



TELEPHONE HARRISON 1847

502 DELAWARE STREET

**KANSAS CITY, MISSOURI**

November 15, 1940

Mr. Forrest C. Allen  
Varsity Basketball Coach  
University of Kansas  
Lawrence, Kansas

Dear Mr. Allen:

In reply to your letter received this morning, we are happy to send you a duplicate copy of the letter forwarded to you on July 23rd, which is attached herewith.

We, again, want to call your attention to the idea used in the "National Intercollegiate Basketball Championship Tournament" program of changing the line-up each day. This procedure makes the program somewhat more expensive, but in the opinion of many, adds much to the value of the program.

Very truly yours,

VILE-GOLLER PRINTING CO.

*Hy Vile*  
by Hy Vile

HV/hc  
enc.



November 14, 1940

Vile-Goller Printing Co.  
502 Delaware  
Kansas City, Missouri

Gentlemen:

On July 20, 1940, I wrote you a letter asking for a quotation on programs for the National Collegiate Basketball Championship Tournament, which will be played in Kansas City this year. These programs were to be similar to the ones you printed for the tournament in Kansas City on March 11, 12, 13, 14, 15, 16, 1940.

Your reply to my letter has been misplaced, and I am wondering if you would be kind enough to send me a carbon copy of your answer, or give me your quotation again.

We would be pleased to have this information as soon as possible.

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach

FCA:lg



HY

SAM

# VILE-GOLLER

"The Two Live Wires"

TELEPHONE  
HARRISON  
1 8 4 7



Printing Company

502 DELAWARE STREET  
KANSAS CITY, MISSOURI

July 23, 1940

National Basketball Committee  
c/o Director F. C. Allen  
University of Kansas  
Lawrence, Kansas

Dear Sir:

In reply to yours of July 20th, we are very glad to give you the following prices:

10,000 Booklets, 16 pages and cover,  
same as one printed last year for the  
Inter-Collegiate Tournament with the  
outside cover furnished and printed on  
the outside only (we print inside of  
cover) \$ 450.00

7,500 Programs will cost you approximately  
\$ 375.00


As you are well aware, Mr. Allen, we just printed the 16 inside pages and the inside of the covers. These covers came to us with the front and back pages printed. We also printed a new lineup every day on four pages of the book only, so the program would be fresh and the patrons would have their lineup every day.

Hoping this meets with your approval, we beg to remain,

Yours truly,

VILE-GOLLER PRINTING CO.

by

  
S. D. Goller

SDG/gpr



C O P Y

July 23, 1940

National Basketball Committee  
c/o F. C. Allen  
University of Kansas  
Lawrence, Kansas

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Yours truly,

VILE-GOLLER PRINTING CO.

by  
S. D. Goller

SDG/gpr



Lawrence, Kansas  
July 20, 1940

Vile-Goller Printing Co.,  
502 Delaware,  
Kansas City, Mo.

Gentlemen:

I have looked over your program which you printed for the basketball tournament in Kansas City on March 11, 12, 13, 14, 15, 16, 1940.

I would appreciate your giving me an estimate for the printing of this size program in the amount of say 7,500 and 10,000.

Our National Collegiate basketball championship tournament was held at the Municipal Auditorium on March 22, 23 and 30, 1940, and we are planning a similar tournament next year, so we will be glad to get your estimate for 1941.

Very sincerely yours,

FCA:AH

Managing Director, N.C.A.A. Basketball Tournament.



A

THE RICE INSTITUTE

HOUSTON, TEXAS

DEPARTMENT OF ATHLETICS

April 16, 1940

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

Dear Doctor Allen:

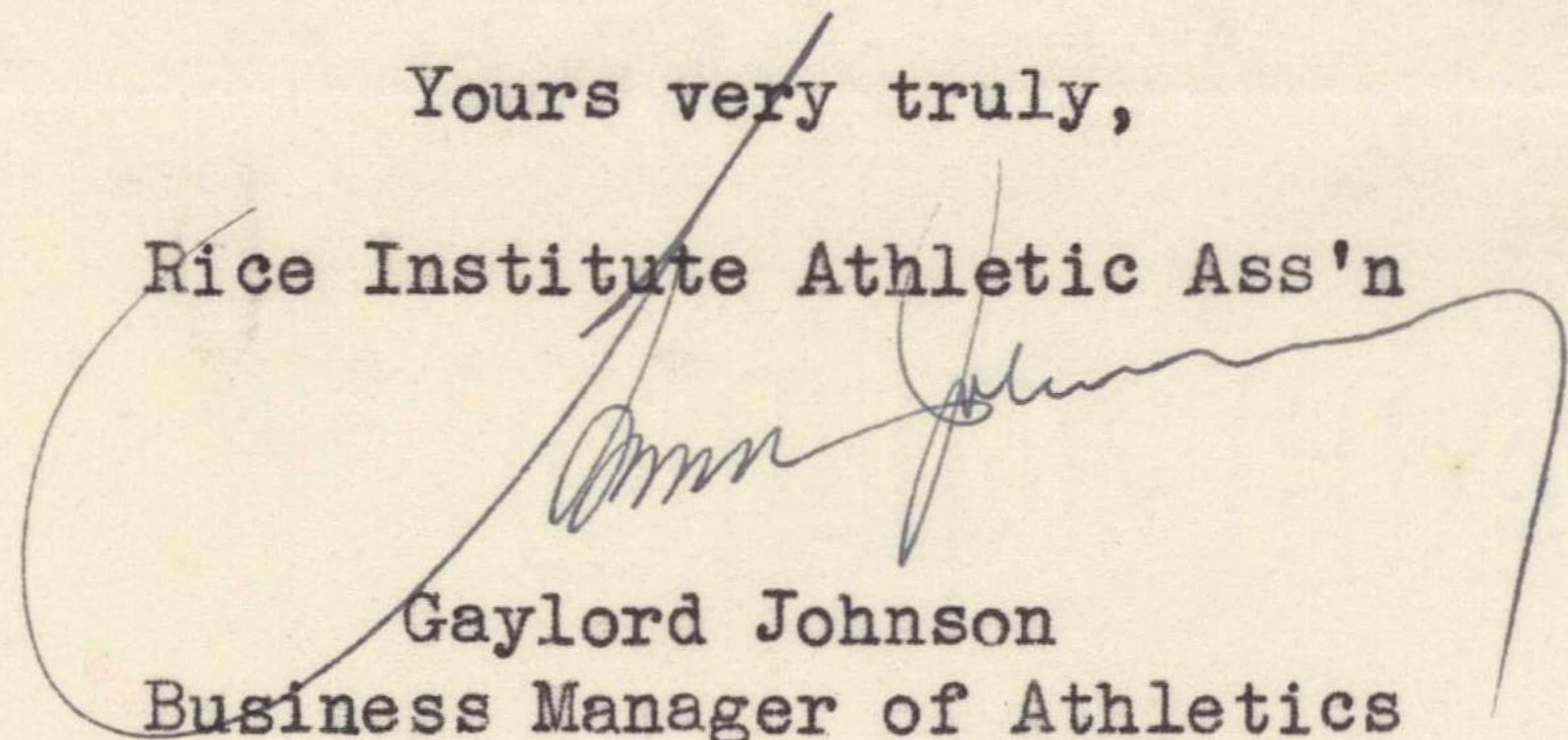
Coach Brannon has handed me your letter with reference to the distribution of funds from the national championship in basketball.

As previously stated in my letter to you a few days ago I believe your thoughts in this matter are entirely correct, that proration should be paid on the basis of fifteen men in the Western Division as was done in the Eastern Division and then whatever there is in the surplus should be prorated between the teams participating.

With best personal wishes, I am

Yours very truly,

Rice Institute Athletic Ass'n



Gaylord Johnson  
Business Manager of Athletics

GJ:cw



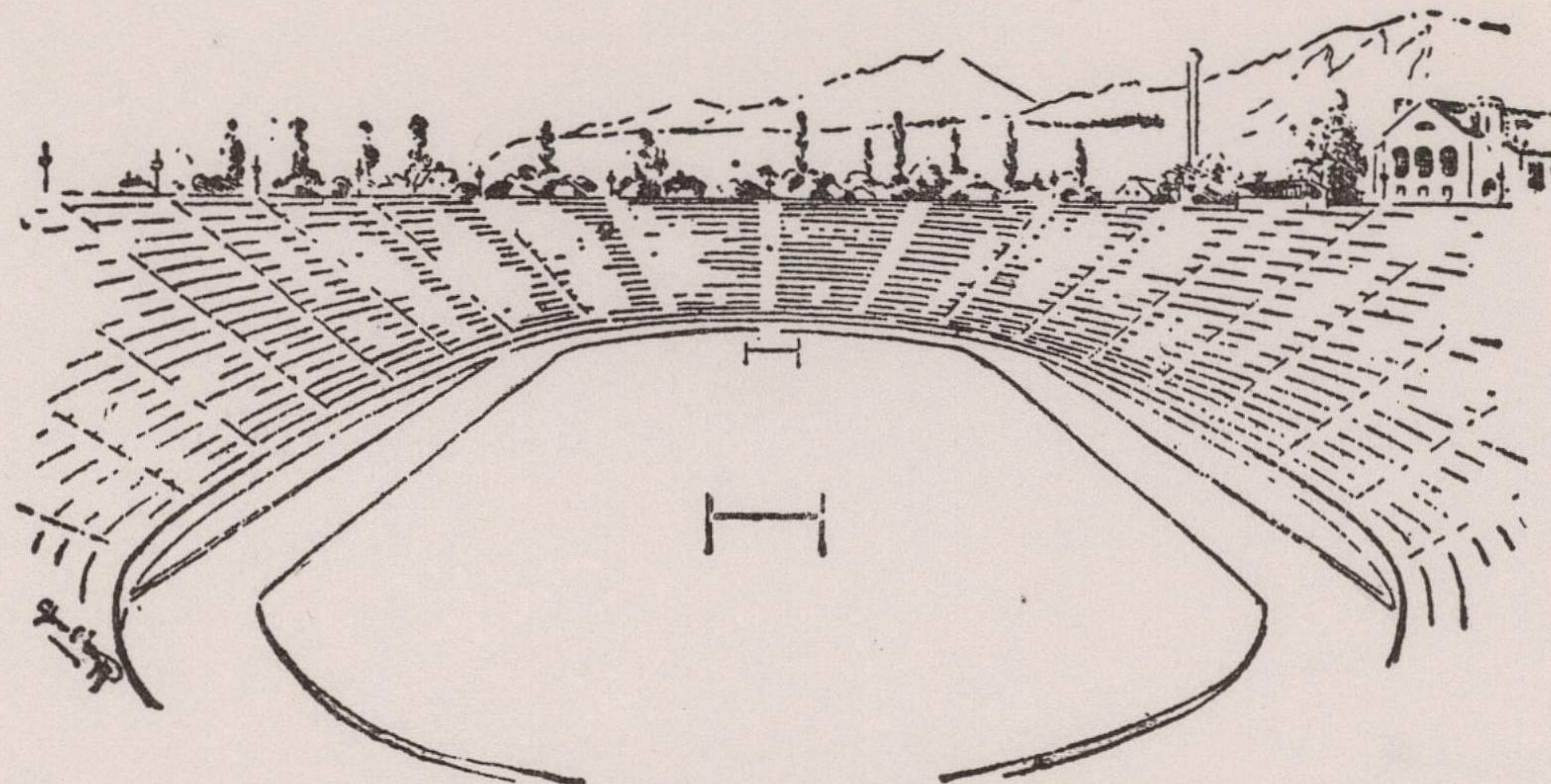
HARRY G. CARLSON  
*Director and Baseball*

