

Lawrence, Kansas
March 21, 1940.

Mr. James Nixon,
Municipal Auditorium,
Kansas City, Missouri.

Dear Jimmy:

This will introduce Mr. James H. Raport,
of the University of Kansas, whom I have asked to assist
with some of the details of the N.C.A.A. tournament.

I will appreciate your courtesy to him in
the matter of tickets and anything else that he desires.

Sincerely yours,

FCA:AH

Manager, N.C.A.A. Basketball Tournament.

Lawrence, Kansas
March 21, 1940

Mr. H. G. Olsen,
Hotel Lincoln,
Indianapolis, Indiana.

Dear "Ole":

I have to speak at Hutchinson, Kansas, on Monday, March 25th, and do not expect to be in Lawrence on that day. On Tuesday morning I have classes until 12:20.

I would like to see you Tuesday afternoon, and would like to know where you will be quartered in Kansas City. When are you expecting to arrive there? There are a number of things I would like to discuss with you.

I am wondering if it would be possible for you to come over to Lawrence on Tuesday and have luncheon with us. I would like to show you our University and have you meet some of our people here. We would be happy to have you stay overnight with us, and then we could go on together to Kansas City Wednesday morning.

We are having splendid ticket sales for all of our games in Kansas City, including the finals. I know we are going to have great crowds, and we are pulling for a great attendance at Indianapolis.

Let me know if you will be at the Hotel Continental in Kansas City, and if you can be with us on Tuesday afternoon. If you can't come to Lawrence, of course I will be happy to see you in Kansas City.

With best wishes, I am

Sincerely yours,

FCA:AH

Manager, N.C.A.A. Basketball Tournament.

Indianapolis, Ind.
March 21, 1940

Dr. F. C. Allen
University of Kansas
Lawrence, Kansas

N.C.A.A. western play-off champion,
runner-up and finals awards shipped March 20
express to above address.

Herff-Jones Company.

Wirē - March 21, 1940

Mrs. Thomas L. Daw,
1006 Forrest St.,
Topeka, Kansas.

Tickets being held for Naismith family
for Friday and Saturday nights Kansas City. Call my
office Friday morning regarding total number desired
and for which nights.

Forrest C. Allen.

A telephone call from George Bowles at 11 o'clock - giving the following information:

He suggests the following newspapers for advertising - 1 column, 3-inch ad, on Wednesday and Thursday:

Lawrence Journal World
St. Joseph News Press
Topeka Capital
Topeka State Journal
Leavenworth Times
Ottawa Herald
Warrensburg State Journal
Sedalia Capital-Democrat
Joplin Globe-News Herald
Manhattan Chronicle-Mercury
Kansas City Kansan

Lee Summit

Here is the ad, line for line, as he suggested:

//
The Tournament
Of Champions
N.C.A.A. Western Semi-Finals and Finals

Friday and Saturday Nights

March 22 - 23

Two Games Nightly - University of Southern California
University of Kansas
University of Colorado
Rice Institute

Prices: - Upper Balcony 40 cents, Arena Balcony, \$1.12

Boxes and Loges, \$1.68

Mail Orders: - Send Money Order or check and designate which
nights you wish tickets

Municipal Auditorium

Kansas City, Missouri.

//

W. C. G. S.

Mr. Bowles has already sent wires to the following firms:

Converse Rubber Company
Lastbille Basketball Co.
Longines Watch
U. S. Rubber Company
Vestal Chemical Laboratories

Expects to hear from them this afternoon or tomorrow morning.

Sent wire to the Chesterfield Cigarette Company for cover; expects to hear this afternoon.

Has sent out four men with printers' dummies today.

Lawrence, Kansas
March 24, 1940

Mr. Dan Partner,
Sports Desk,
The Kansas City Star,
Kansas City, Mo.

Dear Dan:

We have quite a supply of photographs and statements from members of the Coaches Association which I will send on to you in a day or so. However, I am enclosing the roster of the National Association of Basketball Coaches so that you may become familiar with the names.

Sincerely yours,

Manager, N.C.A.A. Basketball Tournament.

Lawrence, Kansas
March 24, 1940

Mr. George Bowles,
7th Floor,
Hotel Phillips,
Kansas City, Mo.

Dear George:

I am sending under separate cover a supply of
this stationery - letterheads and envelopes - which
you desire to use in sending out bills in connection
with our N.C.A.A. Basketball Tournament.

Sincerely yours,

Manager, N.C.A.A. Basketball Tournament.

