

ANNOUNCE PLANS FOR NAISMITH FUND

Dear Coach:

A National drive, sponsored by the National Association of Basketball Coaches, is to get under way in the near future. The purpose of this drive is to secure a fund sufficiently large to send Dr. Naismith, the originator of basketball, and his wife to the first Olympic Basketball games in Berlin, Germany, in 1936, and also to erect a monument in his honor.

Dr. Naismith, 73 years of age, who recently retired as Professor of Physical Education at the University of Kansas, has a host of friends but his financial situation is none to remunerative when one considers his great contribution to the athletic world. What could be more appropriate than to send this great man and his good wife to the next Olympic Games and also to erect a monument in his honor either at Springfield, Mass., or Lawrence, Kan.

To carry out this idea, the National Naismith Fund Committee has drawn up the following plan: Every University, College, Junior College, Normal College, and High School in the United States is requested to designate one home basketball game, during the period of February 7 - 15, 1936, as a DR. NAISMITH MEMORIAL GAME. The athletic authorities of each school are requested to contribute to the National Committee ONE CENT for each person attending this game.

This small amount will work no hardship on anyone. If every school in the country will do its part a sufficient fund will be created to carry out the above mentioned plan. The one cent donation will be collected in any way satisfactory to the local school authorities. However, the following suggestions are offered by the National Committee:

(a) Take out, from the receipts of the Naismith game, a sum equivalent to one cent for each person attending the game.

(b) Add one cent to the price of each ticket.

(c) Take up a collection at the game. Any deficit may be made up by the local athletic authorities equivalent to one cent per person.

It is hoped that every school in the country will join this worthy cause of expressing appreciation to Dr. Naismith while he is still with us.

Will you kindly submit this request to your athletic authorities for their approval - then fill out the enclosed card and mail as soon as possible.

Every school designating a Naismith game will be furnished with advertising material which will assist greatly in the promotion of the NAISMITH MEMORIAL GAME.

Your sincere cooperation will be appreciated.

Very truly yours,

W. S. Chandler, Chairman  
National Naismith Fund Committee,  
Marquette University,  
Milwaukee, Wis.

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