



# BASKETBALL GOLDEN JUBILEE

NAISMITH MEMORIAL COMMITTEE  
Springfield, Mass.

MAYOR ROGER L. PUTNAM  
*Chairman*

December 31, 1941

ATTENTION: COMMITTEE MEMBER

Enclosed is a copy of the Naismith Memorial Souvenir Program which will be sold at Golden Ball Games throughout the country this season.

We are sending a copy to you as well as to every other committee member, not only in appreciation of your kind help in the Golden Jubilee of Basketball Campaign but also because we believe this to be the finest publication ever turned out on the subject of basketball, and we feel you may want to purchase copies for your friends. With this in mind, we are enclosing an order blank for your convenience.

While the Naismith Memorial Souvenir Program is, as you see, dedicated to honoring Dr. James Naismith, founder of the game, its effect is greater than originally intended. It not only tells the story of Dr. Naismith in whose honor the Golden Jubilee Campaign is being conducted, but also it is a compilation of the most interesting material ever gathered on the subject of the cage game.

A large number of institutions are planning to use the Naismith Memorial Souvenir Program as a season program, and sell it at every home game. It is comparatively simple to make this a regular game program. All that is necessary is to insert a four-page form with local advertising and the lineups and squad lists of each team. The institution retains all revenue from local advertising printed on the four-page inserts.

Golden Ball Games are coming in steadily and more than 1100 have already been registered. These games, as you know, are the backbone of the campaign and we want to impress upon you the importance of lending your cooperation wherever you can, to see to it that other institutions add their names to the list of teams staging Golden Ball Games.

Every Golden Ball Game Helps!

NAISMITH MEMORIAL COMMITTEE

P.S. A Happy and Victorious 1942!