



KU-phoria

A collection of stories about
KU traditions,
KU Info and
KU basketball

by Curtis Marsh



KU-PHORIA!

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KU Info and KU basketball

Cover Art: The images symbolize the transition from old KU traditions to new. The background photo is from Commencement 1950 and is courtesy of University Archives. Detailed in this book's sixth story, the graduates pushed the scaffolding away from the not-yet-completed Campanile and walked through it on their way down the Hill. The Commencement audience in the foreground blends into the confetti thrown by the modern-day student section in Allen Fieldhouse, a photo courtesy of KU Athletics. That tradition is highlighted in a story midway through the book. The photo on the back cover is courtesy of the KU Alumni Association, photographer Dan Storey. It shows the author celebrating on Mass St. after the 2022 national championship.

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To my wife, Rochelle, and our young men Conner and Carson. Thank you for enduring countless stories about KU, even hearing them multiple times. While KU holds a significant place in my heart, it will always be second place to you three.

To the Jayhawk nation. Man, you're the best. Congratulations on choosing the best school in the universe. Okay, that's an opinion—a slightly biased one at that. But if you agree with that opinion, then I truly hope the stories on the following pages will help you prove it is fact.

ACKNOWLEDGEMENTS

Rochelle, Conner and Carson. The patience it must take to live with someone who can't stop talking about KU, its history, its traditions, the fact that it is the best place in the universe...

Steve Jansen, whom I have considered The KU Historian since I learned of him in the mid 90s. He met with me several times and inspired me to write this text because of his own that he never finished.

Craig Leener, who I met when we set up a book signing for him at DeBruce. He has a trilogy of wonderful teen-oriented fictions about basketball and he was my very first confidant and advisor as I began documenting my stories.

Jennifer Sanner, editor of Kansas Alumni magazine, who has encouraged me from the book's beginning. She is a wonderful Jayhawk, advisor and friend.

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Josh Swade, Michael Genteman and Tara Gilmore. "Josh and the Banner Crew." My intro to these three Jayhawk Superfans is well documented. They are my inspiration for several stories and have served as advisors.

My KU Info Superstars. Over 100 students who were some of the best Jayhawks on campus. And Cpt. Jayhawk and the Superfans. Without them, would I be the KU fan I am today?

David Guth and Charles Marsh. My journalism professors in undergrad and my mentors for every year thereafter. Gave invaluable critiques early in the process.

TABLE OF CONTENTS

1	Introduction
3	KU INFO: How many trees are on campus?
4	The originator of the term “Jayhawk”
6	The three items auctioned off at Sotheby’s on December 10, 2010
9	KU Info, may it rest in peace
11	KU INFO: Does KU Info have a stapler?
12	Naked hobo blood?
14	Possibly the best KU basketball statistic
16	Walking down the Hill and the Class of 1950
22	The Naismith audio
26	The bumper of 1911
27	The fighting bulldogs of ole’ KU
30	Surely KU is the only school whose mascot is the Jayhawk
32	The accidental improvement
35	Lacrosse sticks and baseball bats
37	KU INFO: What does Patrick Mahomes have in common with the original rules of basketball?
38	Was Duck on a Rock really the genesis?
42	Campus statues and monuments
47	KU INFO: How many bells are in the Campanile?
48	The Tale of the Old Snow Hall Stone
52	The history and tradition of the Allen Fieldhouse student section
57	When camping was camping and students were cold
60	The magical transformation of Hoch Auditorium into Budig Hall
64	Max Falkenstien and the best basketball poster ever

- 69 The 1987-88 season of glory
- 71 50 to 50 on the 50th anniversary
- 74 The complex clapping tradition
- 79 One degree of separation from Kevin Bacon
- 81 Who was Frank Mahan and why should I care?
- 84 The mystery of the signing of the original rules
- 85 The fourth coolest Jayhawk
- 88 Phog Allen's book entitled "Sports Stories"
- 90 KU INFO: When is lunch?
- 91 The secret to success is to have PB&J
- 93 You get out what you put in
- 94 The most famous Jayhawk student-athlete who we don't talk enough about
- 100 John McLendon's secret game
- 103 McLendon's contribution to Naismith's attendance at the 1936 Olympics
- 104 Scientific sensations
- 106 The story of the Beware the Phog banner
- 109 The whistlers
- 112 Does anyone remember the Candy Lady?
- 114 Confetti and the UDK insert
- 115 One of my favorite non-basketball memories at the Fieldhouse
- 117 Women in basketball
- 120 The grande dame of KU
- 122 The formative activities of Wescoe Beach
- 125 KU INFO: How much would it cost to fill an Olympic sized swimming pool with Jello?
- 126 Questionable decisions by KU's rivals

128	Finally, a Naismith statue
132	Did Phog Allen meet James Naismith during a world championship?
134	Where have all the Jayhawks gone?
135	Every good museum has a theater and a gift shop
137	2022 National Championship
142	“Hey kid, what’s your address?”
143	Toughest KU losses
146	Roy sends the student section a letter
147	Hand gestures: don’t need ‘em, don’t want ‘em
148	Wilt gets left out
149	KU INFO: How many Allen Fieldhouses does it take to fill the earth’s oceans?
150	But there’s no place like Kansas
151	Games of deception
152	The day the BBC came to town
154	There’s no place like home
156	KU INFO: How did Lawrence get its name?
157	Rock Chalk across the nation
158	Did Phog save March Madness?
159	John Wooden’s summer in Lawrence
160	Mezzanine peeping goons
162	The secret of the quote wall in the Rules Gallery
164	Famous people visit a famous campus
166	Decades of dominance
168	Monsters Inc. and the Superfans
171	Tying it all together
172	Bibliography

INTRODUCTION

As I write this, I am celebrating the 30th anniversary of my first day as a University of Kansas employee. What a blessing to be employed by the coolest school there is. Half of those years were spent as director of KU Info. I worked with amazing students to learn the answers to every KU question you can imagine. During the COVID-19 pandemic, one year after I had to say goodbye to KU Info, I realized the information we gathered—the stories we offered—might be lost if not documented.

I set out to document these stories, along with the ones we created while I was director of the KU DeBruce Center. During this process, I asked myself this question many times: Which stories would most interest my readers? What I wish more than anything is that I could sit down with each of you, maybe on Wescoe Beach, maybe at La Prima Tazza, maybe at The Wheel or the Sandbar, and learn your unique KU story. That way I could pull specific anecdotes from these pages that you would enjoy most.

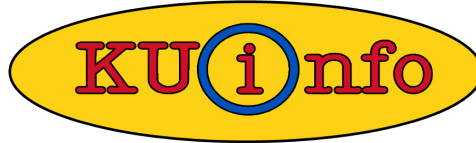
It is important that I explain how I chose the format for these stories. In 2020, I read Phog Allen's final book entitled "Sports Stories." I felt as though Phog was telling the reader, "These are a bunch of stories I want you to know," and he offered them in unapologetic, random order. It almost felt like he was giving me permission to do the same. I will not ask you to read all the 100-year-old stories at once, nor all the stories of my student days at once. The format is not random, but it is certainly not chronological. Let's call it Rock Chalkological.

A message from the KU Info website, written in the early 2000s: "Information is changing so quickly these days. We admit that some of our content could become outdated almost as quickly as we submit it. We encourage you to contact us with any updates you think would be relevant."

That message fits my goals for this book beautifully. I know there will be altered traditions and new history to be documented. I hope you will feel comfortable reaching out and offering suggestions.



Courtesy of University Archives. The KU Info office in the 1970s as compared with the 2000s. Because we relied on our databases and the internet, we were able to create front-facing info desks across campus.



Q HOW MANY TREES ARE ON CAMPUS?

A It may surprise you, we get this one a lot. And we have a pretty good answer. Several years ago, a global information systems class took our question on as a semester-long project. They did a tree density study and combined it with a database that our Facilities department keeps of trees that require regular pruning. They concluded there are 29,525 trees on campus. That just happens to coincide very closely with the number of students on campus!

THE ORIGINATOR OF THE TERM “JAYHAWK”

It was a project for the Max Kade Center for German-American Studies that produced, in my opinion, the best telling of the story of KU's unique mascot, the Jayhawk. (Reference the YouTube video titled “Jayhawk Origins.”) The Center is housed just up Fambrough Drive from Memorial Stadium in a house built in 1929 for Mervin Sudler, who was the dean of the KU School of Medicine. This is only valuable to our story because of the stone barn that sits down the hill from the Sudler House. The Max Kade Center inherited the barn when the campus radio station KJHK vacated it. As it turns out, the barn is the oldest building on KU's campus, having been built by abolitionist James Lane. (Later in this book we tackle the question of what truly should be considered the oldest building on campus)

James Lane might be second only to John Brown in his fame as an abolitionist and champion in the early history of Lawrence. Trying to build perspective on what KU was like in its infancy, I often mention the university was created by the same people who created Lawrence. So, it stands to reason that some of KU's moral foundations were the same as those holding up the town of Lawrence. The infamous Quantrill's Raid, which resulted in the death of most of the town's young men and the destruction of many of its buildings and homes, was in 1863, just one year before leaders chose Lawrence as KU's future home.

As the story goes, Lane had an Irish friend who claimed there was a bird in his hometown that was famous for fighting other birds, stealing from their nests, and never backing down. The Irishman described it as a cross between a blue jay and a sparrow hawk, named the Jayhawk. Lane liked the story of this bird and began telling his militia that they were the Jayhawks who would drive out the pro-slavery tyrants from Missouri.

The term Jayhawk would soon be used to describe almost any Kansan who fought against slavery. Lane even spent some time in the White House under Abraham Lincoln. It is fun to connect Honest Abe with KU, even though he never set foot on campus. KU was founded in 1865, the same year Lincoln was assassinated.

It has always been my claim that almost anything can be connected back to KU. Kind of like the “six degrees of separation from Kevin Bacon” theory. (One of my stories references Footloose, which gives KU only one or two degrees of separation from Bacon. In fact, his wife stayed at the Lawrence bed and breakfast my wife ran in the 90s, so we can claim one degree separation!)

Consider the following short story as my primary example of how almost anything ultimately connects to KU:

THE THREE ITEMS AUCTIONED OFF AT SOTHEBY'S ON DECEMBER 10, 2010

The Sotheby's auction on December 10, 2010 was historic for many reasons, mainly to those of us lucky enough to call ourselves KU fans. KU is at the center of all things, even if you ask Google! (Side note: Did you know one of the early leaders of Google chose to make the Meadowbrook Apartment complex in Lawrence, Kansas, the center of Google Earth? Brian McClendon, Lawrence native and former Google vice president, was given the authority to choose any location as the center of Google Earth. He chose his college apartment complex.)

I digress...back to the auction. There was significant excitement surrounding the 2010 Sotheby's auctioning of Dr. James Naismith's Original Rules of Basketball. Even though KU did not have an official representative at the auction, there were many interested in this particular item. There was much speculation as to who would present the winning bid. Mark Allen, the grandson of Phog Allen, was quoted as saying, "Maybe an NBA team owner or a Russian oligarch..." As it turned out, the bidding was dominated by a KU grad sitting in his conference room in Austin, Texas, and a Duke grad in a private phone-in room at Sotheby's. More on that story later.

The Original Rules were not the only item at auction that day. Even though they were important enough to warrant their own day, there were two other items auctioned off that day that were equally rare. One might even say almost as important to U.S. history as the Original Rules. Guess what. They both have a connection to KU. Seriously, how random is that?

Less important auction item number one: A flag from Custer's Last Stand. It is widely reported that there were no U.S. survivors from Custer's Last Stand. At least one surviving artifact was saved, though,

and was sold at the same auction as the Original Rules. Now, you really can't claim that a flag counts as a "survivor" of the battle, but you could argue that one of Custer's surviving horses counts, right? And if said horse survived, then it would have a direct connection to the flag from its regiment. If you have been to the KU Natural History Museum, you know that such a horse did in fact survive. After it led a long life post-battle, it died on November 7, 1891 (less than a month before Naismith invented basketball) and was sent to Lewis Lindsay Dyche, a KU naturalist and taxidermist, to be preserved. The military never paid Dyche fully for his taxidermy service, so he kept the horse and made it an exhibit in his museum.

Less important auction item number two: A copy of the Emancipation Proclamation signed by Abraham Lincoln and owned by the Kennedy family. This one has a slightly less direct link to KU but still strong enough to prove my point. I wish we could claim some direct connection to Abraham Lincoln, because he certainly approved of the founding of Lawrence and of KU just 10 years later. But with sad irony, he was assassinated in April of 1865, almost exactly the same time that KU was formally founded. So here is the less direct connection. James Lane is documented in this book as having been the first person to coin the term "Jayhawk." He did so to rally the Lawrence troops against the Missouri bad guys. This was after he served under Lincoln in the White House and informed the president of the regiment of black soldiers he had created to battle pro-slavery forces. Lane's description of this regiment is documented as one of Lincoln's inspirations for writing—you guessed it—the Emancipation Proclamation.

In summary, the day KU won the auction for the Original Rules of Basketball, it was also well represented by a close connection to the two otherwise unrelated items that went up for bid that day. Everything can circle back to KU, my friends. That is just one of many reasons KU is so dang cool.



Our info booth on Jayhawk Blvd was torn down during the reconstruction of Jayhawk Boulevard and rebuilt in almost the same spot, with a ribbon cutting by Warren Corman, University Architect and one helluva Jayhawk.

KU INFO, MAY IT REST IN PEACE

I became a candidate for the position of KU Info Director in 2005. Many of you will not need an introduction to KU Info. There were wonderful student experiences related to KU info, and the one constant was that it was a trusted source of information for the Jayhawk Nation.

KU Info was a campus tradition—the service that could tell you how many trees were on campus as well as what Danny Manning’s career point total was. But it was also the program that could help you get to your first classes, explain the Add/Drop deadlines, and connect you with campus services you hadn’t yet heard of. KU Info was the topic of a 2010 “All Things Considered” story on NPR because of a Brian McClendon quote. Just Google “NPR KU Info,” and you can still hear the radio story.

The secret was hiring exceptional students. In one 10-year span, we boasted eight EXCEL Award winners, which were basically the students of the year. We also had one semester where you could call 864-3506 and be sure that your call would be answered by a president! That year, we employed the sophomore, junior and senior class presidents and at one point each week, the three presidents were staffing our three desks simultaneously. We called it Presidents Day, even though it was more like “Presidents Hour or Two.”

My student employees—affectionately labeled KU Info Superstars—were always surprised when I told them I cared more about how they treated the people asking us questions than the accuracy of the answers they gave. Of course, that did not mean I didn’t value accuracy. I valued it highly. It meant I cared even more about how they treated our customers. Not easy sometimes—it can be hard to be patient with someone who doesn’t like your answer to their question.

In 2018, there was an art display in the form of flags flown on a pole in front of Spooner Hall. One of the flags was an American flag with an

image painted on it in black ink. It looked like a desecrated flag, even though the artist was trying to present a message of unity. The display made national news and KU Info got 800 calls that day from bitterly angry people. It was an exhausting day of listening to callers offer the most passionate soliloquies with frequent four-letter words directed at me and the Superstars. But it was often the angriest callers who simmered down when we listened patiently. We decided that because we cared about how the callers were treated, we may have kept some people from driving up to campus and doing some unthinkable things.

We got unique questions almost every single day and enjoyed sharing them with each other. One person locked themselves in a Budig Hall bathroom and didn't want to call friends or the campus police because they were too embarrassed. They called KU Info instead and we got a janitor to set them free.

I always promoted the idea that KU Info was a valuable service even as Google became more and more prominent. People could find the answer to any question that was on the Internet, but not all questions were accurately answered online. And some were answered several different ways online. Our secret was a two-part mission—we wanted to be 1) well-informed and 2) highly visible. You used to see our KU Info magnets all over campus. You could walk up to one of three desks situated across campus and staffed by our student leader Superstars.

I'd rather not dwell on how KU Info ended. It still lives in many hearts and maybe it will one day return to campus. My position was cut from the budget in 2019 and the program itself was shuttered permanently in 2022.



Q DOES KU INFO HAVE A STAPLER?

A Nope. We sure don't.

For several years, one of our info desks was beside a public printer. We got this question constantly. This was added to the database as a Legacy Question. When a KU Info Superstar graduated, they were encouraged to leave a Legacy Question so we could remember them. Some were goofy, some were insightful. This one was goofy.

NAKED HOBO BLOOD?

KU Info frequently received calls, emails or texts requesting free KU swag. Sometimes the requests came from teachers who wanted KU to be highlighted in their classrooms. That kind of request always got a resounding “heck yeah!” But sometimes we got random requests from fans who just wanted cool free swag.

One such request came by email late on a Friday afternoon. The sender explained he was in the process of moving from one apartment to another. The last item he planned to move was hanging on the wall: the KU basketball jersey and shorts he wore while watching every game of the 2008 NCAA tournament.

He reported that, while he was gone, someone broke into the apartment. He claimed they were being chased by the police. He also claimed they were naked. In his story, upon seeing the outfit hanging on the wall, and perhaps wanting to hide from the authorities, the perpetrator took the jersey and shorts so that he was no longer naked. The story gets better from here. Our KU fan then claimed that the police set the dogs loose on this perp. The dogs attacked the man while he was wearing this priceless outfit.

“My clothes are ruined! They are covered in naked hobo blood! Can the university do anything for me?” Well, I didn’t quite know how to respond. I had heard some impressive stories from folks wanting free stuff, but this was the best. I responded with, “What an *unbelievably* sad story! I will check with KU Athletics and get back to you.” I left for the weekend planning to address this tall tale on Monday. That night, watching the news with my wife, I was shocked to witness a breaking story of a man whose apartment was broken into by a naked man who was captured after the dogs were sent in. It was all true! I immediately texted Jim Marchiony, the communications director for KU Athletics at

the time. He had just heard about it too and was preparing a package for the poor guy.

It was experiences like this that taught us to always listen carefully and reserve judgment when we received questions at KU Info. We were being given the ultimate lesson in perspective. We refused to ignore any questions that came in because it was impossible to know the perspective of the person asking the question. We wanted to share the KU love, and if that meant helping someone replace his beloved outfit that was covered in naked hobo blood, we were going to do it.

POSSIBLY THE BEST KU BASKETBALL STATISTIC

All KU basketball fans are put to task at least once in their lives (more likely once a month) by fans of other programs demanding proof that KU is the very best men's basketball program. The easiest proof is number of national championships, but we are only in the top five in that category and only if you count our two pre-NCAA championships. The most prominent stat that proves we are the best is our 60+ conference championships in just over 100 years of conference play. We average one conference championship every other year, can you believe it?

In 2016, the KU Info staff developed what is quite possibly the best statistic proving KU is the best basketball program in the land. That year, head coach Bill Self was inducted into the Naismith Memorial Basketball Hall of Fame. He is the fifth KU head coach to be inducted. There are very few programs with that many coaches in the Hall of Fame. What makes this stat so incredible is that Bill Self is only the eighth head coach of our men's program. Five out of eight in the Hall of Fame! That is incredible, right? Let's see how it stacks up to other programs...

Five out of eight is about 63%. How many other programs have more than half their coaches in the Hall? Not an easy question to answer. In 2016, I had three KU Info Superstars who were especially rabid KU basketball fans—Ty Tenpenny, Jake Chamberlain and Joey Anguiano. They scoured the Naismith Hall of Fame website lists and compared them with the lists of head coaches for each prominent program. They even checked the not-as-prominent programs. Would you believe Army was one of the closest competitors?! Due in part to Bobby Knight and Mike Krzyzewski spending a few years there. Here are the amazing results:

- 63% of the Kansas head coaches are in the Hall of Fame
- 25% of the North Carolina coaches are in the Hall of Fame (2nd best percentage)
- No fewer than four schools at just under 20% including St. Johns, Notre Dame, UNLV, Ohio State

Mathematically, that is absolutely amazing. We are three times better than everyone else, with the exception of UNC, which has one Hall of Fame coach who played at Kansas and another who got his start in head coaching at Kansas. That is quite possibly the best stat to prove KU has the best college basketball program. Players come and go, but what makes a program consistently great is its coaches and fans. As I write this, our Hall of Fame head coach seems perfectly happy where he is at. Now, in 10 years where will we be? Is there any way in this time of mercurial change that our ninth head coach could stay with us for a decade or two? Who will it be? How will they create their own story like James Naismith, Phog Allen, Larry Brown, Roy Williams or Bill Self?

WALKING DOWN THE HILL AND THE CLASS OF 1950

I used to tell campus tour groups, “You’ll hear from many schools that their history and their traditions are the very best. The only difference between KU and those other schools is that our history and traditions actually are the very best.”

Consider if you will, the commencement ceremony. It is a huge deal for a young adult to get their diploma. It should be celebrated. A challenge that many schools face is the sheer volume of students who graduate each year. You don’t get to walk across a stage as your name is called if there are over 5,000 names to call. It is impossible to create a celebration that feels individualized for students at such large institutions.

In the early 2000s, KU hired a commencement consultant. Now *there* is evidence that you can find a consultant for everything. This consultant had been a professor of theater at the University of Texas. His administration came to him one year saying, “Too many of our graduates are skipping commencement. Help us make the program more of a production so they will participate.” He did so, which led to a new career for him. I never met him, but I remember one of the primary messages of his report. “You have no idea how lucky you are to have the tradition of walking down the Hill for commencement. No graduating Jayhawk wants to miss that. They hear about it very early on, and it is a specific event that drives them toward graduation. Most schools would kill to have something that historic and prominent.”

We are lucky. Like most traditions, this one has a fantastic origin story. One that is more than 100 years old. Many of you already know there are two components to our tradition of walking down the Hill. One is the actual walk, the other is crossing through the Campanile to

begin the walk. Now, if you are doing the math, and reading this book less than 50 years after it was published, you know we have not been walking through the Campanile for 100 years. The bell tower was built as a memorial to those KU students killed in World War II, and it was opened in 1951. But the ritual of walking down the Hill began as soon as Memorial Stadium was opened in 1921 as a memorial to those KU students killed in World War I.

The beauty of this tradition is more than its longevity. Consider if you will, a majestic memorial being built in the late 40s and early 50s to honor those killed in war. There would be students on campus who had fought alongside those being honored. Surely, they felt an extreme emotional bond with the new bell tower. Not surprisingly, the number of students on campus had greatly declined during the war. Not just because many young people were fighting in it, but because many families asked their sons and daughters to delay college and help them through the difficult time.

By 1945, there were just under 3,000 students on campus—about one-tenth of the number we boast today. But the very next year, as the war ended and students came back to campus, enrollment ballooned to 9,000—triple the number of students in just one year. There weren't enough desks, classrooms, instructors, dorm rooms, apartments... There wasn't enough *anything* for this many students. One illustration is that space under the bleachers of Memorial Stadium was used as temporary living quarters, the remnants of which were not completely removed until the 1990s.

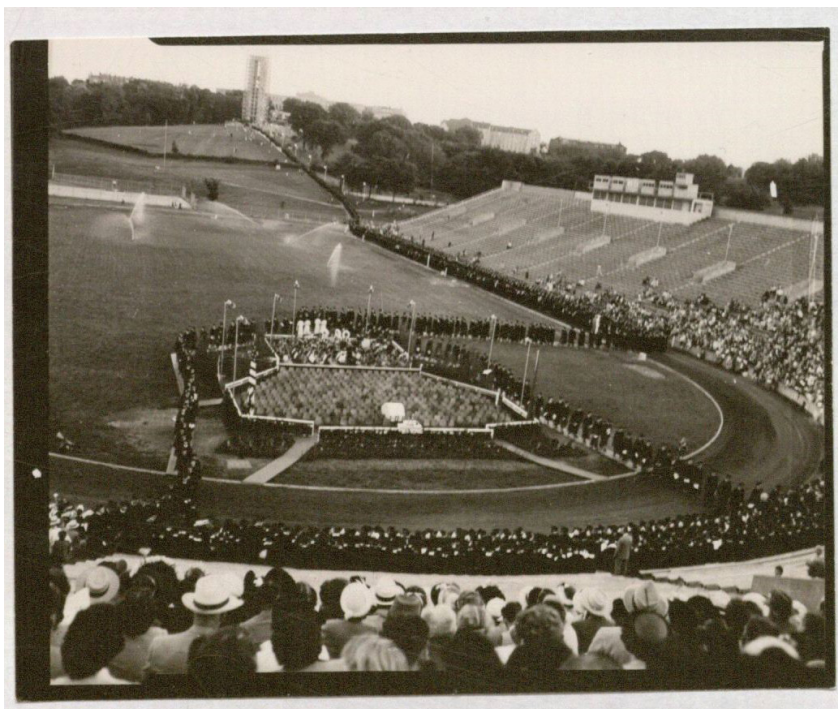
I frequently reference this colossal class of students who began in 1946 during my KU presentations. They are the class that—in a span of four years—demolished an important campus tradition and then subsequently created a new one. You see, for decades, when a first-year student came to campus, they were issued a freshman beanie. If a freshman was

caught anywhere on campus without his or her beanie, there would be punishment. An important, if not appropriate, campus tradition.

