

August 8, 1938.

Mr. John T. Doyle,
American Sports Publishing Company,
115 Fulton Street,
New York City, N.Y.

Dear Mr. Doyle:

I am sending herewith the pictures of the Big Six Conference and also the Missouri Valley Conference for the Basketball Guide. Also, I am sending the write-up of the Big Six Conference which C. E. Mc Bride, sports editor of the Kansas City Star, has written for the Guide. I am under the impression the Leighton Housh has sent you the Missouri Valley Conference write-up.

I believe the sets of photographs are complete with the exception of Kansas State College. They have no group picture available, so we will have to leave them out.

Thank you for the extended time you allowed us to get this material to you. I trust you will find everything satisfactory.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

August 12, 1938.

Mr. Bus Ham,
Sports Editor,
The Daily Oklahoman,
Oklahoma City, Okla.

Dear Bus:

I received a line from Cob Burnside saying that you would be glad to contribute an article on the Oklahoma Collegiate conference race for the Basketball Guide.

Do you not have two conferences in Oklahoma - the Teachers Colleges and the Liberal Arts Colleges?

The Spalding's Guide is rather limited as to space. They hold us down saying it costs so much to produce the book, that they give these college conferences of Kansas, Missouri and Oklahoma about half a page each in the Guide. I imagine they would use pictures, but I wouldn't go to any trouble to get them because most of the state conference teams are not listed in the Guide.

But if you would be kind enough to write a half a page on each one of these conferences, together with the all-star teams, and so forth, I would greatly appreciate it. Of course, it would be nice to mention the coaches, and whatever you think would be interesting in describing the struggles for the championship. If you will send this to me at your early convenience I will greatly appreciate it.

With kindest regards, I am

Very cordially yours,

FCA:AH

Chairman, Fifth District, N.C.A.A.



CARPENTER Paper Company

OKLAHOMA CITY

Mr. Allen -

Bus Ham said he would be happy to handle the script on the Oklahoma conference basket ball race for you. He can best handle the chore.

Suggest you drop him a line to Daily Oklahoman & tell him just how many words, instructions about pictures etc. He certainly is an Allen fan after seeing the carry K.A. set-up at the Relay this spring.

(over)

We are leaving in the
morning for California.
The girls have gone & I
am committing this terrible
error of writing in pencil,
but I hope you will forgive.

Glad the ASM games
are all set. We'll have a
grand time in December.

Trust all is well with
you & yours.

Ever a friend
C. B.

August 12, 1938.

Mr. Harold Keith,
Publicity Director,
University of Oklahoma,
Norman, Oklahoma.

Dear Harold:

Thank you very much for your good letter of the 9th instant. I would not be adverse to asking Art Edson, of the Daily Oklahoman sports staff, but I got a letter from Cob Burnside saying that Bus Ham would do it. And of course if he will do it that would be fine, because it is a tough job lots of times to get the boss to write that sort of stuff.

I do not let personalities bother me on some papers. I might give you the background of why Edson might feel that I am not overly fond of him.

Prior to the Olympics I gave several newspaper men a lot of stuff on the teams that were to play basketball in the Olympic Games in Berlin. I had been active since 1929 in getting the game of basketball incorporated in the Olympic Games program. I had some rather interesting data for the boys, and Edson came up to the Tiger Hotel in Columbia to interview me. I knew what he wanted was copy, so I promised him when I got home I would send him a lot of stuff that gave the history prior to the Olympic competition.

Instead of being sensible enough to appreciate some of this bread and butter copy that I gave him, he satirized and Menckened on this stuff in the University Missourian. I wrote him a letter that I meant, and still mean. When any numbskull does not appreciate the favor and then does that, then so far as I am concerned I am not interested in him. If he had thrown the stuff in the wastebasket, that would have been swell. But when a fellow does what he did then I just check him off my list. He may be a smart newspaper man, but he is a dumb screw to me.

I just wanted you to know the background of the thing, and I very much appreciate the kindness and the time that you took in writing me.

Yes, indeed, I remember Bonnie Stewart. I will string along with you on your rating of this boy as tops. With all good wishes, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

The University of Oklahoma
Norman, Oklahoma

INTERCOLLEGIATE ATHLETICS

August 9, 1938.

