

GEORGE BOWLES AND ASSOCIATES

Advertising - Publicity - Radio Programs and Production

SUITE 721 HOTEL PHILLIPS BUILDING * KANSAS CITY, MO.

February 5, 1940

Dr. Forrest Allen,
University of Kansas,
Lawrence, Kansas.

Dear Phog:-

I am directing this letter to you as a result of your activities in the promotion of the regional and finals of the NCAA basketball play. Also, I am enclosing a carbon copy with the idea that perhaps you would like to forward this original on to Mr. Olsen of Ohio State.

It isn't necessary to remind you of how closely I've followed sports since leaving university, having worked on the sports desk of The Kansas City Star, the dominant newspaper of this area, and having done a daily radio program of fifteen minutes for four years on KMBC, outstanding Columbia Broadcasting station of this area. As a result of all this I'm sure you appreciate the fact that I carry some weight with radio stations and newspapers throughout this section of the country.

On top of all this I also operate the American Press Syndicate, a special service to newspapers....both features and news.... and have used this medium to cover advance and timely sports publicity to newspapers throughout the United States for all outstanding sports events for which we have been retained to direct publicity promotion. Last year we took on the National Intercollegiate Basketball Tournament, under the direction of Emil Liston, and in spite of a flu epidemic in Kansas City and local business conditions being off 15 per cent, we increased the tournament attendance 30 per cent. We are proud of that record! AS A RESULT OF THIS FINE SHOWING we have been retained again this year at an increase in service charge.

We are anxious to direct the promotion for your semi-finals and finals in Kansas City for certainly these sessions of play merit organized publicity effort of the type we are equipped to give and because our type of service is such to make these tournament dates a financial success. We have the good will and the respectthrough the American Press Syndicate....of a hundred newspapers, dailies, in this area, in towns and cities which can be expected to send basketball fans to your tournament. On top of that, we have a close working contact with both The Kansas City Star and The Kansas City Journal, and enjoy the finest cooperation from Clawson of the Associated Press and Lundquist of the United Press and also all the sports commentators on the six Kansas City radio stations....practically all of them personal friends. I'm sure both the newspapers and the Associated and United Press sports men...named above...will verify the fine

effective services we gave them last year on basketball.

I know that you stand ace high with McBride, sports editor of the Kansas City Star. But your basketball showings require more than the support of a local newspaper to come out without showing in the red. I appreciate also that you will have a "million" details to carry out for the three dates. I know also that news and feature stories going out to newspapers of this area under the name of "The American Press Syndicate" will have far more prestige than under the name of any athletic organization.

We propose to send out two or three advance stories well in front of your tournament to all worth-while daily newspapers of this area. For one solid week preceding your semi-finals, we will not only send out three good news stories or features to one hundred or more newspapers of this immediate area but also write daily stories for the two Kansas City newspapers and daily feed the Associated and United Press. We also will give the same service for the entire week preceding the final championship game. This would give a total of say nine mailings to newspapers ...100 of them as a minimum...and nine mimeographed stories. We have a low price of \$1.75 a page from a good local company for mimeographed service which looks like typewritten copy. The stamps...first class mailing...would total \$27.00 as a minimum. Envelopes, stationery, etc., should not amount to more than about \$7.50, which would give an expense total of say \$50.00

For our services of writing and directing the campaign in entirety, the charge would be \$125.00. Frankly, our service for the other tournament is \$250.00 plus mailing expense, but we have to work for a longer period and cover newspapers throughout the entire United States in order to secure the outstanding teams from all areas.

In addition to the above services, we would handle all details for caring for the Press for the three nights, being in charge of the press tables, etc., as we did last year for the NICBBT.

In conclusion, permit me to say there should be no conflict in our handling the two tournaments. The bigger crowd turned out for the National Intercollegiate, the bigger crowd you will enjoy. Thousands of fans will wish to compare the play of the two organizations. Furthermore, we'll be making Kansas City the Basketball ~~Tournament~~ ^{Capital} of the United States.

Please let me hear from you as quickly as possible, Phog, as we can handle only so many publicity promotions. Remember, that we are the only organization of this type in Kansas City.

With the best of personal regards, I remain.....

Sincerely yours,

Geo. H. Bowles

UNIVERSITY OF KANSAS
LAWRENCE

DEPARTMENT OF
INTERCOLLEGIATE ATHLETICS

TICKETS FOR OKLAHOMA A. & M.

KANSAS BASKET BALL GAME

OKLAHOMA CITY, MARCH 16, 1940.