Enter the 1946 freshman class, many of whom were much older than the average first-year student. Some were grizzled war veterans who had seen and done things unthinkable to the upperclassmen staffing the freshman beanie desk. Warren Corman, KU's architect for many years, was one of those freshman. He tells the story of his classmates and fellow veterans challenging the beanie patrol to come out from behind the desk and make them wear that freshman beanie. Thus ended the freshman beanie tradition at the University of Kansas.

Fast forward four years to 1950. Many of these same students were preparing to graduate, and we already established that the memorial being built to honor their fellow soldiers would not open for another year. But standing regally atop Mount Oread—the hill they would walk down to begin their commencement—was the bell tower shrouded in scaffolding. These students decided the memorial was in many ways theirs, so they pushed aside the scaffolding and walked through the tower to begin their walk down the Hill.

There you have it. The Class of 1950: the students who killed the freshman beanie tradition and created the Campanile Walk tradition. KU traditions are created and preserved by students. They are sometimes updated and even eliminated by students. That, in itself, is a tradition.



Courtesy University Archives. The Class of 1950 walking down the Hill with the scaffolded Campanile in the background. Did they choose to run the sprinklers on the field to cool down the graduates? Thank goodness the ceremony is now held in the morning, not mid afternoon.

A story about the Campanile tradition would not be complete without explaining the legend of walking through at the right time. You see, if you walk all the way through the Campanile any time before your ceremonious walk down the hill for commencement, you will not graduate. Think I'm joking? We take this very seriously. You shall not walk through it during a campus visit, you shall not walk through it as a toddler, you shall not walk through it any time before commencement. Some believe doing so just prolongs the time it takes you to graduate. I believe it forfeits your graduation.

There is a perfectly logical explanation for this extreme legend. KU's ceremony surrounding commencement is so beloved, and so closely held, that a creative way of maintaining the tradition was devised. Tell people they won't graduate if they walk through before commencement, and then they will be even more giddy the day they finally get to do it. As for the legend of the Jayhawk statue in front of Strong Hall, I'm not sure how that one got started. Sorry.



Joe Zielinski and I walked down the Hill for Commencement in 1992. We celebrated by doing the Rock Chalk chant all the way down the Hill, then convincing some fellow journalism school grads to join us for the Alma Mater once we reached the field. That got us a picture on the next day's Kansas City Star.

THE NAISMITH AUDIO

Viewing James Naismith's Original Rules in KU's DeBruce Center on campus is an experience made complete only when you push the small button to the right of the case in which the Rules reside. Three things happen when the button is pushed:

- The lights go on inside the case, illuminating the Rules, a picture of Naismith at the age he would have been when the Rules were created, and a plaque explaining both.
- Electricity is sent through the electrostatic glass, making it transparent.
- The Naismith audio begins, allowing the visitor to hear the creator's story in his own words

The electrostatic glass is always a favorite of mine to explain. The case has some real James Bond elements to it. It maintains its own internal temperature and its own humidity levels. It has light sensors and motion sensors. But my favorite part is the glass. Only when we send an electric charge through it does it become transparent. Other uses for electrostatic technology are shower doors that are either frosted or see-through at the flick of a switch and welders' masks that sense the spark and go from transparent to shaded in an instant.

On the tour, I would ask who in the group was the best "button pusher." Just before I let them hit it, I would explain that there was only one way I could prove the glass was as cool as I said it was. When the audio was close to completion, the lights inside the case would automatically be turned off in the case, but you could barely make out the Rules for a few seconds before they were completely invisible. That, I explained, was the electricity leaving the glass, and it the glass becoming opaque. Then they would push the button and the magic would begin.

The audio is a recording of a radio interview from January 1939. I always mentioned that this was the only known audio of Dr. Naismith,

and it was recorded in the last year of his life. It begins and ends with a wonderful big band excerpt that makes you feel you're in the early-to-mid 1900s sitting in front of an old radio. The host describes the Madison Square Garden doubleheader that cheering fans will soon enjoy, but most of them won't know that "sitting in Row C, Seat 11 will be a modest 77-year-old man" who made the game possible.

"But you're going to meet him now. Sanka Coffee has brought him all the way from Lawrence, Kansas, Mr. James A. Naismith." Actually, it was not James A. Naismith. Dr. Naismith did not have a middle name. Because his signature was Jas. Naismith, people misinterpreted it as J.A.S. Naismith, and somehow an assumption was created that his middle initial was A. It drove me nuts trying to figure out the first part of the intro sentence. Who brought him from Lawrence, Kansas? I couldn't understand the words "Sanka Coffee."

I prided myself on knowing every word of the audio. My office was a short distance from the Rules Gallery, so I heard the audio as many as 50 times a day. But I could not for the life of me figure out who "brought him" from Lawrence, Kansas. I searched for a transcript of the audio, for the name of the radio station or its corporate offices. Nothing helped me figure out the name of the person or organization credited for bringing Naismith to New York. Finally, I came upon a website that highlighted the show Gabriel Heatter hosted. Turns out, spirits were so low throughout the country in the 1930s what with the Great Depression and World War I in the recent past, and fears of another war looming, that Gabriel chose to do a radio show solely about uplifting stories. And this website happened to mention that one of its sponsors was SANKA COFFEE. It was a beautiful discovery for me, because I am a dork.



Holly Rowe has visited the DeBruce Center many times. One day she arrived on campus with fellow ESPN announcer, Joe Tessitore and I was honored to give them a private tour.

It just so happens that Dr. Naismith unknowingly created some historical conflict with his recounting of the first days of basketball at Springfield College, in Springfield Massachusetts. In the radio interview, he describes the first day of the sport like this: “I showed the boys two baskets I put up on either end of the gym. I gave them an old soccer ball and told them the idea was to get the ball into the opposing team’s basket. I blew a whistle, and the first game of basketball began.”

Then Gabriel Heatter asks, “And what about the Rules for your new game?” At this point, I always told people this was my favorite part of the audio. Naismith says he didn’t have enough rules, and the boys began tackling and fighting. There were several injuries including a concussion and a dislocated shoulder! He claims he went back and thought up some more rules. They played again with these new rules, and there were “no casualties.”

Well hold on, in his own autobiography, Naismith says the Rules came to him the night before his deadline—the two-week period his supervisor gave him to come up with something (anything!) to deal with this ornery group of young men. He presented the Rules to the class before the first game. In telling the story of the first game of basketball, do we go with Naismith’s own words in the radio interview or Naismith’s own words in his autobiography? Did he let them play without written rules and then come up with the original 13 after they beat each other up? Or did he have the 13 in place before the first game? Historical conundrum.

I spoke to the family of Jim Naismith, Dr. Naismith’s grandson, and they believe the spoken word over the written word. I try to consider the motivation behind both stories. Did he want to offer drama and intrigue with either story? Was it considered boring that the class followed the two-page list of rules during the first game? There is a good chance we will never know the small detail of whether the Rules were typed up before or after the first game. I personally think the autobiography tells an accurate tale.

THE BUMMER OF 1911

I often find myself lamenting the class of 1911. It is sad to think of those fine men and women who graduated (but didn't walk down the hill...that tradition began when Memorial Stadium opened in 1921) the year before so many important traditions began. In 1912:

- The first Jayhawk was designed
- The first Homecoming was held
- "I'm A Jayhawk" was written
- The steam whistle started

What a major bummer to graduate in 1911 and miss all those firsts. Now, the last bullet deserves further explanation. The steam whistle had been a campus landmark since the late 1800s when it simply marked the 8 pm curfew and the 7:45 am wake-up call. It wasn't until the important year of 1912 that it began signaling the end of class. That seems to have been in conjunction with the decision to make classes run for 50 minutes instead of the usual 55. Another reason the class of 1911 got cheated!

Big Tooter—only one of its several nicknames—has been whistling the end of classes for more than 100 years. There are several documented cases of it being silenced, but usually only for a short period. There have been times it stopped for equipment upgrades, and there have been times it stopped for budgetary reasons. Every time, there was enough of a backlash that it started up again soon thereafter.

I used to have frequent meetings in Watson Library, back when KU Info was partially funded by the KU Libraries. Not only would the steam whistle make us jump out of our seats during those meetings, but we simply had to wait for it to end because there was no talking over it. What a unique tradition, and one that evokes an emotional response from everyone who remembers it. Chancellor Frank Strong was quoted in the campus newspaper the University Daily Kansan as saying, "If your instructor isn't through when the whistle blows, get up and go."

THE FIGHTING BULLDOGS OF OLE' KU

I love speaking to groups about KU history and traditions. My consistent message during these presentations is that the only way to truly understand a history lesson is to first build perspective. I contend that no one has ever successfully claimed to be an expert in perspective. You can never understand 100% of someone else's perspective, because we all live in a totally different world, created by our experiences and our beliefs. To understand history, you must embark on a journey towards perspective, even if it is a destination never to be reached.

For instance, how is it possible that the first classes on KU's campus began in 1866, but the first drawing of the Jayhawk as our mascot is from 1912? How can it be that almost five decades of KU students came and went from Mount Oread without a Jayhawk on their sweaters? Well, first let us consider a bit of perspective from the 1800s. Today, there really is no such thing as a sports team without a mascot. You must have something to wear on your jersey, and you must have something to print on banners, sweaters and automotive decals. But in the early days of sports, a mascot was really just something you brought to the game to give you luck. If you had a pet or a farm animal that was present during an inspiring win, you'd better bring that animal back for the next game to maintain the streak!

During the presentations I mentioned above, I ask the audience what they think is the most common mascot in college sports. Most guess Tiger and Wildcat. Good guesses! They are numbers two and three on the list. However, neither furthers my theory that mascots began as animals that you brought to the game for luck. Few people had tigers or wildcats at their disposal, I imagine. But my theory still holds when you discover the number one most common mascot in collegiate athletics: the bulldog!

There are stories of Don Juan the pig serving as KU's mascot in the late 1800s. There is even a time when a bulldog was our mascot. How long did these household animals serve as our mascots? Hard to say. But thank goodness that the bulldog didn't stick and that we were able to secure one of the most unique and wonderful mascots in the country. This part of my presentation always ends with this message: "Tell all your friends and family members that while KU has a truly unique and wonderful mascot, its two primary rivals have the second and third most boring mascots in the country."

*While it is dangerous to cite Wikipedia as a source for any credible manuscript, the website's page on mascots lists at least 33 schools with Wildcat as their mascot, 40 Tiger and 44 Bulldog.



For a short time, KU claimed a bulldog as mascot. Was it because Yale claimed the same? We adopted their school color, why not their mascot? Regardless, it is lucky for us we can now claim the most unique university mascot instead of the most common one.

SURELY KU IS THE ONLY SCHOOL WHOSE MASCOT IS THE JAYHAWK

Nope. This is the segue between the first part of my standard presentation on KU history and traditions and the rest of the story. Remember, KU's two primary rivals have two of the three most boring mascots in the country, but KU has a truly unique mascot. I think we can still claim that, but we must be prepared to offer the full story. It starts like this:

Just a year or so after World War II, the Jayhawk got a facelift. The angry, bellicose mascot of the early-to-mid 40s needed to give way to a happier fellow. So Hal Sandy, bless his heart, penned the version we use today. How beautiful that it is such a strong image, and hasn't been changed since 1946! For perspective, the Nike swoosh has only been around since 1971. It is younger than I am!

Keep in mind that in the late 40s, the Jayhawk of today was still a young bird. Perhaps we did not hold it as tightly then as we do now. When the happy hawk was relatively new, it was taken by Mike Getto to his hometown of Jeannette, Pennsylvania. Mike had been an All-American football player at the University of Pittsburgh and a KU assistant football coach from 1929 to 1939 and 1947 to 1950. Paul Getto, Mike's brother, followed his older brother to Lawrence where he went to school at KU and remained.

Now Paul was in Rotary with me, although he passed away when I had only been in the group a few years. I talked with him about this unique connection, and he explained that in the late 40s, while his brother was still coaching at KU, he went back to Jeannette proudly displaying his Jayhawk. Paul thought it might have been on his car, although he admitted it may have instead been an article of clothing. Regardless, the school took an interest in the image and chose then and

there to make it their own.

Simply visit the Jeannette, Pennsylvania school district website and you'll see Hall Sandy's bird smiling at you without the signature "KU" on his chest. You will be surprised to hear that we found no fewer than five schools that claim the Jayhawk as their mascot, although none are four-year universities:

- Jeannette, Pennsylvania
- Jericho, New York
- Urbandale, Iowa
- Muskegon Community College, Michigan
- Jamestown Community College, New York

You can't make this stuff up. Mike Getto played his college ball at the University of Pittsburgh. This is the same school whose dental students pilfered the Rock Chalk chant and presented it at football games for decades. They literally chanted, "Rock Chalk, Jayhawk, Go Pitt Dental!" So Pitt has a connection to the theft of both our mascot and our chant!

THE ACCIDENTAL IMPROVEMENT

Easily one of my favorite stories when giving tours is talking about the day James Naismith dealt with a problem and accidentally made a huge improvement to his game. In his autobiography, the good doctor explains that as word spread about the new game, people began coming to the Springfield College gymnasium to watch. One such spectator would come early enough to secure a spot directly above the basket. (Still an actual basket, but now with a small hole cut out of the bottom.) It is important to know that the gym was small enough that it could only hold the basketball court, nothing more. Anyone wishing to view the game would have to sit in the balcony. The basket was affixed to the base of that balcony, so spectators could be even closer to the hoop than the players.


Naismith goes on to describe occasions in which the spectators got far too close to the action. They would push the ball with their hands or feet in order to help it into the basket or “encourage it away”—depending on which team their friends were on. This became enough of a problem that Naismith chose to put something up to keep the fans from interfering. A board! Yup, the backboard was born out of fan interference. Imagine how much the game improved that very day. Errant shots no longer flew out of bounds or into the balcony seating. Bank shots could be practiced and added to one’s offensive arsenal. Rebounds became an even bigger part of the game, since the ball remained in play much more than it did before the fan-interference board was added. Fans have always felt like they were an important part of the game, and now we can claim responsibility for the most important piece of basketball equipment next to the ball and basket themselves!

We also read in Naismith’s own words how his game was affected by the fans:

“I can distinctly remember one boy about 15 years old who used to come into the balcony and take a place directly behind the basket. He came early in order that he might always get this seat. He patiently waited for an opportunity to help his team by darting his hand through the rail at the proper time to help the ball into the basket. To do away with this practice, the following year a clause was entered in the rules, which stated that the goal must be protected from The Spectators by a screen at least six feet on each side of the goal and at least six feet high.”

—Naismith’s own words from
*Basketball, its Origin and
Development*

**BASKET BALL
OUTFITS.**



INDOOR BASKET.

The baskets are strong iron hoops, with braided cord netting, arranged to be secured to a gymnasium gallery or wall for indoor use, or on an upright pipe the bottom of which is spiked to be driven into the ground for outdoor use. By means of a cord the ball is easily discharged after a goal is made.

Indoor Goals, per pair,	\$15.00
Outdoor Goals, per pair,	30.00
No. 10 Association Foot Ball, each,	3.25
American Rubber Foot Ball,	1.25

Prices for Special Portable Baskets for Exhibitions in Halls or low priced outfits given on application.

**OUTDOOR
BASKET.**

Narragansett Machine Co.
GYMNASIUM
OUTFITTERS. Providence, R. I.

TIME MARCHES ON—1893
To Release the Ball, You Merely Pull the Chain

On page 94 of Naismith's autobiography, "Basketball, Its Origin and Development," we see this 1893 advertisement for an early basket design that required the user to pull the string to release the ball from the net.

LACROSSE STICKS AND BASEBALL BATS

There are so many elements of basketball's evolution that I think make wonderful stories. The two that I highlight most frequently are 1) the ball Naismith chose, and 2) the way the backboard was brought into the game. Obviously, Naismith had to choose what kind of ball would be used before the game was even played once. He had only his creativity and the resources of Springfield College from which to choose.

First choice: Does the game require a small ball or a large one? There were baseballs, lacrosse balls, tennis balls and others. In his own autobiography, he mentions the thought process behind the small ball. He had never met an American who could handle a lacrosse stick, nor had he met a Canadian who could handle a baseball bat. He quickly determined that using a small ball would require more equipment. A racket, a stick, a bat, you get the idea.

Instead, he turned to the sports that use larger balls. No additional equipment was necessary for soccer, rugby or football. The problem with a football was that while it was well-designed for throwing, it was even better designed for tucking under the arm and running. It is well documented how he quickly determined that basketball should not be a sport where the person holding the ball was allowed to run. In order to stop that person, the opponent would tackle, hit or in some way impede their progress. Injuries were sure to follow. Instead, because he did not want the possessor of the ball to run, he chose a soccer ball.

There were no intentions in the 13 original rules for running with the ball. Nor were there intentions for dribbling. None! The beauty of this story is that by virtue of choosing a soccer ball instead of a football, dribbling was allowed to evolve with the game early on. Not even the most skilled football players are able to dribble the oblong football. If

Naismith had made the simple decision to use a football instead of a soccer ball, there is a chance today's basketball game would have no dribbling, and might be as popular as Ultimate frisbee.

I envision some of the early players justifying dribbling this way: "If I drop the ball and pick it back up, have I not lost possession? If I continuously drop the ball or even roll it away from me and then regain possession, I feel as though I am still within the rules set out by Dr. Naismith." You could argue that even today the spirit of the rule remains. If you are dribbling the ball, you do not have possession of it. You may only run when you are not in possession of the ball.



Q WHAT DOES PATRICK MAHOMES HAVE IN COMMON WITH THE ORIGINAL RULES OF BASKETBALL?

A IN 2021, Patrick's rookie card was sold to a private collector for \$4.3 million. In 2010, KU alumni David Booth bought the Original Rules for \$4.3 million.

WAS DUCK ON A ROCK REALLY THE GENESIS?

Let's address the peculiarity that is Duck on a Rock. It is well documented that Dr. Naismith credits at least a portion of his vision for the Original Rules to his childhood game, Duck on a Rock. There is little if any description of this game out there other than his. Amazingly, the strongest example of the game is the rock itself, on display in the Naismith Museum in his boyhood home of Almonte, Ontario, in Canada.

The executive summary is this: There is one huge rock upon which sits a smaller one called the "duck." Each player holds their own even smaller rock. The idea is to knock the duck off the rock with yours, and if you miss, you must retrieve your rock without being tagged out by the player who is "it."

Naismith remembered the best strategy for success in Duck on a Rock was to lob the rock towards the "duck" instead of whipping it. Those who threw the rock hard would really struggle to retrieve the rock in time, and would be tagged out. The reason this holds any real relevance to basketball is that he needed a game that did not include whipping the ball.

Here is the really cool part of Naismith's invention: He was solving a problem. How do I keep these 18 boys active while also keeping them indoors? How do I mimic the excitement of outdoor team games while minimizing injuries if the activities must take place indoors? The true basketball junkie will love the thought process that went into the 13 Original Rules. Let's take a pretend leap into Dr. Naismith's imagination for a moment:

"I've tried playing football, rugby and lacrosse in the gym, and it isn't working. The boys are getting hurt, and the balls are flying around the gym with real potential to break windows and other things. I need a game that will be engaging, active and yet not dangerous! First, I have to

stop the tackling. If the game requires you to advance the ball toward a goal, then your opponents must physically stop you from doing that. Ok, maybe my players should not be asked to advance the ball past a line, or into a net. Or if they advance the ball toward a goal, they should not be running with it. They must pass it to each other!

Football: get the ball into the end zone: injuries from the opponent stopping you

Baseball: run the bases while the ball is in play: injuries from the ball whizzing around and from the opponent stopping you

Soccer: get the ball into the goal: injuries from the ball whizzing around and your opponent stopping you from advancing the ball

“One of the players who most often gets hurt is the one keeping the goal, or holding the line. Can I make a game that has no goalkeeper? If there is a line or a goal or a net, then someone naturally will be holed up in front to keep people from scoring. How can I give the team a way to score a point without having a location that their opponents will guard? Well, you can’t guard a goal that you can’t reach...

“And how do I keep these boys from throwing the ball so hard that they hurt each other and break equipment? When I threw rocks at the “duck” growing up, none of my friends got hurt from a rock to the temple, but that was because we were lofting the rocks rather than whipping them past each other. So I must come up with a way for them to score without throwing the ball with all their might!”

Ok, let’s retreat from the mind of Dr. Naismith’s for a moment and talk about the Harry Potter stories. A logical progression of thought, right? After reading this book, all basketball fans should be able to relate the game to Kevin Bacon and Harry Potter. That’s all I ask, really. So here is young James Naismith with several real challenges between him and

a successful class activity. No running with the ball, no goalkeepers and no throwing the ball with all your might. If he places the goal high about even the player's outstretched hands, there can be no goalkeeper. But how to keep them from throwing the ball hard?

Harry Potter was forever losing his balance while on the Nimbus 2000 (his broom) playing Quidditch. If Malfoy wasn't trying to buck him off, it was a Bludger (the ball) coming at him at 100 mph. Why were the Bludgers coming at him so fast? Well, for one thing it was a violent game. For another, the goal was to get the ball through a hoop. But the hoop was vertical!! By placing the hoops vertically, it naturally followed that the players threw the balls powerfully like a pitcher would. They wanted to get them through the hoop before their opponent could react.

If Naismith had chosen a vertical hoop like the ones in Quidditch, even though his class would not have had the benefit of flying on broomsticks, the ball would still have been thrown with great force, and broken noses and broken windows would have resulted. Instead, he chose to place the hoop (peach basket) horizontally so that the only true way to score would be to finesse the ball into the hoop—to lob it as he did with his rock while playing Duck on a Rock as a child. You could argue this only happened because a box or basket hung on the balcony wall vertically would not have held the ball. But regardless, we have successfully connected the Harry Potter story with the invention of basketball.

From the original 1911 Boy Scout handbook, game section

This is a good old grandfather game.

Each player has a large, smooth, roundish stone, about five or six inches through. This is his duck. He keeps it permanently.

The rock is any low boulder, block, stump, bump or hillock on the level ground. A dead line is drawn through the rock, and another parallel, fifteen feet away, for a firing line.

The fellow who is “it,” or “keeper,” perches his duck on the rock. The others stand at the firing line and throw their ducks at his. They must not pick them up or touch them with their hands when they are beyond the dead line. If one does, then the keeper can tag him (unless he reaches the firing line), and send him to do duty as keeper at the rock.

But they can coax their ducks with their feet, up to the dead line, not beyond, then watch for a chance to dodge back to the firing line, where they are safe at all times.

If the duck is knocked off by any one in fair firing, the keeper is powerless till he has replaced it. Meantime, most of the players have secured their ducks and got back safely to the firing line.

CAMPUS STATUES AND MONUMENTS

One of the reasons KU is the best place in the world is its beautiful campus. I do wonder how our landscaping budget compares to other schools. It looks lovely year-round. Our statues are noteworthy, with some rather unique stories behind several of them.

We all love the Chi Omega fountain. A beautiful structure that welcomes everyone to the west portion of main campus. In the early 2000s, a student artist created a temporary sculpture that fit onto the fountain during the winter months when the water wasn't flowing. The sculpture basically represented a frozen fountain. It was gorgeous, especially after a snowfall. It looked like the sprays of water had frozen in place. The student artist created the effect with empty plastic water bottles.

He wanted to present a sculpture with the number of water bottles thrown out each day on KU's campus. Not only was it a beautiful winter sculpture, but it spoke of environmental consciousness. I tried in 2018 to get this artist to recreate his sculpture so that KU could place it on the Chi Omega fountain each winter, but the project got derailed when we couldn't find adequate storage for the sculpture during the warmer months.

Another unique sculpture that has been transformed in the wintertime is the Waffle Iron. Actually, it is called Salina Piece, but I think Waffle Iron is so much more descriptive. It sits in relative obscurity on West Campus, by Nichols Hall, in between the Lied Center and the KU Endowment building. Much like the story of the frozen Chi Omega fountain, an ambitious student chose to create a frame upon which could be placed piles and piles of snow to make a waffle underneath the sculpture. Anyone who had struggled to see it as a waffle iron to that point would struggle no more.



I have had a special connection to some of KU's sculptures over the years. This is another section that could get me in trouble I suppose. During the rather lengthy celebration on Jayhawk Blvd following the 1988 NCAA men's basketball championship game, I climbed atop the Uncle Jimmy statue. Later that same night, my friend and I found ourselves at another campus statue during the afterglow of the campus championship celebration.

We were living at Jayhawk Towers at the time, situated just west of Green Hall, home of the KU School of Law. In front of Green Hall was a curious statue that looks not unlike a man doing some sort of martial arts pose. We discovered it was rather easy to climb this person's arm and sit on his shoulder, watching the activity on 15th Street as revelers slowly returned home around 4 am.

That was such a successful and enjoyable moment, that we found excuses to return to the statue, sometimes together and sometimes with others. We called this time, "Statue Talks," and I continued to do these talks long after I was old enough to know better. This statue is named "Tai Chi Figure," placed on campus in 1987. Tai Chi Figure also appears in downtown Montreal and Hong Kong.

