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1891



Dr. James Naismith



THE GOLDEN JUBILEE  
of  
BASKETBALL

PRESS BOOK

HONOR WHERE HONOR IS DUE

A half century ago two peach baskets altered the course of sports history -- two peach baskets in the provident hands of an able, courageous and far-seeing man named James Naismith. Today, the product of his athletic genius occupies in wholesome endeavor millions upon millions of healthy young Americans engaged in the game of Basketball.

What the late Dr. Naismith originated in Springfield, Mass., in the Winter of 1891 has come to be the nation's leading sport in point of competitors and spectators with a brilliant history of constructive physical development wherever it has been played. Launched among Y.M.C.A.'s, colleges and schools, basketball rapidly spread to the recreation departments of churches, clubs, social agencies, industrial concerns and even won over the wholehearted interest of the women, who now play an important role in the affairs of the game.

No better time could exist than right now to pay homage to one man who brought so much joy into the hearts of Americans without worldly benefit to himself, while elsewhere about us other men are exploiting humanity for their own selfish gain. Dr. James Naismith has taken his place among the Immortals of Sports and the idea of perpetuating his memory and his vital contribution to the American scene in the Naismith Memorial at Springfield should receive the wholehearted support of every red-blooded player and fan in the country.

*Gautard Rice*

## THE GOLDEN JUBILEE OF BASKETBALL

This year marks the fiftieth anniversary of basketball. In the short period of half a century, this truly American game has not only flourished here in its own country, but has found favor in virtually all the far flung places of the world. Quietly and steadily it has enlisted a vast army of millions of players and innumerable enthusiasts, until today it is the most popular sport in the entire category of competitive athletics.

Basketball, even in its crude beginnings, was a friendly game, easy to play, yet difficult to master. It appealed to large and small, fast and slow, adept and clumsy, regardless of age or sex. Small wonder it caught the fancy of youth the world over, and spread the wholesome doctrine of fair play and good sportsmanship among its heterogeneous adherents.

Because of the popularity of the game, its far reaching influence on youth, and its importance in the American scheme of things, the fiftieth anniversary of the invention of basketball by Dr. James Naismith at Springfield College in 1891 will be observed in a year of international celebration beginning in December, 1941.

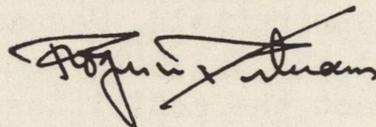
The focal point of the celebration will be the city of Springfield, Massachusetts, and it is from there that the Naismith Memorial Committee has arranged to direct the activities of the Golden Jubilee of Basketball on the widest possible scale. The United States, Canada, Mexico, and South American countries will take part in the memorial celebration. It is hoped conditions will make it possible for many other countries to participate in the Golden Jubilee of Basketball.

Obviously, it is only fitting to do honor to the memory of a man who made such a generous contribution to American sports. And it is proper and just that this monument to Dr. James Naismith rise on the site where his far-reaching work was begun -- in the City of Springfield, Massachusetts, the Birthplace of Basketball.

## GOAL OF THE JUBILEE

In undertaking to raise a fund of \$300,000 to construct the Temple of Basketball in memory of Dr. James Naismith, we know we have the good wishes of sports lovers everywhere. We have already been assured of the help and cooperation of important sports figures, sports editors, and college authorities, but we aim to make the Temple of Basketball a national institution, and as such it should be a monument erected by the efforts of all who ever played or watched the game.

Just as the game is a nationally popular one, so we want the Temple of Basketball to be the result of popular national effort. We are not depending on one group in the sport, but on all groups. At a time when the world is preoccupied with bitterness, re-creminations and destruction, it is inspiring to feel that here at home we have not forgotten to pay permanent homage to a man whose ingenuity has brought joy to millions.



Roger L. Putnam  
Mayor of Springfield  
Chairman, Executive Committee

## Direction of Golden Jubilee

The Golden Jubilee of Basketball will be directed by the Naismith Memorial Executive Committee, whose chairman, Roger L. Putnam, is Mayor of Springfield, Massachusetts, and one of New England's outstanding citizens.

The Naismith Memorial Executive Committee will be assisted by two other committees in the work of the Golden Jubilee Campaign—the National Advisory Committee and the Committee of Coaches.

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*National Publicity:* American Sports Press Relations  
271 Madison Avenue, New York, N. Y.

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## ORIGIN OF THE GAME OF BASKETBALL

Basketball came into existence fifty years ago. Dr. Luther Gulick, the head of the Department of Physical Education of Springfield College, asked Dr. James Naismith, a young instructor, to design a game that could be played indoors as well as out, that was devoid of the physical contact of sports like soccer and lacrosse, yet possessed all the elements of skill, amusement and science.

Dr. Naismith complied with the request by prescribing certain principles on which his new game was to be based. He decided not only to prohibit personal contact, but also decided there would be no kicking of the ball or striking of it with the fist. The goal was to be horizontal and above the reach of the players.