~~Received~~

Kind	Received	returned	sold
1.65	100	100	0
1.10	100	92	(6 Dr. Allen) 2
.75	200	191	9

2 @ 1.10
9 @ .75
Cash

2.20
6.75
8.95

THE OHIO STATE UNIVERSITY

GEORGE W. RIGHTMIRE, *President*

COLUMBUS

April 4, 1940

DEPARTMENT OF PHYSICAL EDUCATION
L. W. ST. JOHN, *Director*

Mr. E. G. Clevenger
Director of Athletics
University of Indiana
Bloomington, Indiana

Dear Cleve:

I wired Allen to the effect that copy of the film should be made available to both Indiana and Kansas. I know you were anxious to get hold of this film at the earliest possible moment and I think it should be made available to you. If you want a copy of the film, or if any other school wants a copy of the film for its permanent possession, however, it seems to me that the film should be purchased, otherwise, such copies as are made should be made available to all schools of the N.C.A.A. through some regulations to be set up by the Rules Committee or the Executive Committee of the N.C.A.A. In other words, I don't feel authorized to say that we should spend \$60 for a film to give to you or to Kansas but I do feel surely you folks, since your teams were directly involved, should have the first view of them and it may be that is all you will desire.

Like a lot of other matters in connection with this tournament, there are a good many details about it that have not been thought through sufficiently to say what the absolute policy is, but before any move is made in the matter it seems to me the Rules Committee or the Executive Committee of the N.C.A.A. should indicate the procedure.

At any rate I am going to try to see that a copy of the film gets into your hands at the earliest possible moment and I am sure you will be glad to cooperate in any way which seems indicated.

Congratulations again on a wonderful season.

Very sincerely yours,

"H.G."

H. G. Olsen
Chairman, N.C.A.A. Basketball
Tournament Committee

HGO:M

Copies to ✓ Dr. F. C. Allen
James W. St. Clair

THE OHIO STATE UNIVERSITY

GEORGE W. RIGHTMIRE, *President*

COLUMBUS

April 4, 1940

DEPARTMENT OF PHYSICAL EDUCATION
L. W. ST. JOHN, *Director*

Mr. James W. St. Clair
Southern Methodist University
Dallas, Texas

Dear Jim:

It seems to me this film if it is a good one should be made available to members of the N.C.A.A. under some regulations which could be set up and handled through the Rules Committee. Possibly the Rules Committee member in each district could act as an agent or clearing house so far as the film is concerned with the members of his district. This is just a thought in the matter and I wonder if you have any ideas about it. If you have I wish you would give them to me because I have the feeling there is going to be a demand for this film in a good many quarters once they know it is available and granting, of course, that the film is a good one.

Very sincerely yours,

"Olsen"

H. G. Olsen
Chairman, N.C.A.A. Basketball
Tournament Committee

HGO:M

Air Mail

Copy to Dr. F. C. Allen

THE OHIO STATE UNIVERSITY
COLUMBUS

DEPARTMENT OF PHYSICAL EDUCATION
L. W. ST. JOHN, *Director*

April 6, 1940

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

Dear "Phog":

I am sending you under separate cover another Western Play-off belt buckle, this in addition to the two which should have been shipped to you direct from Herff-Jones. I hope the size is all right. If it isn't I am sure Jones will make the adjustment.

When I stopped in Bloomington the other day, I urged Clevenger to send along to you at once his list of expenses. Inasmuch as he had not paid the railroad bill or the hotel bill I told him I thought you, in the interest of expediting the cleaning up of these matters, would be glad to pay them direct.

I very much hope we can get this whole business straightened out before long and I hope when all the shooting is over that we find we have as good a surplus as we had hoped for. The next thing is for us to battle for what we believe is right in the way of distribution of these funds.

Very sincerely yours,

H. G.

H. G. Olsen
Chairman, N.C.A.A. Basketball
Tournament Committee

HGO:M

Lawrence, Kansas
April 10, 1940

Mr. H. G. Olsen,
Ohio State University,
Columbus, Ohio.

Dear Harold:

I have just received your S.O.S. for money and am enclosing a check for \$5,000.00. I am working very slowly and methodically in settling all of the bills, some of which we are finding rather troublesome.

Incidentally, I wish you would tell me how much you made at Indianapolis in the eastern play-off.

I am enclosing a carbon copy of my letter to Walter B. Franklin, of the University of Colorado, in regard to their expense account. None of the other teams arrived in Kansas City before Thursday, as it was impossible for them to work out until that time. I am wondering what you, as chairman, would advise in this matter.

Very sincerely yours,

FCA:AH
Enc.