WALTER B. FRANKLIN  
*Assistant Director and  
Graduate Manager*

CLARENCE L. ECKEL  
*Faculty Athletic  
Representative*

# Department of Physical Education

University of Colorado



Boulder, Colorado

Apr. 22, 1940

## ATHLETIC STAFF

BERNARD F. OAKES  
*Football*

FRANK POTTS  
*Track, Ass't Football*

ELVIN C. SAYRE  
*Wrestling, Ass't Football*

CHAS. VAVRA  
*Gymnastics and  
Physical Education*

FORREST B. COX  
*Basketball and  
Intramurals*

HOWARD E. WAITE  
*Corrective and Trainer*

WALTER S. DRISKILL  
*Ass't Football*

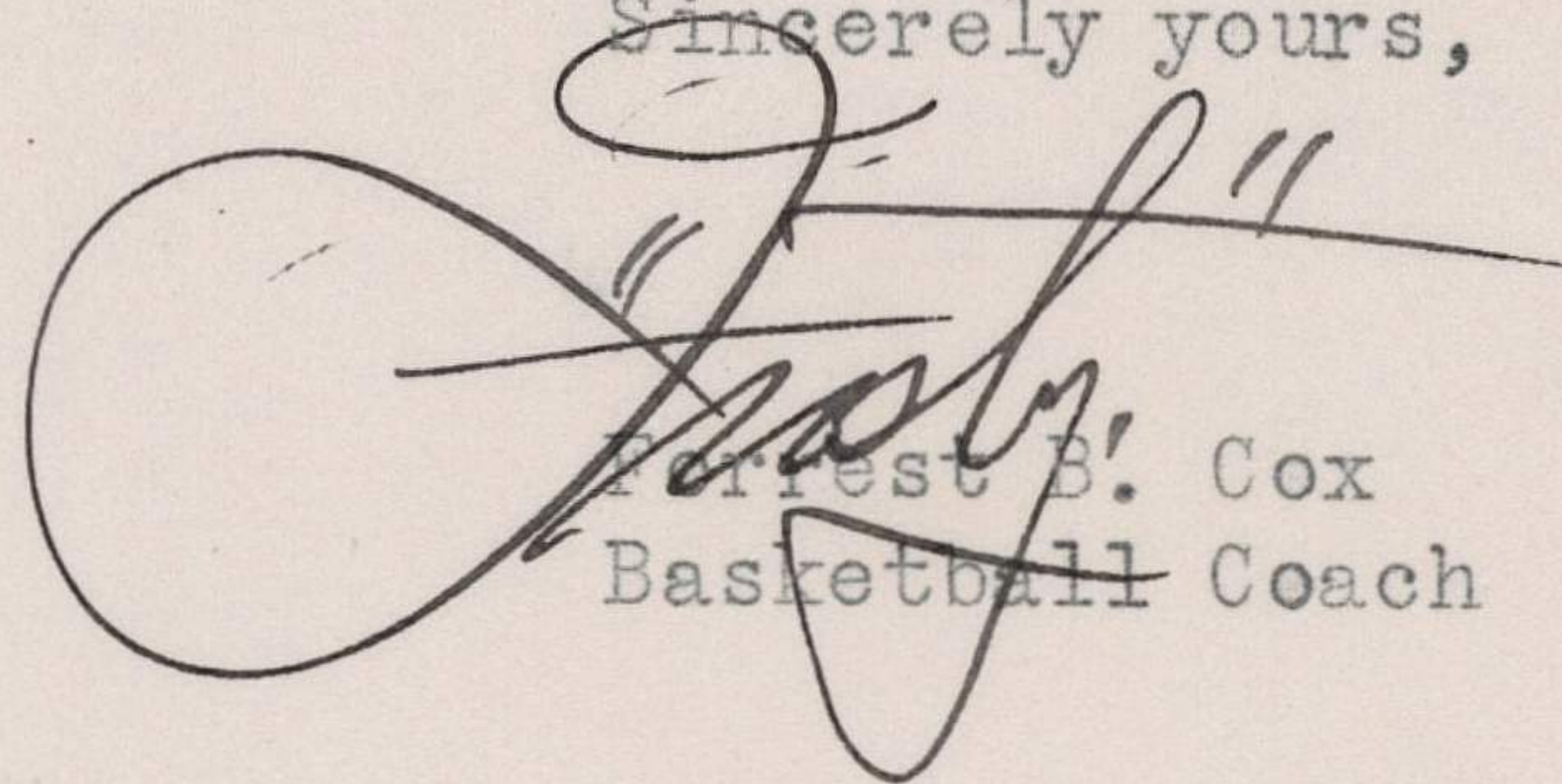
Dr. Forrest C. Allen  
Head of Department of Phy. Educa.  
University of Kansas  
Lawrence, Kansas