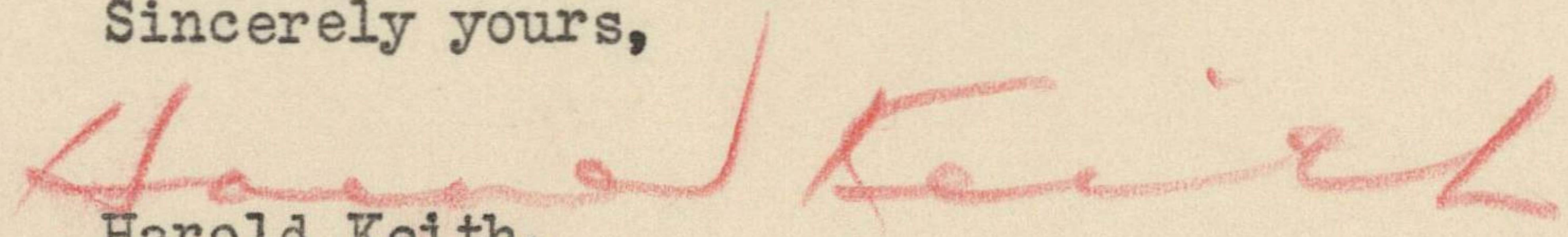
Dr. F.C. "Phog" Allen,
Basketball coach,
University of Kansas,
Lawrence, Kans.

Dear Coach-----

About the only man who is really competent to do those basketball reviews for you is a fellow you might not like very well personally--Art Edson, of the Daily Oklahoman sports staff. However if you would ask him, I imagine Art would be glad to do them. The Oklahoman sent him all over the state to cover those particular leagues last year, and he has all the statistics etc.

As alternate, but not nearly as well qualified, I would suggest Porter Routh, publicity director of Oklahoma Baptist university, and Brooks Bicknell, sports editor of the Alva, Okla. Record. I believe Bicknell would tackle the job with more enthusiasm than anybody and his club, the Alva Rangers (remember Bonnie Stewart, their old forward? I never saw a finer player than him) were either first or second.

Sincerely yours,


Harold Keith.

August 30, 1938.

Mr. Carlos E. Hobbs, Sports Editor,
Topeka State Journal,
Topeka, Kansas.

Dear Carlos:

Thank you very much for the basketball write-up
for the Guide. I have sent this on to the publishers.

I appreciate all the more what you have done,
knowing how busy you have been this summer. I trust
that your health is much better, and that you are able
to find some time for relaxation.

Again thanking you, and with best personal re-
gards, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

August 30, 1938.

Mr. Bus Ham, Sports Editor,
The Daily Oklahoman,
Oklahoma City, Okla.

Dear Bus:

Thank you very much for the basketball write-up
for the Guide. I have sent this material on to the
publishers.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

E. K. GAYLORD
PRESIDENT.

EDGAR T. BELL
SECRETARY-TREASURER



BUILDING OWNED AND OCCUPIED BY
THE OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN

(DAILY AND SUNDAY)

AVERAGE NET PAID CIRCULATION LAST MONTH { DAILY
SUNDAY

OKLAHOMA CITY TIMES

(EVENING EXCEPT SUNDAY)

AVERAGE NET PAID CIRCULATION LAST MONTH

OKLAHOMA CITY, OKLA.,

Thursday

Dr. Allen:

Here is a story on the Oklahoma collegiate conference basketball season for the guide, done by our Arthur Edson, who handled the conference.

Hear you are going to beat everything in the country next season.

Bruce Drake is very much on the job at O. U. and may give you a fright in a year or two.

A large, stylized handwritten signature in dark ink, appearing to read 'Bruce Drake'. The signature is written in a cursive, flowing style with long, sweeping lines.

August 30, 1938.

Mr. John Doyle,
American Sports Publishing Co.,
115 Fulton Street,
New York City, N.Y.

Dear Mr. Doyle:

I am enclosing a little more material for the
Basketball Guide which has come to me within the past
few days. I trust you may be able to find a place
for it.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

Topeka,
Aug. 19, 1938

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

Dear Dr. Allen:

I know this review is a flop, but I have searched the files for reasonably good copy on the season, and haven't found much worth writing about. I know the Kansas conference had a good season, even race, etc., but I have forgotten all of it. In fact I don't watch the race as closely as I did when Washburn played in the circuit, but still I think I could have done better had I been told of it in March.

Of course I realize you can't know just what you want in the middle of the summer by March, but really, this is a tough assignment after the stuff gets cold.

I've been perfectly frank and honest with you about it, and am ashamed to be so no good and so late in replying, but you caught me right in the middle of all this summer stuff. In addition to my work on the paper I'm managing the American Legion Junior baseball team sponsored by the Lions club, of which I am a member, and then, too, this town has gone nuts on softball, and I've been snowed under with overseeing it. Incidentally, Don H. Pierce, who will be on the KU varsity grid squad this year, has been helping me with softball and doing a great job. I went to Bartlesville for the Regional American Legion junior baseball tournament, and have done several other things.