All these fundamental principles were primarily to avoid injury on hard wood floor, in the limited confines of a small indoor gymnasium.

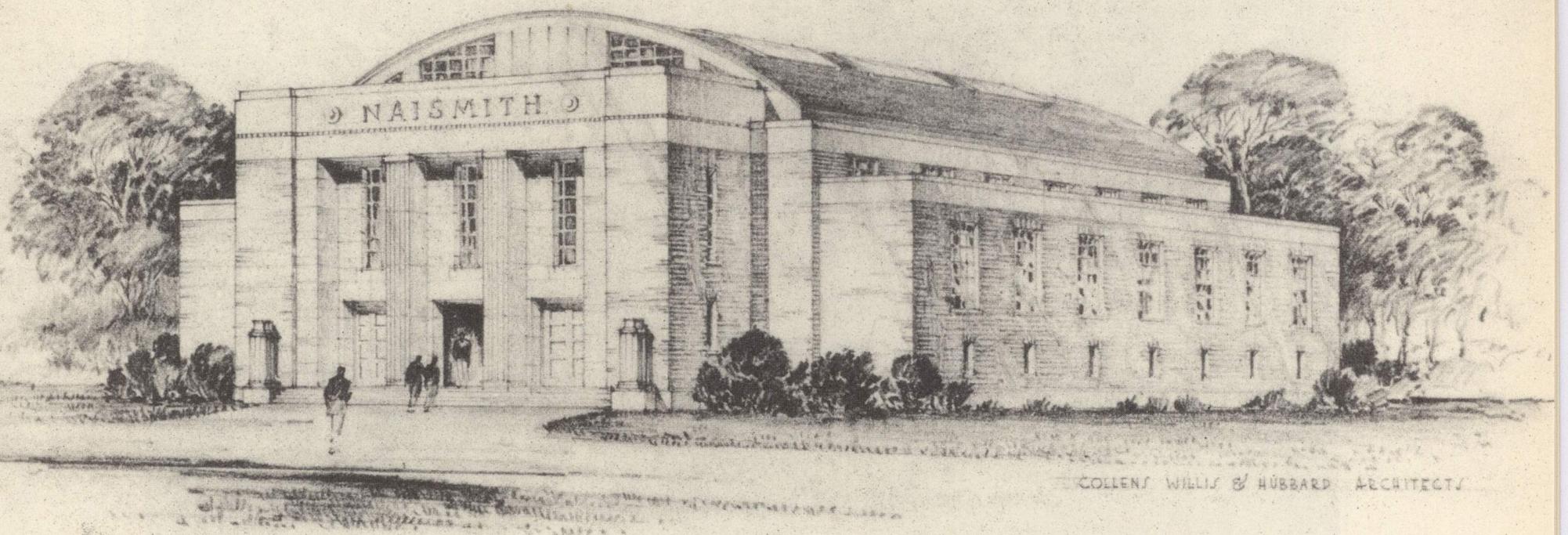
The first game was a most successful experiment. The players immediately appreciated the unlimited possibilities the new sport offered. Skill, speed, cleverness, strategy and sportsmanship were intrinsic parts of the pastime. Its popularity was assured from the very beginning, but not even imaginative Dr. Naismith ever dreamed it would flourish as it did, and as it does today.

Today, basketball is played by thousands of high schools and colleges, not to mention amateurs and professional teams. In more than 1700 colleges it is a major athletic activity, and the same importance is given to it in more than 18,000 high schools and preparatory schools. To countless church teams, clubs, and social organizations it offers a constant form of sport and pleasure.

Basketball, perhaps more than any other sport, appeals to youth of all ages and all classes. Easily played yet difficult to master it provides contestants with a constant challenge and gives spectators much amusement. No pastime has spread to all parts of the world as swiftly as basketball, and today there is scarcely a city or town anywhere that has not a court and a team. From the United States to distant China, and from Canada to South America, Dr. Naismith's game has its multitudes of adherents and followers.

Statements vary as to the attendance at basketball games in a single year, but it is generally agreed that more than 90,000,000 people watched the games in the last twelve months. But today instead of peach baskets, steel rims and glass or wood backboards are used, and instead of a small red brick structure, huge palestras and modern field houses are the setting for the game.

Take basketball out of the sport picture today and you would have an empty spot that nothing could fill. It is part and parcel of American life. It exudes the wholesome, healthy, free and fair competitive spirit which is one of the features of the American way of life.



## Basketball's Hall of Fame

The Temple of Basketball will bear the same relationship to the court game as baseball's Hall of Fame at Cooperstown, New York, bears to the diamond pastime. And it will have the same commemorative significance in regard to the founder of the game as the Walter Camp Memorial at New Haven has for the father of American football.

The Temple of Basketball will not only be a permanent monument to Dr. Naismith, but in its Hall of Fame will be perpetuated the names and accomplishments of the game's foremost players, past, present, and future. Deposited and safeguarded in the Temple of Basketball will be documents, curios, souvenirs, and records of the sport. And enshrined each year in a suitable manner will be the names of the recognized annual All-America basketball teams.