Many in the Jayhawk Nation have stories of swimming in the Chi Omega fountain (which I did the night Roy Williams announced he was staying at KU). Many have stories of events by the Campanile or the Bronze Jayhawk in front of Strong Hall. Yes, there is a legend that states that the Jayhawk will leave its perch and fly away the first time a young graduate walks down the hill having not experienced certain activities.

KU holds an impressive collection of war memorials on campus, each with a unique story. Probably the most important story to know is that the small memorial for those lost in the Vietnam War—located just north of the Chi Omega Fountain—is the first such memorial placed on a college campus anywhere in the country.

The Campanile, which is a memorial for those lost in World War II, was opened in 1951. It is a magnificent bell tower with 52 bells, the largest weighing seven tons. KU Info once calculated that the largest bell has tolled the hour just under two million times. The exceptional memorial was completed just five years after World War II ended. The small cement memorial for those lost in Vietnam was not completed until 1982, 10 years after the war ended. And yet it was the first such memorial on any college campus! This is a strong illustration of how differently the country felt about those two wars.



The KU Campanile is an amazing structure. These pictures were taken while checking something off my bucket list. I volunteer to play Taps for military funerals and ceremonies. A few times, I've been asked to play Taps atop the Campanile. It is a hefty climb! The bells are magnificent, and the instrument itself is equally amazing.



Q HOW MANY BELLS ARE IN THE
CAMPANILE?

A Would you believe, there are 53 bells that make up the carillon in the Campanile? The largest one—the bell that chimes the hour—weighs 7 tons and has rung almost two million times.

THE TALE OF THE OLD SNOW HALL STONE

For years at KU Info, we were asked what was the oldest building on campus. That question is harder to answer than you would think. If you go with Spooner Hall, that is true because it is the only one of KU's "First Four" buildings that still stands. However, if you said the building that houses the Hall Center for the Humanities, that is also true because that building is the shell of KU's first power plant, built a few years before Spooner Hall. Even still, if you were to say the building that houses the Max Kade Annex, that is true because it predates campus altogether and was originally the barn of Kansas's second most famous abolitionist, James Lane. His story was told on the first pages of this book.

The reason for including all that was to highlight KU's First Four. Old North College was truly KU's first building but was not even close to the grandiose castles that followed. Here are the First Four: Fraser Hall, Blake Hall, Spooner Hall and Snow Hall. All but Spooner have been torn down and replaced with newer versions bearing the same names.

Snow Hall held many of KU's early physical education classes. It was a beautiful building with castle-like turrets and ornately carved limestone facades. When Dr. Naismith arrived on campus in 1898, he officed in Snow Hall. He chose to introduce basketball to the students in the basement of Snow Hall—a basement with 11-foot ceilings which is impressive for a basement but not impressive for a basketball court. To more effectively present his game, Naismith had three feet of dirt floor removed so that the ceilings would become 14 feet high instead of 11. Still a bit too low for basketball, but at least a bit more manageable.

This space was famously incompatible with the sport, and not just because of the low ceilings. There were pillars running right through the entire basement. One had to make serpentine moves just to dribble from one basket to the other. Naismith has always been chided for being the only KU coach with a losing record but consider his home court!! We'll touch on this later as well.

In what some might consider a consequence of the foundation being dug up, Snow Hall was condemned in the late 1930s and torn down. Much of the limestone from the building was used in the 1950s to build KU's military science building, just down the hill from the spot where Old Snow Hall stood. The rest of the stones were dumped in an area that is now west campus, not far from the Lied Center and the Dole Institute.

Elden Tefft, renowned sculptor and KU professor, would take his students to the area for stones that they could use to practice sculpting. One such student was Keith Middlemas. Keith stumbled upon a stone from Snow Hall's palatial front door that was carved with a rather majestic dragon. He chose to take the stone home and kept it for 30 years.

Keith became a craftsman in the art of stone masonry. He would bring clients to his studio, and when they saw the Old Snow Hall Stone, they would frequently tell him, "That's what I want right there." He grew so tired of declining their requests that he covered the stone with a tarp until one day he chose to give it a new home. He heard that a building was being constructed adjacent to Allen Fieldhouse that would become a shrine for the Original Rules of Basketball. Surely, this was the right home for the Old Snow Hall Stone.

The stone lived in the lobby of the Endowment building for some time before DeBruce opened. Endowment staff did some research on the stone and found some spectacular pictures showing the stone's exact location at the apex of the arched entryway of Snow Hall. Two slides were created depicting the short history of the building and a picture of the basement room where basketball was introduced to the Jayhawk Nation.

Not only was Snow Hall the original location for basketball and Naismith's office, it was also named after KU's fourth chancellor, Frances Huntington Snow. As Phog Allen wrote in his book "Sports Stories," it was Chancellor Snow who was reluctant to lead prayer at the daily chapel exercises. He chose to write a friend of his who was president at Chicago University asking if there was a man who could handle the task. Harper spoke to his employee Alonzo Stagg who recommended Naismith.



Old **Snow Hall** was one of KU's first four campus buildings. It was a highlight of campus from the 1880s until the 1930s, and hosted KU's early physical education classes.

Old Snow Hall Stone

Many activities were held in the large basement room of Snow. **Dr. Naismith** officed in the building and oversaw the very first games of basketball on campus in this very room...



Courtesy of the KU Center for Online & Distance Learning,
Missy Combs designer



The **stone** on exhibit was saved from salvage by Keith Middlemas, KU alum and stone mason, and offered to the DeBruce Center through KU Endowment in 2016.



Old Snow Hall Stone

The basement was inadequate as a basketball gym, with pillars in the middle of the room and a ceiling only 11 ft high. To improve the area for basketball, the floor was dug out 3 ft under the foundation. Perhaps consequentially, the building was condemned in the 1930s and torn down.



Courtesy of the KU Center for Online & Distance Learning,
Missy Combs designer

THE HISTORY AND TRADITION OF THE ALLEN FIELDHOUSE STUDENT SECTION

Allen Fieldhouse opened on March 1, 1955, with a victory over Coach Jack Hartman's Kansas State Mildcats. Important to note, by the way, that KU's Memorial Stadium also opened with a victory over K-State in football. Poor K-State. (Attendance at that first Fieldhouse game was estimated at more than 17,000 which easily makes it the most highly attended game ever. The fire marshal must have taken the day off.)

It is not hard to argue that much of the gameday magic of the Fieldhouse is conjured by its student section. But how did the Fieldhouse student section come to national prominence? Is it simply because of the basketball program's consistent winning? We understand that if we lose a game, it is probably one of the few we'll lose at home all year, and the team who beats us will only have bragging rights for a few months. But if this is why the student section is so great, why don't we hear more about the North Carolina or Kentucky (hereinafter referenced as Uck) student sections?

Some say the student section really began to gel during the Larry Brown era. I came to KU in 1987 when Coach Brown was in his last year. For five years, I sat in the same spot behind the north basket. Today, my season tickets are separated from the north basket student section by nothing but an aisle. The point is, I have been in or around the Fieldhouse student section since 1987. I have some personal observations and fun stories that hopefully shed light on why we are simply the best.

With absolute reverence, the student section used to raise both hands in the air and bring them up and down several times to signify bowing to Danny Manning. I have not seen that consistently done for anyone else except recently for Coach Self. I think that is such a cool

thing. Danny still holds the record for most career points and rebounds for a Jayhawk, and Coach Self now holds the record for most NCAA championships by a KU coach.

For a short time, Doug Gottlieb served as an ESPN commentator. He played point guard for Oklahoma State in the late 1990s, and gave us an unforgettable moment in February of 1999 when he began the game with his shorts on backward. When the student section collectively discovered it, they chanted “shorts on backwards (three claps) shorts on backwards...” Coach Eddie Sutton called a 30-second time out, the team huddled around Gottlieb and he changed his shorts right there on the sideline.

During the days when there was less focus on liability issues, the student section got away with some questionable antics. I clearly remember “cup wars” between the north-basket student section and the behind-the-bench student section. No way would they get away with that now! I’m even surprised we still get to battle for shirts thrown into the stands from the court or dropped into the seats from the rafters.

We used to utter an unsavory word to the opponent who successfully made a free throw. That tradition was squelched during Roy Williams’ first year. In fact, rare is the student section chant that includes vulgar words. I do wish they would refrain from the chant so many people use to express their displeasure with a referee’s call. We used to simply say, “You suck ref,” which was still strong but clearly less vulgar.

Special chants are just one of a list of things I feel the student section is responsible for. My group got seats close to the court for pretty much every game. That required camping overnight so that we were first in line when the students were allowed to enter. Now that camping does not require an overnight stay, there are so many groups that they have to host a lottery to see whose group will get the seats close to the floor. That means it is likely a different set of students each time, and they

don't always know they are responsible for starting the special action for the opponent's free throws! No one looks back to see what the crowd is doing behind them. The students in the front must lead that effort.

I will try not to preach too much about what I think the student section must do. I will say, remember that you're often on national television. Bring the energy but don't embarrass your fellow Jayhawks. The only other thing I will preach is to act as one group. A disorganized student section is not a strong one. Cheer together, clap together, raise the roof together. That is the mark of an excellent student section.

There are many other student section stories worthy of inclusion. In later pages, I describe the legend of the Candy Lady. The Beware of the Phog banner is the work of a group from the student section, also documented in a later story. Cpt. Jayhawk and the Superfans (really, the best of all the student camping groups), get more than their fair share of the book's spotlight.



Flying high above the student section, Cpt. Jayhawk was thrown by the Superfans every time the pep band played “The Hey Cheer,” otherwise known as the Dr. Who theme song, “Rock and Roll Part 2.” Our group threw Cpt. Jayhawk from 1987 until 1992. We faithfully positioned ourselves in the section behind the north basket, in the corner closest to the KU bench.



WHEN CAMPING WAS CAMPING AND STUDENTS WERE COLD

As a KU student, you could buy season tickets for a fraction of what it cost a regular fan. But your ticket was not connected to a seat. It was a general admission ticket. You still had to hunt for a seat, which was no easy task. There are stories of earlier days when one could show up not long before tipoff and find a decent general admission seat. By the time Larry Brown reached his last years as our coach, getting a good seat took effort. Enter student camping.

The students who created the Beware the Phog banner will tell you that camping began on their watch, in the mid-1980s. They will tell you that lines began to form early on gameday. People would walk by and ask what was going on. "Well, we're waiting for the game!" This led to longer lines, which led to overnight camping. The more important the game, the longer the line, and the more camping ensued. By the time I arrived in 1987, camping was a general practice and a student-led system had formed to keep everyone honest.

The most important element of this system was that groups of students were allowed to have one representative hold their collective place in line. That was huge. That meant, if you were well organized, there were as many as 30 students who were doing other things while one poor soul was holding everyone's place. That extended to the overnight times as well. You can imagine it was the newest or the youngest student in the group who got the overnight shift. Some were just crazy enough to ask for it! A fellow in our group named Randy Phillips would frequently sacrifice himself for us and take those shifts.

If you maintained one representative at the north entrance at all times, your place in the line was safe. At a moment's notice, the first group in line could call roll. If no one was present for a particular group

in line, that group was sent to the bottom of the list. Can you imagine trying to get to sleep in a tiny tent on a bitter January night only to be jolted awake by roll call? It was a delicate balance, to be sure. When it came time to line up and be ushered into the Fieldhouse, as many as 15 students were allowed in line for each group. This was because each student could save one seat. If you had the full allotment of 30 students in your group, then you could all sit together when half your group staked a claim to a 30-seat territory.

This process was maintained throughout my years as a student. I continued sitting with a student group once I began working for KU and witnessed the end of true camping. I explain that tale in the following article from the KU Alumni Association:

When camping actually meant camping

Posted on Nov 19, 2013 in [Alumni News](#), [Campus News](#), and [News](#)

This is a guest post by Curtis Marsh, j'92, director of KU Info and avid Jayhawk basketball fan. Curtis shares what camping out for basketball seats was like in the early days of the KU tradition. Students today might be surprised at the differences between then and now.

My wife proudly sports a luggage tag that reads, "I love not camping." That may be the sentiment of many current and past students when it comes to seats at the KU men's basketball games. Camping in many ways is a necessary evil, and none would argue it is a perfect system. But it remains a large and exciting component of the student section experience. I was part of the camping experience in its infancy and keep close tabs on its current state. It could be the subject of a full sociological research study!

Camping began during the Larry Brown era. I became a student during Coach Brown's last year (yes, the national championship year). Camping picked up significantly during the first few years of the Roy Williams era, but it looked markedly different than it does today. The big difference?

We camped. In tents, overnight. Even for games in January and February.

I will stop short of claiming we got to the Fieldhouse by trudging barefoot through the snow, uphill both ways. But seriously, we camped overnight! Because of that, we were fortunate to have smaller numbers of camping groups. These days, there are between 50 and 200 groups that line up two hours before tipoff. We had perhaps 20 to 30, and the number of groups willing to stay overnight for the most coveted seats was never more than a dozen.

We also benefited from limited competition. The most hardcore camping groups did not want the same seating areas. One or two groups wanted to sit behind the bench, one or two under the south basket and two or three under the north. When it came time to charge the seating area, we laid out on the benches, set down newspaper pages—we saved seats like bench hogs. We thought it was our right, having slept in the cold for those seats.

Mayhem eventually gave way to common sense. In the early 1990s, the Department of Athletics staff members began stringing extension cords for us to use to prevent hypothermia. We brought heaters and electric blankets—and Nintendos and stereos. Staff members would arrive at work some mornings to find blown fuses. That was when they banned camping: “Please leave when the building shuts down for the night and return when we reopen in the morning.”

The rest is history, best chronicled by a current student. Camping for games is a badge of honor, regardless of how it occurs. For many reasons we can claim the best game day experience in the country—whether it includes a collection of tents outside Allen or 2,000 students congregating at 6 a.m. for a lottery to get tickets to an exhibition game against the Pittsburg State Gorillas.

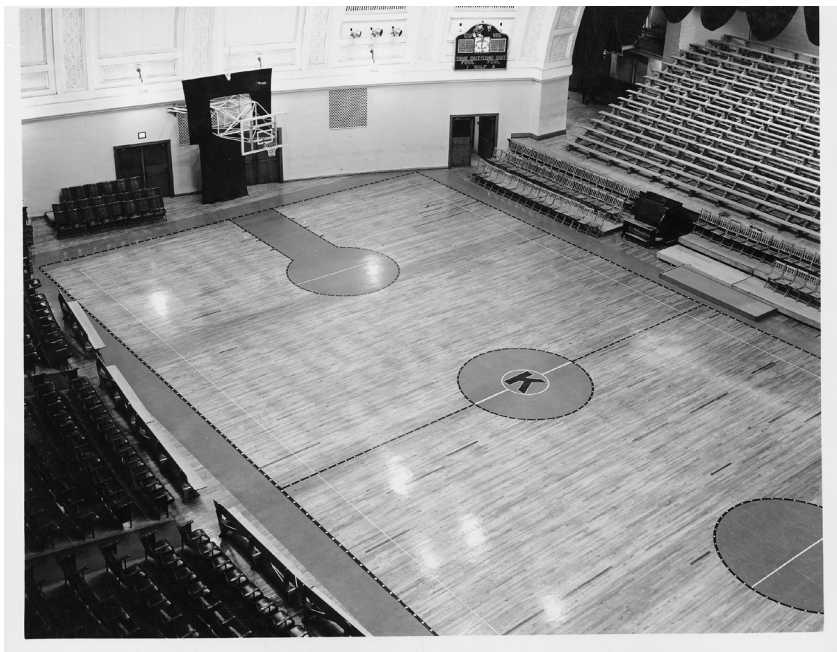
THE MAGICAL TRANSFORMATION OF HOCH AUDITORIUM INTO BUDIG HALL

It is hard to think of any other home for KU basketball than Allen Fieldhouse. We as fans really don't celebrate any other venue. That is probably because there is no other venue that we can truly celebrate. Snow Hall was the first, and it was so miserable a space that it is blamed for at least some of Dr. Naismith's poor winning percentage. Next was Robinson Gymnasium, which seemed like a strong spot, but gave way rather quickly to the grandiose Hoch Auditorium. Hoch was KU basketball's home until 1955, and since then we have had the universe's best venue for basketball.

When Hoch relinquished the title of KU basketball's home court, it continued for almost 40 years to serve its primary purpose, which was hosting glorious concerts and other campus events. Why did it cease to do so in the 1990s? Well, because of the weather.

It was the summer after my first senior year. Driving back to Lawrence after attending a wedding in Topeka, I noticed a plume of smoke rising into the sky as I approached town. The closer I got to Lawrence, the more it seemed to be coming from campus. A morbid curiosity drew me to Jayhawk Boulevard, where I discovered that our beloved Hoch Auditorium was on fire—the kind of fire a building doesn't bounce back from.

Exactly one month earlier, my choir director, Dr. Jim Ralston, had successfully led thousands of people through the Alma Mater at the 1991 commencement ceremony inside Memorial Stadium. In another entry, I chronicle the extraordinary tradition of KU's commencement ceremony. Students walk down the hill after crossing through the Campanile for the first time, and it is an educational celebration beyond compare. For Dr. Ralston, the merriment of the day seemingly wore him out completely,



Courtesy of University Archives. Robinson Gymnasium was KU's first official home basketball arena. It gave way to Hoch Auditorium whose walls came right up against one corner of the court.

because he chose to head straight home after the ceremony instead of his usual trek back to Hoch Auditorium to return his commencement robe to its upstairs storage spot. This was no ordinary robe, it was the one worn by his predecessor, Dr. Clayton Krehbiel, who had been director of KU choirs for almost 20 years. This robe was special to Dr. Ralston, who had taken the mantle of director of choirs and was only two years away from retiring after 20 years in the position. The reason this is all relevant is that Ralston chose to wait to take the robe back to Hoch. Almost exactly one month later, with the commencement robe still at Ralston's home, Hoch was hit by lightning, engulfed in flames and burned to the ground.

Hoch was the home for KU basketball from 1927 until 1955. It was a grand location for the sport, but not as popular an arena as one might think. Not only did it hold just 5,000 spectators, but its floor was so unforgiving that the players dubbed it, "Shin Splint Palace." There was one corner of the basketball court that ended exactly at the wall. If you considered going for a ball that was headed out of bounds, you crashed headlong into that wall.

Still, it had the unique distinction of being the home for two of my favorite things—music and basketball. There was an impressive pipe organ in the building that had a chicken-wire fence around it so that students could practice on the instrument without getting hit by flying basketballs. That would have been an amazing sight indeed.

I have many fond memories of Hoch, primarily as the location for KU's holiday concert titled "Vespers." The entire music department would come together for this regal performance. I remember the auditorium beautifully decorated for the season. I remember the choirs with electric candles processing through the seating area. And I remember singing from the second balcony—a location that could not have been more dangerous. Oh, my, the second balcony. When I took Chem 184 as

a freshman in Hoch, I learned an unwritten rule. If you wanted to pay attention, you sat on the first level. If you wanted to read the University Daily Kansan during class you sat in the first balcony. And if you wanted to sleep through the lecture undetected, you sat in the second balcony.

Here is the story of KU Vespers from the second balcony. Sara Wentz was the director of my 1987 freshman choir. We were called the University Singers, and I am pretty sure we were relegated to the second balcony because we were expendable. The balcony would be condemned just a year or two later. The pitch was so severe that Sara felt we could not see her while conducting from the first row of chairs. So she leaned way back over the precarious railing while leading us. It was incredibly distracting because we quite literally feared for her life while she teetered over the railing 50 feet above the auditorium floor.

She survived the ordeal as did her freshmen singers. Hoch hosted Vespers every year of my undergrad experience, and once it burned down in June of 1991, our chancellor at the time, Gene Budig, led such a spirited campaign to rebuild it, that the resulting building was named for him when it opened as Budig Hall in 1997. The front façade was saved and remains a striking memorial to Hoch. The two large classrooms in Budig are appropriately titled Hoch Auditoria, and walking into the grand front entrance takes the visitor back to the days of the original building.

MAX FALKENSTIEN AND THE BEST BASKETBALL POSTER EVER

There have been so many amazing posters for the basketball program, but almost all long-time fans can only argue about which ones are second best, third best or fourth best. The 1989 poster titled Frequent Flyers is often in the conversation, the posters showing off 12, 13 or 14 straight conference championship rings are as well. But really you cannot claim any KU basketball poster outshines the poster from the 2002-03 season entitled Old School.

Amazingly, you won't find this poster on eBay or Amazon for sale. You won't see it in the sports stores. You can see one at Framewoods, a Lawrence frame shop that employed me during undergrad, and one at the Downtown Barbershop, but that's about it unless you find one in some lucky person's private collection. The poster highlights a game-time photo from days long past, with Kirk Hinrich and Nick Collison photoshopped in as if they were playing with these Old School Jayhawks. Hinrich is effortlessly releasing the ball for a running layup, and Collison is blocking out any player of old from their attempts at a rebound.

Hinrich and Collison were returning for their senior year after helping the Jayhawks make a magical run to the 2002 Final Four. Jeff Boschee, the dead-eye, three point bomber, and Drew Gooden, the gifted power forward, joined Hinrich, Collison and a quartet of exceptional freshmen to take KU to the Final Four that year. Gooden chose to forgo his senior year for the NBA, as Collison and Hinrich could have done, but they were old school. They were the kind of college players cut from the same cloth as Danny Manning, Mark Randall, and Jacque Vaughn. They received accolades from many during the season. Almost 20 years after the fact, legendary ESPN announcer Dick Vitale still talks about the day he gave Collison a standing ovation for his 24-point, 23-rebound performance against Texas. And Eddie Sutton's handshake with Hinrich during senior

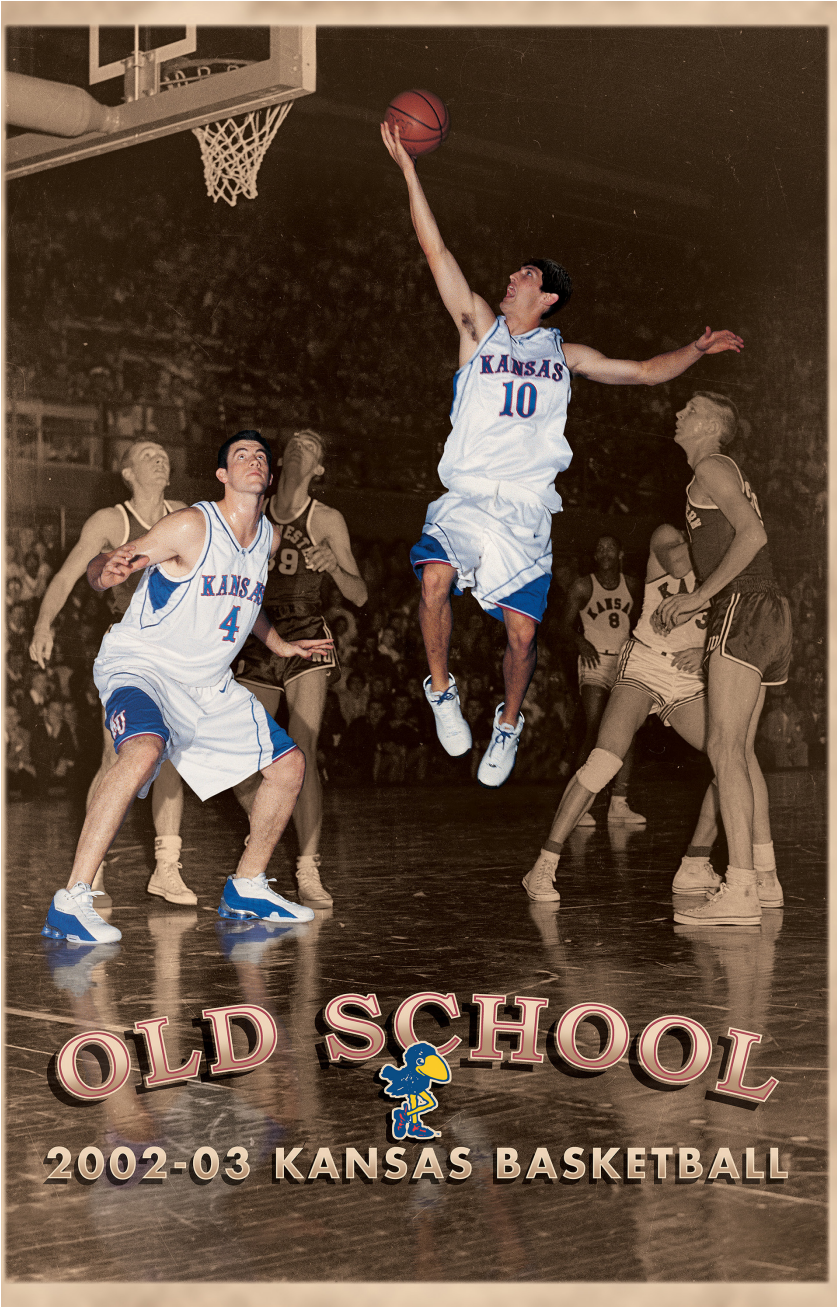
night is still shown on the Fieldhouse big screen today. Hinrich and Collison were stellar college athletes.

