

*UNIVERSITY of PENNSYLVANIA*



The University Archives  
and Records Center

A Guide to the  
Office of Athletic Communications  
Records, 1923 – 1951

5.5 Cubic ft.

UPE 25

Prepared by Jason Bodnar  
November 2000

The University Archives and Records Center  
3401 Market Street, Suite 210  
Philadelphia, PA 19104-3358  
215.898.7024  
Fax: 215.573.2036  
<http://www.archives.upenn.edu/>  
Mark Frazier Lloyd, Director

**Guide to the  
Office of Athletic Communications  
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**PROVENANCE**

Transferred from the Department of Intercollegiate Athletics in 1957 (accession number 57:8).

**ARRANGEMENT**

This collection is arranged in two series: Correspondence, 1923 - 1951, and Press Releases, 1928 - 1951. The Correspondence series is arranged alphabetically by subject, while the Press Releases are arranged chronologically.

**AGENCY HISTORY**

The University of Pennsylvania's Department of Athletic Communications, originally titled the Department of Athletic Publicity, was founded as a subdivision of the Department of Intercollegiate Athletics on July 1, 1924. Its main duties, which have remained basically the same since its inception, are to act as a liaison to the media, to prepare press releases, to

distribute press credentials for athletic contests, and to arrange interviews with athletes and coaches at the University.

Penn became only the second college to name a Sports Publicity Director (Notre Dame was the first) when it selected Joseph T. Labrum, a 1921 graduate of the College, as the initial head of the department. Labrum guided the department until leaving to serve as the National Football League's publicity director on April 1, 1947.

Edward J. Hunter succeeded Labrum, but in 1950 his position was renamed Assistant Director, News Bureau - Athletic Information. However, this change in title did not affect Hunter's duties or the fact that his department still operated under the Department of Intercollegiate Athletics.

Morton Berry followed Hunter as head of the department in 1951, but in 1953 he saw his title reverted to one outside the News Bureau, as Director of Sports Information.

The department, still a subdivision of the Department of Athletic Communications, is today known as the Department of Athletic Communications. The head of the department holds the title of Director of Athletic Communications.

### **SCOPE AND CONTENT**

The Department of Athletic Communications Records primarily contains press releases and correspondence from the department during the period 1935-1951, with an unusually high concentration of material from the 1950-51 academic year.

The press releases are the bulk of this collection, and approximately half of those releases are football- and basketball-related. This series in the collection appears to be nearly-

comprehensive, with a high density of releases at all times except summer, the time when athletic contests at the University are annually put on hiatus.

A good deal of the correspondence portion of the collection deals with football, the largest sport at Penn at the time. The football part of the collection includes a high concentration from the 1950 season, with programs and statistics from every game that year, as well as media guides from each Penn opponent in 1950. In addition, the football portion of the collection includes a good deal of correspondence regarding press credentials and seats for the 1932-1935 Army-Navy gridiron games held at Franklin Field.

This collection also contains a significant amount of press-related correspondence regarding the Penn Relay Carnivals from 1938 to 1942. However, except for correspondence regarding the mailing list of the department's press releases from 1926 to 1932 and the Army-Navy football correspondence, this collection is sparse in its pre-1935 content.

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**INVENTORY**

Correspondence

Box 1	FF 1	A, 1948-1951
	FF 2	American College Public Relations Association, 1949-1950
	FF 3	Athletes in Service, 1940-1941
	FF 4	Athletes in Service, 1942
	FF 5	Athletes in Service, 1943
	FF 6	Athletic Awards, 1951
	FF 7	Athletic Awards, New Regulations, 1934
	FF 8	B, 1950-1951
	FF 9	Barry, Sam, 1951

Baseball

	FF 10	1947-1950
	FF 11	1951
	FF 12	Biographies, 1951
	FF 13	Field Games, 1951
	FF 14	Freshmen, 1951
	FF 15	Penn Opponents, 1951

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Correspondence  
Basketball

Box 1	FF 16	1946-1951
	FF 17	Biographies, 1950-1951
	FF 18	Dougherty, Dick, 1951
	FF 19	Davis, Tom, 1951
	FF 20	Eastern College Athletic Conference, 1950-1951
	FF 21	Freshmen, 1950
	FF 22	Individual Game Statistics, 1950-1951
	FF 23	Jefferies, Hugh, 1951
	FF 24	National Collegiate Athletic Bureau, 1950-1951
	FF 25	Penn Opponents, 1949-1951
	FF 26	Bicentennial Celebration, 1940
	FF 27	Bushnell, Edward R., 1951
	FF 28	C, 1949-1951
	FF 29	Christmas Tree Committee For the Blind, 1949
	FF 30	Columbia, 1950-1951
	FF 31	Cozens, Ernie, 1929
		Crew
	FF 32	1947-1949
	FF 33	1951
	FF 34	Adams Cup Regatta, 1951
	FF 35	Henley Regatta, lightweight, 1951
	FF 36	Rosters, 1951
	FF 37	Skimmer Day, 1951

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Correspondence (cont.)