The Committee feels that it is fitting that a sport which has captured the imagination of millions of people, young and old, of both sexes, should pay united tribute to the man who was its founder. The Temple of Basketball will be more than merely a memorial to Dr. Naismith. It will be a permanent monument to the youth of the world, to American idealism, to the joy of sportsmanship, fair play, and a wholesome game.

Nothing will do as much for basketball, down through the years, as the HALL OF FAME. Not only will it tie up the loose ends of the sport, but it will lend form and substance to the All-America

teams, which at present are merely mythical. Once the names and records of All-America players are listed in the Hall of Fame, they become permanent and significant.

A National Jury of qualified leaders in the sport will be appointed to pass judgment on all candidates for the Hall of Fame, and only those worthy of the honor will be nominated for the distinction. Players, past and present, will be given careful consideration.

The Hall of Fame committee will set up a list of qualifications which a player must have before he merits primary consideration. No area in the country will be overlooked in determining the names of the men who will be honored annually.

The enviable distinction of winning permanent recognition in basketball by being nominated to the Hall of Fame will prove a strong incentive to players throughout the country, and will be a boon to the sport. Mythical teams will take a more concrete form when enshrined in the Temple of Basketball, and what is now a passing interest, namely, the All-America team, will become an important reality each year.

The Hall of Fame, a long-hoped-for dream of basketball authorities, will finally be realized. And in it the game will have a permanent home where the immortals of the game will be forever honored.

## PUBLICITY TIE-INS

A nation-wide publicity campaign has been set up to project the Golden Jubilee of Basketball through newspapers, magazines, radio, newsreels, motion picture short subjects, tie-ups with national advertisers, and a word of mouth presentation of what this year represents in the annals of basketball.

Articles will appear in the leading magazines such as COLLIER'S, SATURDAY EVENING POST, LIFE, LIBERTY, and LOOK. Motion picture short subjects are in production showing the evolution of basketball during the last half century. Newsreel companies have made arrangements to cover the key Golden Ball Games during the coming season. Arrangements have been concluded with numerous coast to coast radio shows on which will be featured stars of the game or stories about its growth. Sports editors everywhere have pledged their support to the drive and will feature its progress during the entire basketball season.

## Planning Golden Jubilee Memorial to Basketball Founder



At a luncheon at the Waldorf-Astoria yesterday arrangements got under way for the court game's fiftieth anniversary. Here a portrait of the game's founder, Dr. James Naismith, is examined by members of the original basketball team and the Mayor of Springfield, Mass., chairman of the Naismith Memorial Committee. Left to right: Lyman W. Archibald, Mayor Roger Putnam of Springfield, Thomas Duncan Patton, William R. Chase and Ray P. Kaighn

Herald Tribune—Acme

## Golden Jubilee of Basketball Launched as Naismith Tribute

### 3 Pioneer Players Attend Lunch Planning Memorial and Sport's Hall of Fame

By Everett B. Morris

With three of the five living members of the game's first organized team participating in the ceremonies, the golden jubilee of basketball was given a send-off yesterday at a Waldorf-Astoria luncheon sponsored by the Naismith Memorial Committee.

Springfield College dignitaries and alumni, A. A. U. officials, metropolitan coaches and basketball writers paid tribute to the sport's first heroes and heard formal announcements of plans to erect on the Springfield campus a temple of basketball as a monument to Dr. James Naismith, who originated the game there in 1891.

The speakers were Roger L. Putnam, Mayor of Springfield and chairman of the memorial committee; Dr. Ernest M. Best, president of Springfield College, and Irving T. Marsh, head of the Metropolitan Basketball Writers Association.

#### Pioneers on Dais

With them on the dais were T. Duncan Patton, of Toronto; William R. Chase, of New Bedford, Mass., and Lyman W. Archibald, of Warren, Pa., members of Dr. Naismith's original team; Ray Kaighn, a New Yorker who had the distinction of being the game's first casualty—he cracked up a knee in the first scrimmage—and Dr. Lawrence Locke Doggett, president at Springfield from 1896 to 1936 and a leader in the early propagation of basketball.

Nation-wide observance of the game's fiftieth birthday by the playing of "Golden Ball" contests by college, high school, club and institutional teams will be tied in with the efforts to raise funds for the construction of a basketball Hall of Fame.

The first of these special events will take the form of a tournament in Madison Square Garden Nov. 19 and 24, involving four outstanding A. A. U. teams—the national cham-

pion Twentieth Century Fox quintet, of Hollywood; the 1940 titleholders, Phillips Oilers, of Bartlesville, Okla.; Ohrbach A. A., rulers of the metropolitan district, and the Roanoke (Va.) Legionnaires, champions of the Southern area.

#### All-Star Game Set for Chicago

Out in the Mid-West the drive for funds for the memorial will receive its impetus from the second annual "Chicago American" all-star game in the Chicago Stadium, Nov. 29. Even at this early date, it was announced, 150 colleges and 115 high schools have scheduled "Golden Ball" games. Hundreds of others have signified their intention of so doing.