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

THE OHIO STATE UNIVERSITY
COLUMBUS

DEPARTMENT OF PHYSICAL EDUCATION
L. W. ST. JOHN, *Director*

April 9, 1940

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

Dear "Phog":

I wonder if you could conveniently send along now a part of the net receipts, even though your final report is not ready. I have a number of bills for medals, trophies and expenses in the way of telegrams, telephone calls that should be paid.

If you can help out, I would appreciate it very much.

Very sincerely yours,

"Ole"

H. G. Olsen
Chairman, N.C.A.A. Tournament
Committee

HGO:M

Air Mail
Special Delivery

THE OHIO STATE UNIVERSITY
COLUMBUS

DEPARTMENT OF PHYSICAL EDUCATION
L. W. ST. JOHN, Director

April 13, 1940

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

Dear "Phog":

Thanks for sending along the check for \$5000. I think you are absolutely right in working slowly and methodically in the matter of settling the bills. All of us have to be sure that whatever moves we make in this direction are moves that will be approved by the N.C.A.A.

I think your letter to Mr. Walter B. Franklin, Graduate Manager, of Colorado is perfectly in order and I check everything you have said. I do not see how they can take a stand against what you have said in your letter about extra meals, hotel, etc.

With regard to Colorado's incidental expense of \$50, it seems to me that any item of that kind should be completely itemized. I can't see why any team should be allowed to put in a bill for \$50 incidental expenses without having it itemized, any more than you or I should be able to put in items of that nature. I think it is customary, however, to charge 10% tips on meals, etc. That, of course, would not apply to railroad fare and pullman.

In general I feel this way: that we ought to approve expenses on the part of these teams in pretty much the same manner as your institution or ours would okeh them. I don't know any other guide to follow and it seems to me if we do adhere to that sort of criterion we are on safe ground and none of the teams have a real right to gripe.

I am returning the Colorado expense accounts to you for your files. Any way you feel like finally disposing of the matter will have my complete indorsement.

Very sincerely yours,

HGO

H. G. Olsen
Chairman, N.C.A.A. Basketball
Tournament Committee

HGO:M
Enc.

file
Air Mail

Lawrence, Kansas
April 10, 1940.

Mr. Walter B. Franklin,
Graduate Manager,
Associated Students,
University of Colorado,
Boulder, Colorado.

Dear Walter:

This will acknowledge receipt of your expense account for the N.C.A.A. qualifying tournament in Kansas City on March 22 and 23, totaling \$884.00.

For your information, the committee decided to figure the expenses of fifteen men instead of twelve, as originally planned. Duquesne University held out for expenses for fifteen men before they would enter the eastern play-offs, and the committee agreed to their request and approved expenses for this number of men in the Kansas City play-offs.

In checking over your expense account I find that you have figured your railway fare and pullman from Boulder to Kansas City, which is as it should be. You have also listed hotel for Tuesday, Wednesday, Thursday, Friday and Saturday, and meals from Monday up to and including Sunday morning. I am a little hesitant about approving this for payment due to the fact that you have included hotel and meals for Monday and Tuesday.

We, of course, are aware of the fact that your team was on the way home from New York and would have had the expense of meals and pullman on to Boulder even though you had not participated in the tournament. None of the teams arrived in Kansas City prior to Thursday, as there was no reason for their being there previous to that time. Of course, I realize that it would have

