

GOOD PUBLICITY AT C. C. N. Y.

Schools wishing to obtain greater newspaper cooperation for publicity purposes will profit by a study of methods used at the City College of New York. The Publicity Office of that school has mimeographed and clipped together six sheets of material showing the schedule, player statistics and information, scores of last year, interesting facts on previous records, and a short resume of the prospects of each opponent which plays in New York.

These sheets are distributed to the newspapers in New York, to sports desks in cities where the team is to appear, and in the offices of all opponents. It is expected to be filed for the season, and when amplified with timely news, serves as the basis for many complete and accurate articles. Nat Holman, coach at C.C.N.Y. will be glad to cooperate in the publicity campaigns of other Association members by sending a sample of this release to those interested.

COACH TURNS INVENTOR

Dr. H. C. Carlson, alert coach of the famous Pitt team and originator of the figure eight offense, has invented a novel toy game of basketball which presents sixty play situations against time. It is a game-board affair which attracts every member of the family. With the inventor this toy is an altruistic attempt to popularize the sport. He plans to market it through student organizations with no profit to himself. Complete information regarding the toy and its sale may be obtained by addressing requests to Dr. H. C. Carlson, Coach of Basketball, University of Pittsburgh, Pittsburgh, Penna.

PLAN TEST GAMES IN OKLAHOMA

Hugh McDermott, University of Oklahoma, and Henry Iba, Oklahoma A. & M.. are discussing some rules modifications for their annual exchange of games. These changes include a rotation of all players for center-jumping, and the placing of the back boards four feet from the end lines.

INTERESTING CLINIC AT PITTSBURGH

The Sixth Annual Pitt Basketball Clinic is to be held December 8. A full day's program has been arranged featured by a discussion on "The Development of High School Offense" in the morning; luncheon at noon; demonstration in the afternoon; dinner in the evening; and two regular games at night. Since the coaches and officials of western Pennsylvania have a very active organization a record attendance is predicted.