

III. PUBLICITY MATERIAL. If the N.C.A.A. Tournament is going to be the success that it should be, it will be because selection committees in each district are making their selections expeditiously and because we get into the public press good publicity from each district. As the race narrows down in each district it might be well for each chairman to give to the press some idea as to what teams are being considered for the final selection. Each selection committee should assume the definite responsibility of seeing that such material gets into the papers just as soon as possible. In addition, if you can get anything which you feel may be of national interest send it to Dr. F. C. Allen or to myself and we will see that it is used. Now is the time to "boon down" if we are to put this Tournament across.

IV. ECONOMY IN PROCEDURE. I should like to emphasize again the need for economy on the part of all committees. As you all know, the N.C.A.A. Tournament last year lost money. We are anxious to not only pay our own way this year but, if possible, to erase the deficit from last season. That means we should do everything that can possibly be done by letter rather than telephone or telegraph. Please understand, however, that if in the final rounding out of the situation in any district the use of the telephone or telegraph is indicated, by all means use it. We don't want to handicap procedure by any "penny wise and pound foolish" administration.

Please keep me informed about any developments in your district, especially in Districts 1, 2, 3 and 4. Districts 5, 6, 7 and 8 should keep in very close touch with Dr. F. C. Allen at Kansas, since he is the manager of both the Western play-off and the final game and is a member of the General Tournament Committee.

V. CHANGES IN COMMITTEES. Please note the following changes in our committee set-up: On the General Committee, James W. St. Clair, Southern Methodist University, Dallas, Texas, replaces John Bunn, Stanford University, Stanford University, California. In District 3, Curtis Parker, Centenary College, Shreveport, La., will be replaced as Chairman by Roy Mundorff, Georgia School of Technology, Atlanta, Ga. In District 8, C. S. Edmundson, University of Washington, Seattle, Washington, replaces John Bunn, Stanford University, as Chairman.



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

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