I chose to have my Old School poster framed and hung in my office in 2003, when I worked for KU Continuing Education in the building that was once Maupintour Travel off 15th and Kasold. The year before, Continuing Ed had offered a KU basketball class as a part of our KU for Lawrence program. Coach Roy Williams taught the first class, Bob Davis and Max Falkenstien taught the second, and Jerry Waugh shared the stage with Joe Zielinski and me for the third and final evening. Joe and I chose to teach the class of 150 people the “Etiquette of Allen Fieldhouse.” We taught them the special clap to the fight song, the various choreographed actions during opponent free throws, along with other gems.

But I digress—the framed Old School poster went with me as I took the KU Info position in 2005 and officed in the main hallway of the student union. It has adorned my office wall every year since it was printed. But I believe even those who share my love for this poster have not considered the question “What game is the old-school photo taken from?”

One of my very favorite visitors to the DeBruce Center in its first years was Max Falkenstien. Every time I took him through our halls, I learned something not just new, but glorious. One day, he followed me into my office and took a close look at Old School. “I wonder what game that was,” he said. I had never given it much thought. It was assumed to be in Allen Fieldhouse because you could tell a few of the players wore white KU jerseys, but it was not Hoch Auditorium so surely the Fieldhouse. It also was clear that the opponent was Northwestern. So Max and I thought it would be easy to check the mid-1950s season schedules and see when Northwestern came to Lawrence. Darn it, they came several times!

Then the magic happened. Max looked closely and said, “Well I believe that is Maurice King.” Sure enough, faded into the background was #8, KU’s first African-American starter. Not its first African-American player,



Courtesy of University Archives and KU Athletics



Courtesy of University Archives and KU Athletics

that was LaVannes Squires from several years earlier. And not KU's most famous African-American player from that same era, Wilt Chamberlain. Many people assume Wilt was KU's first black basketball player, but it was Squires, then King, then Wilt.

A very quick chain of thought followed Max's discovery. If Maurice was in the picture, it would have been the late 50s. But wait, if Maurice was in the picture it was very likely that Wilt would have been there too. I suddenly recognized the picture! We went from "I believe that is Maurice King," to "Then Wilt should be in the picture," to "I think this is that famous picture of Wilt, but they photoshopped him out!" It was nothing short of a revelation. This amazing poster, that so many people had admired and collected to the point that you can't find them anymore, was arguably the most famous picture of Wilt in a KU uniform. I had conflicted feelings. How could they tarnish such an iconic picture of Wilt? But at the same time, how wonderful that the Old School poster was now even more important in KU basketball lore.

12-13-2016

Max Falkenstien walked into the building today and I was lucky enough to catch him. He brought a friend for lunch and asked me to show them around. He pointed out Maurice King in my Nick-n-Kirk poster which led to the realization that the picture was from Wilt's 52-point game in 1956. Then he pointed out the OK A&M comment on the glass wall, stating that his first ever broadcast was that year against that team. I was shocked to find we played that team four times in '46. Twice in December and twice in February. We only won 1 of the 4 contests, but that was pretty good considering they went on to win the NCAA with a record of 31 and 2.

THE 1987-88 SEASON OF GLORY

Much glory is bestowed on the 1988 NCAA basketball championship team, Danny and the Miracles, and deservedly so. They were a Cinderella team whose unlikely rise to the pinnacle of college basketball is still celebrated nationally. But little is known about the season-long journey this unique team took to reach that pinnacle.

My introduction to college basketball was the 1987-88 season at KU. I knew there was excitement around this team, and more specifically around Danny Manning. But as I learned the game and the KU traditions, I kept hearing about players lost. Archie Marshall had just come back from ACL surgery which had ended his junior year, but he and Manning collided during a game in the Maui Classic and he tore his other ACL. A major blow to the team and the end of a career for a really good guy.

Then one by one, we lost other players as well. Freshman Mark Randall had mid-season sinus surgery and sat the bench for the rest of the year. Mike Masucci, Marvin Branch and Otis Livingston were lost for other, less health-related reasons. What was happening to our team? We were left with players we thought were not ready, or at least not highly touted. Clint Normore and Marvin Mattox were added from the football team to fill some large holes.

To put the magic of that season in perspective, we must first accept that Danny was one of a kind. KU's leading scorer and rebounder to this day. But let's give the other players what you might call the Phog Allen test. When Phog was asked who his very best players were, he would say, "Ask me in 20 years so I can see what they make of their adult lives." Wow, look at Kevin Pritchard and Milt Newton, both of whom became NBA general managers. Look at Mike Maddox the bank president and Jeff Gueldner who still goes on camera for commentary on the KU games after successfully battling cancer. These guys showed a depth of character during their magical run to the championship that would play out later in life.

At the beginning of the season, K-State came to Lawrence and ended our amazing 54-game home court winning streak. Ouch. Later, Duke came to the Fieldhouse and snuck away with a win in overtime. That was the game Cpt Jayhawk was born AND the Beware the Phog Banner was hung. Last but not least, Oklahoma beat us at home as well. Three painful losses. They were amazingly avenged though, as we beat KSU to advance to the Final Four. Then we beat Duke in the national semifinals, then OU in the title game for the miraculous championship. To this day, no team has won the title with more regular season losses. We had 11.

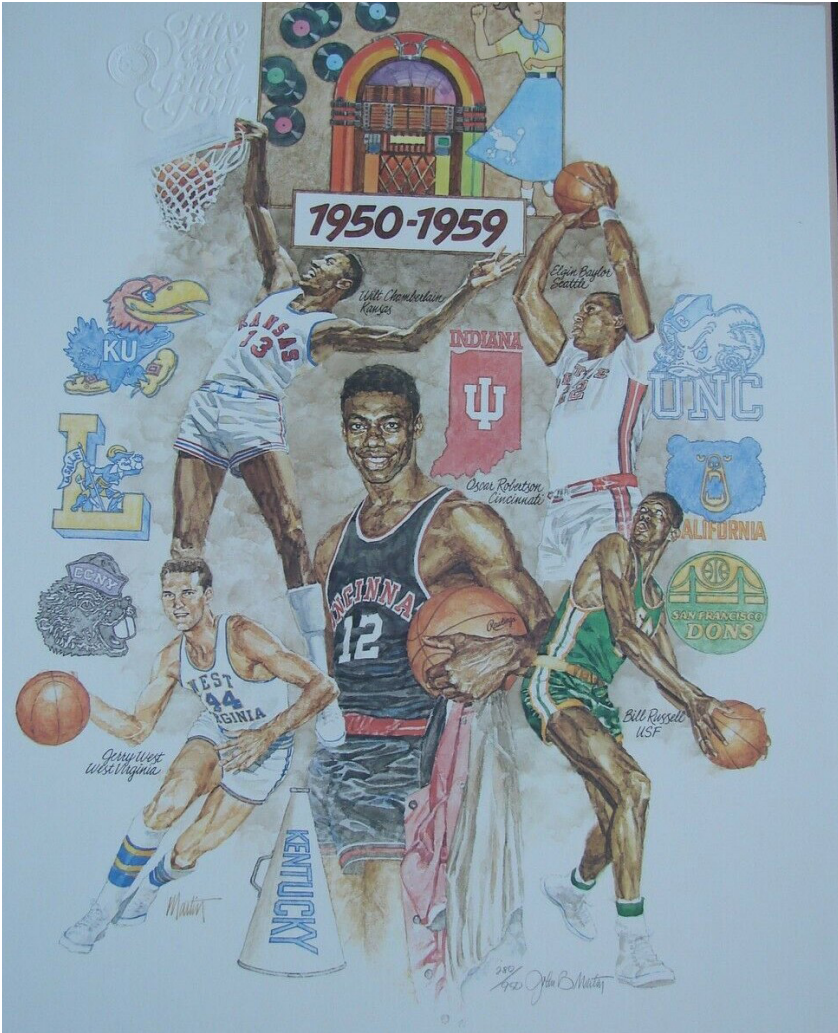
I watched the '88 tourney games on a small TV in 205C Jayhawk Towers. When we beat KSU to get to the Final Four we rushed to main campus as fast as we could for a parade down Jayhawk Boulevard. Each party got bigger, and when we beat OU, 83-79, we were on main campus in an instant. My friend John Fox and I somehow connected with two young ladies who thought it would be fun to experience the event on our shoulders. Never saw them again after that night. At one point, I found myself on top of the Uncle Jimmy Green statue surveying the throngs of jubilant fans. My apologies to all past campus facilities administrators for that little stunt. To this day, I look at that statue and wonder how I made my way up to their shoulders. The book titled "Phog" references many students celebrating the 1952 championship by climbing this same statue. (pg. 196)

By the end of that very long night, John Fox and I trudged back to Jayhawk Towers, but were beckoned by a non-descript statue in front of Green Hall, as described in another story about campus sculptures. We sat atop that statue watching the revelers return to their dorm rooms and apartments. We savored every moment of that incredible night.

50 TO 50 ON THE 50TH ANNIVERSARY

Many of you know the poetic halftime score of the 1988 championship game. Pretty incredible to consider that Billy Tubbs' Sooners averaged 100 points per game that season, and we ran with them toe to toe in the first half, deadlocked at 50-50 at the sound of the buzzer. But it is more poetic when you consider it was the 50th anniversary of the NCAA Final Four. Oregon won the first NCAA championship in 1939, so the 1988 Final Four wasn't really the 50th anniversary as it was the 50th Final Four. I don't know why they chose to celebrate it that way. What I do know is they made a big deal out of it and even had gorgeous prints made of each of the championship's five decades. A compilation of those prints adorned the Final Four program.

I have one of those prints framed in my office, and it always serves as a conversation starter about the 1988 championship and the magic number 50. The print I chose to frame is of the decade of the 1950s. It highlights six players who were standouts in the tourney that decade. They were Oscar Robertson of Cincinnati, Jerry West of West Virginia, Elgin Baylor from Seattle, Bill Russell of San Francisco and of course, Wilt the Stilt. Imagine a print highlighting superstars from the 50s, in honor of the 50th Final Four, with Wilt who holds the Fieldhouse scoring record for a KU player with 52 points, and Oscar Robertson who holds the Fieldhouse scoring record for any player at 56 points. That is a lot of 50s. If this isn't enough to make 50 a magical number for Jayhawks, consider that the 50th time KU played in the NCAA tournament was in 2022. You know how that one went.



(Program note: The Fieldhouse scoring record of 56 was neither a KU player nor a KU opponent. The Big O scored 56 in the Fieldhouse back when NCAA tourney games were hosted by schools. His Bearcat team was playing an early-round game against Arkansas.)

KU scoring records: 52 points by Wilt Chamberlain, 50 points by Bud Stallworth

Opponent scoring records: 46 points by Buddy Hield (OU), 45 points by Randy Rutherford (OSU)

Can't make this stuff up: Cincinnati bested Kansas State in the Midwest Regionals of the 1959 tournament—a game played in Lawrence. Cincinnati then went on to beat KU in the Midwest Regionals of the 1960 tournament which was played in Manhattan, Kansas. In both years, Cincinnati's next game was a loss to California in the Final Four.

THE COMPLEX CLAPPING TRADITION

Most Jayhawk historians can quote the exact year that KU got its first mascot. The 1912 Jayhawk is a favorite among KU faithful. But not everyone knows that 1912 was also the year of the first KU Homecoming and the year that George “Dumpy” Bowles composed what is now KU’s primary fight song, “I’m a Jayhawk.”

While it is quite clear when “I’m a Jayhawk” became a campus tune, it has been a mystery as to how and when fans began the special clapping tradition during the second verse of the song. It is a true Jayhawk badge of honor to get it right, but it certainly requires practice. Why is it so difficult, and how did it get its start?

The answer to that question begins in 1965 as the KU campus was bustling in preparation for its centennial celebrations. An upperclassman in the School of Music was asked by his band director to take a close look at KU’s fight songs, and jazz them up a bit for a performance at a Centennial Celebration Concert. Student Roy Guenther did as band director Ken Bloomquist requested. He created a new arrangement for “I’m a Jayhawk,” which made the KU fight song at times sound like a waltz, at times a Charleston, and at the end, a stop-time march. The stop-time was only a few bars, but his band director liked that section in particular. Those few bars of stop-time were the true beginnings of an important campus tradition.

[Stop-time means playing the melody of a song with short, staccato notes. It is often used in marches or jazz arrangements to allow for solos in between the notes of the melody]

After the KU band performed Guenther’s 1965 arrangement, Bloomquist began teaching the band to play it in stop time for the full second verse. It can be heard on a recording of the KU Marching Band

from 1969. A young faculty person in the School of Music, James Barnes, is credited for the arrangement on that recording. After 50 years, Barnes is still part of the KU School of Music and is a renowned composer. His arrangement of “I’m a Jayhawk” is still played today. He and Bloomquist agree that the second verse, with its signature short crisp notes, originated with Roy Guenther’s arrangement for KU’s centennial celebration.

How is any of this relevant to the clapping tradition? It is important to note that this story is completely student-led. **KU students choose what traditions live on, and what traditions fade away.** It was students in the 1940s who decided there would be no more freshman beanies. It was students in the 1950s who decided graduates would begin their walk down the hill by going through the Campanile. It was students in the early 80s who first hung the Phog banner. It was students in the 90s who began the Rock Chalk chant in the last moments of KU victories. And in the 70s, it was the KU drumline that helped create the clapping tradition we know today.

Gary McCarty, a teaching assistant for the KU Drumline in the mid 70s, was concerned at the speed with which the trumpet section was playing this new stop-time verse. This part of the story hurts my heart a bit, having been a member of the trumpet section in the late 80s. But true to form, the trumpets seemed to be rushing the stop-time verse and the Drumline was intent on reining them in.



I was a member of the Marching Jayhawks for the 1987-88 football season. (middle of the picture with the cool-guy shades)

Gary explains that because musicians always struggle with silence in their pieces, the drums chose to add what he called “stick clicks” to the portion of the second verse where the band was not playing. This is something you can still hear the Drumline do today. They simply clicked their sticks together, then quickly clicked the stick of the drummer next to them, and then clicked their own stick once again. This was specifically done to fill the empty space when the band was not playing. It was also effective in slowing the intrepid trumpet section. Gary remembers the day—as the Drumline was returning to the stands from their halftime show—that he saw the student section clapping to the stick clicks.

This was the true beginning of the clapping tradition. The students were clapping when the band was not playing, and although it is a tricky rhythm, it is unique to the Jayhawk Nation as are so many powerful traditions that keep us together as a proud group.

Cornet I & II *I'm a Jayhawk* 30
 I. Waltz ~~_____~~ M-KU-10 Arr. Guenther

II. Charleston

III. Div.

ff

Courtesy of Roy Guenther. This is the original score Roy arranged for the 1965 KU Centennial Celebration. Just above the Roman numeral three are the four bars of “stop time” melody that led to the infamous clapping tradition.

ONE DEGREE OF SEPARATION FROM KEVIN BACON

Ok, I'm dating myself. Long ago, there was a game called Six Degrees of Kevin Bacon. You were supposed to be able to connect any actor to Kevin Bacon through a series of movie appearances. I mentioned earlier in the book that we would connect Kevin to the origins of basketball.

Dr. Naismith had a hard childhood. His parents died when he was young, and he was raised by his uncle who never married. James dropped out of high school and became a lumberjack in the Canadian mountains. There is a touching story about a day he was drinking and cussing at a bar and a friend of his late mother's told James she would be turning over in her grave to see him like that. It inspired him to turn his life around. He completed his high school degree and was accepted to McGill University where he would study to become a minister. Wait, where does Kevin Bacon fit in to all this?

Then more than now, the only kind of athletics that was deemed appropriate in most religious circles was acrobatics, calisthenics, and maybe (maybe!) baseball. Baseball started in 1869, and did not include tackling or other actions that put the athletes in close contact with one another. I told many visitors to the DeBruce Center that Naismith loved team sports but had an extreme internal conflict with the idea that team sports were not acceptable practices to those who claimed religious morals.

"Who here has seen Footloose?" I would ask. Most had seen it, and those who were younger had at least heard of it. "Kevin Bacon was trying to convince an entire town that WHAT activity was not a tool of the devil?" Several people would say "dancing" in unison. Of course! That is the connection. Dancing is really not that much removed from tackling, pushing, holding the line, boxing out, all the actions of a rousing

team sport. Naismith had to convince more than just a town—he had to convince his fellow men of the cloth. In his autobiography, Naismith claims that members of his own family never forgave him for devoting himself to team athletics rather than the pulpit.

It is ironic to think that the young man who dropped out of high school and became a sharp-tongued lumberjack would be concerned about the morality of team sports. But that is why it is so important to gain perspective when learning about history. It was a different time. The feeling was that dancing with someone, or tackling them, was not appropriate because you should not be that physically close to someone with whom you are not lawfully married.

The 13 original Rules do not focus much on a requirement that you keep your distance from teammates or opponents. But you can't help but wonder if Naismith delighted in the notion that he invented a team sport that did not require players to enter a scrum or lock up with each other in a duel of physicality. It was a more refined team sport—one that maybe even his religious colleagues could accept.

WHO WAS FRANK MAHAN AND WHY SHOULD I CARE?

The story of basketball's creation is an amazing one. Really, it is completely unique to any other sports story. One of my favorite messages to visitors of the DeBruce Center was, "We've been searching and searching—there seems to be no other internationally popular sport with an initiating document." What that meant was that every other sport seems to have grown in popularity from a playground game or a backyard activity. The original rules for these other sports would have been written down well after the sport had been played for some time. There are original rules for baseball, but they were written so that groups of already existing teams could play each other—in order to have one agreed-upon set of rules. No other sport had a hard origination date. That is what makes the basketball story so special.

Naturally there are many small subplots to the story of the Rules. One of them involves a young man named Frank Mahan. His name pops up on several pages of Naismith's autobiography. Mahan was born in Griggsville, Illinois, and lost both his parents when he was very young. He was raised by an uncle, which is a story parallel to that of Dr. Naismith, creating a natural connection between them.

The first time we hear of him, it is in Naismith's description of the problems his class presented. They had already chewed up and spit out two other instructors. Naismith's mentor and supervisor, Dr. Luther Gulick, gave him two weeks to come up with an activity to keep these 18 young men at bay. Frank Mahan, as Naismith reports, was constantly critiquing the activities presented. Specifically, on the last day of the two-week window, Mahan was the first to enter the gym. When he saw the baskets nailed to the balcony and Naismith with a soccer ball in his hand, Mahan said, "Huh, another new game..."

It is interesting to find Mahan's name coming up later in the book when Naismith is explaining that the Rules disappeared. He didn't think much of it at the time because the boys had taken to the game and they understood the rules. But when they turned up missing from the bulletin board, it was Mahan who came to Naismith's office a week or so later.

"You remember the rules that were put on the bulletin board?" "Yes I do," said Naismith. "Well, I took them. I knew this game was going to be a success, and I took them as a souvenir. But now I think you should have them."

This showed some character for the guy who may have otherwise been the ringleader to a gang of unruly Springfield collegiates. Mahan asked Naismith later the following year whether his instructor had chosen a name for this newly popular sport. The answer was no, so Mahan suggested Naismith Ball. The inventor quickly scoffed at that idea, saying it would be the best way to ensure that no one would continue playing. Naismith claims it was in fact Mahan who then suggested that since it was the basket that made the game unique from others, it should be called basket ball. Success! So it was the ringleader of the unruly, the thief of the invaluable document, who Naismith credits for naming the greatest game on earth! Way to go, Frank.



Dr. Naismith's original class of basketball players, with Frank Mahan appearing in the lower left. It is clearly not an original composite, since the teacher is listed as Dr. James Naismith, a title he did not receive until several years after leaving Springfield.

THE MYSTERY OF THE SIGNING OF THE ORIGINAL RULES

February 1892. A date that shall not live in infamy. A date, rather, that shall be erased from the history of the Original Rules of Basketball. And quite appropriately so...

For the grand opening event of the DeBruce Center, my employer had an image of the Original Rules blown up and printed on 2' by 3' foam core. They looked nice, but there was a problem—the date at the bottom of the second page was Feb '92 and did not include Naismith's signature. Now it is clear that in February 1892, just two months after the Rules document was typed and presented to Naismith's class, he wrote a note at the bottom about how they were hung on the wall so that the boys may learn the game, and then dated Feb 1892. It is also clear that in June of 1931, when the document had clearly become a valuable document of sport history, Naismith signed it and dated it for posterity. We believe at that point, he found a way to erase the Feb and replace it with Dec. And he erased the "2" of '92 and replaced it with a "1." This was simply to make the original date match the date the document was created.

Why then, did I have in my office a copy of the Rules that had Feb 1892 as the date? How could someone have possibly gotten a high definition digital copy of the Rules somewhere between 1892 and 1931? It was a mystery. It is with complete confidence that I claim no one got a high resolution digital copy of the documents before Naismith's 1931 signature. Actually, it was a short-lived mystery. We discovered that in the KU Library archives was a photo of the Rules taken some time between 1892 and 1931. The digital copy had been created from that photo. Duh...

Why is this still important? Well, close inspection of the Original Rules will clearly show a faded "Feb" and a faded "2," and I think the world

should know that it is accurate that Dec 1891 is the true origination date of the Rules and that Naismith changed it when he chose to sign the second page for posterity, just five years before his beloved game was introduced in the Berlin Olympics.

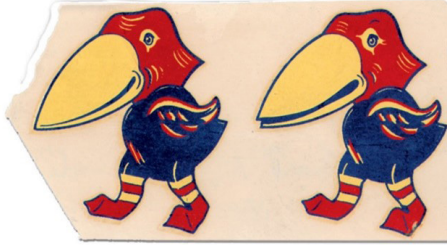
THE FOURTH COOLEST JAYHAWK

While we are on the topic of mysteries, let's again discuss the mythical bird which helps KU stand out among other universities. Not only is it unique, with a wonderful origin story, but even its evolution is glorious. Can't say that about many other mascots.

Which is your favorite? Since this is my book, I will boldly claim that #1 in the rankings should be our current Jayhawk. Seriously, a mascot that has gone wholly unchanged for more than 70 years? That is the #1 bird. You could make the argument that the 1912 bird holds the #2 spot. Some call it Sexy Legs. It is our very first and filled with personality. I think you could make just as fervent a call that the #2 spot belongs to our second newest mascot. The Angry Hawk. The 1941 Jayhawk was born the year our country became embroiled in World War II and was supplanted by our current mascot just after the war ended.

If the 1946 Jayhawk is #1, and the 1912 and 1941 birds share spot 2 and 3, then which version secures the fourth spot? To answer that question, I present a personal story:

I have lived for more than 20 years just north of 8th and Ohio streets in Lawrence. One of the more stately homes on that corner is at 745 Ohio. In the early-to-mid 1900s, it was a residence for KU students, named for a woman whose step-grandson was George Hollingbery. George played an integral role in the creation of the 1923 Jayhawk, documented in the following article from the Kansas Alumni Magazine.



A most profitable tale of hilltop high jinks is that of the introduction of the University's third Jayhawk, hatched from the drawing board in 1922. Born of necessity, the bird was designed to adorn cars traveling to Lincoln, Nebraska for the Kansas-Nebraska football game. "Show 'em you're a Jayhawker if you have to paint it on the windshield," a cheerleader reportedly urged a pep-rally crowd.

That was the only encouragement then-sophomores James O'Bryon, '24, and George Hollingbery, '24, needed. Beaming with "the air of one who has seen a great light," Hollingbery assured his friend their troubles were over: "We will paint Jayhawks on windshields," O'Bryon later recalled Hollingbery saying, "and abandon the idea of holding up a filling station to get there ourselves."

O'Bryon, the artist, and Hollingbery, the advertising entrepreneur, went to work. O'Bryon drew a Jayhawk he deemed superior to the several Jayhawks that had already come and gone. The two were pleased with their bird and sought a copyright as they produced decals "for all Nebraska-bound flivvers."

But how could they market this nouveau Jay and fund their own trip to the Cornhusker state? Hollingbery's daughters, Betsy Hollingbery Edwards, '51, and Deborah Hollingbery Niethammer, c'58, say the family legend was that their father and O'Bryon sneaked into the Alumni Association office and stealthily acquired a mailing list. The next step was simple. They mailed a decal and a heartfelt letter of solicitation to every name on the list.

The response was overwhelming. When their earnings were tallied, the two had netted about \$20,000, no small potatoes by 1920s standards. Another \$2,000 rolled in after the two won a successful settlement against a Topeka hotel that had made use of the image without their permission.

The University and the Alumni Association never pressed charges for the pilfering of the mailing list; in fact, the design was so popular that it prevailed as the new Jayhawk—at least until 1929, when Forrest O. Calvin sketched the next great bird.

