



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.