

March 16, 1940

Coach K. J. Lawrence,
Allegheny College,
Meadville, Pa.

Dear Coach Lawrence:

We want your photograph - a gloss of your affable likeness for Kansas City publicity at once. We also want a cryptic comment from you, either on rules changes, the N.C.A.A. tournament play, or upon any subject that you choose to make an interesting comment. We want both of these things for this reason --

In Kansas City, Missouri, on March 28, 29 and 30 will be the annual convention of the National Association of Basketball Coaches; on March 30, 31 and April 1, the National Basketball Rules Committee; on March 29 and 30 the National Basketball College Officials; and on March 30 in Kansas City's new \$7,000,000 Municipal Auditorium will be the finals in the N.C.A.A. Basketball Championship of America! Truly, Kansas City will be the basketball capital of the world! We know that you will want to be here.

During convention week we want to use your picture in the press with a statement that you think apropos to the occasion and that the sports writers will consider very worthy of printing. You can either boost or criticize the rules as they are - suggest changes that you would like to see made - give your ideas on the growth of basketball interest - officiating in general - or, in fact, anything about the game wherein you think it could be improved.

I have obtained exceptionally low rates for coaches at the exquisitely modern and up-to-date Hotel Continental - single \$2.00 per day - two or more in a room \$1.50 per person. Send your reservation at once to Mr. Robin McGeorge of the Hotel Continental. Please send your gloss and your comment to me by air mail at your earliest convenience.

Sincerely yours,

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