details will be sent to you at a later date.

The tournament was originally scheduled for March 17 and 18, but because of complications, has been shifted to the dates of March 20 and 21. Conducting the tournament on these dates, first of the week, will necessitate, according to our estimate, one days less absence from school for the farthest travelling teams. For this reason I hardly feel that there can be any objection to playing at this time. These later dates, however, are subject to the approval of the tournament committee, but I anticipate no difficulty in this respect.

There is great enthusiasm for this tournament here. A new pavilion is veing built on Treasure Island for sports. This will hold in excess of twelve thousand spectators. The newspapers are thoroughly behind the whole plan. We can depend on their whole-hearted support. In cooperation with the publicity side of this project, will you please send me each week news stories of the outstanding teams in your districts, so that we may start from the very beginning of the season to build up interest in the popular entrants for this tournament and the personalities, coaches and players attached to these different organizations? I will need your 100 per cent cooperation if I am to furnish the newspapers with the desired publicity material. In addition, if there are any news items which you think pertinent in this connection, please do not hesitate to send them along. It would seem to me that at