On top of that I've been trying to get more rest this summer. I went to Mayo's at Rochester, Minn., in April. They gave me explicit directions to slow down a bit, get more rest and gain back my weight. I feel the trip up there was worth thousands to my health. I'm feeling better, have gained 12 pounds since they treated and advised me, and life really seems more livable than it has for some years.

You may not be able to use this stuff at all. But it just seems I can't do any better right now. Again I apologize and really hope I can do better next time. Please excuse the stationery, as I am hurrying thru this to get some copy handled for Saturday paper. Would like to have you drop in for a visit when you come to Topeka. You know, I still consider you a fine friend of mine, and like you, even tho there were groups trying to crucify you.

With kindest personal regards, I am,

Sincerely,

Carlos E. Hobbs
Sports Editor

September 1, 1938.

Mr. John Doyle,
American Sports Publishing Co.,
115 Fulton Street,
New York City, N.Y.

Dear Mr. Doyle:

Here is a little more material for the Basketball Guide which has just been received by this office. I trust you will find a place for it.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

September 1, 1938.

Mr. John Snow, Sports Editor,
Springfield Daily News,
Springfield, Missouri.

Dear Mr. Snow:

Thank you very much for your kindness in preparing the basketball write-ups for the two conferences, which I am sending on to the publisher of the Basketball Guide. I think you have the material in fine shape, and I want you to know I greatly appreciate your friendly cooperation.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

SPRINGFIELD NEWSPAPERS, INC.