PHOG ALLEN'S BOOK ENTITLED "SPORTS STORIES"

Within sight of the house referenced above, on 8th and Louisiana Street is a two-story stucco home that Phog Allen and his family occupied from 1920 until 1947. When Phog and Bess left 701 Louisiana, they moved just a few doors down to a smaller home on the same block and stayed there until Phog passed in 1976. Just a few years later, Mike Wildgen purchased 701 Louisiana and has kept strong the stories of the Allens' time in the house. He and I have been neighbors since the early 2000s, and he lent me a copy of Phog's 1947 book, "Sports Stories." It is a collection of anecdotes ranging from memorable games or players to philosophical soliloquies on athletics in general.

Page 112 of "Sports Stories" addresses what Phog calls the decline of collegiate sports. One of the comments is how college baseball has dropped in attendance. But he talks quite a bit about how professional sports will eventually bring about the demise of college sports. Interesting that almost 80 years later this has not come to pass. But he brings up some interesting points and it makes you question how have college sports persevered? I feel like as big business infiltrates professional sports, the collegiate experience has a harder time holding on to amateurism. It was a concern of Phog's that rings true today.

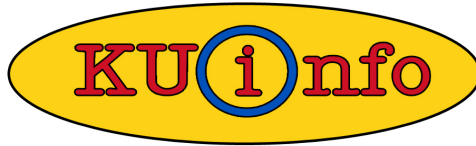
So many people have asked over the years why he got the nickname Phog, and I've always said it is not an especially captivating story. Phog explains it in his own words in "Sports Stories":

"As a young man, I used to umpire baseball games. In those days the baseball umpire would bawl out the word 'BALL' just as he now cries out the word, 'STRIKE.' Evidently, I executed this word, 'BALL' in a foghorn voice and thus acquired the nickname

Foghorn. Soon, as a time saver, the fellows shortened it to just plain Fog. Later I picked up a sports page and found that ‘fog’ had been spelled “Phog.” I inquired of Ward Coble, the writer, where he had acquired this name for me. ‘Fog was too plain. I thought I would doll it up a little.’

I also found this little gem in the book, which was written when Phog was in his early 60s:

“If you want to be as young at seventy as you are at fifty, just exercise care in eating, sleeping, working, playing and thinking. Eat moderately and regularly. Do not eat between meals nor before retiring. Avoid constipation by drinking three quarts of water a day. Perhaps the ideal plan to live by would be to divide your 24 hour day into harmonious parts of sleeping, working and recreating—either by resting, golfing, riding, fishing, etc. Laugh a lot. Mentally walk on the sunny side of the street. Avoid worry, for worry is the foe of good digestion. By all means, at this mile post begin to taper off. Most of you will have earned enough to keep you and yours.”



Q WHEN IS LUNCH?

A Yep, we actually got this question during the first day of classes one year. It is a perfect example of the important role KU Info plays on campus. This poor freshman had been told when to eat lunch all their life, and suddenly they got to choose how to spend almost every minute of their day. They needed to be told, "Lunch is when you want it."

THE SECRET TO SUCCESS IS TO HAVE PB&J

Phog's book was clearly more than just the inspiration of this book's format. As evidenced above, it shares lovely insight into our greatest coach's life, his work with numerous athletes, and even a fair amount of philosophy. He inspired me to include some of my own.

I spent 15 years running KU Info and enjoying many tangential KU projects and activities. One of my favorite "other duties as assigned" was teaching COMS 201: Intro to Leadership Studies. Regardless of your major, you could pursue a minor in leadership studies through the communications department. I loved the challenge of this class. We were pushing the notion of inclusive leadership, working toward consensus rather than forcing obedience. This message was especially resonant with college students, since many of them were building a leadership style through student groups, Greek communities, or just within their own roommate situations. Leading a group when you do not have the official title of "leader" tends to encourage an inclusive style.

One of my most passionate messages during this class was the PB&J principle. I claimed that the secret to success was described by this acronym. **P=Perspective**. I submit that no one can claim to be an expert in perspective. We develop our perspective based on experiences, beliefs and a highly personal value system. No single person has the same perspective as any other single person. Therefore, it is a lifelong challenge to gain perspective of the world around us, and to understand the perspective of others. The only way to be an inclusive leader is to understand where others are coming from. That takes a lot of time, since every person following you is coming from a different place. But there is true magic in the ability to inspire people to follow you by showing them how your direction fits their perspective.

B=Balance. I have a comic from the KU newspaper that shows a student cowering under a flimsy umbrella as three bombs hurdle towards him. Each bomb has an inscription. One is “classes,” another is “parties,” and the last I scratched out and marked, “ACE.” That stood for Association of Collegiate Entrepreneurs, a club I helped run in the early 90s. It is hard to strike balance in life. I submit that college is where you are first really challenged by that. You have to choose where every minute of your time goes and it’s easy to tip the scales one way or another.

J=Juggling. Ok, not the strongest of the three letters. If you have P and B, you must have J! Juggling is an overused analogy for keeping multiple activities going. I am an amateur juggler, so I use it in many presentations. One of them is titled “Juggling Your Responsibilities.” (Check it out on YouTube) The message is that you can become proficient in juggling a certain number of tasks, but struggle to take on a new one until you learn to juggle in a completely different way.

If you can commit to a lifetime of gaining Perspective, Balancing your pursuits and successfully Juggling all your activities at once, I believe you will win this game called life. And if you are lucky enough to spend some of that life at the campus of the University of Kansas, your chances for success go up exponentially.

YOU GET OUT WHAT YOU PUT IN

I talk with many students and their families about how to make the most out of their time at KU. I desperately want students to have the kind of positive experience I had. That's not to say that my experience was without hardship. I spent a semester on academic probation, for crying out loud. But those hardships were honestly as important to my development as the positives. I tell people about the day I was sitting on the couch watching dumb tv shows and my roommate asked me to help him with his entrepreneurship club because I wasn't doing anything else. That experience led to some of the most influential moments of my young life.

Balance your efforts. Balance, balance, balance. Attend class, do the homework, but leave time and leave energy for activities outside of class. There are 600 registered student organizations at KU! Surely there is one for you. I joke about how much time and energy I spent on my entrepreneur club and my student camping group. The club got me my first job and my camping group provided me my longest-standing and closest friendships.

There will be classroom challenges, and there will be roommate challenges. There will be things that don't go right and times you wonder if you will reach the finish line. But they will all shape you and strengthen you. Prove that you can persevere. Prove that you can be taught. Prove that you can set and achieve goals. These will all be things prospective employers want to see. It is nothing short of magic that you arrive at KU a high school kid and leave the campus as a professional adult.

You can do all these things at places other than KU. What I love to point out is that if you do all these things at KU, you will become a part of the Jayhawk Nation which is truly one of the strongest networks of its kind. Rock Chalk!

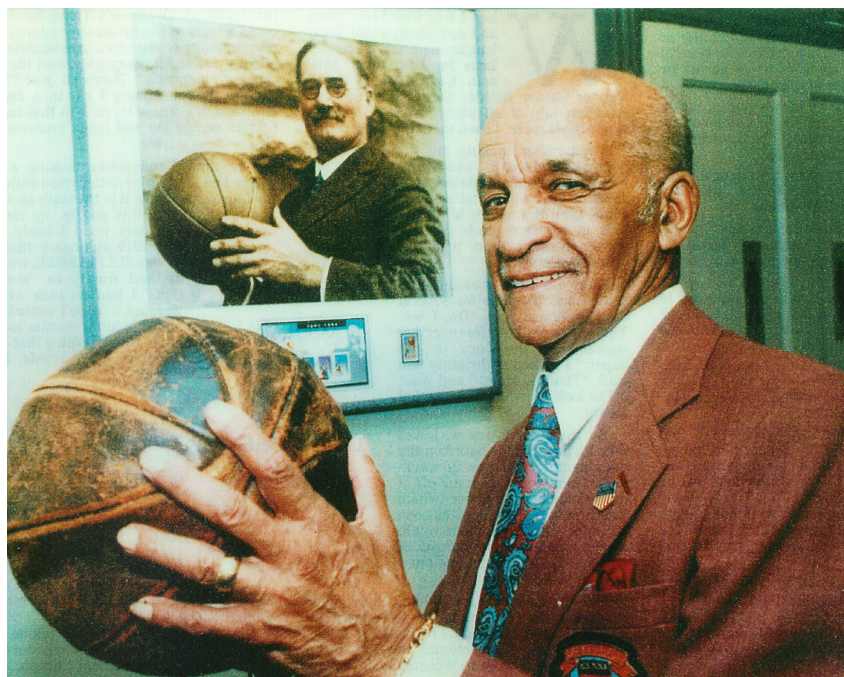
THE MOST FAMOUS JAYHAWK STUDENT-ATHLETE WHO WE DON'T TALK ENOUGH ABOUT

One of the KU students who got more out of his time at KU than almost anyone was John McLendon, the most amazing Jayhawk we rarely talk about. It gave me great pride, as I showed people the displays in the DeBruce Center, to highlight a picture of McLendon on our glass exhibit and a quote from him in the Rules Gallery. We even had a full-sized picture and story of him in the first exhibit in the Original Rules Experience, but that exhibit was taken down right after I left.

I included an excerpt of ESPN's documentary *Black Magic* in the theater just around the corner from the Rules Gallery. I learned about it from the preeminent McLendon biographer, Milton Katz. To truly know John McLendon, you must read Katz's "Breaking Through."

Some of McLendon's players called him the Godfather of Black Basketball. How did he get that nickname? Well, he was amazing. He was both a pioneer in the basketball world and a champion for racial equality. The first black man to hold the position of head coach in any professional sport! And he was a Jayhawk. Here is his story.

Born in Hiawatha, Kansas, McLendon was a strong athlete. He told his family he wanted to go to KU to be taught by James Naismith. They drove him to Lawrence and—as the story goes—he walked into Naismith's office and said that Naismith would serve as his advisor. When the good doctor asked who told him that, McLendon said, "My father." To which Naismith said, "Well, fathers are always right." (The one thing that my children do not seem to agree with Naismith on.)



Courtesy of Milton Katz

McLendon became a Jayhawk in 1933, nearly 20 years before the first black player made it to the roster of the KU basketball team. While there are a few stories of black players making the teams of traditionally white colleges in the 30s, KU's first black player was LaVannes Squire who joined the team in 1951. McLendon did become the first black student at KU to receive a physical education degree, but he was not given the opportunity to play basketball for KU. He was, however, formally mentored by Dr. Naismith and credited him for many of his professional practices once he left Mt. Oread. McLendon went on to win three consecutive national titles in the NAIA division of college athletics at Tennessee A&I University. Then as mentioned earlier, he took a head coaching job for a professional basketball team, the Cleveland Pipers. This made him the first black head coach of ANY professional sport. At Cleveland State University, he was the first black head coach at a predominately white college. He is the only person in the Naismith Hall of Fame as both a coach and a contributor. There are others who are there as both a player and a coach, but only a handful. He is credited for some of the more fast-paced elements of the game including the full-court press on defense and the fast break on offense.

One of KU's most famous new professors is Kevin Wilmott. He is a film professor who worked with Spike Lee on an amazing film called "The Confederate States of America," in addition to "Jayhawkers," "Chi-Raq," and "The Black Klansman." One project he did just as I was opening DeBruce was called "Fast Break," and it highlighted the amazing career of John McLendon. The film didn't come out until 2016, and part of its message was "Why isn't McLendon in the Hall of Fame as a coach?" Well, that message had to be altered at the end since McLendon was inducted that very year. You could argue Wilmott's film greased the skids for that to happen.

Recently, as I was watching the film again, the narrator was discussing McLendon's first Hall of Fame induction and I noticed a rather random picture of McLendon with Wilt Chamberlain. I had never seen that picture and wondered if it had anything to do with his first induction. I poked around a bit and discovered the two had been inducted in the same year!! What a great year for the Jayhawks—Wilt and McLendon were both inducted into the Hall in 1979. And then McLendon was inducted posthumously in 2016 just one year before Bill Self.



1979 Naismith Memorial Basketball Hall of Fame Induction Ceremonies. Front Row (L-R): Don Baker, A.C. "Dutch" Lonborg, John McLendon, Bill Johnson and Ted Owens. Back Row: Wilt Chamberlain. Courtesy of Milton Katz

Here is another eerie connection made possible by digging a bit deeper into the content of that documentary. There is a direct link from the coaching philosophies of Dr. Naismith all the way to the coaching philosophies of Coach Bill Self.

The film is full of quotes from McLendon linking his coaching philosophy to that of Dr. Naismith. It is quite beautiful to hear him explain how important it is to develop the full person while developing a winning team. To help the athlete become a quality person and not just a winning ball player. Even McLendon's fast-break offense was based on Naismith's notion that the game was created to keep people active, moving and exercising.

Then, Larry Brown gets some air time in the film. He explains that McLendon was an assistant coach on the 1964 Olympic team that Larry played on. "It was the pinnacle of my playing career," he said. He also admitted during McLendon's practices, he had to run more than he had in his entire life. But the most amazing quote from Brown in reference to McLendon's coaching philosophy was this: "I don't think a day goes by when I'm on the practice court that something he's done or said to me isn't mentioned in our workout."

Now think of that for a moment. Naismith mentors McLendon who mentors Brown who mentors Self. That is existential Jayhawk symmetry!!

JOHN MCLENDON'S SECRET GAME

In 2021, John McLendon was awarded the NCAA's highest honor – the Theodore Roosevelt Award, affectionately known as the Teddy. This meant McLendon was officially added to a list of the most influential and important people in college sports. His contributions to the game of basketball are well documented, but one of his boldest actions was kept secret for many years.

It was 1944, and McLendon's Eagles of the North Carolina College for Negroes basketball team had just completed a season with only one loss, in their final game. McLendon wanted his team to understand that their style of play was not just effective in the circles they played. Down the road at Duke, the Blue Devils had just won the Southern Conference Championship, but many felt the intramural team at Duke's Medical College was even better. The intramural team had claimed some sort of unofficial state championship, but they got word McLendon's team was better. The stage was set for these two teams to play. The only problem was state law forbid whites to play against blacks.

It was not McLendon who sent this challenge. It is a little unclear how it originated. But he did agree to organize the game. The plan was to hold it at the Eagles' gym to give the teams a better chance of going unnoticed. Make no mistake, there would have been serious and possibly violent repercussions had they been discovered. McLendon brought his wife and children to witness the event, knowing it could be momentous if successful.

The game was played late in the morning on a Sunday—March 12, 1944. This was intentional so that most people in town would be in church. The Duke players traveled to McLendon's gym and even took a circuitous route to assure they weren't being followed. They covered the windows with quilts so they wouldn't be seen.

The game was played with referees and, as told by the players themselves, began a little hesitantly. At first, the players were afraid to touch each other. It was so foreign to be playing against each other. Some of the black players had been taught not to even look at a white person, and here they were banging against each other in the paint. The outcome of the game itself seems almost secondary to the success of the secretive gathering.

But let us not ignore the outcome of the game. It is a way of illustrating McLendon's prowess as a coach and a basketball pioneer. The Duke team played the style that was prevalent at the time. Ball control, slow pace. The Eagles played a fast-break offense and a smothering, full-court defense. By the time the game ended, the score was Eagles 88, Duke 44.

So here is the most amazing part of the story of the secret game. Even though this all-white team from North Carolina had just been soundly beaten by McLendon's all-black team, they agreed to a second game. At the suggestion of McLendon, this one would be played by combining the two teams and going shirts-and-skins. A non-segregated basketball game! It must have been a most amazing site to behold. After the second game, the players of the two teams adjourned to the dorms of the Eagles' team and spent time getting to know one another as people. Just people.

The group agreed that evening that the event would remain a secret. And it did until the late 1990s when a national story was presented about it. Such an amazing cultural breakthrough that changed the lives and certainly the perspectives of a small group of men. A group that maintained a secret for 50 years that thankfully is now shared as a shining example of prejudice being conquered by building relationships.

“His faith in humankind and his ability to consistently do the right thing had given him superior judgment and the confidence to bring about significant social change.” —Milton Katz

“Dr. Naismith wanted his men not only to be he-men, as he would call them, but gentlemen. He deplored any form of discrimination, segregation or prejudice, and helped me to surmount glaring institutional discriminatory practices during my junior and senior years.”

–McLendon article in “100 years of KU basketball.”



Courtesy of Milton Katz

MCLENDON'S CONTRIBUTION TO NAISMITH'S ATTENDANCE AT THE 1936 OLYMPICS

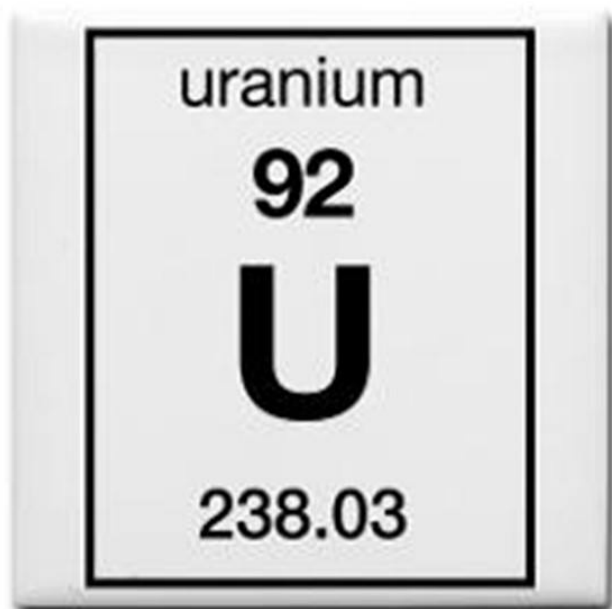
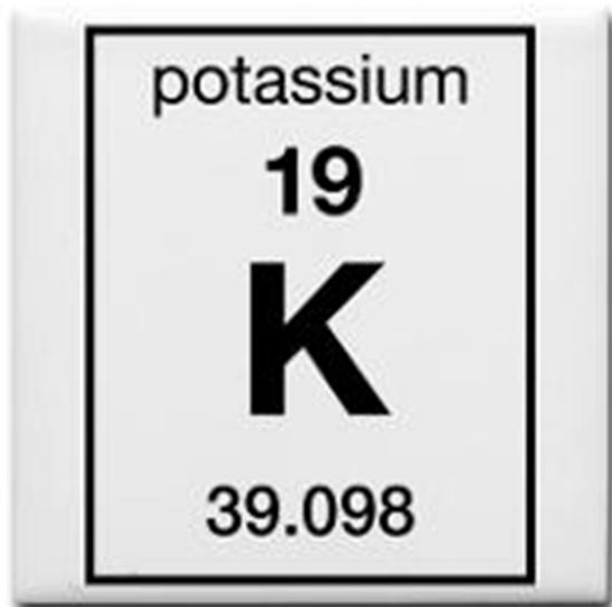
Late in his college career, McLendon was living on 35 cents a day. When he learned of the campaign to send Dr. Naismith to the 1936 Olympics in Berlin, he wanted to contribute to do his part in raising the funds. Deciding not to tell Naismith what he was up to, he asked the professor if he needed any help around the house. Naismith replied that his grass needed cutting. Grateful for the opportunity, McLendon went to work on what turned out to be an all-day job. For his efforts, Naismith paid him 50 cents, which McLendon returned to the professor as a contribution towards his Olympic journey.

SCIENTIFIC SENSATIONS

Jayhawks can make at least two interesting science-related claims. Helium was “discovered” in Bailey Hall in 1905. Now, for the sake of accuracy, we must note that helium was a known element at the time, but it had not yet been detected on Earth. So, we can still say we discovered it! A couple of chemistry professors extracted it from natural gas and we’ve claimed it as our own ever since.

The other huge claim is that Clyde Tombaugh, who later earned both bachelor’s and master’s degrees in astronomy from KU, discovered Pluto in 1930. For years, it has been debated whether Pluto is a true planet. I will never forget the shirt created in the mid 2000s that read, “Pluto Rocks! (and ice)” In 2020, our best pictures of Pluto to date were published online and wouldn’t you know it—they feature color images of the planet in hues of both crimson and blue!

One more scientific note: if you use atomic symbols to create KU, you combine potassium (K) and Uranium (U). The atomic numbers for potassium and uranium are 19 and 92, respectively. I graduated in 1992, which is all the proof I need that there is strong chemistry between KU and ME.



THE STORY OF THE BEWARE THE PHOG BANNER

Another person who can claim significant chemistry between himself and KU is Josh Swade, the young Jayhawk fan who convinced David Booth to bid for the Original Rules of Basketball. Josh and I became close during the years that I served as director of the DeBruce Center. In the latter part of 2017, Josh Swade called me up and proposed a project.

He noticed there was a home basketball game scheduled on February 3rd, one day after the 30th anniversary of the creation of the Beware of Phog banner. He thought we could put together a short documentary that might get some ESPN airtime. He asked if I could help with two things—finding some funding through KU and getting access for the filming. I came through on only one of the two.

In true Josh form, before I knew it, he had identified, located and contacted the two champions of the Phog banner campaign, Todd Gilmore and Michael Gentemann. I knew these two names primarily through a book I helped with in 2005 that celebrated Allen Fieldhouse's 50th birthday. Ironically, the book's title is "*Beware of the Phog.*"

Josh and I schemed and strategized for several months, and finally hatched a plan to interview a large contingent of the group that created the Phog banner. Amazingly enough, this group of college friends had stayed close and came together once every year or two for a game in the Fieldhouse. It was January 15th that K-State came to Lawrence and "the Banner Gang" watched us win. We hosted them at the DeBruce Center for an extended interview time and got some great footage.

We had such a great time with the Banner Gang and their crew. I felt an immediate connection because my crew has so many parallels to theirs. We are instantly transformed into an immature band of college boys when we get together, even today. I had a hard time keeping up with the Banner Gang at Johnny's and Louise's that weekend.

Several months passed, and Josh worked his magic back home in New York. The day arrived, and while we couldn't get the documentary played during the game, Josh convinced ESPN to post it on their homepage the day of the game. I added it to the loop of videos we showed in the DeBruce Theater. It turned out to be a masterful documentary. So brilliant. What I did not expect was the amazing reenactment of the making of the Phog banner. Josh had located KU students who bore a striking resemblance to the Banner Gang, dressed them in 80s garb, and aged the footage to make it look exactly like an original recording. So many people asked me how we got that footage, and why the creators of the Phog banner had the foresight to record the event. "I know, right? Would you believe it is a reenactment?"

Although you really must watch the documentary to get the full effect, I will offer an executive summary. Todd Gilmore felt the student section needed a personality. He was ignoring a lecture one day and doodling in his notebook when he remembered an 80s horror movie called "The Fog." When he penned the phrase "All Ye Who Enter, Beware of the Phog," Michael was next to him, saw it and loved it. His comment in the video is one of my favorites: "It was pompous, biblical (almost), it's like, 'you're coming into our house? You better watch out.'"

They got their crew together, stole 10 shower curtains from McCollum Hall (may it rest in peace) and sewed them together to create a 35-foot canvas. They painted the now-famous saying and got very creative in hanging it from the rafters. That was a sanctioned event, it is important to note. Floyd Temple was the group's faculty advisor of sorts, and agreed to help them get it into the Fieldhouse.

This was during the 1987-88 season, which I don't have to tell you was a historic one for KU. You can read in another entry how that season went, but I'll mention again that three teams came into the Fieldhouse and did what few are able to do—they won. Duke was one of the three. It was the Duke game that the Banner Gang chose for the hanging of the Phog banner.

The most important message in the documentary was that students were in charge of this story from start to finish. It is yet another illustration of the creativity of KU students leading to a lasting campus tradition. I will say it as often as I can. Students are in charge of our traditions. They create them, they maintain them, and they are the only ones who can effectively edit them or delete them. The second most important message of the documentary—at least to me—was that after the Duke game, because we lost and because the Banner Gang was a superstitious lot, they took the Banner down and took it home.

Thankfully, the Banner Gang was asked by Floyd Temple if they'd be willing to return the Phog banner to the Fieldhouse in time for Senior Night. In another entry, I reference that game as truly one of the loudest (and most emotional) moments in Fieldhouse history. And because it was a win, and maybe because we went on to win the championship that season, the Phog banner hangs in the Fieldhouse to this day.

Josh was happy with the film, the Banner Gang was happy with the film, DeBruce got another cool video for its theater, and the legend of the Phog Banner is strengthened by the story. Josh, Todd, Michael and I text each other throughout each season bestowing brilliant insight on how things should be managed at KU Athletics. If only we were in charge...

THE WHISTLERS

Much like the Banner Gang, Joe Zielinski and I spent lots of time either waiting for or watching KU games in the Fieldhouse. This was just before the days of cell phones, so there was lots of time to kill. We did not fill it productively, but we did fill it. We came up with alternate lyrics to popular songs. Lyrics that promoted KU basketball in some way. Here are some lyrics that highlighted shooting guard Rex Walters (#23), who was one-half of the country's best backcourt duo in 1991. The lyrics are set to Let's Talk About Sex by Salt and Peppa:

Let's talk about Rex, bay-bee
Let's talk about shootin threes
Let talk about all the rebounds and the slam dunks
That make two-three
Let's talk about Rex!