Lawrence, Kansas
March 25, 1940

Mr. George Bowles,
Hotel Phillips,
Kansas City, Mo.

Dear George:

I am enclosing copy of my letter to Mr. Zachman regarding Station W R E H's desire to broadcast the game Saturday night. This is just for your information.

I wish you would let me know what other stations are expecting to broadcast the game.

Sincerely yours,

Manager, N.C.A.A. Basketball Tournament.

FCA:AH

Lawrence, Kansas
March 25, 1940

Mr. Branch McCracken,
Basketball Coach,
University of Indiana,
Bloomington, Indiana.

Dear Branch:

This will confirm my telephone conversation with you this morning, after which I sent you the following wire:

"Hall not open Thursday. Available Friday p.m. Letter follows."

I have just talked over the phone with Mr. Zachman, the manager of the Municipal Auditorium in Kansas City, and he informs me that there is another convention scheduled for the auditorium until five o'clock Friday evening. By eight o'clock Friday night they will have the floor cleared and the goals up so that you may practice at that time.

Be sure to bring both sets of uniforms for your boys. We are taking both sets, and after we arrive in Kansas City we can determine on the colors.

Looking forward to seeing you in Kansas City,
I am

Very sincerely yours,

FCA:AH

Manager, N.C.A.A. Basketball Tournament.

Lawrence, Kansas
March 25, 1940

Mr. Eugene Zachman,
Manager, Municipal Auditorium,
Kansas City, Missouri.

Dear Mr. Zachman:

Station W R B H wishes to broadcast the game Saturday night. I am not sure they can get in for all of the game, but they would like to have terminal facilities at the auditorium. Of course, W R B H will pay for the connections necessary in the hall.

Sincerely yours,

Manager, N.C.A.A. Basketball Tournament.

FCA:AH

For Immediate Release

(By the American Press Syndicate)

Kansas City, Mo., March _____ The greatest crowds ever to enjoy a sports event in Kansas City's beautiful Municipal Auditorium!

That is the prediction of the auditorium officials after checking up the advance sale for the Tournament of Champions to be staged for the basketball winners of the four western districts of the National Collegiate Athletic Association here Friday and Saturday nights, the winning team to meet the winner of the East on the auditorium court Saturday night, March 30. Two weeks ago sports experts predicted that the tournament would draw great crowds. But when the University of Kansas came through victorious in its playoffs in the Big Six and then followed with a victory over the Missouri Valley Conference winner---Oklahoma A & M---for the right to represent the fifth district, then the week-end of play was termed a natural, especially as the University of Colorado added to the prestige of the event by winning the Metropolitan Invitational Tournament in Madison Square Garden.

All four teams---the Jayhawkers of Kansas, the great team from Colorado U., the "fire-department" boys of Rice Institute of Houston, and the pride and joy of the West Coast----the Trojans of Southern California--are chock full of color as well as outstanding playing ability. The drawings for the two games Friday night will be made here Thursday afternoon, after arrival of all the four teams, and all four quintets will swing into action for the two games of the opening night. Saturday night the winners will meet with the losing teams battling it out for third place.

Today Dr. Forrest C. Allen of the University of Kansas, district chairman and managing director of the tournament, announced the following corps of referees:- E. C. Quigley, supervisor; Ted O'Sullivan of Kansas City; Ab Curtis of Fort Worth, Tex., Joe Vidal of Denver, Colo., and Dr. Dudley S. DeGroot of San Jose, Cal.

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GEORGE BOWLES AND ASSOCIATES

Advertising - Publicity - Radio Programs and Production

SUITE 721 HOTEL PHILLIPS BUILDING * KANSAS CITY, MO.

Tuesday, March 19, 1940

Dear Mrs. Hulteen:-

I am enclosing a story to be mimeographed by the university, according to the wishes of Doctor Allen. I don't know whether this comes under the department of Mr. Mason, so therefore I'm directing this letter to you.

Please have the mimeograph department reduce the marginal space and also the space at the top of the first page so that all of the copy can be handled on one page. Have 175 run off Wednesday sure and then parcel post these to me, SPECIAL DELIVERY, so that I'll receive them for mailing from here Thursday.

The advance sale is big. There surely will be great crowds for all three nights.

Sincerely,

Geo. Bowles

H

Lawrence, Kansas.
March 17, 1939

Mr. Frederick Ware,
Sports Editor,
The Omaha World-Herald,
Omaha, Nebraska.