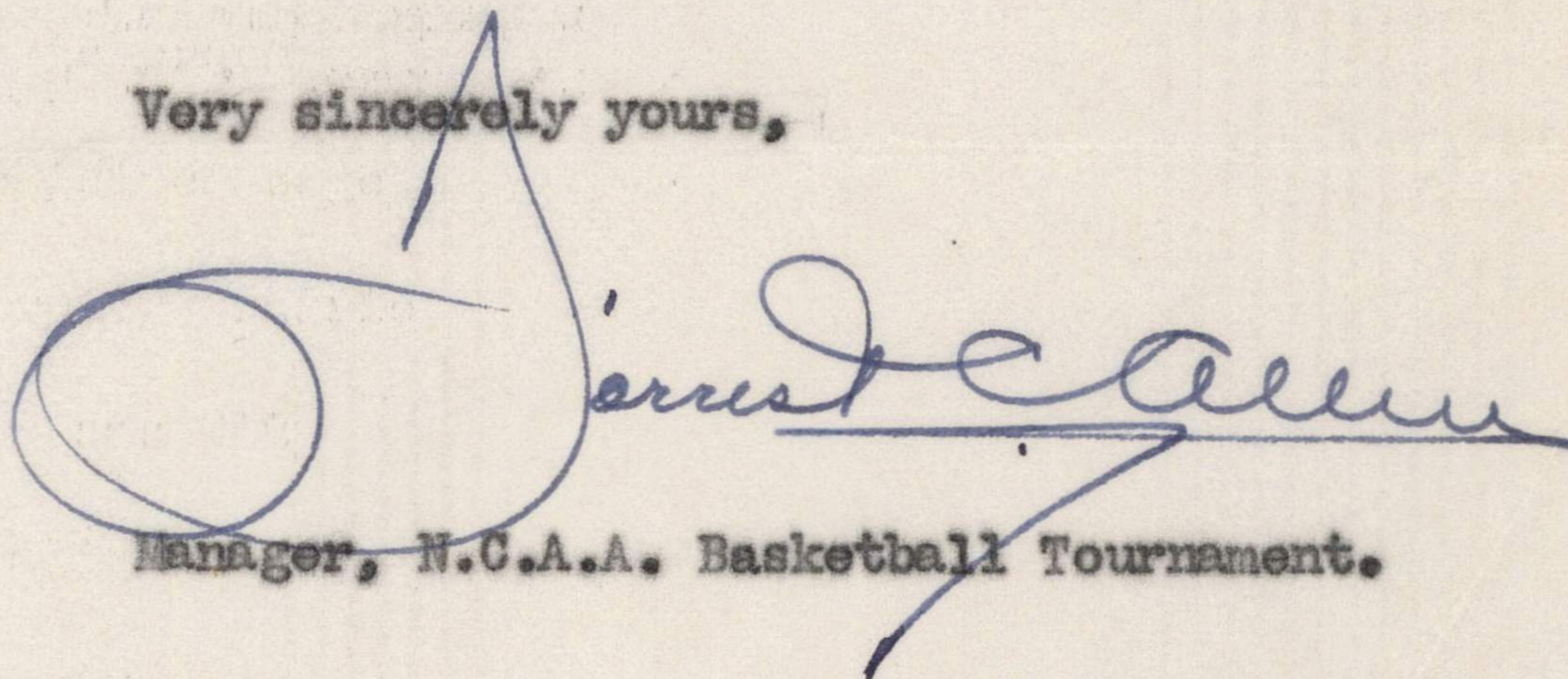
page 2.

been useless for your team to return to Boulder and back to Kansas City for the tournament. I only bring this question up as it appears to me there is a possibility of the committee criticizing my action in approving this expense where it appears there might be an overlapping of expenses from one trip to the other. As I figure it, it would amount to around \$108.00, deducting hotel and meals for Monday and Tuesday. Where the pullman is allowed from Colorado it does not seem quite right that hotel should also be allowed for the two days involved.

I do not want you to think that I am criticizing too severely or questioning your expense account, but I think it is much better to get these things straightened out before payment is made rather than wait until it might be pushed back at me. I shall be happy to have you advise me more fully what your thoughts are in this connection before sending your check covering the account.

With all good wishes, I am

Very sincerely yours,

A handwritten signature in blue ink, appearing to read "Ernest Allen". The signature is written in a cursive style with a large, looping initial "E".

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

FCA:AH

copy

RICE ATHLETIC ASSOCIATION, Dr.