An architect's drawing of the proposed structure and a portrait of Dr. Naismith occupied adjoining easels in the luncheon salon. It is the committee's hope to erect a building which not only will contain a model playing court and spectator facilities, but a Hall of Fame and museum in which may be enshrined records, souvenirs, documents and curios of the sport.

"Dr. Naismith gave us a completely democratic game," Mayor Putnam said in his talk, "one which knows neither sectarian nor national boundaries. It is played everywhere by men and women of all races and creeds. We want this building to be a universal memorial to a man who was loved universally for his contribution to competitive athletics and their democratic traditions and ideals."

Dr. Best sketched the origin of the game, Springfield's role in its development and turned over to Mayor Putnam a deed for the ground on which the memorial is to be erected. Then he introduced the game's first players and Dr. Doggett.

Basketball in this area was represented by Clair F. Bee, coach of Long Island University; Nat Holman, C. C. N. Y. coach; Jacques Coffey, graduate manager at Fordham; Captain Edward Messinger, basketball officer at West Point; Harry Henschel, head of the metropolitan A. A. U. basketball committee, and Jerry Ohrbach, president of the Ohrbach A. A.

This is a reproduction of the article in the New York Herald-Tribune of October 15, 1941 concerning the inaugural luncheon at the Waldorf-Astoria Hotel. The luncheon was the opening gun for the Golden Jubilee of Basketball campaign.

## GOLDEN BALL GAMES ARE IMPORTANT

Nothing is so important to the ultimate success of the Golden Jubilee campaign as the Golden Ball Games.

Your Golden Ball Game is part of a network of contests of a similar nature that reaches from New England to the Pacific Coast.

It is important that you make your Golden Ball Game one of the highlights of your season, in fact, the highlight. It is in every sense more than merely a basketball game, for on the day it is played, the members of both teams as well as the spectators will be paying tribute to the worthy gentleman who founded the sport, and will be contributing to the fund which will raise a permanent Memorial in his honor.

It will be helpful if you will study the suggestions in this booklet entitled "Ideas for Conducting Your Golden Ball Game." For any help in furthering the interests of your Golden Ball Game, feel free to get in touch with the Naismith Memorial Committee, Springfield, Mass.

It is the aim of the Golden Ball Committee to have every basketball team in the country play a Golden Ball Game, rather than merely the outstanding teams in the various sections. If your basketball team has not been getting the proper recognition from the local press, the national publicity which you will receive through playing a Golden Ball Game will add greatly to your prestige and give a new impetus to your drawing power.

LEARN FOR CONDUCTING YOUR GOLDEN BALL GAME

DIRECTION OF YOUR GOLDEN BALL GAME

In case the coach or manager of your basketball team is too busy to handle the details of the Golden Ball Game, we suggest that the director of athletics appoint someone exclusively for this job.

It will be this person's duty to handle all details of the game, order pins and programs, sell local advertising for the program, and contact the sports writers and radio stations to obtain local publicity.

## IDEAS FOR CONDUCTING YOUR GOLDEN BALL GAME

1. File an application with the Naismith Memorial Committee, Springfield, Mass., for conducting an Official Golden Ball Game.
2. Notify your local sports editors, who will be prepared to give you local publicity.
3. Use as many flags as possible to decorate the gymnasium on the night of the game, and just as the game is about to start have the entire audience sing The Star Spangled Banner.
4. Arrange to start the game by having the most prominent person in the community -- Mayor, College President, Superintendent of Schools -- or a Former Basketball Great -- toss up a used ball painted with gold paint.
5. Arrange to have some form of pageantry at halftime, before the game, or after the game. This might take the form of a parade of Old Time Basketball Greats; a foul shooting contest between old timers; reproduction of the first basketball game played in 1891; a pageant on the evolution of important changes in basketball; or some local angle that will appeal to the particular audience in your community.
6. Order from the Naismith Committee copies of the Naismith Memorial Souvenir Program, which may be sold at a profit, and which contains space for you to put in your game line-up, squad lists, officials, and local advertising. Official posters will be given you for advertising your Golden Ball Game.
7. At the close of the game announce to sports reporters for publicity purposes the amount raised by the game that will be sent to the Naismith Memorial Committee.
8. Send in your check or money order for the receipts to "Treasurer, Naismith Memorial Committee, Springfield, Mass."
9. Under separate cover send:
  1. Neatly cut newspaper clippings of the game, giving full description and box score.
  2. An 8" x 11" (or smaller) picture of your team with full names of players listed on the back of the picture. (These will be type-written and placed under each picture when put in the Basketball Hall of Fame.)
10. Upon receipt of Nos. 8 and 9 listed above, your Scroll will be forwarded to you.
11. Do not overlook the possibilities of the support of your Junior Chamber of Commerce, Rotary, Kiwanis, Lions, and other service clubs, as well as the merchants of your communities.