Dear Fred:

When I was down in Oklahoma City last Monday and Tuesday, March 13 and 14, someone told me of an editorial that you had on your sport page concerning the pestiferous prevalence of too many basketball tournaments in these United States of America. Tournaments are like speeches - when a few Americans get together we will have speeches or tournaments, and certainly basketball is no exception to this tournament rule.

However, I believe that I should say a word, Fred, in behalf of the National Collegiate Athletic Association Basketball Tournament. This will be the first time in the history of basketball that a bona fide national collegiate championship in basketball has been determined. This tournament is the only tournament that has the sanction of the National Collegiate Athletic Association. It is comparable to the National Collegiate Track Meet which is and has been held annually under the auspices of the N.C.A.A. All other collegiate tournaments are sponsored either by newspaper writers or other individuals who promote the game for one reason or another. The president of the N.C.A.A. basketball committee is Professor Owens, of Stanford University. Professor Owens, Major Griffith, Director L. W. St. John of Ohio State, and other officers of the N.C.A.A. met in Chicago and approved the plan that is now set up to determine a national championship, and to take away some of the power from these individuals who pay college boys' expenses to certain tournaments and promote the gate receipts.

Many privately stimulated tournaments are set up under the scheme of the A.A.U. They pay just as little as they possibly can to the boys on the teams coming to play, and then the gravy is taken for themselves. The N.C.A.A. tournament is very, very much different in that each college team is paid all of their expenses and if there is any money to be had over that the competing teams along with the N.C.A.A.

get their pro-rata part. There is no profit for any individual, whether he be an out and out promoter or a newspaper man.

Do you not agree with me that it is just as legitimate to have an N.C.A.A. basketball tournament as we have the N.C.A.A. track and field meet? The friends of basketball felt that it was just as fair to give the college men of the United States an opportunity to participate in the Olympics in the sport of basketball as it was in any of the other sports. By this method of procedure they expect the best college players in the United States to be formed into a most formidable team that will challenge the supremacy of the A.A.U. in basketball. Of course, this college team will not be made up from one single college, but the college stars will be picked from all over the United States and they will be assembled just like the all-star football team is assembled, say the East-West team, and then they can play the A.A.U. outfit for their right to represent the United States in the Olympic Games.

This is not just a tournament to take boys away from classes, but rather it is the plan to give the boys in their favorite sport the same right to enjoy their game as is enjoyed by the track and field men, the swimmers, the wrestlers, the crew, or what not. The N.C.A.A. authorities do not desire that nomads be made out of basketball players. Rather, a legitimate national champion will be crowned each year and a greater interest will be developed in this sport as there has been in all sports where Olympic participation is possible. Had the Olympic Games been held in Tokio, Japan, basketball would have had a place, but since they have been transferred to Stockholm, basketball will not be one of the sports. But in 1944 it is the aim of the colleges of America to challenge for Olympic participation.

The five members of the executive committee for the N.C.A.A. Basketball Tournament are: H. G. Olsen, of Ohio State University, chairman; June Salmon, Princeton University, who is chairman of the basketball rules committee of the United States and Canada; W. S. Chandler, of Marquette University, who is president of the National Association of Basketball Coaches; John W. Dunn, of Stanford University, and Forrest C. Allen, University of Kansas. Each of the eight collegiate districts have a chairman, just the same as there are chairman for the other sports.

The winners of the four collegiate districts east of the Mississippi River (districts 1, 2, 3, 4) meet tonight and tomorrow night, March 17 and 18, at the University of Pennsylvania basketball palestra, to determine the regional winner. At Treasure Island in San Francisco next Monday and Tuesday nights, March 20 and 21, the University of Oklahoma representing the 5th district, the University of Texas representing the 6th district, Utah Agricultural College representing the 7th district, and the winner of the 8th district (either the University of California or the University of Oregon) will meet to determine their regional winner. The winners of these two tournaments in the east and the west will meet at Northwestern University Patten Gymnasium on Monday, March 27, to determine the national champion in basketball.

Now, that looks like a lot of traveling for basketball teams, but when you consider that for Oklahoma the sectional tournament was played 14 miles from Norman. They are now on their way to San Francisco for a two night play-off. Then only one of those teams, perhaps one of the west coast teams, will win it and that winner will travel back to Chicago for one day play-off. The same can be said of the eastern play-off. There is not a lot of traveling for any of those teams to do because the longest any of the play-offs have been is two days, and it is well-nigh impossible to figure out any scheme on this very conservative tournament basis whereby one team is losing as much time from school as some of these jaunts that other teams make for week-end play.