Not a Grammy-winning lyrical composition, but it was fun. And we were just foolish and bold enough to belt out the tune during pregame while we were tearing newspaper into confetti and other time-killing activities. But this story is about one of the antics that somehow lived on after we left the student section.

We mastered the ability to whistle loudly and obnoxiously. There was ample opportunity to hone that talent. Whistling to distract a free-throw shooting opponent, whistling to celebrate a fantastic scoring play, whistling to increase the overall decibel level of the Fieldhouse. Seriously, we're talking ear-splitting noise. But that wasn't enough. We started whistling specific notes. Almost musically! That's when we began helping (hindering) the pep band with their songs. Yep, we whistled with the band.

There was a wonderful old guy who had been the pep band director for decades. In fact, he had been one of the directors when I was in the band. I was not good enough to trumpet for the basketball band, but I was in the marching band when Tom Stidham was assistant director. He was a beloved, jolly old guy who looked like Burl Ives. At the first TV time out of the second half of every game, he had the band play Brass Roots. This song included a long trumpet solo that Joe and I decided to emulate through whistling.

It wasn't beautiful. It wasn't even truly musical. But it was certainly unique. We made it into a duet, taking turns whistling along with the trumpet soloist. We were constantly surprised at the reaction of the crowd. They enjoyed it, so we did it every game. When we graduated, we assumed it would become a thing of the past like all our other student section antics. To our surprise, when we went to games together, folks would ask us to do it. It was just as well received as it had been when we were students. So we felt it was our duty as superfans to oblige!

It was certainly tricky to continue the whistling tradition. Tom Stidham retired, and the song was no longer played at the first TV timeout of the second half. But folks were still asking for it! So I emailed the new pep band director.

Now, that took a fair amount of courage. "My buddy and I whistle to the trumpet solo of Brass Roots. We aren't together for every game, but when we are, could you please play the song so we can whistle to it?" I thought for sure that she would either ignore the email or respond with the phone number for KU Psychological Services. Instead, she said she had heard of us and would love for us to do the whistle WITH the band next time! Almost like guest performers. We did so, actually several times. It remains a part of the experience for Joe and me. We have fully transitioned from Cpt. Jayhawk and the Superfans to The Whistlers.

One day, at my Rotary meeting, KU Athletic Director Lew Perkins was the invited guest speaker. I was excited to hear what he had to say, and

was highly surprised when he started his remarks by saying, “Is Curtis Marsh in the room?” My hand raised with hesitancy and concern. “Come on up here, son. I hear you’re a good whistler. Why don’t we start things off with a whistling concert from you?”

Terrified! How do I tell Big Lew that I can only do my routine with the pep band AND my whistling partner?! Time to think fast—I asked the crowd if they would be willing to clap along as I whistled the fight song. It wasn’t perfect, but good enough to endear me to Big Lew and kept me from letting him down. Whew!



Image courtesy of Eric Pahls

DOES ANYONE REMEMBER THE CANDY LADY?

There have been many personalities over the years who have left their mark on the Fieldhouse. Anyone who spent time in the student section in the early 90s will remember the Candy Lady. Hours before tipoff, all the students struggled to pass the time, and Kalissa Rueschoff helped not only entertain us but fill us with sugar. Just what an already amped group of student fans needed!

Aaron “Scary” Quisenberry and I were watching with intent one game night as a uniquely passionate fan was jumping up and down, yelling at the refs, yelling at the opponents and shouting encouragement to our players. This was not unique to the Fieldhouse, but what made it unique was that she was as far from the student section as she could be—in the section that was not known for its over-exuberance.

Aaron and I thoroughly enjoyed watching her antics and decided at halftime we were going to go over and introduce ourselves. We wanted her to know how much we appreciated her enthusiasm and told her we were officially making her an honorary member of our student group. She liked that!

To our surprise, as Aaron and I waited patiently in our seats prior to the next home game, up walked Klissa with a small bag of candy for the two of us. We thanked her profusely and made it clear to the others in our student group that the candy was for the two of us alone. They loudly protested, and wouldn't you know it, the following home game up strolled Klissa with a bag of candy big enough for our 10-to-20 person student group. No good deed goes unpunished, so you can bet that other groups began similar protests. Within just a few more home games, Klissa was bringing garbage bags full of candy. She was quoted in a Journal-World article years later saying she would spend several hundred dollars on that candy each year.

We loved the Candy Lady. She came to the student section about an hour before tipoff and threw handfuls of candy into the stands. Sometimes we would then throw the candy back and forth between the two primary student sections: the one behind the home bench and the one behind the north basket. That was not condoned by management, but it was begrudgingly allowed. I can't imagine it would be permitted today.

The Candy Lady tradition ceased when Klissa took a job in Arizona and moved away in the mid '90s. She was such a wonderful part of the student section traditions for between years. Long live the memory of the Candy Lady!



Sweet on KU

'Candy Lady'
energizes fans
with tasty treats

By RIC ANDERSON
J-W Staff Writer

When the Jayhawks are at home, Klissa Rueschhoff's life gets a little tastier.

She's kick-started a generation of student fans at Kansas University home basketball games by tossing out a high-octane dose of candy before tipoff at Allen Fieldhouse.

Along the way, the KU secretary became a fieldhouse fixture just like the Rock Chalk Chant and the championship banners hanging from the rafters. When the Candy Lady hits the crowd, it's time to get fired up.

"Let's hear it! Come on!" she shouts while spreading a shower of treats about a half-hour before the KU-Rollins College game Saturday. "Jayhawks, Jayhawks!"

(Staff photo by Ben Biglet)

Article from the Lawrence Journal World

CONFETTI AND THE UDK INSERT

Newspapers represent a wonderful visual often shown during KU basketball videos. First, the students hold them up during the announcement of the visiting teams starting lineup, as if to say, “Ho hum, not interested. Reading the paper instead.” Then, as the announcement of the KU starting lineup begins, the paper is torn to shreds and thrown in the air to signal a confetti celebration.

How will we deal with this tradition when newspapers become a thing of the past? During the 2021-22 season, the campus newspaper ceased its regular weekly printing. Perhaps the beginning of the end of a Fieldhouse tradition? Thankfully not yet. The UDK chose to print special sections specifically for home games. We’ll see how long that lasts.

This tradition is one of many that was the topic of KU Info questions. “When did students start throwing the newspaper?” Well, it is true that many cool student section traditions started during the Larry Brown era or later. I showed up in ’87-’88 and they were already doing the paper and the confetti. So I checked in with our Phog banner friends and they said it was just becoming a thing their freshman year when Larry first got there.

We used to joke about “separation factor.” That was the measure of how well your confetti separated once thrown. Can’t have the epic fail of a huge wad of confetti thrown in the air only to have it fall back to the seats in a clump! We perfected the tearing of the newspaper so as to increase its separation factor. I used to bring a specific jacket to each game because it had oversized pockets. That gave me ample space for newspaper confetti. Now the students wisely fold one page into a confetti catch-all.

I rely on the infinite creativity and energy of the student section to deal with the impending changes to the newspaper tradition. I can imagine that KU Athletics would be ok with less cleanup after the games, but the amazing visual of the students reading the paper and then throwing the confetti would be sad to lose.

ONE OF MY FAVORITE NON- BASKETBALL MEMORIES AT THE FIELDHOUSE

I grew up in a military family. My father was career Army, and we lived in many places before his last assignment in Leavenworth, Kansas. One of his last supervisors in the Army was a man by the name of Bernie Kish. Bernie is a wonderful person, who went on to many impressive jobs after retiring from the Army including director of the college football hall of fame in South Bend, Indiana, on the campus of Notre Dame. But before that position, he served as the director of ticketing for KU Athletics. He held this position while I was an undergrad, and I would see him on occasion in the halls of the Fieldhouse. He was always kind to me and asked how my family was doing.

One day, there was a home game on the same night I was supposed to be working my part-time job. I ran a karaoke show during the early 90s, when karaoke was brand new and a popular activity at the college night spots in town. I was employed by Michael Beers, a local musician and entrepreneur. He knew how much of a KU basketball fan I was and became concerned when he saw there was a home game during my karaoke show at the Brass Apple on 15th and Kasold. What he didn't know was that I planned to attend a small part of the game and then rush to my gig!

Keep in mind, this was before everyone had a cell phone, so he called my house (on something called a land line). My roommate answered and said I was already at the game. This made Michael think I had forgotten my responsibilities. He decided to call the Fieldhouse number and ask if they ever page people to tell them they have a phone call. Well, NO they do not! But the person in the Fieldhouse office said, "Who is it you're trying to reach?" When Michael told them my name, they said, "Oh, we know Curtis. We even know where he sits, we'll go get

him for you.” What?! Michael is thinking, “How does the front office of Allen Fieldhouse know this punk kid who runs karaoke for me?”

So my stock went way up with my employer, but it wasn't over yet. I was in the packed student section, waiting for the game to begin and up walks Bernie Kish, my dad's former boss and the man who had answered the phone when Michael Beers called. “Hey, Curtis!” He says loudly enough for much of the student section to hear. “You have a phone call!” Keep in mind, this is a man who is always impeccably dressed and has come in suit and tie to tell me I have a phone call that I have to take in the Fieldhouse front office. Now the entire student section thinks I am much more important than I really am. All so that I can tell my boss that I am planning on leading the karaoke show after the first half of the KU game is over.

WOMEN IN BASKETBALL

There is a large exhibit in the DeBruce Center called “At Home on the Hill.” It is made of large glass panels and includes a picture of Naismith working with four women on a basketball drill. It was one of the spots I always stopped when giving people a tour of the building so I could tell the following story.

In the mid 1800s, only men played team sports. Only men were allowed to bang up against one another and try to progress a ball to a goal or an end line. Only men were allowed to throw a ball at great speeds towards each other, then try to hit that ball with a wooden club towards the thrower. Then came basketball. Women saw men holding a place on a gym floor and awaiting the pass of a ball that would eventually be thrown towards a goal high in the air. This seemed less barbaric! This seemed more refined an activity than other team sports.

Several female students at Springfield College, upon witnessing the brand new game, asked Naismith if they might try it themselves. He fully encouraged it, and within a week of basketball being invented, it was both a men’s and a women’s game. Some say it was first played in California as a woman’s sport, with an interesting children’s book highlighting the first women’s college game played between Stanford and UC Berkeley.

I inherited a copy of KU’s commencement program from 1897. There were few enough graduates at that time that the program highlighted each student with a picture and a paragraph of achievements. On page 5, we meet Miss Lola Bell Brown. It explains that Miss Brown spent her first two years at Radcliffe College, in Cambridge Mass. It goes on to say, “She won honorable mention for her work on the basket ball field.”

In handwritten text below her paragraph of achievements, it says, “She brought basketball to KU from Radcliffe College. First played at

KU by girls. She owned the first basket there, which was a basket.” If Miss Brown graduated in 1897, it stands to reason that her freshman and sophomore years at Radcliffe were '93-'94 and '94-'95. She truly played the game at its very beginnings. And she brought the game to KU (for women, it seems) a couple of years before Dr. Naismith arrived!



Miss Lola Bell Brown—Was a pretty and interesting baby and one who early developed a marked individuality. For the first few months of her life she was wholly without the power of articulate speech (Natural Scientists please note), a defect which has since been remedied. Miss Brown passed her Sophomore year at Radcliffe College, Cambridge, where she won honorable mention for her work on the basket ball field. She intends to teach and thereby lay up for herself various sorts of treasures on earth. Her biographer has every reason to suppose that James Russell Lowell had Miss Brown in mind when he wrote:

“For she was just the quiet kind
Whose natures never vary,
Like streams that keep a summer wind
Snow-hid in January.”

She brought basket ball to K. U. from Radcliffe College - first played at K. U. by girls. She owned the first basket there, which was a basket.

Ida Greeley :
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This is a page from the 1897 KU Commencement program. While there is little documentation to corroborate this story, the owner of the program writes that Lola Bell Brown came to KU from California and brought basketball with her. She graduated a year before James Naismith arrived.

THE GRANDE DAME OF KU

In 2009, Bernadette Gray-Little became KU's 17th chancellor—our first female and first person of color to hold the position. This was a huge moment for KU. During Gray-Little's tenure, Tammara Durham was chosen as Vice Provost of Student Affairs, which is a position similar to dean of students. These two strong leaders, who are also black women, helped KU through some difficult times when students of color were still not being treated well and were not feeling welcome on campus.

But long before these two strong women leaders at KU, there was Elizabeth Watkins. Look at KU's building directory and you will find only a few names that label more than one building. Watkins is top of the list. Watkins Scholarship Hall and Watkins Health Center are named for Elizabeth Watkins. But there are four more buildings that don't bear her name and perhaps should. That might be too confusing to the undergrad trying to find their way around campus. Six Watkins buildings...

Where did Chancellor Gray-Little live during her tenure at the helm from 2009 to 2017? At the Chancellor's residence, called The Outlook. A stately mansion on the southeast corner of KU's campus. It was the private home of JB and Elizabeth Watkins. Just up the hill from The Outlook, in the shadow of KU's iconic Fraser Hall, stands the attractive but otherwise unassuming Twente Hall. It was built to be KU's first hospital and health center with funds given by Elizabeth Watkins. And then Mrs. Watkins had a home built for the nurses who worked there. That building is still called the Watkins Home, but it is somewhat hidden on the hill behind Twente.

Finally, there is Miller Scholarship Hall. It is the identical partner to Watkins and was so named because Miller was Mrs. Watkin's maiden name. It is important to note that the Watkins Scholarship Hall, built in 1926, is considered to be the first women's cooperative living

scholarship hall in the country. Miller was built 10 years after Watkins just to the south. Tenants of Watkins Hall had to prove “High character, good scholarship, and financial need.”

Important to note, it is Watson Library, not Watkins Library. KU's primary library is named for Carrie Watson, KU Librarian from 1887 to 1921.

So many have given so much to make (and keep) KU a strong institution. But it is hard to think of a bigger singular gift to KU than that which Elizabeth Watkins gave. How fitting that the chancellor lives in her house.

There is even a connection between Elizabeth Watkins and KU basketball. She employed a business manager by the name of Dick Williams. He kept her philanthropic activities straight and was the executor of her will when she passed in 1938. He went on to work with the university and its athletics program so successfully that the fund created for athletic scholarships is named for him.

THE FORMATIVE ACTIVITIES OF WESCOE BEACH

Since it opened in 1967, the plaza in front of Wescoe Hall has been a gathering place for students who are between classes. Not skipping classes, of course, but for those who are between classes. Its central location and expansive front seating area make it the perfect place to hang out. And since there are precious few Kansas beaches, the students chose to label the hang-out spot Wescoe Beach. Please reference the YouTube video titled “KU Superfans Highlights” for a look at Wescoe Beach activities in the 1990s.

Because it is such a popular spot, it attracts all who wish to garner the attention of the student population. Now, this is a frequent point of my presentations to students and others: let’s put some perspective on the events that crop up on Wescoe Beach.

For many students, the college years are the first years they are not under the wing of their parents. For good reason, parents are apt to tell their young children how to act, how to behave and even how to think. College is the first time these students are encouraged to question long-held beliefs and make sure that is how they truly feel, rather than how they have been told to feel.

Because this is such a formative time in students’ lives, there are many, many people who would like to influence their belief system. I believe this is almost as important a process as the academic rigor they face. If they have grown up fearful of things they don’t understand, college is a wonderful place to face that fear, and maybe even conquer it. I submit, this is why there are so many people on Wescoe Beach promoting their beliefs and hoping to gain followers. Sometimes good, sometimes bad, but always formative.

Let’s take, for instance, the heated issue of abortion. There are most certainly champions of pro-choice and pro-life who can be found preach-

ing on Wescoe Beach. Perhaps the most famous was the group that visited many college campuses with tall presentation boards that showcased rather disturbing images of aborted fetuses. During the 10 years that I taught COMS 201, Intro to Leadership Studies, I asked my students if they saw these images, and what they thought. Some were appalled, some were intrigued, and few were pleased. Regardless of where they fell on the issue, it was a great way to build perspective on how formative their time was at KU, how passionately people would recruit them to one cause or another, and how challenging it was for KU leadership to decide where to draw the line.

One lovely afternoon during our undergrad days, Joe Zielinski and I were bemoaning the fact that the religious preacher du jour was keeping us from enjoying our Wescoe Beach hangout time. We decided to take matters into our own hands and grabbed the current issue of the UDK. We turned to the sports section, stood next to the preacher and began preaching the stats of the game the night before. "And the lowly Wildcats mounted a poor attempt to pull the mighty Jayhawks from their heavenly perch!" It distracted the crowd from the unpleasant message of the preacher, and we had a lot of fun with it.

I also remember that the preacher took it very well. I'm betting he was a KU basketball fan. He was one of the few Wescoe Beach preachers who was there multiple years and even got his own church one day in the outskirts of town close to I-70.

Wescoe Beach has always been an important spot for KU students, and that is why some unique non-students are attracted to that area to spread whatever message they believe the students need to hear.

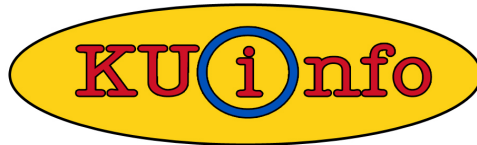
Philosophical moment: For many years, I was on something called the KU Events Committee. We met in the Governor's Room of the Kansas Union every Wednesday at 3 pm. We poured over a lengthy list of proposed campus events to see if they all met specific requirements. And there were a lot of requirements. On occasion, we had to discuss

proposed events whose hosts were notorious for causing a scene. Many people thought we should simply deny their request to come to campus. This suggestion came from the media, from the students and faculty, and even from KU leadership. Not so fast! Who are we to say what message is appropriate and what message isn't?

We propose to educate fine young women and men in the halls of old KU. The primary principle of this proposal is that we open their minds to new concepts and ask them to think critically about them. It practically killed me every year to accept the request of the group that tabled on campus with their 15 ft high pictures of unborn fetuses. I could picture families coming to KU that day for a campus tour and seeing that on Wescoe Beach. "I'm not sending MY child to this place. Those pictures are horrible!"

However, we are responsible for offering a safe place for young people to identify these controversial issues and create their own personal perspectives around them. That is not easy, but where else can you be introduced to such concepts and get input from scholars, colleagues and mentors? We must allow these messages to be heard, because in a few years these students will be dealing with them on their own.

Every year, I used the unborn fetus group as a case study in my class. I asked the students to put themselves in the shoes of the KU Events Committee, the chancellor, the families on a campus tour, even the group presenting the pictures. To what extent would you go if you thought the public was not listening to an important message? And to what extent would you go to keep your beloved campus beautiful and cheerful? What happens when those two things collide? No easy answers, but I really believe asking questions like these gives colleges and universities their purpose. Wescoe Beach has been a beacon for scholarly discussion for more than 50 years. Sometimes you need someone to get up and preach the basketball stats to keep things light.



Q HOW MUCH WOULD IT COST TO FILL AN OLYMPIC SIZED SWIMMING POOL WITH JELLO?

A About \$5,060,000 for the packages of Jello. Hopefully, you have free access to the pool and the water! An Olympic sized pool holds 10,560,000 cups and one \$0.96 package of Jello makes 2 cups.

QUESTIONABLE DECISIONS BY KU'S RIVALS

The Wescoe Beach story focuses on the importance of perspective. That is the first part of my PB&J principle. During KU traditions presentations, I tell people how important I think it is to apply perspective to our history and tradition discussions. Let's apply it to Phog Allen's early years at KU.

Remember that in Phog's early days of coaching, it wasn't a real profession. As a player for Naismith, he wanted to run drills and create offensive plays. Naismith is famously quoted as saying, "You don't coach basketball, Forrest, you just play it." Some believe that was a quote Phog made up to illustrate the differences between his coach and him.

Phog was given the opportunity to coach at Baker and Haskell before he coached at KU. In his first year coaching the Jayhawks, he would at times run practices at all three schools, taking the train from Lawrence to Baldwin City and back. Those must have been long days.

Incredible to think that after only one year as KU's head coach, Phog chose to leave KU and pursue a degree in osteopathy at one of the state schools in Missouri. How could he leave KU for Missouri? He began coaching teams at the teacher's college in Warrensburg, Missouri (not Mizzou) in 1912 and was winning with them. But there was some unhappiness in the ranks of the school administration. It seems that Phog was treating athletes who had injuries. Some of the school's trustees were doctors who were none too pleased that their patients were being seen by a student. He was told to choose whether he wanted to be a coach or a doctor. He could not be both.

Phog did not approve of that ultimatum, so he began looking for other opportunities. In a move that undoubtedly haunts fans of the other, more purple Kansas school, Phog interviewed for both the athletic

director position and the head basketball position. He was passed over for both. Kansas State hired men that did not last long at either post.

Of further irony is the fact that when Phog did return to KU, it was in administration and not as the basketball coach. There was already a coach whose team was partly made up of returning World War I veterans. The coach was young and was intimidated enough by the older players that he barely lasted one practice. Phog was forced to take his place as head coach and kept the position for almost 40 years.

Fast forward to the late 1990s. Missouri's coach Norm Stewart announced his retirement, and the school felt it was going to be hard to fill his shoes. They interviewed many candidates and finally settled on Quin Snyder. Not a popular choice among KU fans, because Quin had played for Duke. But important to note, he was on the 1988 team that was unable to beat the Jayhawks in the Final Four. He had to relive that defeat for years because KU had the best of him more often than not. The irony, however, rests in the fact that one of the candidates who was passed over for the MU coaching job was a young coach named Bill Self.

KSU could have had Phog Allen and MU could have had Bill Self. Some programs are made not just by good people, but by good decisions.

FINALLY, A NAISMITH STATUE

There is little doubt that KU may not yet have a statue of Naismith if the Original Rules had not made their way back to Lawrence. Thank goodness for that! Even though we are the third and last location for the wonderful statue, the trilogy is truly complete: an exact replica rests in his boyhood home of Almonte, Canada which boasts a museum in his name, and another in Springfield, Massachusetts, which is the site for the first of the three identical statues. There are some funny elements to the placing of the KU statue in 2016.

How do we lift the statue into place? Naismith is cast in a seated position, holding an old soccer ball and cradling two peach baskets between his knees. There isn't a very good place to affix ropes or bands to move him. So the sculptor decided, when it came time to lift Naismith off the truck and onto his marble bench, they would have to do so by Naismith's neck. Yup, a rope around the poor guy's neck to get him in place. That was the first of two reasons Naismith was put in place very early in the morning.

How do we secure him to the bench? If Naismith is going to sit on a bench, you must be sure he doesn't move around, so you have to somehow bolt him to the bench. Two sizable pieces of rebar protruded from the bench and fit right up the poor guy's backside. That is most definitely the second reason Naismith was put in place very early in the morning.

KU administration was worried that pictures would go viral of Dr. Naismith with a noose around his neck, or with two sticks up his keister. The work began before the sun had even risen, and the only pictures I ever saw of the process were taken by KU Endowment.



Why is he sitting behind a trash can? The sculpture really captures Naismith in a perfect way. He is sitting on a bench, the old soccer ball on his knee with the peach baskets just in front of him. However, some were concerned the peach baskets looked a bit too much like trash cans. In fact, we learned that the sculpture in Springfield had a metal mesh installed at the top of the baskets so they wouldn't fill with junk. We chose to delay such an addition, and I'm very glad we did. Not only did KU fans treat the peach baskets with the appropriate level of reverence, but Naismith quickly became a popular spot for photo ops. The Lawrence Convention and Visitors Bureau soon listed the Naismith statue as "our town's favorite selfie spot."

Not only did graduates come to snap a pic there while they were adorned in cap and gown, but wedding parties also began stopping at DeBruce on their big day. We had both Lawrence high schools come to the building for pre-prom pics.

Most importantly, we started seeing pictures at the Naismith statue where people would put their toddlers and infants in the peach baskets. They would put their dogs in the peach baskets. I believe there is even a shot circulating that has Mark Randall (star of the early 90s men's team) in the basket. Can't imagine he fit as well as some of the infants and small dogs. The point being, had we chosen to add a metal mesh across the top of the baskets, these lovely photo ops would never have happened.

We would often find leaves in the baskets which had blown off the nearby oak trees. I remember finding one beer can and one apple core. But beyond that, there was only one instance of inappropriate peach basket use—a memorable one.

I arrived at the building one morning to see three KU campus police officers hovering over the statue. My first unsettling thought was that it had been vandalized. I went out to greet them right away. "Looks like you've got a roach problem," one of them said. What?! Brand new building already with bugs? That would be very bad news for the manager of our

Courtside Café. “No,” he said, “not that kind of roach.” Pointing to the inside of the peach baskets, he showed me several marijuana cigarette butts. We all laughed, and I began forming a rather fun vision of someone choosing to share some late-night quality time with Dr. Naismith while in a quiet, mind altered state.

What if everyone chooses to rub the statue for luck? This was one of my biggest early concerns. There is a bust of Chancellor Lindley in the building named for him. For decades, it has been a tradition to rub his nose before entering a class to take a test. This provides good luck for the test taker. That nose has been replaced two or three times! I did not want that to happen to poor James.

