

and I know that every coach who attends the 1939 meeting is going to have a real treat in store for him.

In round figures the trophies and medals cost \$150.00. The coaches banquet, entry blanks, programs, mailing, etc. cost another \$100.00 in round figures. I will send a complete financial statement to you when it is ready.

From all indications the meet was a success as the weather was extremely good. There were a few things that we learned from experience and as a result we will be able to run off a much better meet next year. The spectators and coaches were informed of the progress of the race by the college short wave radio station.

Very cordially yours,

RALPH H. YOUNG,
Director of Athletics.

1940 OLYMPIC FINANCES

Nineteen-forty is an Olympic Year. The XII Olympiad will be held at Helsinki, Finland, July 20 to August 4, 1940, and the winter games will be held at St. Moritz, Switzerland, in February, 1940. The National Collegiate Athletic Association which now has a 50% representation on the American Olympic Committee must assume its proportionate share of the burden of the raising of funds for the American Olympic Team. The drive for funds through the educational institutions has the approval of the N. C. A. A., and this worthy project should receive the support of the organized educational institutions.

The methods of raising funds open to the educational institutions are preferably as follows:

1. Direct contribution from athletic funds. (These contributions should be anticipated in establishing budgets for the coming year.)
2. By holding benefit athletic events.
3. By personal contributions from coaching or teaching staff.
4. By contributions from the student group.
5. By the purchase of various types of Olympic insignia.
6. By holding Olympic trials.

Chairmen to coöperate with the Committee are being appointed in each state, and announcement of the full committee will be made by special bulletin within a short time. Athletic directors and coaches are urged to coöperate with committeemen in formulating plans for the drive which will begin with the opening of the scholastic year in the fall of 1939. All colleges and universities are urged to consider the possibility of attaching 10c. to the price of the tickets to one major football game as an Olympic contribution.

The goal of the Olympic Finance Committee is \$100,000.00.

FRANK G. McCORMICK,
Chairman N.C.A.A. Finance Committee.