

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.