SPRINGFIELD, MISSOURI

Tuesday, August 30, 1938

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

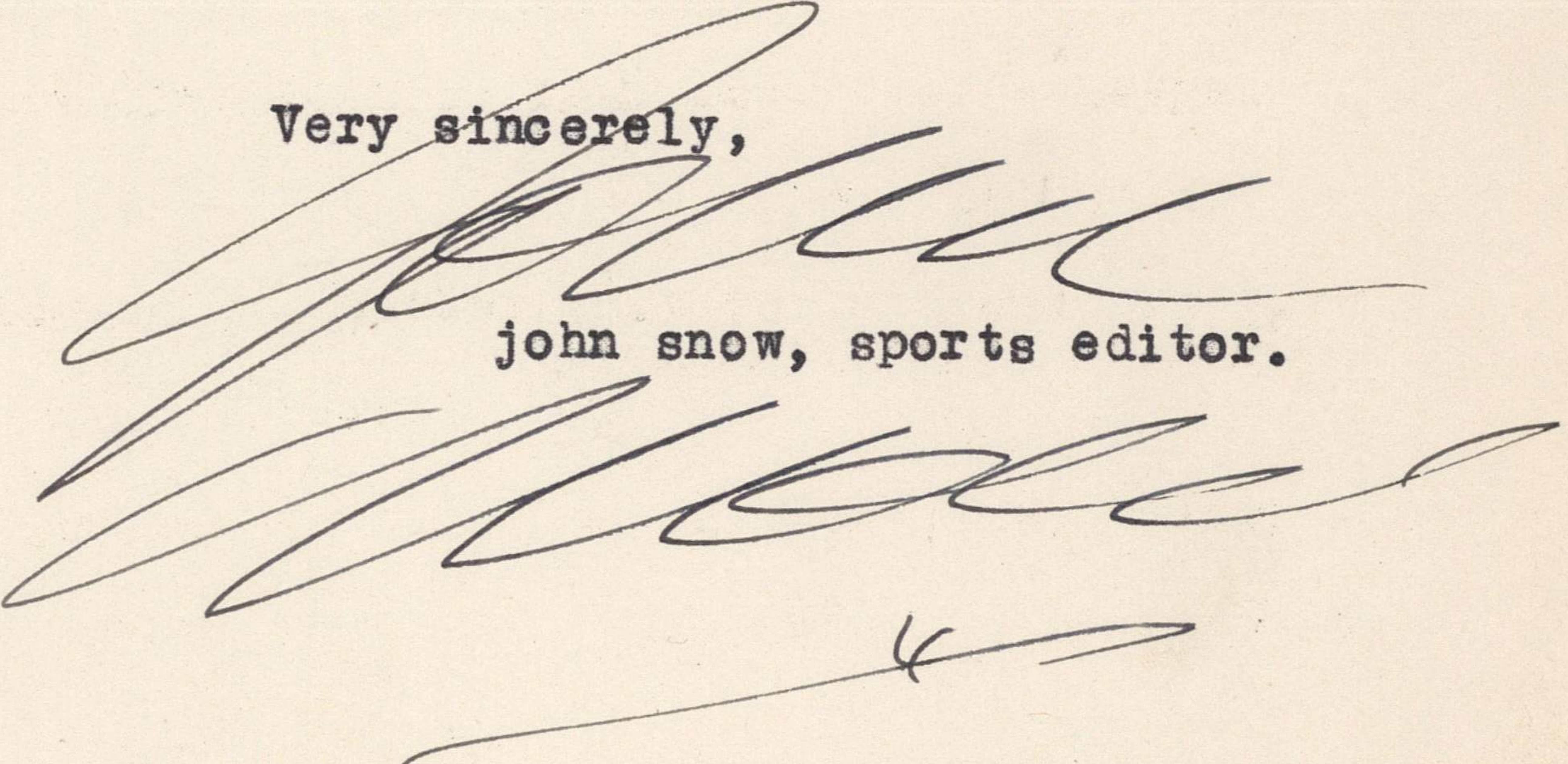
Dear Mr. Allen,

A thousand apologies for the delay in sending this basketball information to you. I've been waiting for Andy McDonald to look up some individual scoring statistics, which he never did find, and also trying to get the Springfield ball club on the road so I could find a breathing spell.

I hope this is about what you want. Frankly, the request caught me by surprise and I had to do some research work. Next year I'll be ready for it when the time comes.

If I have left out any essentials, let me know and I'll try to provide them. I doubt, however, if we'll be able to get the individual scorers now, since they seem to have been lost somewhere.

Very sincerely,



john snow, sports editor.

September 6, 1938.

Mr. John Doyle,
American Sports Publishing Co.,
115 Fulton Street,
New York City, N.Y.

Dear Mr. Doyle:

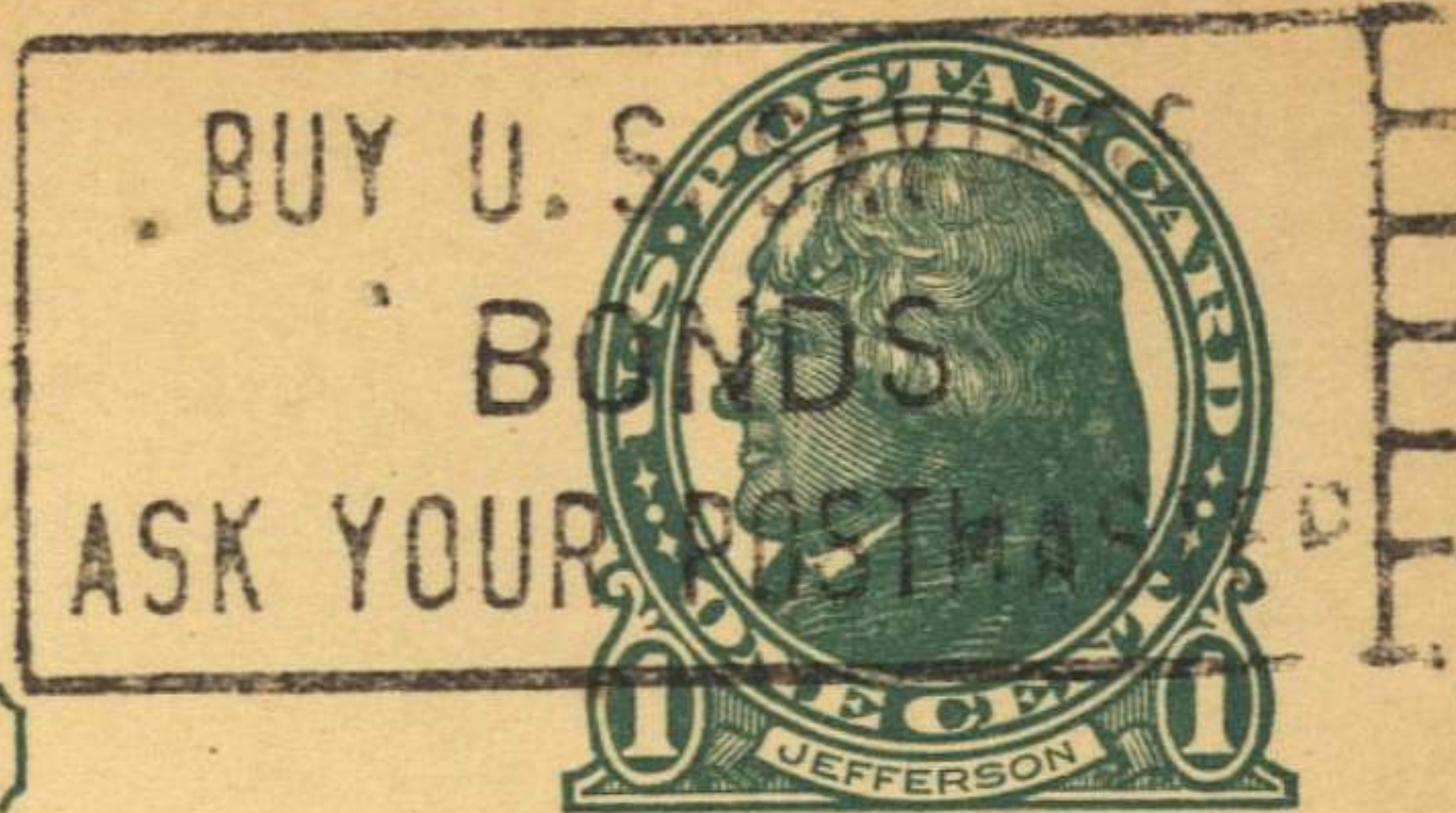
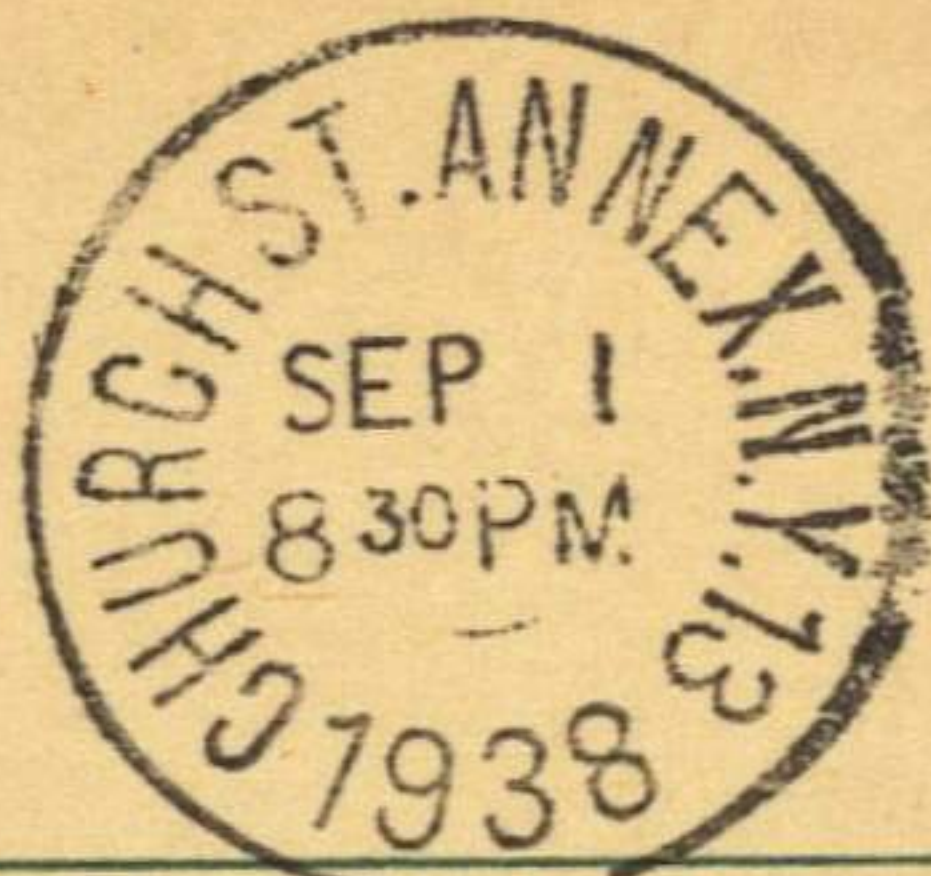
I have this morning received your card asking again about the material for the National Collegiate Basketball Tournament, and an enclosing copy of the letter I sent C. E. McBride when you first asked me about it. I have not had a reply from Mac regarding this.

Mac's first assistant on the sport desk was dropped from The Star during the summer for doing some things which he shouldn't have done, and for that reason Mac has been doing double heavy duty. I imagine he has been so busy with his regular schedule that he has not had time to write this article.

If you will refer to the Missouri Valley write-up from John Snow, of Springfield, Missouri, you will find a reference to this Tournament.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.



THIS SIDE OF CARD IS FOR ADDRESS

Dr Forrest C Allen
Kansas University
Lawrence Kansas

September Morn

Dear Dr Allen

The basketball articles at hand.

We can get them in.

~~Never heard anything more about
that "college" article about which
I wrote and which you were going to
ask Clyde about.~~

John Doyle

August 12, 1938.

Mr. John Doyle,
American Sports Publishing Co.,
115 Fulton Street,
New York, N. Y.

Dear Mr. Doyle:

I am glad you wrote me on your post card dated August 9th regarding the National Collegiate Basketball Tournament held at Kansas City. I will write to C. E. McB. and ask him what he thinks would be the best way to handle that article.

Mac is more than casually interested in this, but I think it is more like the old A. A. U. tournaments. Dr. Reilly was supposed not to have anything to do with it, but I think he did. Emil Liston, of Baker University, acted as the promoter.

