

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.