Box 1	FF 38	Cross Country, 1950
	FF 39	D, 1949-1951
	FF 40	F, 1951
	FF 41	Fencing, 1950-1951
	FF 42	Financial Statements, Penn Athletics, 1923-1930
		Football
	FF 43	Football, Army, 1950
	FF 44	Football, Army-Navy Game, September 1932-February 1933
	FF 45	Army-Navy Game, August 1933-November 1933
	FF 46	Army-Navy Game, August 1934-19 November 1934
	FF 47	Army-Navy Game, 20 November 1934-25 November 1934
	FF 48	Army-Navy Game, 26 November 1934-30 November 1934
	FF 49	Army-Navy Game, December 1934
	FF 50	Army-Navy Game, October 1935
	FF 51	Army-Navy Game, 1 November 1935-23 November 1935
	FF 52	Army-Navy Game, 24 November 1935-27 November 1935
	FF 53	Army-Navy Game, 28 November 1935-August 1936
	FF 54	Bagnell, Francis "Reds," 1950-1951
	FF 55	Biographies, 1947-1950
	FF 56	Brown, 1949-1950
	FF 57	California, 1950
	FF 58	Columbia, 1950
	FF 59	Cornell, 1950

Correspondence  
Football

Box 2	FF 1	Dartmouth, 1950
	FF 2	Diamond Jubilee, 1951
	FF 3	Film Correspondence, 1938
	FF 4	Film Correspondence, 1944
	FF 5	Film Correspondence, 1945
	FF 6	Film Correspondence, 1946
	FF 7	Freshmen, 1950
	FF 8	The Kickoff, 1951
	FF 9	Lemonick, Bernie, 1949
	FF 10	Navy, 1950
	FF 11	1908 Team Directory, c. 1950
	FF 12	1950 Season (Folder 1), 1949-1951
	FF 13	1950 Season (Folder 2), 1949-1951
	FF 14	Notre Dame, 1949
	FF 15	150-pound, 1950
	FF 16	Penn Band, 1950
	FF 17	Schedules, 1948-1949
	FF 18	Statistics, Virginia at Penn, 30 September 1950
	FF 19	Statistics, Penn at California, 7 October 1950
	FF 20	Statistics, Dartmouth at Penn, 14 October 1950
	FF 21	Statistics, Penn at Columbia, 21 October 1950
	FF 22	Statistics, Navy at Penn, 28 October 1950
	FF 23	Statistics, Army at Penn, 4 November 1950

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Correspondence  
Football

Box 2	FF 24	Statistics, Brown at Penn, 11 November 1950
	FF 25	Statistics, Wisconsin at Penn, 18 November 1950
	FF 26	Statistics, Cornell at Penn, 25 November 1950
	FF 27	Virginia, 1950
	FF 28	Weekly Gridiron Report, 1951
	FF 29	Wisconsin, 1950
	FF 30	G, 1942-1951
	FF 31	General Alumni Society, 1949
	FF 32	Golf, 1947-1951
	FF 33	Grappler's Club Dinner, 1951
	FF 34	H, 1949-1951
	FF 35	Hunter, Edward J., articles written by, 1949
	FF 36	Hunter, Edward J., meetings and dinners, 1949-1950
		IC4A
	FF 37	1951
	FF 38	Press Releases, 1951
	FF 39	Press Requests, 1951
	FF 40	Programs, 1951
	FF 41	Interoffice Memos, 1951
	FF 42	Interscholastic Basketball Tournaments, 1920-1930
	FF 43	Ivy Group, 1948-1950
	FF 44	Ivy Group, Photographs, c. 1950

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Box 2	FF 45	Ivy Group, Press Releases, 1948-1950
	FF 46	J, 1949
	FF 47	K, 1949-1951
	FF 48	L, 1950-1951
	FF 49	Lacrosse, 1947-1949
	FF 50	Lacrosse, 1950
	FF 51	Lacrosse, 1951
	FF 52	Look Magazine, 1951
	FF 53	M, 1949-1951
		Mailing List of Newspapers
	FF 54	1926-1927
	FF 55	1928-1929
	FF 56	1930
	FF 57	1931-1932
	FF 58	List, 1932
	FF 59	List, 1949-1950
	FF 60	N, 1947-1951
	FF 61	NCAA, 1950-1951
	FF 62	NCAA, Television and Football, 1951
	FF 63	Officials for Sports Events, 1950-1951
	FF 64	Organized Classes Report, 1932
	FF 65	P, 1949-1951
		Penn Relays Carnival

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Penn Relays Carnival

Box 2	FF 66	February 1938-15 April 1938
	FF 67	16 April 1938-May 1938
	FF 68	1939
	FF 69	February 1940-15 April 1940
	FF 70	16 April 1940-May 1940
	FF 71	February 1941-15 April 1941
Box 3	FF 1	16 April 1941-May 1941
	FF 2	February 1942-15 April 1942
	FF 3	16 April 1942-May 1942
	FF 4	1943
	FF 5	1951
	FF 6	Contracts, 1951
	FF 7	Press, 1951
	FF 8	Press Releases (1), 1951
	FF 9	Press Releases (2), 1951
	FF 10	Publications, 1950
	FF 11	Publications, 1951
	FF 12	Pennsylvania Day, 1951
	FF 13	Press and Photography Ticket Lists, 1933-1934
	FF 14	Publicity Department Budget, 1940-1950
	FF 15	R, 1949-1951
	FF 16	Radio and Television, 1950
	FF 17	Rifle, 1951

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Correspondence (cont.)