Dear Dr. Allen:

Your letter of April 12th received. I think you know how I feel as to what should be done with the money from the N.C.A.A. Tournament. I don't see why the N.C.A.A. would want to take the entire amount of profits. I think the idea of giving them \$7,500.00 as a reserve fund is fair enough. I know that the teams competing in the N.C.A.A. tournament would feel much better if they would share in the remainder. As you know, these tournaments mean an extra amount of work to all concerned. I am sure that if these people taking part are not made to feel they are helping their own situation that the future interest in such a tournament will be nil.

With very best wishes, I am

Sincerely yours,



Forrest B. Cox  
Basketball Coach

FBC:C





INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

OFFICE OF THE DIRECTOR

DEPARTMENT OF  
PHYSICAL EDUCATION FOR MEN

April 19, 1940

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

Dear Phog:

The information you gave me in your letter of the 17th with regard to the expenses of some of the other institutions is most interesting.

I feel that the only thing to do in all contests, like the one we had in Kansas City, is to be absolutely honest concerning the matter of money expended. This is why I sent in our expenses just exactly as we would have incurred them had we been playing a regular scheduled game during the season. We did not pad anything in any way, but gave you our expenses just exactly as they are recorded in the comptroller's office for audit by the State Board of Accounts.

Let me say that I think you are absolutely right in checking up with these other institutions the expense accounts they sent in for refund later. I do not feel that any should be treated niggardly, but on the other hand all their expenses should be reasonable amounts.

Thanking you for the information sent me, I am with best wishes

Cordially yours,

*L. G. Clevenger*  
L. G. Clevenger  
Director of Athletics





INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

OFFICE OF THE DIRECTOR

DEPARTMENT OF  
PHYSICAL EDUCATION FOR MEN

April 17, 1940

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

Dear Phog:

Branch is going out every night to different high school banquets with the result that he has gotten far behind in his correspondence. Some nights he gets home very late and leaves fairly early the next day. You know these young fellows haven't learned the art of getting rid of these meetings as much as you and I have.

He handed me your letter of April 12th addressed to some of the other basketball coaches and himself as well as your other letter advising him concerning the shipment of the film of the Indiana-Kansas basketball game. He asked me if I would be good enough to write you and I told him I certainly would.

The film came in excellent condition and Branch is using it in his talks. Just as soon as he is here for a day and a night, I think Branch plans to show it to the student body.

Branch and I discussed the matter of the possible division of receipts from the N. C. A. A. tournament. We both feel that the teams putting on the show should receive something in the way of financial returns, if money is made.

I do not know what the results of the tournament in Indianapolis have been. No financial report was made to me. I can find this out from Tony Hinkle or H. G. Olsen. All we received from there was the expenses of our team.

The first thing that should be done, I feel, is to pay the N. C. A. A. \$2,500.00 to take up the deficit on account of the tournament of the last year. As I understand it, this \$2,500.00 was advanced by the N. C. A. A., therefore, it should be repaid. After that I presume some such sum as you suggest, namely, \$5,000.00 should be set aside in the N. C. A. A. as a basketball reserve fund just in case some future tournament would not make money. If there are any funds left after that, it is my opinion that those funds should be distributed upon some basis. I feel that all the eight teams in the final in the two tournaments before the final should receive some sort of a split. Then I feel that the two teams playing in the final game



Dr. Forrest C. Allen  
Page Two  
April 17, 1940

should receive an additional split.

I have set down my thoughts on this matter as they have occurred to me and will be glad to have you pass them on to Mr. Olsen.

With kindest personal regards, I am

Cordially yours,

*Z. G. Clevenger*  
Z. G. Clevenger  
Director of Athletics

j



April 12, 1940

Mr. Forrest B. Cox, Basketball Coach,  
University of Colorado,  
Boulder, Colorado.

Mr. Buster Brannon, Basketball Coach,  
Rice Institute,  
Houston, Texas.

Mr. Sam Barry, Basketball Coach,  
University of Southern California,  
Los Angeles, California.

