



CONVERSE RUBBER COMPANY

Manufacturers of Rubber Products

MALDEN, MASSACHUSETTS, U.S.A.

March 29, 1938

Dear Coach:

Preparation of the 1937-38 edition of the Converse Basketball Yearbook is now under way, and we would like to include the picture and record of your team.

This year marks the seventeenth season the company has published the Yearbook, and it will contain the most complete information on nation-wide basketball we have ever printed.

Being represented in the Yearbook incurs absolutely no obligation on your part, as the entire expense and free distribution is assumed by us.

We sincerely hope you are able to cooperate with us, and for your convenience are enclosing a Data Sheet to fill out and send to us with the team photograph.

Will you please sign the enclosed post card so we may plan our space reservations accordingly. It requires no postage.

Sincerely yours,
CONVERSE RUBBER COMPANY

Wallace R. Lord

Yearbook Editor

WRL:MAD

Encs.

P.S. - If you didn't receive last year's Yearbook, we will be glad to send one immediately.

W. R. L.