



# CONVERSE BASKETBALL YEAR BOOK

for 1937-1938 Season

## DATA SHEET



*Read Instructions Printed Below to Assure  
Your Team a Place in the 1938 Edition*

Malden, Mass.

Dear Coach:

We are reserving space for your team's photograph and playing record of the 1937-1938 season in the Converse Basketball Year Book. The space doesn't cost you a penny--you are not placed under the slightest obligation--and the publicity you get should prove of real help to you.

It is possible to include in the Year Book the records and pictures of only a limited number of teams. In fairness to every basketball coach, representation in the Year Book is governed by the following conditions:

1. Playing data and team picture must be sent in immediately after the close of the playing season.
2. Pictures submitted must show majority of players wearing Converse shoes.

Let's have your co-operation--fill out the Data Sheet NOW and return it to us AT ONCE with your team's best photograph. Please send gloss finish photograph if possible.

All Data Sheets and pictures are numbered as received. Assure yourself the best possible position in the 1938 Year Book by sending your Data Sheet and photograph right after the close of the season.

Cordially,  
CONVERSE RUBBER COMPANY  
Wallace R. Lord  
Editor

### READ CAREFULLY

#### *How to Get Your Team Listed in the New Year Book*

1. Fill out Data Sheet (see reverse side). Please return **AT ONCE**
2. Send **GROUP PHOTOGRAPH** of team. Glossy-finish photo preferred
3. Do not send reproductions from program or newspaper
4. Send photos **FLAT** adequately protected by cardboard