Thank you for calling my attention to this. I think it should be taken care of.

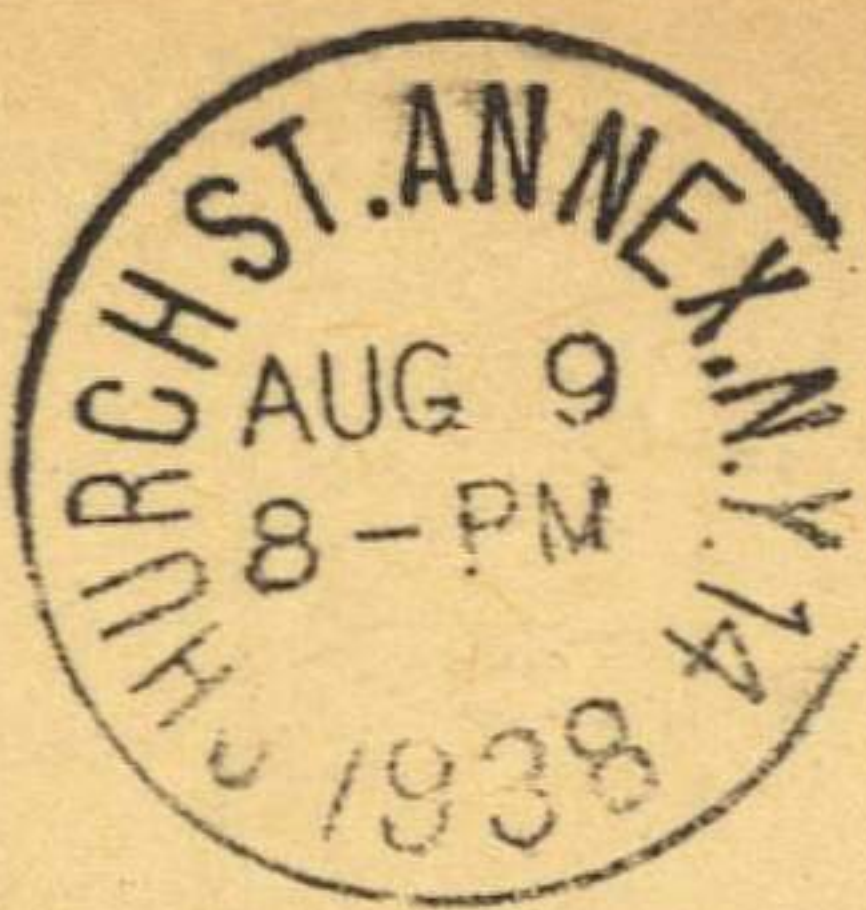
You doubtless have received the first installment of write-ups and pictures, and we are about ready to send you the rest of it, as it is coming in a little more promptly than it has heretofore.

With every good wish, I am

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH



THIS SIDE OF CARD IS FOR ADDRESS

Dr Forrest C Allen

Univ of Kansas

Lawrence Kan

Aug 9

My dear Dr Allen

In several articles that we have received, there is a reference to a "National Collegiate Basketball Tournament" held at Kansas City.

We have not received anything about it. Are you arranging to have it written up?

John Doyle

August 12, 1938.

Mr. C. E. McBride,
Sports Editor,
The Kansas City Star,
Kansas City, Mo.

Dear Mac:

I have just received a post card from Mr. John Doyle saying that we perhaps should have a story on the National Collegiate Basketball Tournament held in Kansas City, in the Basketball Guide. He said that he had not received anything about it as yet, and wanted to know if I was arranging to have it written up.

Now, I think this should be written up, Mac, but I wanted to ask you whom we should ask to do it. Is there somebody on your staff that you could delegate to do it, or would you want Emil Liston to write it, or what? I will be guided by your decision in the matter.

It was good to see you if only for a few minutes at the ball game. You know that I appreciated the tickets. Bob had his friend, Rusty Frink, and I asked Gwinn Henry if he wanted to go, and he seemed very happy to do so. So it was swell of you to extend the courtesy to us. Gwinn has left with his family to drive down to visit his wife's folks in Texas.

Ad is over in Leavenworth in the Reserve Officers' school, Bill is back from California, and Mike is around. It won't be long until everybody will be back on the job.

Mrs. Allen and the girls are down at Louisville visiting Mary. They report a great time in New York. Bob is out of summer school now, and I think this week end we will drive down and see the folks and come back with them from Louisville.

My, weren't the last few days dingers so far as weather is concerned?

I saw in your Sports Cocktail regarding Ted O'Leary. I had gone by the house to give Mrs. O'Leary a write up that Mrs. Allen sent to her from New York, and I found that Ted had been operated a few days previously. I wrote Ted, wishing him well.