Note: Give particular attention to the lucky number award and the Naismith Memorial Souvenir Program as described on the following pages.

## SIGNIFICANCE OF GOLDEN BALL GAME TO PLAYERS

Every player on a team taking part in a Golden Ball Game will have his name registered in the archives of the Temple of Basketball at Springfield, Mass. Present and future generations will have access to the Hall of Fame and will be able to find there the name and record of every man taking part in the Golden Ball Game competitions. This in itself is a very definite and tangible reward to the boys who are making the Golden Jubilee Campaign a success by playing in the Golden Ball Games.

## LUCKY NUMBER GOLDEN BALL AWARD

Arrange with your local printer who is printing the center spread inserts for the Naismith Memorial Souvenir Program to number each center spread.

Advertise by placards and in the local press that the holder of the lucky number will be awarded the golden ball which is used to start the game. This will make an attractive souvenir for people interested in the game and will add to the value of the Naismith Memorial Souvenir program.

The lucky number should be drawn by some prominent person in the community between the halves of the game and the announcement made then and there.

The local press would in all probability use pictures of the winner holding the golden ball.

Additional value can be given to the gold ball used in the Golden Ball Game by having it autographed by both teams, and by the coach and famous local players.

The Golden Ball need not be used throughout the game, but merely at the toss-up. This, however, is just a suggestion.

SUGGESTIONS FOR CONDUCTING A REPRODUCTION

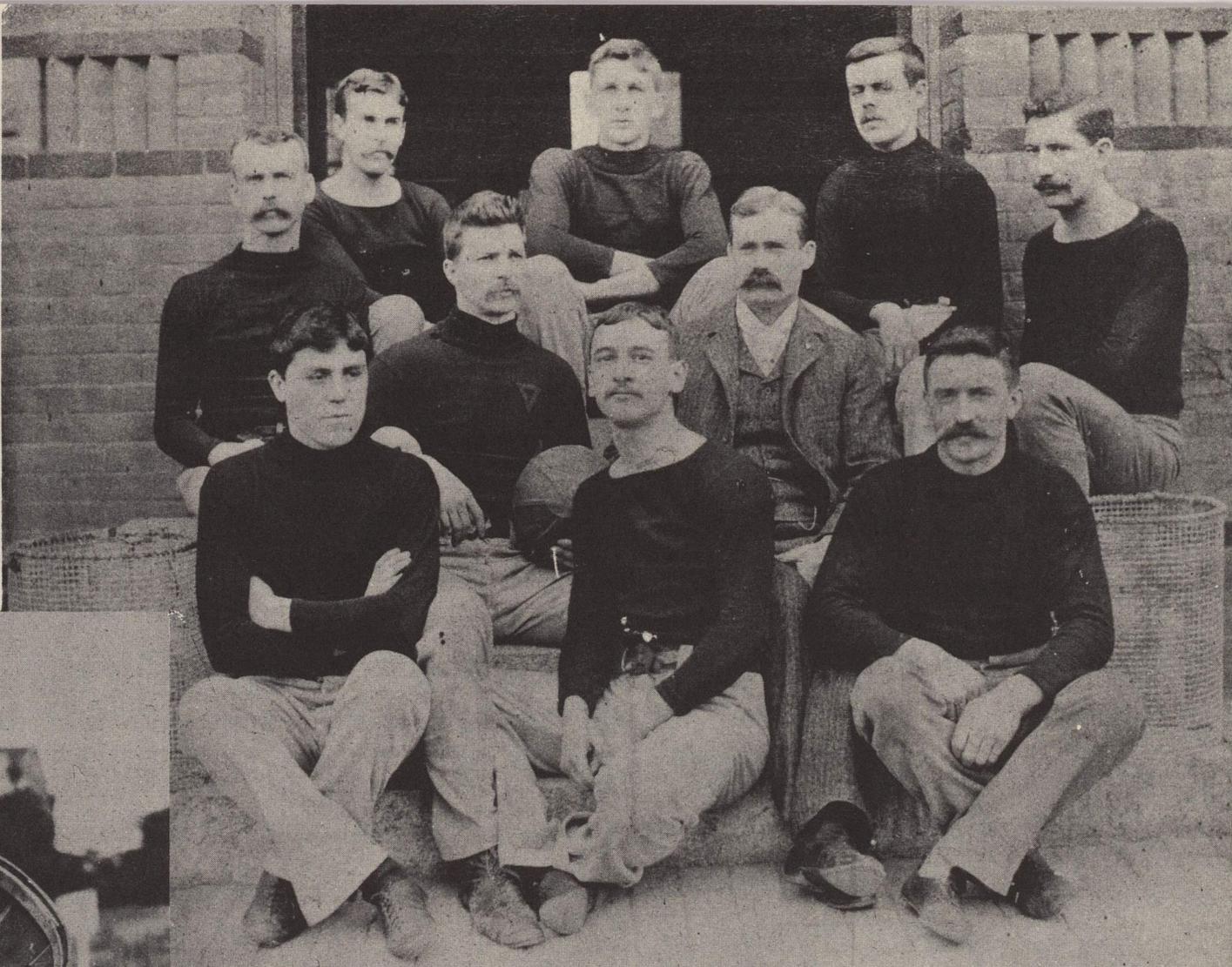
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"THE FIRST BASKETBALL GAME"

In order to make the Golden Ball Game an evening that will long be remembered it would be well to stage a replica of the first basketball game at halftime. Here are the directions for staging such a game.