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

Dear Fellow Basketball Coaches:

As manager of the western play-off and the final N.C.A.A. play-off, I feel that I should write you varsity basketball coaches concerning a possible distribution of the earnings of this tournament after all indebtednesses have been paid and the N.C.A.A. receives a sizeable sum from the income.

I do not know what the eastern play-off at Indianapolis netted, but I understand very little. I imagine that doubtless you will want to take this matter up with your athletic director, but since the basketball coaches were represented by their University teams I feel that I should give some information and ask some of you.

You are doubtless aware that last year at the eastern semi-finals at the Palestra at Philadelphia, at the western semi-finals at Treasure Island at San Francisco, and at the final N.C.A.A. tournament at Northwestern University at Chicago, the N.C.A.A. lost \$2,500. The N.C.A.A. Council made up the deficit and carried that deficit on their books. I told the committee that if they would give the tournament to Kansas City I would make them some money. There has been no definite thought of distribution of funds by anyone as yet. For that reason I would like to be guided by what you gentlemen think so that I can pass this on to Mr. Olsen and Mr. Hec Edmundson, of the basketball committee, and they in turn can take it up with the N.C.A.A. Officers.



My notion was that we should pay all expenses for fifteen men in our tournament as was done for Duquesne in the eastern tournament. Mr. Olsen had ordered that this be done. Then, after all traveling expenses have been paid, my thought was that perhaps the N.C.A.A. should have \$7,500. as a reserve fund. Of course, this would leave them but \$5,000. net since they would have to absorb the \$2,500. deficit. Then I had hoped that the teams would be able to split the remainder, share and share alike. Since promoters and other tournament managers always give the visiting teams a good cut in the earnings I thought it would be very unfortunate indeed if the N.C.A.A. should take all of the money above bare expenses for the teams.

I would appreciate it if you would write me your reactions. Perhaps I can get some additional good reasons if you will write me exactly what you think, whether you agree or disagree with my idea.

Thanking you for making the tournament a decided success, I am

Very sincerely yours,

FCA:AH

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



April 22, 1940.

Mr. J. M. Barry,  
Director of Basketball,  
University of Southern California,  
Los Angeles, California.

Dear Sam:

I was happy indeed to have your letter of April 16. I am sorry, of course, that I did not get to see you and say hello before you left Kansas City. We never had a chance from the start with Indiana. They were sizzling hot, and we, having played over our heads on a number of nights, had relapsed to mediocrity.

We are still paying bills and settling up loose ends of some past accounts which we had paid, but we find some additional bills coming in such as the Phillips bill for U.S.C. And before we make final disposition we want to be sure that all these bills are in. I sent Bill Hunter the check as soon as we received his letter, and I am sure that he has received it ere now.

We expect to send your athletic association a check for the difference between twelve men, according to the original agreement, and fifteen, the amount allowed after our committee met in Kansas City and we found that Duquesne had put the bee on Ole for fifteen men. Of course, the only decent thing to do was to pay everybody for fifteen men. This will go forward to you as soon as we can get all of our bills in.

It has been a great pleasure to deal with you and your school because we had no difficulties in settling all bills promptly. You were very fair, but as usual in such things as tournaments, we find a few schools which have difficulty in setting out all their expenses in a very definite way, and some of these charges are rather vague. It takes time to work them out and keep everybody happy.

A couple of weeks ago I sent Ole a check for \$5,000, and while he was here I gave him a check for \$250. So that makes a total of \$5,250 to Ole. My idea was that we should give the N.C.A.A. \$7,500, but when President Bill Owens and Dr. May of Washington, flew out from Chicago on Saturday afternoon, March 30, they informed us that we could not ear-mark any of these



funds for basketball and that all of it would of necessity be thrown into the general fund of the N.C.A.A. This was sad news to me because Ole had informed both John Bunn and me last year that this amount of money could be ear-marked for basketball.

You remember right after the Olympics the N.C.A.A. committee had an agreement with the A.A.U. wherein they agreed that if the A.A.U. would permit them to have the college coaches for track and field, crew, swimming and wrestling the A.A.U. could have the coaches of the other sports. That means that they sold basketball down the river just after we got in the Olympic games, and of course this was done to benefit the N.C.A.A. in these four above-mentioned major sports. Now, when basketball comes along and makes some money, and plenty of it, then the officers state that this money cannot be ear-marked for basketball.

I trust that you will do what you can in your contact with Mr. Hunter in seeing that this sport has its just dues.

Thank you, Sam, for your kind words regarding the management of the tournament. We are happy that everyone seemed to think it was a success.

With kindest personal regards, I am

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



DEPARTMENT OF INTERCOLLEGIATE ATHLETICS  
THE UNIVERSITY OF SOUTHERN CALIFORNIA  
LOS ANGELES

OFFICE OF THE DIRECTOR

April 16, 1940

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

Dear Phog:

First of all, I am sorry that I had to leave your game with Indiana rather early and did not get a chance to see you before leaving Kansas City. I was sorry that you did not win the game but the Indiana boys were red hot the night you played them.

In regard to the financial distribution of the proceeds of the Tournament, I think it would be a fine thing if we could cut back a small profit to the competing teams because of the fact that many institutions are trying to establish basketball on a paying basis and any profit that we can show for the year would go a long way to help further such tournaments and intersectional play.