Box 3	FF 18	S, 1949-1950
	FF 19	Schedules, 1947-1950
	FF 20	Schedules and Season Records, 1946-1950
	FF 21	Soccer, 1948-1949
	FF 22	Specimen Letters, 1925-1933
	FF 23	Specimen Letters, 1934-1950
	FF 24	Squash, 1950-1951
	FF 25	Swimming, 1947-1951
	FF 26	Tennis, 1948-1950
	FF 27	Tennis, 1951
		Track
	FF 28	1946-1949
	FF 29	1950
	FF 30	1951
	FF 31	Penn Opponents, 1951
	FF 32	U, 1950-1951
	FF 33	V, 1950-1951
	FF 34	W, 1949-1950
	FF 35	Wrestling, 1946-1949
	FF 36	Wrestling, 1949-1950
	FF 37	Wrestling, 1950-1951
		Press Releases
	FF 38	June 1928

Press Releases (cont.)

Box 3	FF 39	1 July 1935-15 October 1935
	FF 40	16 October 1935-31 December 1935
	FF 41	1 January 1936-15 March 1936
	FF 42	16 March 1936-30 June 1936
	FF 43	1 July 1936-31 October 1936
	FF 44	1 November 1936-31 December 1936
	FF 45	1 January 1937-15 March 1937
	FF 46	16 March 1937-30 June 1937
	FF 47	1 July 1937-31 October 1937
	FF 48	1 November 1937-31 December 1937
Box 4	FF 1	1 January 1938-31 March 1938
	FF 2	1 April 1938-30 June 1938
	FF 3	1 July 1938-31 October 1938
	FF 4	1 November 1938-31 December 1938
	FF 5	1 January 1939-31 March 1939
	FF 6	1 April 1939-30 June 1939
	FF 7	1 July 1939-31 October 1939
	FF 8	1 November 1939-31 December 1939
	FF 9	1 January 1940-29 February 1940
	FF 10	1 March 1940-30 April 1940
	FF 11	1 May 1940-30 June 1940
	FF 12	1 July 1940-31 October 1940
	FF 13	1 November 1940-31 December 1940
	FF 14	1 January 1941-31 March 1941

Press Releases (cont.)

Box 4	FF 15	1 April 1941-30 June 1941
	FF 16	1 July 1941-30 September 1941
	FF 17	1 October 1941-31 December 1941
	FF 18	1 January 1942-15 March 1942
	FF 19	16 March 1942-30 June 1942
	FF 20	1 July 1942-31 October 1942
	FF 21	1 November 1942-31 December 1942
	FF 22	1 January 1943-28 February 1943
	FF 23	1 March 1943-30 June 1943
	FF 24	1 July 1943-30 September 1943
	FF 25	1 October 1943-31 December 1943
	FF 26	1 January 1944-31 March 1944
	FF 27	1 April 1944-30 June 1944
Box 5	FF 1	1 July 1944-15 October 1944
	FF 2	16 October 1944-31 December 1944
	FF 3	1 January 1945-31 March 1945
	FF 4	1 April 1945-30 June 1945
	FF 5	1 July 1945-15 October 1945
	FF 6	16 October 1945-31 December 1945
	FF 7	1 January 1946-31 March 1946
	FF 8	1 April 1946-30 June 1946
	FF 9	1 July 1946-31 October 1946
	FF 10	1 November 1946-31 December 1946
	FF 11	1 January 1947-15 March 1947

Press Releases (cont.)

Box 5	FF 12	16 March 1947-30 April 1947
	FF 13	1 May 1947-31 August 1947
	FF 14	1 September 1947-31 December 1947
	FF 15	1 January 1948-30 April 1948
	FF 16	1 May 1948-30 September 1948
	FF 17	1 October 1948-31 December 1948
	FF 18	1 January 1949-31 March 1949
	FF 19	1 April 1949-30 June 1949
	FF 20	1 July 1949-31 December 1949
	FF 21	1 January 1950-15 April 1950
	FF 22	16 April 1950-31 August 1950
	FF 23	1 September 1950-31 October 1950
	FF 24	1 November 1950-30 November 1950
	FF 25	1 December 1950-31 December 1950
	FF 26	1 January 1951-31 January 1951
	FF 27	1 February 1951-27 February 1951
Box 6	FF 1	(1), 1 March 1951-1 June 1951
	FF 2	(2), 1 March 1951-1 June 1951
	FF 3	(3), 1 March 1951-1 June 1951

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