1. Teams: -- Nine players to a side.
2. Uniforms: -- Long gymnasium trousers, with or without stripes. Long-sleeved jerseys (turtle-necked) -- different color for each team. Handle-bar moustaches for about one-half of the players. (These may be painted on with make-up.)
3. Peach Baskets set in your regular baskets -- Ladder to get ball out of basket. If possible, use a soccer ball for this game.
4. Details of Play: --
  - (a) Three forwards, three centers, three backs
  - (b) To start game line up centers near middle of court. Referee stands near sideline and tosses up the ball to the centers (Long toss).
  - (c) Original game differed from present game as follows:
    1. Playors "bunched" wherever ball was.
    2. Two-handed dribble was allowed.
    3. Unlimited "air dribbles" were allowed and made.
    4. After the 2nd personal foul the player was disqualified until the next basket was made.
    5. If one team made 3 consecutive fouls, it counted as a goal for the opponents.
    6. Out-of-bounds ball belonged to person first touching it. This can be the entertaining feature of the game. In case of dispute the referee throws it from the spot into the court.
    7. The game is won by "goals," not points. No foul shots are tried.
5. The entertainment value of this game can be enhanced by having no more than one or two good basketball players on a team. In the first game "all the players were green" although one or two had natural ability that made them catch on quicker than the others.
6. Two halves of 5 minutes each with 2 minutes between is suggested.
7. Further details can be worked out by reading BASKETBALL -- ITS ORIGIN AND DEVELOPMENT, by Dr. James Naismith, published by Association Press, 347 Madison Avenue, New York City.

Right: Basketball's First Team (1891), consisting of nine players and their coach, James Naismith.



Above: Dr. Naismith holding a peach basket such as was used for a goal in the first game. The ball (a soccer ball) is similar to the one used in 1891.

Below: Basketball replica of 1891.



Above: In the early days it was necessary to use a ladder to retrieve the ball from the peach baskets. This photo depicts a reenactment of the first basketball game.

## SUGGESTIONS FOR COOPERATION ON PART OF LOCAL NEWSPAPERS

To help make your Golden Ball Game a success, contact your local sports writers and acquaint them with the purpose and aims of the Golden Jubilee of Basketball campaign.

Suggest to them that it might be feasible for their newspapers to offer an inexpensive trophy in the form of a cup or plaque, to the outstanding player of your Golden Ball Game.

Inform the sports editor that you will obtain for him through the Naismith Memorial Committee interesting articles on basketball, past and present.

Suggest to him that about the time of the Golden Ball Game, stories on some of the local citizens who played in their day, would be very appropriate, and these articles might be enhanced by interviews with these former old-time basketball stars.

Inform the sports editor as to the name of the person who will have the distinction of throwing out the first ball (Golden Ball). Doubtless he will merit a story.

Impress on the sports editor the significance of the Golden Jubilee campaign, so that he will be more willing to use the press releases we send him from time to time.

Explain to the local sports editor that you can obtain mats and pictures for him of Dr. James Naismith; a picture of the Naismith Memorial; and a picture of the first team, -namely, that of 1891.

Inform the local sports editor of the lucky number golden ball award so that he will give it proper space and will probably use a picture of the winner of the golden ball. It might be a good idea to have the local sports editor draw the number for the lucky number award.

If your team does not have a press or a public relations representative, consult with your athletic director at once to have someone appointed to this office in order that you will be assured of the right cooperation from the local press. It will then be his duty to see to it that the local press is informed of all details of the Golden Ball Game and is given full cooperation.

It is most important that the local sports editor publish a box listing the amount of money secured for the Naismith Memorial Fund through the Golden Ball Game receipts and the sale of programs and buttons. Newspapers all over the country have agreed to do this, so have your press representative get the local sports editor to agree to do the same.

### SUGGESTIONS FOR RADIO TIE-INS

Endeavor to secure the cooperation of your local radio station by having them broadcast a special program the week of your Golden Ball Game.

The sports announcer could interview the coach, who in his talk might stress the development of the game from the days with Dr. Naismith originated it to the present time.

Great players in your locality and old-time stars could also be interviewed.

If possible, arrange to have your Golden Ball Game broadcast.

Many of the key Golden Ball Games are going to be broadcast over national networks.