I definitely feel that \$2,500 should be paid to the N.C.A.A. and a reserve fund established to be definitely set aside for basketball and not thrown into the general fund of the N.C.A.A. After that, I believe that a pro-rata distribution should be made.

I am enclosing an additional hotel bill which followed after our student manager checked out at Kansas City which should be added to our account. Of course, we took a party of 13 to Kansas City but sent through expenses for only 12 according to the original agreement.

I hope this will give you an idea of our reactions regarding the distribution and again let me compliment you on the splendid manner in which you handled the Tournament, to the utmost satisfaction of all teams competing.

Kindest personal regards.

Sincerely yours,

*J. M. Barry*  
J. M. Barry

JMB:e

*2  
Fund  
N.C.A.A.  
Reserve  
This on*



B

May 25, 1940.

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

Dear Ole:

I am sorry indeed that Saint has been ill. I trust by the time this letter reaches you that he is much improved. However, I hope it is not serious. Won't you write me and let me know what his trouble is and what his indisposition is? Give me a prognosis on the future. Give my kindest regards and best wishes to him.

I acknowledge with thanks receipt of the film of the final game. I have not had an opportunity to see it and will not until next week. I have just finished a very strenuous two or three weeks of commencement speaking engagements which have taken me all over the state. With athletic banquets and father and son dinners and commencement dates I just wonder whether I am a good administrator or not.

Thank you for giving me the final report from Tony Hinkle on the gate receipts of the eastern play-off.

Ole, I am sorry that I have not gotten in a report to you on our financial set up here. I had some difficulty in settling with Colorado and Rice, but after writing you and working the thing out we have all the schools taken care of. I guess I pulled a boner on the program, in that I gave a young advertising man in Kansas City carte blanche authority to go ahead and have the programs printed. We had a nice program and he solicited some national advertising and some of the local ads, and he told me the program would cost about \$400.00 to print. Then we could make some money on it. He has always been on the up and up, and I imagine he still is, but instead of the printing bill being \$400, it was \$752.72. The contract was made with one of the reputable printing houses in town, but the firm said that the ads and other material came in so irregularly that there was added expense, and so forth. You know the arguments they use.

Anyhow, we haven't been able, as yet, to collect the advertising income and I have been so busy that I haven't had an opportunity to go to Kansas City and spend two or three days collecting the money. I did make two trips down there and both times this advertising man was out of the city.

Next week I have examinations and a couple of commencement speaking dates, and then I will be in a position to iron out this difficulty



and I will give you a full report as all bills will be paid and everything will be in shipshape. I have the cash for which the programs were sold, but unless we get our advertising money in we stand a danger of not making much money on the program deal. But the printing house hasn't been paid and I am withholding payment to the printing firm until we can get our advertising in. In other words, I am not going to penalize the N.C.A.A. gate receipts by paying out money from these receipts for the program. I will let the printing company sweat until they can help me collect the money. For that reason I have not made a full report on the N.C.A.A. play-off.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



Second Annual

1940

# National Collegiate A. A. Basketball Championships of America

Municipal Auditorium

Kansas City, Mo.

Columbus, Ohio  
May 21, 1940

Western District  
SEMI-FINALS

March 22 - 23  
8:00 p.m.

N. C. A. A.  
FINALS

March 30  
8:30 p.m.

ADMISSION

Boxes, Loges \$1.68  
Balcony 1.12  
Upper Balcony .40

★ ★

GENERAL TOURNAMENT COMMITTEE

H. G. Olsen, *Chairman*  
Columbus, Ohio  
Dr. F. C. Allen, *Manager*  
Lawrence, Kansas  
H. H. Salmon, Jr.  
New York City  
J. W. St. Clair  
Dallas, Texas  
B. T. Grover  
Athens, Ohio

★ ★

Also in Session ---  
Hotel Continental

NATIONAL ASSOCIATION OF  
BASKETBALL COACHES

March 28, 29, 30

NATIONAL ASSOCIATION OF  
BASKETBALL COLLEGE OFFICIALS

March 29, 30

NATIONAL BASKETBALL COMMITTEE  
OF UNITED STATES & CANADA

March 30, 31, April 1

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

Dear "Phog":

I hope you will pardon my slowness in replying to your letters. Saint has been ill now for better than two weeks and his absence throws a good many things up in the air.

I have, however, finally gotten around to sending back to you the films of the final game. I was a little disappointed in the films in that we couldn't have had a little more light, but I appreciate it just wasn't possible to do any better under the circumstances, and, after all, the films do have a good deal of merit and on the whole are very worthwhile. I am not at all sorry that we spent what we did to get what we have.

With respect to your query as to the Eastern play-off, I have received the final report from Tony Hinkle and the net profit there was \$1181.31. I wonder if you can't expedite your report a little bit so I can get this final report ready. If you can I would appreciate it very much.

With kindest regards, I am

Very sincerely yours,

"Ole"

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

HGO:M

*The World Series of Basketball*



February 19, 1940.

Mr. J. I. Sweeney,  
Smith-Grievess Company,  
17th and Washington,  
Kansas City, Missouri.