We came up with what I thought was a rather creative plan. We started a social media campaign encouraging people to rub the basketball for good luck. We had to word the message very carefully so that it didn't sound like we were encouraging students to rub a part of Dr. Naismith's anatomy.

#rubthebasketball was going to be the first fun tradition to spring from the DeBruce Center and its lovely Naismith statue. It did not catch on. But neither did rubbing the statue in any other way. I choose to believe that there is simply too much reverence for Dr. Naismith for the statue to ever be compromised. Rock Chalk, Jayhawk Nation!

DID PHOG ALLEN MEET JAMES NAISMITH DURING A WORLD CHAMPIONSHIP?

Phog Allen had a unique high school career. There is no record of him receiving his degree, and yet he joined KU in 1906 after quite an amazing introduction to his coach.

Much is documented about the team Phog played on as a young teen. It was made up entirely of his brothers. One of his older brothers is credited as having convinced him to come to KU, because he played on one of Dr. Naismith's earliest basketball teams. The Allen Brothers were an unstoppable team and claimed to take on all comers. So, when news spread of the Buffalo Germans, it was clear to Phog what must be done.

The YMCA in Buffalo, New York was directed by Fred Burkhardt, who had been a student of Naismith's in Springfield. The basketball team fielded by the Buffalo YMCA won an exhibition tournament during the 1904 Olympics in St. Louis. They won by some astonishing numbers, but their competition was of questionable ability. Phog decided their prowess needed to be tested by a team he thought to be the best in the world—his own.

As a young man of only 16 years, Phog proved an extraordinary salesman and raised enough money to rent the downtown Kansas City Convention Hall and pay the travel expenses for the entire Buffalo team. Ticket sales were strong, and they played a "world championship" best two out of three games. The Germans won the first, the Allens won the second. The ref for the first game was chosen by the visitors, while the ref for the second game was chosen by Phog's team. This was of major concern, so the group searched for a more neutral ref for the final game. Wouldn't you know, the inventor of the game was sitting in the stands

and agreed to come down and serve as referee for the deciding game of the world championship.

As the story goes, Naismith was displeased with the rough play of the Buffalo team, and may have helped Phog's team in the way he called the game. Regardless, the third game was a romp with the Allens winning 45-15 and claiming the title of world champions. This is the reported first interaction between the Father of Basketball and the Father of Basketball Coaching.

WHERE HAVE ALL THE JAYHAWKS GONE?

This title is reference to a KU Info question that resides on our website database. And the question references a 20+ year-old event that was sponsored by the Lawrence Convention and Visitors Bureau with many community partners. It had become popular for cities to sponsor statues to be placed in various spots and painted by local artists to set them apart from each other. Several cities had cows on parade, why not Jayhawks on Parade? The idea was a huge success, with 30 Jayhawk statues being placed all over town. Ten of them found a home on campus, another 10 were on or around Mass Street, and the remaining ten were sprinkled about Lawrence. It was beautiful!

What you need to know about this 2002 project is that the statues can still be found here and there. They were sponsored by a business or individual, and once the event was over the sponsor chose the fate of the statues. Some remained at the business, others went to private homes. KU Info got so many calls asking where they all were that we created a webpage showing what we knew. We referenced a 2008 newspaper article that attempted to locate them all, but we owed most of our updated info to a spirited first grader, Emily Alderdice. Emily was the daughter of super-Jayhawk Jennifer Alderdice. Together, the two decided they would visit every Jayhawk on Parade they could find. They came to us with updated data on the whereabouts of most of the 30, so we happily credited Emily with the info.

You can still see some of these Jayhawks around town. It is a lovely story of town and gown joining forces for a memorable event. The KU Alumni Association boasts one of the most prolific Jayhawks on Parade artists, Susan Younger. In 2016, Susan and two other artists created three additions to the original 30. All three beautiful birds are worthy of their spot with the original cast.

EVERY GOOD MUSEUM HAS A THEATER AND A GIFT SHOP

When the DeBruce Center first opened, there was a lovely gift shop right next to my office. I would often tell people I thought every good museum has a gift shop and a theater. The museum's story must be told with artifacts, pictures and text, but there are some elements of the story that are better told through video. My benchmark was always the Steamboat Arabia Museum in downtown Kansas City. You couldn't even get into the museum without going through the gift shop and when you purchased your ticket at the gift shop, you were ushered into a small theater first.

Well, we had our gift shop, but plans for a theater did not survive budget shortfalls. The small room just south of the DeBruce Center in the second level concourse of Allen Fieldhouse was originally slated as a theater, but was separate from the actual DeBruce building construction. So if I was to have both a museum gift shop and a museum theater, I had to convince the powers that be to help me finish that small space south of the Rules Gallery.

As fate would have it, the lounge in the football practice facility was getting an upgrade. Both the carpeting and the seating were in pretty good shape, so the athletics department offered them to us to help create the theater. I was ecstatic, for many reasons but mostly because this was a very inexpensive way to open the DeBruce theater. Because the building is all glass, we had no way of projecting PowerPoints onto the walls. So, we had a large flat screen on rollers for anyone who wanted meetings with PowerPoint. Well, I decided that mobile monitor would be our temporary movie screen.

I convinced my buddies at Rock Chalk Video to provide a fantastic first clip. They had produced a seven-minute video for halftime of the 2016 KU-Kentucky game. After the video was shown on the big screen,

David Booth and his children unveiled the Rules at half-court and officially presented them to KU. The clip beautifully highlighted the story of the Rules and the story of the 2010 Sotheby's auction, including the bids that went between Booth and the Duke alum as they rose to \$3.8 million.

It is the perfect video to show guests of the DeBruce Center, because it describes the creation of the Rules and how they ended up back in Kansas. I set up the clip on a loop, but because it was only seven minutes long, we needed more. Bernie Kish introduced me to an excerpt of an ESPN documentary called *Black Magic*. It was narrated by Samuel L. Jackson and included a four-minute clip of the life of John McClendon. His story is told more completely in another section of this book. But the clip was a perfect complement to the halftime video. It showed the depth and breadth of KU's basketball history.

To provide balance, we included two light-hearted videos, one that taught the clapping tradition that accompanies the KU fight song, and another that starred "Baby Naismith" having taken the Rules and Chancellor Grey-Little tasked with their safe return. Finally, we included the newly produced *Beware of the Phog* banner documentary described earlier in this book. We had a full 40-minute loop of diverse, educational and entertaining clips for the DeBruce Center Theater. It became an important stop on all the center tours and a popular room to hold events for everyone from KU Athletics to KU Endowment. One of my favorite moments in the theater was when the front office of the San Antonio Spurs came to watch the ESPN 30 for 30 called "There's No Place Like Home."

2022 NATIONAL CHAMPIONSHIP

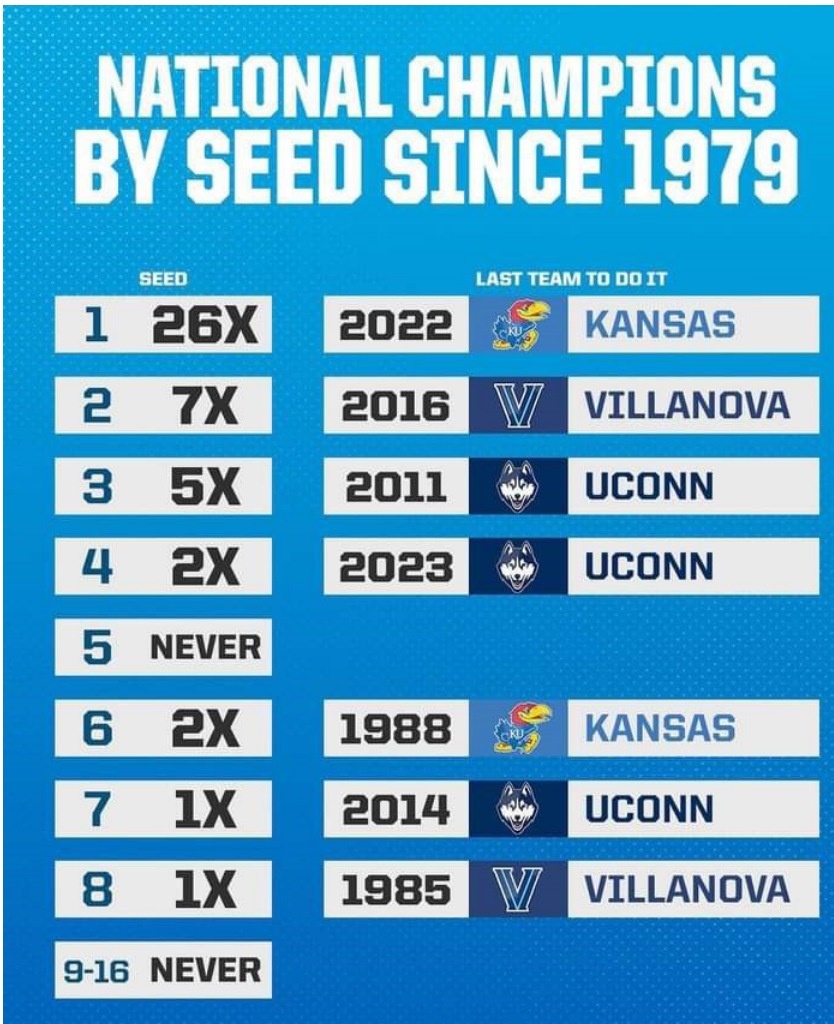
The 1988 title was dubbed “Danny and the Miracles.” The most memorable moment in the 2008 championship was called “Mario’s Miracle.” How fitting that the national media coined the phrase “The Miracle Comeback” for the 2022 game? When KU wins the national title, we always do it in miraculous fashion.

Lots of thoughts about the 2022 national championship. Mainly thoughts about Coach Self. With the win, he is the **only active coach** with more than one national championship. He clearly can be mentioned with the best of the best. But what will it take for him to be mentioned with the likes of Wooden and Coach K? Perhaps it is his 14 consecutive conference championships. Perhaps it will take one or two more NCAA championships. To think about it in KU terms, he is still chasing two KU coaches. Phog Allen has the most wins in KU coaching history, and Roy Williams has the most NCAA championships. There is a good chance that the indomitable Coach Self will surpass both of them in the coming years.

The KU men’s basketball team and the South Carolina women’s basketball team were both ranked #1 at the end of the 2020 season. The COVID-19 pandemic kept them from claiming that title in the tournament. BOTH teams won their respective 2022 tournament!

Only two men in their first year as head coach have ever taken their alma mater to the championship game. North Carolina’s Hubert Davis did it in 2022 and lost to KU. KU’s Dick Harp did it in 1957 and lost to North Carolina.

The 2008 Final Four could be labeled the toughest ever, because it included all four No. 1 seeds. KU won the toughest Final Four ever. The 2022 Final Four could be labeled the most blue-blooded Final Four because Uck was the only blue blood not in attendance. Nice, since we overtook them in all-time wins during the tournament. KU won the bluest blooded Final Four.



How amazing is this? With the extreme parity in the league today, 60% of the titles since 1979 have been claimed by a No. 1 seed, and 86% have been claimed by Nos. 1 thru 3. But more amazing is that the three schools to win a title most recently as a No. 1, 2 or 3 seed are the exact same schools to have most recently won as a No. 6, 7 or 8 seed. You can't make this stuff up...

For weeks after the 2022 title game, I enjoyed explaining to fans that with Coach K's retirement, only two active coaches remained who had won more than a single NCAA championship. Some guessed Rick Pitino, who won at Kentucky and at Louisville, but he had to vacate his UL title. It was Jay Wright from Villanova, who was kept from winning his 3rd by KU. Then, two weeks after the tournament, Jay announced his retirement! As an illustration of how hard it is to win an NCAA ring, Coach Self is now the only active coach with more than one, and there are only five active coaches with one: Rick Pitino, Tom Izzo, Tony Bennett, John Calipari and Scott Drew.

1988 was the NCAA's 50th championship and the game was tied 50-50 at halftime. With about 12 minutes left in the '22 championship game, after storming back from a 15-point halftime deficit, we reached a 50-50 tie. At that moment, remembering the halftime score in 1988, I felt like we were in control. Sure enough, the first thing that happens is a Remy Martin three-pointer, then a Dajuan Harris steal, and a beautiful pass to Jalen Wilson for an "and-one." The good karma of the 50-50 score from 1988 gave us a quick six points to go up 50-56. North Carolina had to scratch and claw to even stay close to us from that point on. Important to note, this was KU's 50th appearance in the NCAA tournament. The karma of 50!

I suppose it bears mentioning that UNC went on a 7-1 run once the score was 50-56. But even that was good karma. And CBS agreed with me. UNC tied it up 57-57 and they went to commercial. When they returned, there was a quick highlight of the 1957 NCAA title game. It was the last time KU played UNC for the championship, and UNC bested the Wilt Chamberlain-led Jayhawks in triple overtime. Some historians still say that was the best title game ever. Wilt would not agree. To his dying day, he felt the result of that game was his lowest moment in life and was so distraught that he didn't officially return to KU until 1998, when his jersey was retired.

There are some incredible stats from our Miracle Comeback. Please do not forget, it was during this tournament that we overtook Kentucky for the most wins in history. We also robbed Uck of another record. The previous biggest comeback in tourney history was the 1998 Kentucky vs. Utah game, when Uck came back from a 10-point halftime deficit to win. Two records taken from Uck in the same tourney!

Also important to note that no team had ever come back to win the title from a 16-point deficit, which was the deficit KU found itself in during the first half. But I would like to offer you a more obscure stat. When we prevailed in 2008, the NBA Finals Most Valuable Player was KU alumnus Paul Pierce. We came so close in 2022 to a similar anomaly when Andrew Wiggins finished 2nd in the NBA Finals MVP voting! Earlier in the NBA season, Wiggins and Joel Embiid were chosen as starters for the All-Star game. That's right, the players who wore 21 and 22 at KU started as NBA All-Stars for the first time in the 21-22 season!

Leading up to the title game, a Kansas City reporter asked me, "Why did Final Four celebrations move from campus to Mass Street?" Many say that KU chose to close campus during the tournament, and that is not correct. I believe it happened much more naturally. We all went to campus in the 1980s and the early 1990s because so few of us watched the tournament on Mass Street. In '02 and '03, the growth of restaurants and bars on Mass Street resulted in prime viewing spots. Because of this growth, it was so much more convenient to step right out the front door and celebrate, rather than hoofing it all the way up the Hill to Jayhawk Blvd.



“HEY KID, WHAT’S YOUR ADDRESS?”

Max Falkenstien said in his second book that the 1997 Jayhawks may have been the best team KU has ever had. A surprise statement, considering they didn’t even make it to the Final Four. But it is hard to argue with him since the only starter from that team who did NOT have a 10 plus year career in the NBA was Jerod Haase, who has built a strong coaching career for himself.

Dick Vitale, during a 2020 Big 12 Conference game, said he thought one of the best teams ever to not win a national championship was the 1997 Jayhawks. He brought it up because they were showing the final candidates for the 2021 Hall of Fame, which included Paul Pierce. Even 23 years later, Vitale was able to name every starter from that 97 team. As an 81-year-old man! He became very excited, as only Vitale can do when he was able to list all five starters.

One of the books I have that highlights the 2022 championship includes a long article about the 1996-97 team. The author claims that team is the best in history to NOT make it to the Final Four. I consider our loss to Arizona in the 1997 Sweet Sixteen to be one of the most painful losses in KU basketball history. Here is where I propose that loss falls:

TOUGHEST KU LOSSES:

- 1957 championship: triple overtime loss during Wilt's sophomore season
- 1968 semi final: Jo Jo White's foot on the out-of-bounds line
- 2003 championship: Michael Lee gets the game-tying three-pointer blocked as time expires
- 1997 Elite Eight: the team of destiny

I must share the personal story that adds to the pain of that loss. During the 1996-97 season, I agreed to provide the music for my past roommate's wedding. He was doing an internship for the National Association of Basketball Coaches (NABC) headquartered in Kansas City. He called me one day with an amazing story:

“Curtis, a guy came flying down the hall today telling everyone that we had forgotten to find someone to sing the national anthem for the NABC All Star game (played in conjunction with the NCAA Final Four). I told him about you singing at my wedding and that you would probably be willing to do the anthem. He said if you could get your own plane ticket, they would set you up with a hotel room and Final Four tickets.”

I was incredulous. You want me to sing the anthem for a nationally televised game that takes place during the Final Four in Indianapolis? You want me to go to the Final Four during a year that KU will surely win it all? Yep, sign me up. I spent the entire following month preparing to watch the Jayhawks win it all.

Keep in mind, there was only one regular-season game we lost leading up to the '97 tournament, and it was double overtime at Mizzou. Painful loss, by the way. My friends and I had a basketball candle that was lit for every game whether we were watching together or not. During the MU game, it went out! We were at the Sandbar, run by our friend Dave Johanning, who played for KU in the early 90s. He quickly found a bar table candle, lit it, and shoved it into the still-soft center of the basketball candle. We thought that was a pretty good way to revive the candle mojo. But it wasn't enough, and we lost a heartbreaker.

Back to the Final Four. After the even bigger heartbreak against Arizona, I had to process the fact that the first-ever Final Four I would witness in person was not going to include my Jayhawks. Thankfully, there were some strong distractions. I had been working for the Kansas Innovation Corporation, which today is known as KU Innovation Park. One of our clients was a company called Coach's Edge. Their product was software that helped coaches design plays on computers (a big deal back in the early 90s).

Billy Packer began using the software while he was serving as a color commentator during big games. I stayed in the same hotel as the Coach's Edge president and ran into him one morning at the hotel café having breakfast with Billy Packer. "Curtis, I want you to meet Billy Packer." "It is a pleasure to meet you sir." "Hi kid. Hey, get me some orange juice." Ok, I was just a kid. But that momentary interaction soured me toward Billy Packer for sure...

Finally, the NABC All-Star game arrives, and I get all dressed up in my suit and bright KU tie. My friends and I head to the RCA Dome and I take my place at center court. I quickly discover that the flag is situated right next to the jumbotron, and they are showing a close-up of my face. Very distracting! I fear that I will screw up the words, but thankfully, the anthem goes well, and I return to the scorer's table to return the microphone.

“Hey, kid!” I hear someone bellow from the sidelines. I look over to find the two coaches for the NABC All-Star game looking at me. None other than legendary Jim Boeheim and Norm Stewart! I dutifully stride over to them to see what they want. Keep in mind, the close-up of me on the jumbotron showed off my beautiful KU tie. Coach Stewart looks at me and says, “What’s your address? I need to mail you a better tie.”

I can only imagine what grief Norm had suffered as Boeheim alerted him to the Jayhawk tie worn by the anthem singer. It is my only interaction with Norm Stewart, but certainly a memorable one.

ROY SENDS THE STUDENT SECTION A LETTER

I only experienced the Larry Brown era for one year. He seemed pleased with the student section and its role in making the Fieldhouse such an extreme home-court advantage. But he did not seem to be concerned about their decorum or their messages. Coach Williams, on the other hand, showed an interest from the very beginning.

I'll admit, we had several questionable practices during my early years in the student section. These days, when the fans feel there was a bad call, the students are prone to chant, "Bull*hit, bull*hit." I'm not a fan of that at all. It is often heard clearly on TV, and that cuts us down a few notches on the classy fan scale. We used to say, "You suck, ref! You suck, ref!" Not much better, really. But at least it didn't include one of the words from George Carlin's Seven Words You Can't Say on TV. One that we did say that thankfully has not stood the test of time, was part of the actions we took when an opponent was attempting a free throw. If the opponent was successful in his free throw attempt, we would chant, "A**hole."

One day, as my fellow campers and I rushed to our seats several hours before tipoff, we entered the court to find letters sitting on every seat of the student section. It was a letter from Roy! To paraphrase, Coach said we were the best student fans in the country. And as the best students in the country, maybe together we can find some creative ways to edit our cheers so that they no longer include four-letter words.

We almost instantaneously stopped the vulgar cheers after an opponent hit their free throw. Any other random mentions that included too much color were scrapped as well. In fact, we discovered an effective way to keep the whole student section reading from the same sheet of music. Any time we felt someone was trying to start in inappropriate chant, we answered with a louder chant of, "Freshman, freshman, freshman..." Seriously, not even freshmen want to be called freshmen.

HAND GESTURES: DON'T NEED 'EM, DON'T WANT 'EM

When the Superfans were seated in the lower right corner behind the north basket, we had a great connection with the cheerleaders and yell leaders. We followed their lead and sometimes they followed ours. One thing we did not do was the beak hand gesture. I've always felt we don't need a KU hand gesture. Hook'em Horns is constantly made fun of. The shooting gesture that Oklahoma State uses gets bad publicity because of the political fight over gun violence. The clawing gesture that is done at KSU and Baylor—I really think it looks a little silly. And the TCU Horned Frog gesture? I just don't get it.

I don't know that I will ever be a big proponent of a hand gesture for KU. I don't know of any across the country that I think are great symbols of fan loyalty. Even the Chiefs chop at Arrowhead Stadium is on the chopping block. It is hard to come up with a hand gesture that doesn't get critiqued. Don't need 'em, don't want 'em.

I am also reminded of a fellow who became famous for attending sporting events all over the country, sitting in the expensive seats wearing his Florida Marlins jersey. He was known as Marlin Man. He attended several games at the Fieldhouse and tried hard to get a hand gesture popularized. Index finger straight in the air, thumb curved. It was supposed to look like a J but looked like a gun. Don't need it.

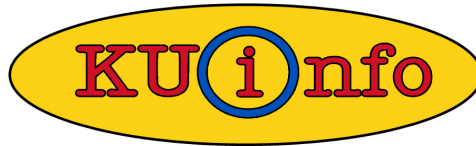
WILT GETS LEFT OUT

Another favorite question of KU info was how many KU players have left early for the NBA. It surprised many to hear the first player to leave early for the NBA was in the 70s. Norm Cook in 1976 chose to forgo his senior year for the NBA. Now, many enthusiasts know that Wilt Chamberlain did not play at Kansas during his senior year. But what keeps Wilt from this party is that he joined the Harlem Globetrotters, not the NBA.

Again, we hit on perspective to help us with something that is hard to understand. Wilt chose to forgo his senior year in 1958. While the NBA was almost 10 years old at that time, it was nowhere near the powerhouse it is today. The Globetrotters actually offered him a more lucrative opportunity. Granted, it was only a year later that he joined the NBA. But that is enough for us to leave him off the list of KU players who left early for the NBA. Norm Cook left in 1976 and amazingly enough the next person to skip his senior year for the NBA was none other than Paul Pierce in 1998. The only other player to leave early in the Roy Williams era was Drew Gooden in 2002.

Only one player chose the NBA over his senior year in the first 75 years of KU basketball, and then in the Larry Brown and Roy Williams eras there were only two. This is more a sign of the times than it is a sign of coaching or recruiting. Many were surprised that Drew Gooden's teammates Kirk Hinrich and Nick Collison did not leave with Drew. They chose to return their senior year and were a missed three-pointer from potentially winning the 2003 national championship.

The following year was Bill Self's first season. In his first 15 years, an average of one player per year left early for the NBA. If you exclude Thomas Robinson and the Morris twins, there were eight straight freshmen that KU sent to the NBA draft in eight years. Xavier Henry was the first freshman to go (2010). All eight of them had respectable careers in the NBA except for Josh Selby who was drafted in 2011 along with the Morris twins. Drafted by the Memphis Grizzlies, Selby played for two years, averaging two points per game.



Q HOW MANY ALLEN FIELDHOUSES DOES IT TAKE TO FILL THE EARTH'S OCEANS?

A Well, first you need to know how much water is in the oceans. We're using this estimate: 1,349,929,000 cubic kilometers. Now, we need to know how big Allen Fieldhouse is. Its dimensions (excluding the Booth Family Hall of Athletics) are 344ft x 254ft x 85ft. Convert that to cubic kilometers and you get: 0.000210307142514 km³. So, you could fit approximately 6,418,845,236,843 Allen Fieldhouses in the Earth's oceans. "Did you know 6.4 TRILLION Allen Fieldhouses could fit in the world's oceans?...woah!"

-Andy Kriegh, '10-'12 (NSO '10)

BUT THERE'S NO PLACE LIKE KANSAS

Everyone talks about the pregame video that is shown on the Fieldhouse video board just before the announcement of the starting lineup. It gives me goosebumps every single time. The folks at Rock Chalk Video do a stellar job of weaving in contemporary footage with historical footage. It usually begins with a quote from Wilt or Phog or Larry Brown, but it always includes Coach Self saying, “Those places are great but there’s no place like Kansas.”

That quote came directly from his press conference when he accepted the KU job. It is fun to see a thirtysomething Bill Self flash his winning smile and talk about officing on Naismith Drive. He explains that he spoke with Larry Brown about the position. Larry, who coached at North Carolina, UCLA and for several NBA franchises, said “Those other places are great, but there’s no place like Kansas.” So Coach Self was just quoting Larry.