Your column was very interesting Thursday night. I was glad to read about Hood, and of course I am always interested in Lefty Fisher.

With all good wishes, I am, as ever, an appreciative fellow for your many kindnesses even though I may not show it as much as I should. I am still saying when I get back from Louisville I would like to play a game of golf with you, or if we don't play golf I just want to visit a while.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

Lawrence, Kansas
April 28, 1930

Mr. George R. Edwards, University of Missouri ✓
Mr. W. Harold Brown, University of Nebraska ✓
Mr. Frank Root, Kansas State College ✓
Mr. Louis H. Hense, Iowa State College ✓
Mr. Bruce Irwin, University of Oklahoma

Dear Fellow Coaches:

Again Oswald Tower, editor of the National Basketball Guide, has asked that each of the chairmen of the various districts get the material for the Basketball Guide to him as soon as possible. Our deadline this year is May 1.

In order that the Big Six Conference will have adequate representation in the Guide would you be kind enough to send me a picture (glass) of your basketball squad immediately. I, in turn, will send the pictures and the publicity material to the editor of the Guide. Be sure to list the names of the players and attach to the glass.

I shall appreciate your cooperation in sending the squad picture at once so that we may forward all the Big Six material to Editor Tower before the deadline of May 1.

Sincerely yours,

Chairman, 6th District, N.C.A.A.

BASKETBALL GUIDE

Harold Ruth

- ✓ Big Six Conference - C. E. McBride; Horace Mason
- ✓ Missouri Valley Conference - Leighton Housh, Des Moines
- ✓ Missouri Intercollegiate Conference - John Snow, Springfield, Mo.
- ✓ Missouri College Athletic Union - " " "
- ✓ Oklahoma Collegiate Conference - Arthur Edson, Okla. City ✓
- ✓ Kansas Conference - Carlos E. Hobbs, Topeka
- Kansas Central Conference - Kenneth Simons, Pittsburg ✓
- ~~Basketball in Nebraska - Glenn Trump, Lincoln, Neb.~~

Pictures: Big Six ✓
Mo. Valley ✓
Mo. Intercollegiate ✓

Lawrence, Kansas
April 18, 1939.

Mr. Bus Ham, Sports Editor,
The Daily Oklahoman,
Oklahoma City, Oklahoma.

Dear Bus:

Again, as chairman of the Fifth District of the N.C.A.A., I have been asked by the editor of the National Basketball Guide to collect the photographs and publicity material for the schools in this district. The deadline this year is May 1.

I am wondering if you, or someone you might designate, would be kind enough to send me the material for the Oklahoma Collegiate Conference so that I, in turn, may submit it with the other material to the editor of the Guide. If you will refer to last year's Basketball Guide you will see what is necessary.

I would greatly appreciate it if you could have this sent to me at your early convenience, as I desire to forward all the material to the editor before the deadline of May 1, if possible.

With sincere appreciation, I am

Cordially yours,

Chairman, 5th District, N.C.A.A.

April 24, 1939.

Mr. C. E. McBride,
Sports Editor,
The Kansas City Star,
Kansas City, Missouri.

Dear Mac:

Again Oswald Tower, editor of the National Basketball Guide, has asked me as chairman of the 5th District of the N.C.A.A., to assemble material for the Guide.

I am wondering if you would be kind enough to write something for the Big Six Conference similar to what you wrote for us last year. I will ask Horace Mason, our sports publicity man, to send you some statistics that will aid you in writing this stuff. The deadline this year is May first, and I would like if possible to have everything ready to submit to the editor before that time.

I will greatly appreciate it if you will do this for us.

Very sincerely yours,

Chairman, 5th District, N.C.A.A.

May 16, 1939.

Mr. Harold Keith,
Publicity Director,
University of Oklahoma,
Norman, Oklahoma.

My dear Harold:

I have been asking our mutual friend, C. E. McBride, to write the publicity for the Big Six Conference for the Basketball Guide. Mac had Joe Knack write it a couple of years, and after Joe left a year ago Mac wrote it for us. Mac's winter tour to California and his trip to the Kentucky Derby have thrown him far behind and he suggested to me that you are about the most capable and versatile writer of this sort of an article that he knows. He henceforth nominated, elected and appointed you, through me, to do the job. In other words, you are his successor and you should feel doubly honored.

Harold, I haven't even asked you if you would do this for us. I just supposed that you are such a good old work horse that you will say, "Sho', mister, I'll take the punishment for the good of the ol' Big Six Conference." Since you are a many-sided genius regarding statistics and complicatory data, I am begging and beseeching you to do this job for us at your early convenience.