Dear Mr. Sweeney:

I have not selected anyone definitely as yet to solicit the advertising for our basketball programs for March 22, 23 and 30, but I expect to get busy on it at once. Do you have someone to do that in connection with the printing?

A representative of the Lastbilt ball was in my office this morning, and he said they would be glad to place their advertisement. There will be many other firms, such as Spaldings, for instance, and I am sure we can get out a very fine program. We will, of course, work with the Chamber of Commerce of Kansas City, and other authoritative bodies, before we do anything final.

We desire to plan our program as a "James Naismith Memorial".

Any ideas and information that you can give us will be greatly appreciated.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH



# SMITH-GRIEVES COMPANY *Printers*

17th and WASHINGTON  
KANSAS CITY, MO.

February 13, 1940

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

Dear Dr. Allen:

As you are on the Local Committee which will have charge of publicity and other details in connection with the National Association of Basket-ball Coaches of the U.S. to be held in Kansas City this Spring, we wish to outline the facilities we possess for taking care of such work as may be required along this line.

No doubt you know that we have one of the oldest and largest printing and envelope plants in this vicinity but you are, perhaps, not aware that we are the only shop in Kansas City that operates day and night every working day in the year.

In the stress of last minute preparation of programs, unavoidable changes in speakers and other exigencies which cannot be foreseen, this feature is of first importance.

Not only do we provide quicker service at no overtime rate, but we thus enable you to extend your "dead-line" insofar as you utilize our night operation.

Will you please keep this letter on file and consider us when you are ready to place orders for envelopes, booklets, programs, admission cards or any other item in our line?

Very truly yours,

*J. Swerney*  
SMITH-GRIEVES COMPANY



# SMITH-GRIEVES COMPANY *Printers*

17th and WASHINGTON  
KANSAS CITY, MO.

February 23, 1940

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

Dear Dr. Allen:

Thanks for your nice letter of the 19th.

From considerable experience along the line you inquire about, we believe it would be better for you to turn over the matter of advertising in your program to Mr. Joseph J. Gorman at the Municipal Auditorium, Kansas City. Mr. Gorman has been doing most of this work for the Municipal Auditorium.

The Hardware Show, the Better Homes Show and other affairs of this kind were taken care of by him and apparently with good results.

I suggest that you get in touch with him.

Unfortunately I have been unable to find any of the programs we used in former years. I assume you will follow the same plan as to diagram, pairings and other details and I think it might be well, if you can, to send us an old sample. We will then fix up the dummy, arrange for the allotment of space to advertisers and get the book at least that far along the line of completion.

I happen to have in mind several concerns who sponsor basketball teams and who are undoubtedly receptive to an advertisement talk.

If there is anything further I can do for you - I will be glad to do it.

Very truly yours,

*J. J. Gorman*  
SMITH-GRIEVES COMPANY

*'phones Harrison 2020 and 2021*



# GEORGE BOWLES AND ASSOCIATES

*Advertising - Publicity - Radio Programs and Production*

SUITE 721 HOTEL PHILLIPS BUILDING \* KANSAS CITY, MO.

February 26, 1940

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

Dear Phog:-

Since being with you last Wednesday I have done quite a bit of constructive work for a thorough publicizing of your coming NCAA Tournament. I have personally seen several of the radio men and also two of the sports writers.

Today I received the entire information you asked your secretary to mail me and I believe I now am well equipped to start working out some effective stories.

I have talked to three likely prospects for handling the program advertising but I am not satisfied any of them can do the job. Also, I talked with Mr. Laube, who represents, in this area, the national company putting out the program for the National Intercollegiate. He is a Jew and I know you don't approve of the high-power methods most of them use in selling such a proposition. But I did want to get an idea from him as to any other agency which might take on your program. He could not give any suggestions worth while. However, I'm sure I can get someone lined up within the next two or three days. If necessary, I'll bring the man up to Lawrence myself.

On enclosed pages you will find other information which you asked me to mail you. On the radio stations, I suggest that you write a nice letter to both the station manager and also the sports commentator or reporter if I name the latter. I am not listing either KXBY or KCKN right now as I want the stuff to break first on the major stations and have them want it.

More than glad that you came through against Nebraska Saturday night and am pulling for you strong tonight against Iowa State.

You'll be hearing from me about the program man just as quickly as I can find one to satisfy me. With the best of regards I am

Sincerely yours,

*Geo. H. Bowles*

EW/GHB

*or official  
named,*



# AMERICAN PRESS SYNDICATE

*Newspaper Syndicated Features*

KANSAS CITY, MO., OFFICE  
FOURTH FLOOR  
HOTEL PHILLIPS BUILDING  
12TH AND BALTIMORE AVENUE

## RADIO STATIONS FOR NCAA PUBLICITY

WDAF (Kansas City Star), 18th. and Grand Avenue

Manager----Dean Fitzer  
Sports Commentators---C.E. McBride and Fred Weingarth.

KMBC (Midland Broadcasting Company, Hotel Pickwick

Vice-President----Karl Koerper (K.U. man)  
Sports Commentator---Walt Lockman  
News Commentator---Earle Smith

WHB , Scarritt Building

President----Don Davis (K.U. man)

KCMO, Commerce Trust Building

General Manager----Jack Stewart  
Sports Commentator---Parke Carroll (K.C. Journal)

WREN----contact from Lawrence.