THE RADIO TIE-IN IS VERY IMPORTANT

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Dr. James A. Naismith

**THE GOLDEN JUBILEE**  
of  
**BASKETBALL**  
SOUVENIR MAGAZINE

### NAISMITH MEMORIAL SOUVENIR PROGRAM

One of the greatest aids to the success of the games, and to your own Golden Ball Game, is the Naismith Memorial Souvenir Program.

The program will really make the Golden Ball Game a distinct event. It is designed particularly for Golden Ball Games and is a permanent souvenir not only of your particular game but also of the Golden Jubilee Campaign itself. The program will be an attractive 36-page publication which will be sold at all Golden Ball Games everywhere. One of the features of this program is that it can be sold any time during the course of the entire season, but its special significance lies in tying it up with your Golden Ball Game. A good many teams are going to use the Naismith Memorial Souvenir Program as a season program and will sell it at every home game.

The front cover of the program will be a picture of Dr. Naismith in 4-color process. The program will provide the reader with a comprehensive picture of the growth and development of the pastime and will be liberally enhanced with additional features and articles on the game. Articles by nationally known writers, famous coaches and prominent basketball figures will add immeasurably to the program and make it easily saleable.

The programs will be sold to you outright and not on a consignment basis. The price is 12¢ which goes to the Naismith Memorial Committee. The program is to be sold for 15¢, 3¢ of which goes to you.

The program will be complete except for the squad lists which can be printed on a separate four-page form and inserted into the center of the Naismith Memorial Souvenir Program. On this four-page form you can also include a story on your particular Golden Ball Game, and the two pages backing up the center spread can be devoted to local advertising.

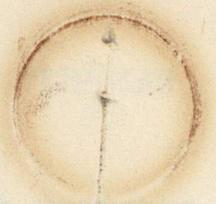
The size of the Naismith Memorial Souvenir Program is 7-3/4" x 10-1/2".

All revenue from local advertising is to be retained by the organization staging that particular Golden Ball Game. The receipts from the national advertising and sales revenue will go to the Naismith Memorial Fund. The program will be sent to your institution at a cost of 12¢ each, or \$12.00 per 100. Shipping charges will be prepaid. Payment for the programs need not be made until thirty days after delivery.

You will be able to order as many programs as you wish during the season. Should you use the programs in games other than Golden Ball Games all that will be necessary to make the programs timely is to have a center spread inserted for each game, containing the lineups and rosters of each team.

Don't forget to have the center spreads numbered by your printer so that the lucky number award of the ball used in your Golden Ball Game can be made.

Please do not ask for programs on the consignment basis as it is impossible to oblige you. Orders must be definite and signed by an athletic department head, coach or business manager.



### GOLDEN JUBILEE BUTTON

The button is an attractive replica of the Golden Jubilee of Basketball seal printed on the back cover of the Naismith Memorial booklet. These pins are to be sold at all Golden Ball Games, but it is the hope of the Naismith Committee that you will sell them at your other games as well.

The Golden Jubilee Buttons are sold outright for 8¢ each, with the understanding that they are to sell for 10¢ to the public, you retaining the other 2¢. In no instance will it be possible to ship buttons on consignment, but you need not pay for them until the expiration of 30 days, and shipping charges will be prepaid.

It is hoped that the buttons will be offered for sale on the school grounds and possibly to members of civic organizations -- Chamber of Commerce, Rotary Club, Kiwanis, Junior Chamber of Commerce, etc.

These buttons are valuable reminders of the Golden Jubilee campaign and are an important feature in its motivation. Students and others who purchase Golden Jubilee buttons should be asked to wear them at all times.

## GOLDEN BALL GAME POSTERS

In order to help assure the success of your Golden Ball Game, the Naismith Memorial Committee will send you, upon request and at no charge (when your game is registered), an allotment of attractive posters.

The posters will be printed on coated paper stock, size 14" x 22", with brilliant poster inks. They will call attention to the Golden Jubilee in general, and there will be plenty of space for your local printer to imprint copy regarding your specific Golden Ball Game -- the opponent, date, ticket information, etc. Shipping costs will be prepaid.

The Golden Jubilee poster is being designed by a nationally known artist, and will be in four-colors.

Posters are valuable and only effective when used wisely. See to it that they are placed where they will do the most good -- in windows of friendly merchants whose stores are well patronized -- on the bulletin board, etc. Displays of all types can be built around Golden Ball Game posters. They help sell the game to the public, and fix the date permanently in the mind of the potential spectator.

NOTE TO SPORTS EDITORS AND  
COMMENTATORS

The Naismith Memorial Committee is indebted to sports editors in all parts of the country who have so kindly offered their support to the Golden Jubilee Campaign. Sports editors and sports commentators can do a lot for the game by impressing on the various clubs and institutions in their community the fact that the committee is eager to have all basketball teams participate in the tournament by playing Golden Ball Games. Y.M.C.A. teams, boys' clubs, and independent teams are equally eligible to take part in the tournament by playing Golden Ball Games, and they too will be rewarded by having their pictures and a record of the game permanently preserved in the archives of the Hall of Fame.