Remember that Coach Self only got the KU job because Roy Williams chose to fill the UNC vacancy. When Coach Self called Larry Brown to talk about the KU job, they ended up chatting primarily about how much Larry had wanted the UNC job but didn’t even get an interview. That upset him enough that he suggested Coach Self put in a little dig against UNC when he did his acceptance speech. So, Coach Self’s “no place like Kansas” comment was a dig against UNC, honoring Larry Brown’s specific request!

GAMES OF DECEPTION

Andrew Maraniss is an author who visited KU's campus in 2017 to do a lecture about his best-selling book that highlighted a black basketball player in the Deep South in the 60s. The Dole Institute hosted him and asked me to show him around DeBruce. He and I had a lovely time talking about the rules and talking about Naismith. When I mentioned that Naismith had thrown out the first ball at the 1936 Olympics Andrew's interest was piqued.

I was pleasantly surprised to find two years later that Andrew's second book told the story of basketball being introduced as an Olympic sport in 1936. "Games of Deception: the true story of the first US Olympic basketball team at the 1936 Olympics in Hitler's Germany." While only one or two chapters focused on Naismith's role, it was a very intriguing story about athletes coming to Nazi Germany for the Olympics. The team was made up of a combination--an odd combination--of two teams. One from Hollywood, California, and the other from rural Kansas.

I highly recommend the book, not just because I get to claim a small part in its creation. It is a hard look at how the games were managed by the Nazi party, and how many athletes were mistreated. Naismith and Allen played a very interesting role in one of the most tumultuous Olympics ever held. Naismith claims it was the most incredible moment of his life, watching his game played for the first time at the Olympics.

THE DAY THE BBC CAME TO TOWN

One of the first national media requests during my time as the DeBruce Center director came surprisingly from the BBC. They were coming through town on the train, of all things, and wanted to do a couple of stories about Lawrence including its role in the introduction of basketball to the world.

The BBC had produced a successful series called “Great British Railway Journeys” and since much of the U.S.’s early growth was attributed to its network of railroads, they chose to do a spin-off called “Great American Railway Journeys.” Lawrence benefited greatly from having an Amtrak stop just east of downtown.

They sent me a few clips of how the show worked and highlighted one in particular. Seems they did a segment on the campus of the University of Pennsylvania while producing a show about Philadelphia. The Penn football coach dressed the show’s host in pads and had him hitting a tackling dummy. They asked if we could do something similar for the host as we discussed basketball. Well, I thought we could do something much cooler than that, so we told them so and prepared for their arrival.

I was impressed with the clips that I saw of the show. It was well-produced, and the host was a classy older gent who did a fine job connecting with the local culture. When the crew arrived, I found Michael Portillo just as charming and approachable as he seemed on camera. I was a bit taken aback by his bright orange slacks, but his presence was bigger than the pants were loud. We spoke at length about Naismith’s story and even found a couple of connections to Great Britain. The YMCA was founded in London, as was rugby, which was one of Naismith’s top three favorite sports, along with lacrosse and football.

After we finished touring DeBruce and looking at the Rules, which Michael said were “housed in an impressive case filled with electronic

paraphernalia,” I told him we had a surprise in store. Athletics helped me set up Naismith court as a stage for some high-activity basketball drills for Michael. One of KU’s recent favorite players, Jeff Hawkins joined us after Michael and I got dressed in official KU practice gear. Jeff and I proceeded to put Mr. Portillo through 30 minutes of back-to-the-basket drills where Jeff fed him the ball and he had to score over me. Michael had never touched a basketball! He was a very good sport and kept with it until his crew felt they had plenty of good film.

It was an active enough event that we were given permission to shower in the men’s locker room. A bucket list kind of moment for me! As Michael and I were getting dressed, he admitted to me that this was a sort of second career for him. And then in the most unassuming way you can imagine, he knocked me out with the following line:

“I served as the Secretary of Defense for Margaret Thatcher.”

I couldn’t believe it. Not only had I been beating up on practical British royalty on the Fieldhouse court, but this meant the poor guy was belying his age by at least 10 years, if not more. Sure enough, I looked him up after he and his crew left. This guy was a real somebody! He had been so engaging, so jubilant, so unassuming, and all the while keeping to himself some amazing credentials. For me, it made the whole experience that much more unforgettable.

THERE'S NO PLACE LIKE HOME

Have you seen the ESPN 30 for 30 that chronicles Josh Swade's adventure to bring the Original Rules back home to Lawrence? It is required viewing for any KU Superfan. Not only is it a wonderful documentary of how the Rules came home, but it is a Jayhawk lovefest. It will get you fired up about how cool it is to have a connection to Old KU.

There are a few things you should pay close attention to while viewing the documentary. First and foremost, how close we came to losing the Rules. KU did not plan to attend the auction, nor did any alum plan to attend until Josh Swade began his crusade. Even then, when David Booth agreed to do so, he was swayed by others to reconsider, and just days before the auction he chose not to bid.

Thankfully, Mark Allen and Coach Self changed his mind a second time, and he chose to attend the auction just 24 hours before it was held. He originally said, "I'm in for a million." When the bidding started at \$1.3 million, the tension in the room was palpable. KU is lucky that David Booth was committed to winning that auction.

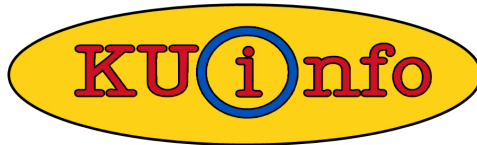
"I can't imagine that I'll ever do anything as significant, as satisfying...this is kind of like one of these extraordinary moments in one's life where you can do something totally memorable." --David Booth during an interview that took place after the auction.

"If you want to get anything done, you have to be a little nutty, have great energy, and great enthusiasm." --Bill Self in reference to Josh Swade getting the Rules back to KU.

Another interesting sidebar is the story of the other bidder. If you have seen the documentary, you know it was a Duke alumnus. You know that neither bidder was present at the auction. They were both bidding by phone. That is an important point for this next tidbit: in the days following the auction, David Booth got an email from a friend. "I may have just cost you some money." Turns out, the Duke alum on the other phone was David Rubenstein, an acquaintance of Booth's. They had no idea they were bidding against each other!

As an aside, I had several Duke fans tour the DeBruce Center and tell me they felt KU is where the Rules should reside. As KU fans, we like giving Duke fans a hard time. They don't get to claim blue blood status, right? They've only really been good the last few decades, right? For crying out loud, of their 16 Final Four appearances, only 12 have been under Coach K. In comparison, the 15 times KU has been to the Final Four, four different coaches have taken us there in seven different decades.

So how is it that we get so much video content of the adventure of the Rules auction? I think it is important to note, Josh Swade was working for a video production company at the time. He was given the flexibility to undertake this adventure on the condition that the camera be rolling at all times. Turns out, the story he told prospective donors about making a documentary about Naismith's Original Rules of Basketball came true!



**Q HOW DID LAWRENCE GET ITS NAME?
AND WHAT IS THE DEAL WITH
LAWRENCE, MASSACHUSETTS AND
LAWRENCE UNIVERSITY?**

A All three are actually connected. Samuel Lawrence fought in the Revolutionary War. He became a successful Massachusetts businessman and had four sons who built a huge textile business. Lawrence, Mass was named for them. One of the sons, Amos, had a child of the same name who grew to be a successful businessman of his own and helped the Immigrant Aid Society to send settlers to Kansas in hopes of creating a free state. These settlers chose to name Lawrence, KS for him. He also held land in Wisconsin and helped found a school there, now named Lawrence University.

ROCK CHALK ACROSS THE NATION

My mother is an amazing human. And a devout Jayhawk fan. For her 70th birthday, she hiked Machu Picchu, and about halfway up while she was taking a short break at a tea house, someone noticed her KU shirt and gave her a “Rock Chalk!”

It is common knowledge amongst the Jayhawk Nation that if you wear a Jayhawk anywhere on your person, anywhere in the country or even the world, you will get a Rock Chalk from someone. It is my goal to someday have a repository of circumstances where people got a Rock Chalk in a unique place.

My own personal favorite was when my wife and I were in Moscow heading to Siberia to bring our two adopted boys home. We were in a small gift shop and trying to come up with the right purchases as a memoir of our adventure. There was a small shelving unit that held a variety of matryoshka dolls. One of the shelves was devoted to American sports teams. Would you believe, of the half-dozen such dolls, one was KU? As I tried to explain to the store clerks that I worked for KU, I'm afraid they thought I meant I played for the team. They started showing us the expensive stuff.

I have always felt we should have a clearinghouse for those stories. It is one of the clearest ways of illustrating how tight knit the Jayhawk Nation is. So many people have been given a Rock Chalk in various locations around the world. My 2nd favorite was hearing it while I was on a study abroad trip in France. I was visiting Versailles and someone gave me a Rock Chalk. It ended up being a friend!

If you want my take on the correct response, I think there are three:

- You can complete the phrase by simply saying, “Jayhawk!”
- If that seems too terse, it is acceptable to say, “Go Jayhawks!”
- My favorite is to repeat what was said. “Rock Chalk!”

DID PHOG SAVE MARCH MADNESS??

The 1940 team was a surprise success. They were not overly athletic and not overly tall, but they had extraordinary team chemistry. Ralph Miller was on that team. He is arguably the third best coach in Allen's coaching tree. This team has prompted conspiracy theories about how Phog Allen somehow finagled his team into the championship game so that the ticket sales at KC's Municipal Auditorium would be strong. There is a good back story there:

In the late 30s, the most popular post-season tournament was the National Invitational Tournament, held in Madison Square Garden. The NCAA decided to host its own post-season tournament in 1939. It was operated by the National Association of Basketball Coaches—an organization that Phog Allen helped create. It was only 10 days long and involved only eight schools. The tournament included an east regional and a west regional, and a championship game between the winners of each regional. Oregon beat Ohio State for the championship, which was held on the campus of Northwestern University.

The problem was that the tournament attracted very little attention and fanfare. Ticket sales were anemic, and there was significant chatter that the tournament would not be brought back the following year. Phog was adamant that the tourney continue and asked the NABC to allow him to host it in Municipal Auditorium in Kansas City. His 1939-40 team had an exceptional season and made it to the west regional along with Colorado, USC and Rice. KU, with home-court advantage, had many fans in the seats and won the region. While they lost to Indiana in the championship, their mere presence caused ticket sales to soar and helped Phog Allen make good on his promise that the tournament would be a success. That, in my humble opinion, is how Phog Allen saved March Madness.

JOHN WOODEN'S SUMMER IN LAWRENCE

From a conversation between John Wooden and Phog Allen's grandson Dr. Mark Allen:

While recruiting Wooden, an Indiana native, to play at KU, Phog extended an open invitation for John to come to Kansas during the summer if he ever needed a job, like working in the wheat harvests. Kids did that then. Wooden said that during the summer of 1927 between his junior and senior years in high school, he came here with friends figuring they'd be harvesters.

They got here before the crops matured, and figured they'd have to go home empty-handed. Talent-conscious Phog took the crew over to Memorial Stadium, where, beginning that year, work had begun to add the north end zone (which detractors called "Phog's Folly"). Wooden and his buddies were put to work pouring concrete into the foundation for the new addition. Wooden proudly told Mark Allen, "You see, I helped build that football stadium of yours."

MEZZANINE PEEPING GOONS

Phog Allen had strong feelings about how the height of basketball players could change the game. Those feelings seemed to change over the years, but his initial concerns were that men who were too tall would distract from the athletic flow of the game. I stand 6'5" and do not feel like a very tall person for a basketball player. But the tallest player on either of KU's national championship teams of the 1920s was no taller than me.

Today's game is played by athletes who are both tall and quick. Perhaps that is the primary difference between Phog Allen's time and today. He saw tall players as less coordinated and less athletic. That could also be why his feelings on the subject changed with time. Clyde Lovellette and Wilt Chamberlain were both tall and skilled. Considering the benefits of having tall players on your team even 100 years ago, it doesn't make much sense to be against height.

Let's just look at one single element of the early game—the jump ball. I remember watching the likes of Sasha Kaun in the late 2000s and Udoka Azubuike in the late 2010s. I felt like they got every jump ball. It was an art form, really. They positioned themselves just right before the ball was thrown, went for it with the inside hand to give themselves an advantage, and they were 7 feet tall. A century before that, players that were almost a foot shorter were not just trying to win the opening tip, they were jumping for the ball after every score. How completely you could control the game if you had a player who won every tip. Just think of it. It was so much of an advantage that it is a bit of a head-scratcher that Phog was not a fan.



Courtesy of Historic Images. Phog himself is shooting on a 12' rim. Notice that it is also attached to a convex backboard.

THE SECRET OF THE QUOTE WALL IN THE RULES GALLERY

Would you be surprised to hear that a Duke graduate resides somewhat prominently in the DeBruce Center? In fact, he resides two different places somewhat prominently. And he is part of a trivia question we regularly presented to visitors.

“The Quote Wall highlights sayings from famous KU players or coaches. Only two people on the Quote Wall are not Jayhawks. Can you find them?”

The first quotes were by people who were clearly Jayhawks: Paul Pierce, Dick Harp, Lynnette Woodard, etc. But as visitors made their way to the other side of the Gallery, they easily found the first, and most found the second without too much trouble.

Jay Bilas?! A Dukey? Why is he quoted? Yes, he is a graduate of the one place that some feel is as special a home-court advantage as Allen. But he has become one of the most widely respected college basketball commentators in the country. And more importantly, he seems to really love KU! That must really eat at the Duke fans. As I write this, KU is struggling through a tough season in the middle of the pandemic. We even fell out of the ranking for one week, after an amazing stretch of 10 years in the top 25. Bilas had a wonderful quote during a recent KU game: “Kansas fell out of the rankings for the first time since their first coach, Dr. Naismith invented the game.”

Jay’s DeBruce Center quote describes the Fieldhouse as the St. Andrews of college basketball. His quote makes it sound like he believes it is the best arena for the sport. That is a big statement, coming from a guy whose home court in college is the only other place that gets similar praise. If that’s not enough, Jay even agreed to serve as emcee for a 2015 program celebrating the Fieldhouse’s 60th anniversary. The most

memorable part of that night was that four of KU's eight head coaches were in attendance. Half of the coaching history of the school was at the event! And Jay was there with them. There is a picture on the north end of the DeBruce glass exhibit showing the five men: Larry Brown, Ted Owens, Roy Williams, Bill Self and Jay Bilas. A Dukey gets center stage twice in the DeBruce Center.

But wait, who is the second non-Jayhawk highlighted on the Quote Wall? The trick is that you must go all the way to the end to find him. Right next to Jacque Vaughn and Clyde Lovellette is a quote from Ed Hightower, a referee that lots of people loved to hate. Hightower's quote is not very flowery, but it is pro-KU. I always told visitors that by virtue of Hightower's position as a referee and Bilas's position as a journalist, they were both supposed to remain neutral in their public comments. Because they both were caught saying very complimentary things about KU's program and about the Fieldhouse, they made it on to the Quote Wall as non-Jayhawks.

I also always pointed out that Hightower deserved our respect. He was a very successful referee. As evidence of that—in fact, very KU-focused evidence—he was chosen to serve on the team of referees who called both the 1988 and the 2008 NCAA championship games. So he called two KU championships, 20 years apart. Impressive guy.

FAMOUS PEOPLE VISIT A FAMOUS CAMPUS

In 2016, in the twilight of my time at KU Info, Barack Obama visited KU's campus. It was a grand event. Not only did we get oodles of questions about his imminent arrival, but lots of Jayhawks wanted to know how many other U.S. presidents visited the KU campus. That—of course—depends. For years, the common knowledge was that Rutherford B. Hayes was the only president to come to KU's campus while he was still in office. No fewer than a dozen others had either come before or after their terms, or had stopped in Lawrence briefly on their way to other Midwestern towns.

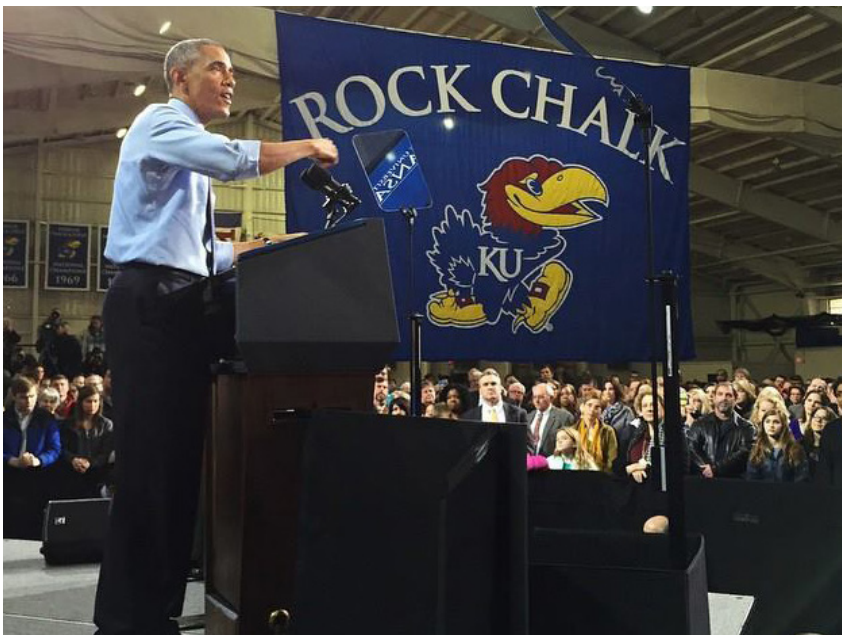
We told folks that Obama's visit to campus was a big deal, considering Hayes had come more than 100 years prior. We have since learned that we may need to add Grant and Taft to that list. One thing that lured at least three former presidents to campus was the Dole Institute of Politics. Jimmy Carter helped us with the grand opening in 2003, Bill Clinton and George H.W. Bush came for events sponsored by the institute.

Senator Robert Kennedy chose Kansas as the first stop on his candidacy tour. He arrived on March 18, 1968. He went to Kansas State first, but I think that was just to get it over with quickly so he could enjoy his time at KU. Sadly, he was assassinated less than three months later.

One important note about the link between U.S. presidents and the KU campus: while Abraham Lincoln never visited KU, we are quite sure he would have been proud of the institution. We can say with great confidence that he did not stay away from KU purposefully. He was assassinated the very same year the Kansas state legislature agreed to create the flagship college in Lawrence. We lost a great president the same year we gained a great school.



Courtesy of University Archives. Original Robinson Gymnasium was a beautiful building. It was torn down in the 1960s order to build Wescoe Hall. This picture shows President William Howard Taft exiting Robinson during a brief visit in the early 1900s.



DECADES OF DOMINANCE

Most fans only count the national championships that their teams won during the NCAA tournament. In fact, KU fans get beat up a bit for claiming six national championships. It is true that the ones earned before 1939 were given out by a committee. And some were given long after the season was over. But here is the way I choose to validate our six-time claim: KU basketball has been good forever.

Our teams in the first decade of the 20th century were not dominant. But our teams have been good enough to claim national prominence way before the first NCAA tournament. To prove that, we claim the 1922 and 1923 Helms Trophy as our first and second national championship. Phog Allen had been our coach for more than 10 years and along with Naismith had worked on a national level to broaden the sport's reach in the college ranks. KU is the cradle of basketball, and our teams in the 20s and 30s were worth celebrating.

1940s

- We played for the NCAA championship in the second year of its existence.
- For crying out loud, it was Allen who saved the tournament from an early demise when the tickets revenues were so poor in its first year.
- We played for the title in 1940

1950s

- We won it in 1952.
- Played for it again in '53 and '57.
- '57 still gets talked about today. Triple overtime loss by a point in Wilt's sophomore year.

1960s

- The 1960s are the only decade we did not reach the Final Four.
- Ted Owens got us back just barely into the 70s.

1970s

- We were there in '71 for one of UCLA's many titles.
- Then again in '74, the first year in seven UCLA didn't win it all.

1980s

- We were there again in '86 and of course in '88.
- Our '88 team to this day is the NCAA champ with the most regular season losses.

1990s

- Roy took us back just a few years later in both '91 and '93.
- Ironically, Roy beat UNC in '91 and lost to UNC in '93.
- Our '91 team lost to Duke in the final game, giving Coach K his first title.

2000s

- Not until 2002, meaning Roy went almost 10 years between Final Fours.
- Right back the next year, losing a heartbreaker to Syracuse (to this day, Boeheim's only title).

Now we can boast the 2008 title and Final Four trips in 2012 and 2018. The reason I list all these is to back up the following claim—we have missed the Final Four only one of the eight decades of its existence. And we bookended the 60s with Final Four trips in 1957 and 1971. We have been good forever. That is why we celebrate five national championships.

MONSTERS INC. AND THE SUPERFANS

Poor Mike Wazowski was always in Sully's shadow during the Monsters Inc. movies. Towards the end of the first movie, the pair was highlighted on the cover of a magazine, but Mike's picture was obscured by the bar code. His reaction was, "I'm on the cover of a magazine!!"

I contend that during our time in the Allen Fieldhouse student section, I was the Mike Wazowski of the Superfans. Would you believe, no fewer than six times we were highlighted in publications and my face was obscured one way or another?

- Kansan feature: A sizable article graced the front page, describing the antics of Cpt. Jayhawk and the Superfans. A photographer for the paper came to one of the games and asked me to put Joe on my shoulders. During the shoot, he said he couldn't see the costume well enough and convinced Joe to put the cape in front. It completely hid my face, and they chose that picture for the piece!
- Lawrence Journal World pic: On occasion, Joe would actually STAND on my shoulders which took a fair amount of balance and focus for each of us. The local paper snapped a shot, and my face was obscured by another student in our section.
- 1991 viewbook: KU Marketing took a great picture of our group holding Joe horizontally like he was flying. This picture made it into several KU publications and my face was hidden by my own arm!
- Solo shot throwing the outfit: An article was written about our campaign to get Joe reinstated as a fan in good standing in '92. They took a picture of me throwing the cape and helmet in the

air with no Joe in it. Once again, I hid my own face in the picture with my throwing arm.

- Last game, row 3 seat 3: This was in '93 when Joe had retired as Cpt. J. I appeared in an otherwise random shot of the student section on the last game of the year. Wouldn't you know it, the picture documenting my last ever game in our usual seats, my face was obscured by a clapping student in front of me.
- SI last laugh: Ok, here is where I admit little room for complaint. The one time we made it into a national publication, it was Joe who was hidden and I was front and center.

That last bullet deserves more description. Yes, the KU Superfans were highlighted in a Sports Illustrated magazine. It was the 1995 college basketball preview edition, and it featured a fantastic picture of Jacques Vaughn on the cover! The magazine included an amazing chart of the dozen or so most prominent college basketball programs. There was a column for their best player, best coach, biggest rival, biggest moment, and most prominent fan. Bill Clinton was Arkansas's MPF, Ashley Judd was Kentucky's, and would you believe, a picture of the Superfans was offered as KU's Most Prominent Fans? It was supposed to be a random picture of the student section, but there I was, front and center. And finally, the Mike Wazowski of the KU Superfans gets some love in a publication, and it just happens to be SI.



Heave ho

Keith Thorpe/KANSAN

Jubilant students and alumni toss the goalpost into Potter Lake during a victory celebration. The Jayhawks beat Kansas State 27-24 in Saturday's football game.

Courtesy of University Daily Kansan. October 27, 1990, KU beat Kansas State 27-24. The goalposts came down and were marched to Potter Lake. Only two students were foolish enough to go into the dirty water with the posts. Joe Zielinski and Curtis Marsh.

TYING IT ALL TOGETHER

What a joy it has been for me to collect and share these stories. My goal is to provide you with proof that KU is the best school in the universe. KU is the best not because it is perfect, but because it has the perfect balance of history, traditions, excellence in academics and sports, and fiercely loyal alumni. If we are to claim that KU is truly the best, we need to back it up. I hope you use some of these stories to convert the non-believers. Help me spread the word, so the Jayhawk Nation may continue to grow and truly feel the KU-phoria.

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In his fourth decade of service to the University of Kansas, **Curtis Marsh** has developed an obsessive love for his school. As an undergrad, he led one of the first organized camping groups for KU basketball games and a nationally prominent student entrepreneurship club. In his early career at KU, he helped develop a technology business incubator which has become KU Innovation Park. He also co-founded the Osher Lifelong Learning Institute before serving as Director of KU Info for 15 years. He was the first and only director of the DeBruce Center: the shrine for the original rules of basketball. He now serves as a director of development at KU Endowment. The common thread through all these activities is his love for KU and his desire to share that love with the entire Jayhawk Nation.

“Curtis is Mr. KU. If you met him, you know exactly what I mean. He loves KU and truly cares about its rich history and traditions. We love having him speak to prospective students. This is a must read for every KU fan.”

—*Lisa Pinamonti Kress*, Director of KU Admissions

“KU-phoria celebrates the rich history and traditions of KU. The depth and breadth of Curtis Marsh’s knowledge of KU comes alive in a way that will resonate in the heart of every Jayhawk.”

—*Heath Peterson*, President, KU Alumni Association

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