The Rice Institute
Houston, Texas

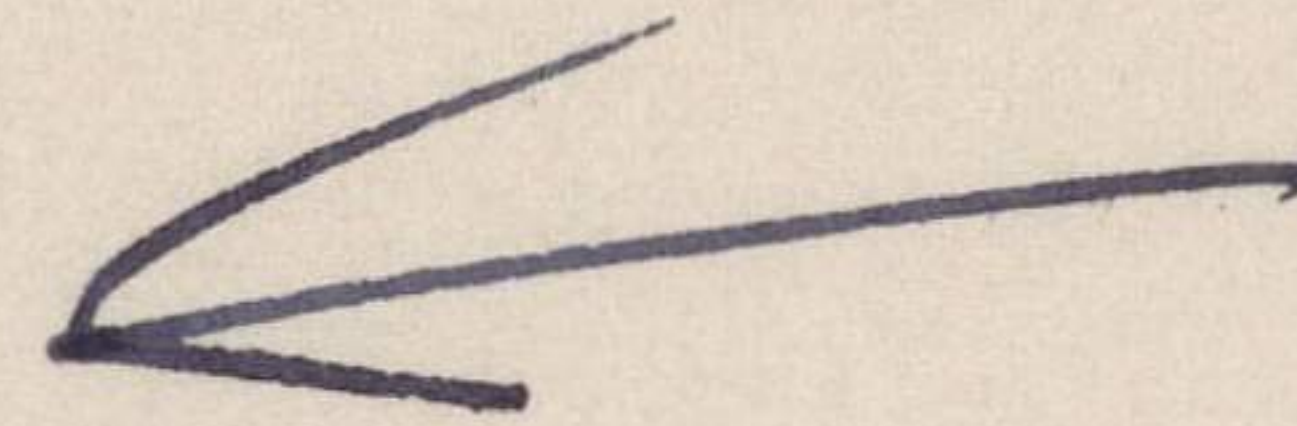
April 4, 1940

To - Dr. Forrest C. Allen

Kansas University

Lawrence, Kansas

Room	\$ 97.63
Meals	205.00
Miscellaneous Expense (Taxi, etc.)	67.00
Railroad Fares	<u>494.70</u>
Total	\$864.33



copy

ASSOCIATED STUDENTS UNIVERSITY OF COLORADO

BOULDER

Mar. 30, 1940

Dr. Forrest C. Allen
Director N.C.A.A. Basketball Tournament
Kansas City, Missouri

Dear Dr. Allen:

Following is an expense statement for the University of Colorado basketball party incident to the N.C.A.A. District Qualifying Tournament, in Kansas City, Missouri, March 22nd and 23, 1940:

R. R. Fare, Boulder to Kansas City and return		
12 @ \$29.60	\$355.20	
6 Round trip lower Pullman berths @ \$9.00	54.00	
6 Round trip upper Pullman berths @ \$6.80	40.80	
	<hr/>	
Total R. R. Fare and Pullman		\$450.00

<u>Hotel</u> - Tuesday, Wednesday, Thursday, Friday, and Saturday		
5 nights for 12 @ \$2.00 per night		120.00

<u>Meals</u> -		
Monday dinner on Diner 12 @ \$1.50	18.00	
Breakfast) 12 @ \$1.00	12.00	
Tuesday Luncheon) 12 @ \$1.00	12.00	
Dinner) 12 @ \$1.50	18.00	
Wednesday - same as Tuesday	42.00	
Thursday - same as Tuesday	42.00	
Friday - same as Tuesday	42.00	
Saturday - same as Tuesday	42.00	
Sunday - Breakfast on Diner 12 @ \$1.00	12.00	
	<hr/>	
	\$240.00	
Add 10% for tips	24.00	
	<hr/>	
		\$264.00

Incidentals		
		50.00
		<hr/>
		\$884.00

Sincerely yours,

(Signed) WALTER B. FRANKLIN

Lawrence, Kansas
April 23, 1940

Mr. H. G. Olsen,
Ohio State University,
Columbus, Ohio.

Dear Ole:

Ole, I am still curious. I have written you several times, and each time you fail to answer my inquiry I get more curious.

I would like for you to make at least an estimate and let me know what the Indianapolis tournament grossed and what rent you paid, and what you think you netted.

Very sincerely yours,

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

FCA:AH

Lawrence, Kansas,
April 24, 1940.

Mr. Max Levand,
The Wichita Beacon,
Wichita, Kansas.

Dear Mr. Levand:

Please find enclosed check for display advertising for the National Collegiate Basketball Championship of America. We had a splendid crowd and your newspaper, both in the display advertising and sport page, rendered us valuable assistance for which we thank you very much.

It looks as if Kansas City will get this tournament again, and I assure you that we will call on you for display advertising next year.

Thanking you for your kindly cooperation,
I am

Very sincerely yours,

FCA:g

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

April 27, 1940.

Mr. H. G. Olsen,
Ohio State University,
Columbus, Ohio.

Dear Ole:

I wish to thank you for your letter of April 23rd in which you point out in no uncertain terms the manner in which expense accounts of college basketball teams should be handled.

I will wait a few days and then I will write to Dr. Gaylord Johnson and Walter B. Franklin, asking them to submit the expense accounts minus the miscellaneous items.

Very cordially yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

THE OHIO STATE UNIVERSITY
COLUMBUS

DEPARTMENT OF PHYSICAL EDUCATION
L. W. ST. JOHN, Director

April 23, 1940

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

Dear "Phog":

Answering your letter of April 19, I should like to make this observation:

The N.C.A.A. Basketball Tournament should be handled substantially as would the athletic business of any reputable college or university. Expenses should be itemized so they are perfectly clear and understandable to any auditor. I do not believe in this day and age that any athletic department permits an expense item of the character which you have mentioned, namely, "miscellaneous expenses" so much. I feel that we, as a committee, in order to protect ourselves in this matter, should absolutely insist that any items which might be classified as miscellaneous, such as taxi cab fare, etc., must be definitely itemized as to amounts. I don't know of any other way to handle this matter.

