

April 11, 1938.

Mr. Artie Eilers,
Washington University,
St. Louis, Missouri.

Dear Artie:

I have just returned from the Basketball Rules meeting in Chicago, and Oswald Tower asked each one of the chairmen of the various districts to get the material for the Guide book to him at once. I am very anxious that the Missouri Valley Conference get fulsome representation in this Guide.

However, Tower said that all the stuff must be sent in to the chairman of the district, and the chairman would send it to Tower, and not to John T. Doyle. Tower would then turn it in to Mr. Doyle.

Feeling that there might be some hitch in the liaison if your publicity man sent it to Mr. John T. Doyle, I was wondering if he would be kind enough to send it to me, and I in turn will see that it is properly taken care of. Last year I had considerable correspondence with Mr. Leighton Housh, of Drake, who was publicity man for your conference. Is he still your conference publicity man?

Any and all publicity that he should write for the Guide will receive a very prominent place, I assure you. But the reason I was writing you was to assure myself of no breakdown in getting this material in early. The Rules Committee are desirous of publishing this, or at least asking that it be published in the summer rather than in the late fall. They desire the Guides early for summer coaching schools and for schools that open in the fall, especially those that do not play football. The sponsors of the early printing of the Guide maintain that many schools and some countries play under the rules of the preceding year because they cannot get the Guides out early enough to play under the new rules. This especially applies to Canada. So we are going to make a strenuous effort to print the Guides early.

I appreciate the many courtesies that you have extended to me and I desire to reciprocate with you in your conference in any way that is possible.

With every good wish to you, I am

Sincerely yours,

FCA:AH

Director of Physical Education.
Varsity Basketball Coach.