You are such a fair-minded sportsman that I felt if we should lay all of these facts before you that you would readily see that certainly basketball has not been overdone. Some say, "There is so much time taken away from school for basketball trips". Well, let us see just how much time we lose. In football some teams play 9 or 10 games in some large area and take cross-country jaunts. Others play each week end. And not all the games are too close at hand. When we consider that all the other sports, except track - both indoor and out - hit in one semester, then you can see how fortunate it is that basketball is broken up into two semesters and much of the traveling is done during Christmas vacation when there is no school on. In basketball our men lose less time away from school than the men of any other sport. And when it is considered that we have two semesters to spread the sport over, then there is very, very little time lost in either semester. This is true of every school with the exception of schools that operate on the quarterly basis, wherein basketball falls in one of those quarters. I am thinking of Iowa State College and the University of Chicago who use the quarterly system.

I think it is perfectly natural for a coach who is interested in basketball to present a fair appeal of that sport, and I trust that I have been fair in presenting these things to you.

With deep appreciation for your many acts of kindly courtesy,

I am

Very sincerely yours,

FCA:AH

Chairman, Fifth District, N.C.A.A.

B

March 6, 1939

Mr. George Edwards,
Basketball Coach,
University of Missouri,
Columbia, Missouri.

Dear George:

I acknowledge receipt of your special delivery letter of the 5th instant which arrived this morning. I am sorry for anything that I may have had Mr. Harold Olsen, the chairman of the general committee, say to you, but I felt that it was the better part of wisdom to have Mr. Olsen say it than for it purportedly to have come from me because so many of our actions at times are fraught with distrust. I wanted to be perfectly above board in all these cases so that there would be no misconstruction placed upon the action of the chairman of the committee.

You will kindly refer to the second paragraph of my letter addressed to you and the two other members of the committee in which we specifically stated that we desired all the cooperation and intelligent suggestions from Mr. Edwards, as well as his personal attendance at the meeting. So you can see that we have insisted and we do want you present. Certainly I do not know of any reason now, the way the set up is, why you should not be on call and participate in all the general discussions preliminary to the time of the actual decision for drawing.

At first I did not know how to take your gun jumping statement, but after re-reading it two or three times I think now that you meant that you had already made the decision not to come after your conference with Mr. Shirley. But that sentence of yours suggests one thing to me, and that is that I am afraid you jumped the gun on me by publishing my idea as to the play off between the four teams possibly concerned - Drake, Oklahoma Aggies, Missouri and Oklahoma. We discussed that in confidence the afternoon of our game. Really, I was sorry that that was printed because that was only one of my ideas and I was sure that there would be other more valuable ones from the committee and we could poll those in the committee meeting and definitely decide what our committee should do.

I now understand that Drake has already tied with the Oklahoma Aggies, and now the best the Oklahoma Aggies can do is a tie for the championship by beating Washburn tonight. My reactions now are that should a tie result in both the Missouri Valley Conference and our Big Six Conference, the play-off games should be paired in such a way that the Big Six, namely Missouri and Oklahoma, will play it off for the Big Six championship, and the Oklahoma Aggies and

Drake will have their play-off game for the Missouri Valley championship. Then the final game would be between the winners of the Big Six play-off and the Missouri Valley play-off. And then, if to balance the evening, the losers decided to play the losers as a preliminary to the main game, that would balance the schedule.

I want to assure you that the chairman of this committee will conscientiously do everything possible to promote the best interests of all the teams concerned. I want you to know that I worked all day Friday and Saturday in my endeavor to clear the way for this play-off. In the absence of Mr. Gwin Henry, who was down at Columbia at the Big Six meet, I called Dr. King of Manhattan, thinking that he was still chairman of the Big Six Faculty Representative group. Dr. King informed me that Dean Thompson was chairman, but that I should call Dr. Bergman. Dr. Bergman said the Big Six had taken no action in the matter, therefore he would poll the conference members and vote at once. I believe that the Big Six Conference is the only conference that had not taken any action whatsoever upon President Owens' and the Executive Committee's action of the N.C.A.A. I asked Dr. Bergman to please notify the Big Six Faculty Representatives, so that our representative could in turn notify me before our basketball committee took any action.

I am somewhat at a loss to know what you mean in the last sentence of your letter regarding notifying your secretary as to the outcome of the poll.

With all good wishes, I am

Sincerely yours,

FCA:AH

Chairman, 5th District, N.C.A.A.

UNIVERSITY OF MISSOURI
C O L U M B I A

INTERCOLLEGIATE ATHLETICS

March 5, 1939.