I am very sure this method of procedure is the one which we will be held to by the Executive Committee of the N.C.A.A., so insofar as I am authorized to rule on this matter, you can consider that this letter is a ruling to the effect that we can't permit any unitemized miscellaneous items in our expense accounts.

After all, this whole matter is not one that should be handled particularly according to your views or mine, but it is rather a matter of being in accord with recognized sound financial practice in athletic matters.

You may use this letter as you see fit.

Very sincerely yours,

"Ole"

H. G. Olsen
Chairman, N.C.A.A. Basketball
Tournament Committee

HGO:M

Copies to: C. S. Edmundson, Seattle, Washington
James W. St. Clair, Dallas, Texas
Major John L. Griffith, Chicago, Ill.
Z. G. Clevenger, Bloomington, Ind.

April 19, 1940.

Mr. H. G. Olsen,
Ohio State University,
Columbus, Ohio.

Mr. C. S. Edmundson,
University of Washington,
Seattle, Washington.

Dear Friends:

I am enclosing some correspondence that I have had with Rice Institute and with the University of Colorado regarding their expense accounts. Rice has a miscellaneous expense of \$67.00, and Colorado has \$50.00.

I would like to ask what your suggestions are in the matter, and I also want you to know what I think. If we are to give these fellows \$50 and \$67 bonus, I believe in adding the same amount to each team's expenses, because one team wants to be honest and the other wants some extra gravy. If we are not going to reward modesty plus, then why debit honesty?

And too, I want to say that just because I am manager of the tournament is no reason why I should stick my neck out unduly, so I want your advice and suggestions for guidance.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

PCA:AH

COPY

THE OHIO STATE UNIVERSITY
Columbus

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

Dear "Phog":

Answering your letter of April 19, I should like to make this observation:

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After all, this whole matter is not one that should be handled particularly according to your views or mine, but it is rather a matter of being in accord with recognized sound financial practice in athletic matters.

Very sincerely yours,

(Signed) "Ole"

H. G. Olsen,
Chairman, N.C.A.A. Basketball Tournament Committee.

Municipal Auditorium
Kansas City, Missouri

H. F. McELROY
CITY MANAGER
GEORGE L. GOLDMAN
DIRECTOR

April 28, 1939

Dr. Forrest C. Allen
Mr. Clyde McBride
Rep. 5th Dist. N.C.A.A. Basket Ball Comm.

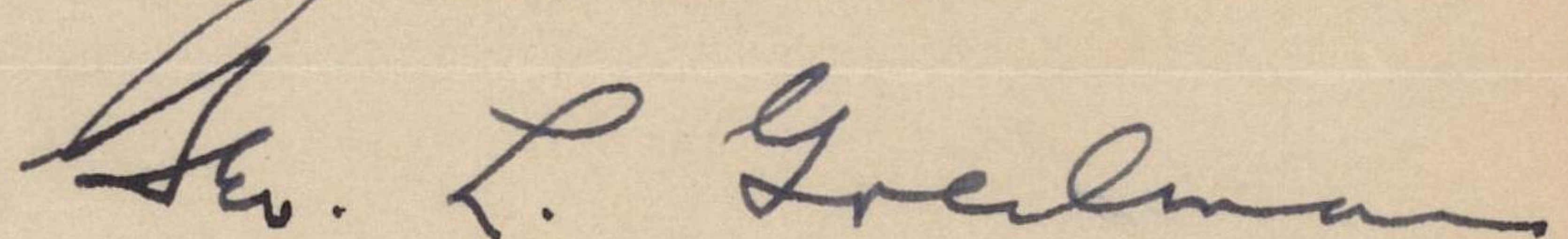
Gentlemen:

This letter is confirmation of the following dates: March 22, 23, and 30, 1940, for the N.C.A.A. Regional and Final.

The rental charge for the use of the Arena is \$300.00 per day and includes all services such as light, heat, janitor service, tickets, ticket sellers, ticket takers, and ushers.

We will be very happy to have you with us on the above mentioned dates, and our charge to you covers only the actual expenses of the Building.

Respectfully yours,



Geo. L. Goldman, Director
Municipal Auditorium

GLG/DS

May 8, 1940.

Mr. Robin McGeorge,
Executive Assistant Manager,
Hotel Continental,
Kansas City, Mo.

Dear Robin:

I am enclosing herewith a bill that was sent to me by E. C. Quigley. You will remember that I told you personally that all of the team expense, all of the expense of officials, and everything in connection with the N.C.A.A. tournament were to be taken care of by me.