Material -- Where and How to Get It

On the lower half of this page is a return form, which is intended to be checked by you indicating what material you want for your local observance of the Golden Jubilee of Basketball campaign. Also, list the names of local sports editors to whom you want the Naismith Memorial Committee to send publicity on the Golden Jubilee.

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Cut across at this line

Naismith Memorial Committee  
Springfield, Mass.

Send Basketball Golden Jubilee Material as checked:

- Photograph or mat of Dr. Naismith
- Mat of Golden Jubilee emblem
- Photograph or mat of Naismith Memorial (Museum and Hall of Fame)
- Photograph or mat of First Basketball Team (1891)

Names of local sports editors and their papers:

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Local radio station \_\_\_\_\_

- Enter us to play a Golden Ball Game

Your Name \_\_\_\_\_

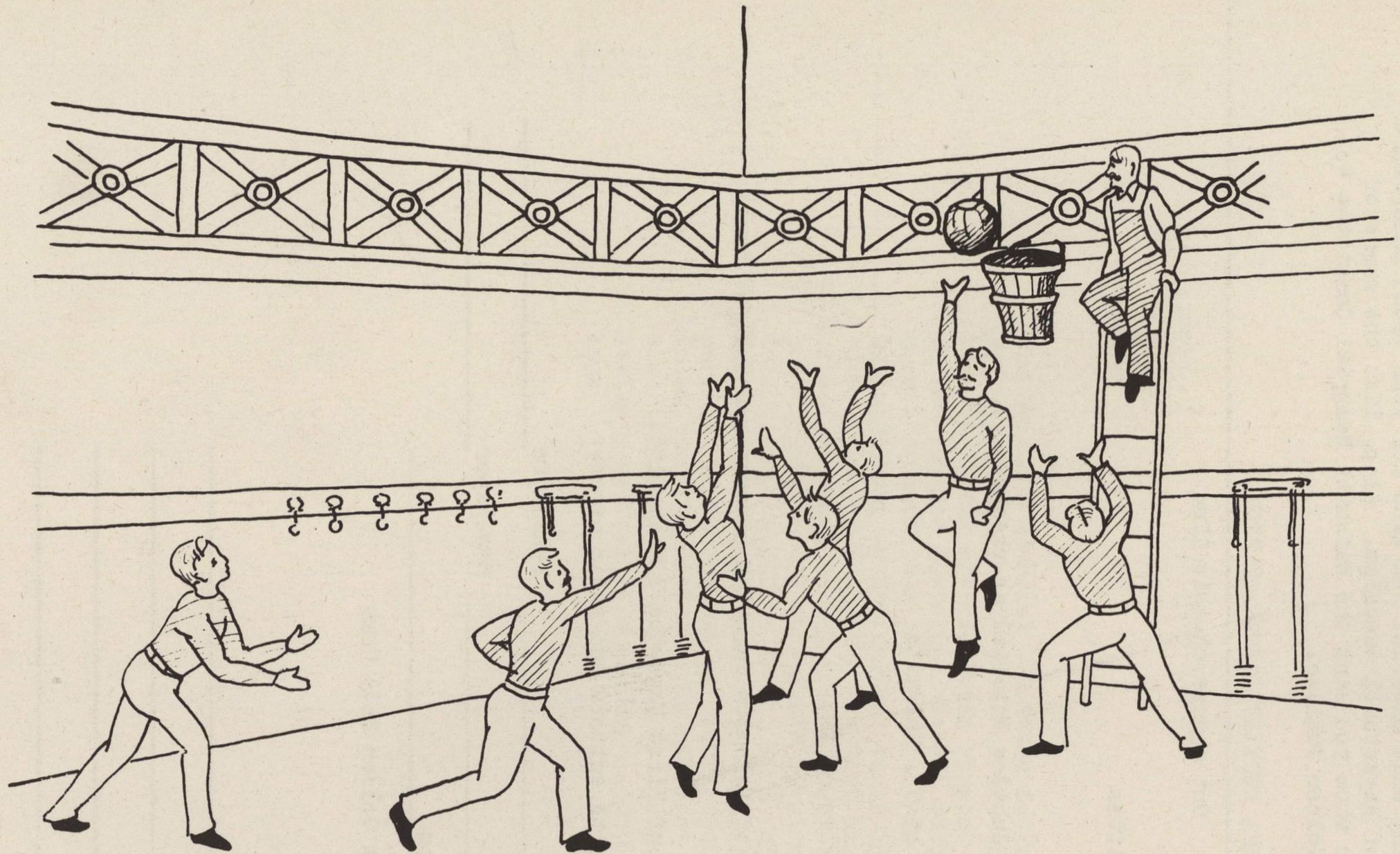
Address \_\_\_\_\_

Institution \_\_\_\_\_

City and State \_\_\_\_\_

If your team has not registered its game by official card, send in this form properly checked giving date and name of team you will play.

Date of Golden Ball Game \_\_\_\_\_ Opponent \_\_\_\_\_



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# THE FIRST GAME



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