Dr. F. C. Allen,
Director of Physical Education,
University of Kansas,
Lawrence, Kan.

Dear Dr. Allen:

Your special delivery letter arrived early this morning. Inasmuch as my reply will be in your hands in plenty of time, I am sending this letter instead of the wire that you requested.

In one of your suggestions you jumped the gun on me. In a conversation with Mr. Shirkey yesterday it was agreed that Missouri would be involved in any plans for the tournament; and since my withdrawal would leave a better balanced committee; that I should not participate in any active manner in your deliberations or voting. Consequently, I will not meet with your group in Kansas City as a member of the committee. In fact I will not even make the trip unless you feel that my presence is desirable in order to facilitate action on any decisions the committee makes. If you think I should be on call you can wire me Monday night or on Tuesday morning. Otherwise I will remain here and await notification of your plans. I would appreciate a wire of instructions as soon as possible after you have made your plans.

Mr. Shirkey told me at the track meet last night that the conference secretary, Mr. Bergman, had wired for Missouri's vote on Big Six cooperation in this tournament. I presume that this was part of a conference pole on the matter. Before any definite plans are laid I imagine it would be best to contact our secretary regarding the outcome of the pole.

Yours truly,

George
George R. Edwards.

March 6, 1939.

Mr. Sam Shirkey,
Faculty Representative of Athletics,
University of Missouri,
Columbia, Missouri.

Dear Sam:

I am sending you a carbon copy of my reply to George Edwards, who wrote me on March 5th. I want to assure you of my desire to be utterly fair at all times. I am also desirous of following the wishes of my general chairman of the N.C.A.A. Basketball Tournament.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH
Enc.

March 6, 1939.

Mr. C. E. McBride,
Sports Desk,
The Kansas City Star,
Kansas City, Mo.

Dear Mac:

I am sending you a copy of a special delivery letter that I just received from George Edwards, and a copy of my reply to him.

I want you to know that I am only concerned in doing the best and fairest thing for all concerned.

I also noticed a line in your sporting comment yesterday regarding the fact that the colleges were making an awful splurge toward getting in the New York tournaments. Mac, I am of the opinion that the boys up in New York are doing everything they can to get the colleges in there. Maybe some of the colleges are making an effort, but it is my definite opinion that the appeal is coming from the boys back in the big city. I think these two letters from Ned and Everett will confirm that belief.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH
Enc.

H.G.O.
December 16, 1938

Mr. H. G. Olson, Chairman
N.C.A.A. Basketball Tournament Committee
The Ohio State University
Columbus, Ohio

Dear "Ole:"

Thank you very much for your letter of December 6. I have invited Mr. Fred Bohler to act on my selection committee. I asked Bill Hunter of U.S.C. to suggest the name of some one from the Southern California Conference. Such an arrangement would give us adequate representation for the 8th District. To date I have heard from neither of these men. I wrote to them immediately after receiving your wire. It is impossible for me to name my committee until I have personal confirmation.

The date which you have chosen for the play off for the western districts is in conflict with the Pacific Coast Conference championship series. This series will be played this year in the northern half of the conference on March 10, 11 and 13. The play off has been on these dates for a number of years. If you cannot make other arrangements for the tournament in Kansas City, then it will probably mean that we shall not be able to provide the outstanding team from the Pacific Coast. The Pacific Coast Conference has gone on record to support the N.C.A.A. basketball tournament. I hope therefore that it will be possible for you to make arrangements to include our representative. In all probability it will be the champion of the Pacific Coast Conference.

I suppose that Kansas City is the best place to hold the tournament. However, we shall run into competition with the Liston party. If you were to hold the tournament in Denver, you would compete with the A.A.U. affair. I believe we could build up considerable enthusiasm for the tournament if you saw fit to bring it to San Francisco. You see, we would have the added attraction of the San Francisco exposition. Our Civic Auditorium has just installed a floor exactly like that in Madison Square Garden. We can seat

H.G.O.

#2

something like 9,000 people. I suggest this for your consideration. If some such arrangement cannot be made, I am afraid that the Pacific Coast will be eliminated from the tournament this year. I shall be glad to hear from you further.

Dear "Ole":

Very cordially yours,

Thank you very much for your letter of December 6. I have invited Mr. Fred Bohler to act on my selection committee. I asked Bill Hunter of U.S.C. to suggest the one from the Southern California Conference men to lead Dean of Men from neither of these men. I wrote to them immediately after receiving your wire. It is impossible for me to name my committee until I have personal consultation.

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