There was such a jam when you took in the Sinclair Oil people for their convention that the Southern California people had very inferior rooms and they had to move over to the Phillips. The same was true of Rice Institute.

I have been trying to get together with you to settle all of these bills, as everyone should be handled by me. I have had difficulty in seeing you as you have been either out of town or tied up with other details. Last Saturday I went in to settle with the cashier and she said all of the bills had been forwarded to your office and that I would have to see you.

I will try again to see you so that we may get all of these accounts settled.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FGA:AH

May 15, 1940.

Herff-Jones Jewelry Co.,
1407 North Capitol Ave.,
Indianapolis, Indiana.

Dear Sirs:

I find that we are still one N.C.A.A. belt and buckle short. Will you kindly send a size 32 belt, together with the buckle, for the member of our team who has not received his?

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

SMITH-GRIEVES COMPANY, PRINTERS
WESTERN ENVELOPE MANUFACTURING COMPANY

Seventeenth and Washington Streets
KANSAS CITY, MO.

HAROLD SMITH
PRESIDENT

May 15th, 1940.

Dr. Forrest C. Allen,
Lawrence,
Kansas

Re -- Our Account of \$727.52

Dear Phog:

I received your letter of May 13th yesterday morning. George Bowles also came into the office yesterday morning. George called me again this morning, stating that he talked with you last evening over the phone telling you of our conference with him yesterday morning.

According to his figures, your total income for the program should be \$895.00, based on the following figures:

5700 copies sold at 15¢ each -----	\$855.00
Commission paid Bowles -----	\$145.00
Commission paid salesmen for selling programs -----	215.00 360.00
Total income from sale of Programs, less Commissions paid -----	\$495.00
Advertising -----	400.00
	<u>\$895.00</u>

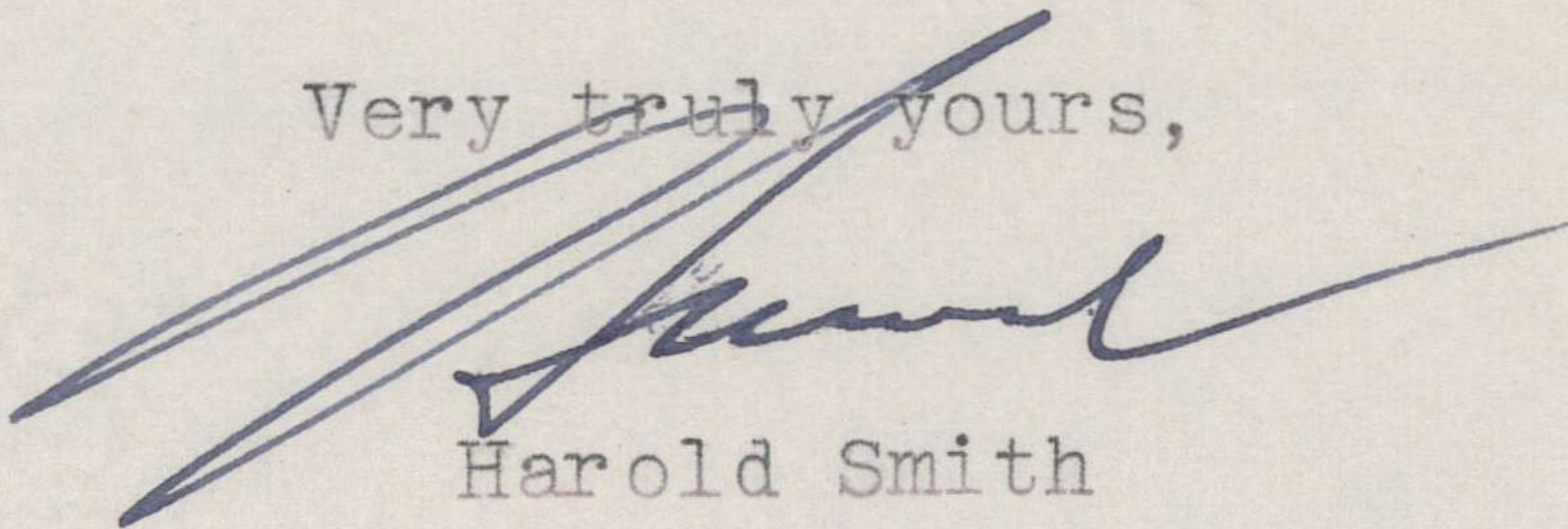
He tells me that you authorized him to make collection of the local advertising and to have these checks made payable to Smith-Grievess Company. The amount of the local advertising checks he says will be approximately \$65.00 - and the balance of the \$400.00 will be forthcoming from National Advertisers and these are to be paid direct to you.