# AMERICAN PRESS SYNDICATE

*Newspaper Syndicated Features*

KANSAS CITY, MO., OFFICE  
FOURTH FLOOR  
HOTEL PHILLIPS BUILDING  
12TH AND BALTIMORE AVENUE

## KANSAS CITY STORES WILLING TO SELL TICKETS FOR THE NCAA

1. Woolf Brothers Clothing Company
2. Rothschild & Sons, Clothing
3. Hotel Continebtal
4. Gateway Sporting Goods Company
5. Goldman Jewelry Company (both K.C. Mo. & K.C. Kas. stores)
6. Paul Felix, Inc., Clothier, 916 Grand Ave., retail  
outlet for A.G. Spalding.
7. Lowe & Campbell, Sporting Goods.
8. Elliott Arms Company
9. Jack Henry Store, Country Club Plaza
10. Security National Bank, Kansas City, Kas.



# GEORGE BOWLES AND ASSOCIATES

*Advertising - Publicity - Radio Programs and Production*

SUITE 721 HOTEL PHILLIPS BUILDING \* KANSAS CITY, MO.

February 14, 1940

10  
Wed  
am

Dr. Forrest Allen  
University of Kansas  
Lawrence, Kansas

Dear "Phog":

Thanks for your letter relative to my handling the advertising promotion for the NCAA Western Semi-Finals and the National Finals Basketball games next month.

By all means your mimeographing of stories should be done in Lawrence at such an extremely low cost. That would save several dollars and in this day and age every dollar has a big value to all of us. We do not even make any commission on any multigraphing or mimeographing and we are therefore very anxious to save every dollar possible for our clients. Having the work done at Lawrence should also not cause any delay as we can mail the material out of here at night and it will reach Lawrence in the morning.

I appreciate everything you say, "Phog", relative to the two tournaments to be staged in Kansas City. I think you appreciate my position in that I am interested principally in securing outstanding results for our clients and I also assure you that at no time will anything derogative to either ~~team~~ <sup>tournament</sup> be said. I think you know that I always have "shot fair" in everything I have ever handled in a business way.

I want to drive up to Lawrence and discuss the whole matter with you on promotion, and iron out the details as quickly as possible. I can drive up Friday or the first of the week, asking only that you advise me a day or two before, of the time, or give me a ring on the phone. Also, I am telling you in advance, that I think your tournament can be promoted to be a real financial benefit - in other words - more than simply "getting by".

With best regards and awaiting a call from you, I am

Sincerely yours

*Geo. H. Bowles*

George H. Bowles



February 12, 1940.

Mr. George Bowles,  
Suite 721 Hotel Phillips Bldg.,  
Kansas City, Missouri.

Dear George:

I have your favor of the 5th instant and I will admit that some parts of your letter rather appeal to me. I would like to work with you, but I believe that we can reduce some of this expense very definitely with our stenographic bureau here, which is a topflight organization. We pay 50¢ per page for mimeograph service which looks exactly like a type-written copy.

We do not propose to direct our campaign from Lawrence, but I had known that you were handling Liston's tournament and I was not enthusiastic about your handling ours for that reason. I am not trying to tear any shingles off your roof, but there is no such thing as the "National Intercollegiate" basketball organization. It is only a group of athletic directors who are promoting something without the consent of the faculty.

I am not trying to get into an argument, but ours is the real McCoy. Ours is the National Basketball Championship of America as authorized by the National Collegiate Athletic Association. When I was in New York last year I arranged with the National Collegiate Athletic Association and the National Association of Basketball Coaches to convene in Kansas City on March 28, 29 and 30. I also arranged for the National Basketball Rules Committee of the United States and Canada to meet in Kansas City on March 30, 31, and April 1. And the National Basketball Championship of America will be played on March 30. I am also arranging for the National College Basketball Officials Association of the United States to meet during the finals. Therefore, ours is the real McCoy with all the authorities and the coaches of the United States in attendance. That is the basketball capital, George, at that time. So I do not want to talk about which is the better or stronger, because if Yale and Harvard played no one would argue whether Amherst College and Springfield, Mass., College were stronger than Yale and Harvard.

The prestige of this organization, which has been in existence for decades and which derives its authority from the presidents and faculty representatives, should not be confused with something that has no academic or administrative authority.



I still think that we can work together and I would not ask you to do any less for them than you are doing, but our attraction has a news value far beyond the mere meeting of basketball players. Our tournament is controlled by eligibility rules, and their's cannot be because the set-up is not right. I am telling you things that doubtless you know, but things which make this tournament of ours the most outstanding event in basketball that has ever occurred. This is the first time in the history of the game that the Rules Body has met out west, and they are coming from the Dominion of Canada as the Canadian rules and ours are the same. Our organization includes the National High School Federation, the Y.M.C.A., and the Canadians - everybody but the A.A.U., and they are still doing their usual chiseling stunt to keep alive. We own our equipment, while they borrow everything they use.

We cant reduce the cost of stamps but I believe on the other stuff we can measurably cut down. I will be glad to hear from you and have a talk with you at your convenience.

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH



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