I would like to call your attention to the fine job that your predecessor did last year. In addition to the leading individual scorers' chart, Mac gave the teams that won the conference championships in the years past, and of course the all-Big Six first and second teams, as well as the offense ratio which I think really shows the strength of each team better than any other method. I know that you will have other features, but I especially liked these that Mac brought out.

I would like to kindly call your attention to the publicity of the Missouri Valley Conference written by Leighton Housh, on page 63. We have never been using as much space as the Missouri Valley, but if you will be kind enough to write it to include this much I am sure that the publishers of the Guide will be very happy to have it. The Missouri Valley Conference used five pages, and you will notice that we use only three. So you see we can stand a little extra publicity on Bruce Drake's prowess in winning his first championship in his first year of coaching. And then too I see that Oklahoma won it in 1929 and again in 1939, along with Missouri who won it in 1930 and again in 1939.

We have the photographs of all the teams with the exception of Kansas State, just as it was last year. It seems as if Kansas State is not having a picture taken, so we will have to send in the five squads without Frank Root's team. Personally, I feel that we should have all six teams pictures in there because this way it puts four teams on one page and the fifth team, like Iowa State, on another page. I am writing Frank Root to see if this cannot be corrected another year.

If there is anything that I can contribute that you do not have in your possession or that will be necessary for you to have, write me and I will respond to your request posthaste. Will you kindly send me your write up, if you are good enough to write it, at your early convenience as Mr. Tower says that he is holding up the Guide for this and some other belated material.

With all good wishes to you and yours, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

May 16, 1939.

Mr. C. E. McBride,
The Kansas City Star,
Kansas City, Missouri.

Dear Mac:

I knew that I was imposing upon you when I asked you to write the article for the Basketball Guide, but I think that you have nominated a fine successor in Harold Keith. I will write him and I know that Harold will do a swell job.

You will remember that we first asked Joe Knack to write it two years to take it off your hands, and I did not want to ask someone else in another part of the territory to write the story. That is why I continued to bother you. I want to say, however, that you did not make a failure last year. I thought it was a nice article.

By the way, I got a wire from Joe down at Sallas last Saturday asking if I could loan him a hundred dollars, that he had an opportunity back in Ohio that would put him back in the "big time" again. Really, I wanted to help him, but I was not in a position to send him the hundred dollars, so just told him that I had made certain commitments that would not permit me to help him. I was forced to turn him down. Really, I wanted to help him, but I figured if he was going to a good job he certainly could underwrite some sort of expense ticket to take his family. This, he stated, is what he wanted to do.

By the way, Mac, I am wondering how you are feeling. I am leaving here Thursday for Sabetha where I deliver the high school commencement address that night. Don't you like my subject - "The Common Braveries of Everyday Living"? I am then going to drive on to Ames, Iowa, for the Big Six meeting Friday and Saturday. The basketball coaches get together for some additional work that can be tabbed as unfinished business.

Remember those first treatments that I gave you are not ample to take care of that catarrhal gall bladder. If a little can help you, I am doubly anxious to help you. Please don't wait until you get into bad shape again and let somebody talk you into caring their initials on you before we exhaust other resources. Just any time you say, I will be glad to have you drive down and I will be glad to see you. And too, we would be delighted to drive up and see that garden and all the "uses". Housecleaning is still on at the Allen household, and you know nerves and dispositions are not any too good when the male members make more fuss and muss than anything else.

Won't you give me a ring upon receipt of this letter and drive down once before I leave for Sabetha and Ames? Any time during the day or evening will suit me. I do not have any evening engagements this week, so any evening will suit me. Or you can come right after lunch and that would be fine and dandy. I am rather pressing this, Mac, because I know that you need it and I know that it will be helpful to you.

With all good wishes, I am

Very sincerely yours,

FCA:AH

Director of Physical Education,
Varsity Basketball Coach.

WESTERN UNION PRESS MESSAGE

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

Saturday--

Dear Phog: I hate to fail you but there isn't any other way out. I have no material from which to write the basketball and I did such a poor job last year from no available statistics that I simply don't want to repeat that failure again.

I couldn't do the basketball story justice. I was away all of January and therefore didn't follow the play and kept no records when I got back. It's different in football when I follow each week's play, see one of the games and keep the record of all others.

I'm wondering why you don't make a play--and I'm suggesting it---to Harold Keith at Norman, ask him to write the story for you. I would almost guarantee that he would do an impartial and swell job of it. Or would you prefer that I ask him to do it for me. Seems to me it would be a diplomatic stroke for you to ask him, saying if you wish that I suggested it. He's a fine boy, a fine writer, follows the race closely and I believe would do you a good job.

I hate likell failing you but I simply can't toe the mark.

Wish you all could come by and see the Garden and uses some time.

Best wishes,