I asked you in my previous letter to send us approximately \$500.00 - the revenue received from the sale of programs - and I hope you will now let us have that much to apply on the account.

I also hope you will keep actively after the companies who have not paid you for the advertising. Certainly all of these bills should be paid by today - the 15th of May.

In consideration of the foregoing, we will expect to receive a check from you right away - and before this month is over, complete settlement of our account.

Very truly yours,

A handwritten signature in dark ink, appearing to read 'Harold Smith', with a long, sweeping flourish extending to the right.

Harold Smith

SMITH-GRIEVES COMPANY, PRINTERS
WESTERN ENVELOPE MANUFACTURING COMPANY

Seventeenth and Washington Streets

KANSAS CITY, MO.

May 28, 1940.

HAROLD SMITH
PRESIDENT

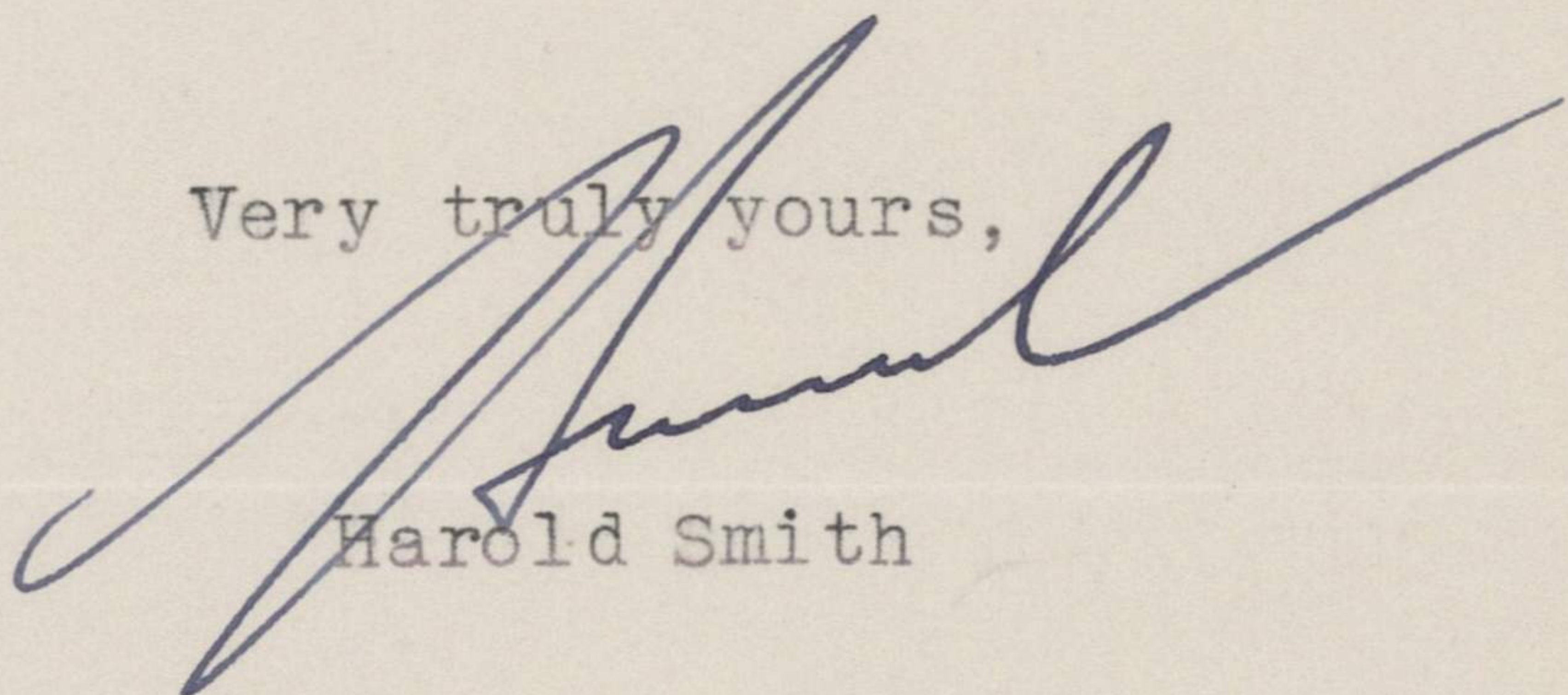
Dr. Forrest C. Allen,
Lawrence,
Kansas.

Dear Phog:

I cannot understand why I have not
heard from you in reply to your
letter of May 15th.

We would like to get this Basket-ball
Program account paid this month.

Very truly yours,



Harold Smith