

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.