

Literature and instructions on the Golden Ball game will be sent to you upon request. Briefly, the plan is to have each team play one of its best home games as a Golden Ball game, the net proceeds to go to the Naismith Memorial Fund. The Naismith Executive Committee will give your game national publicity, and as an added attraction in keeping with the celebration it will supply to the institution conducting the game, free of charge, literature and directions for the staging of a replica of the "First Basketball Game" or Basketball Pageant.

Every team staging a Golden Ball game will be rewarded by having its picture in the Hall of Fame, and the account of the game preserved in perpetuity in the archives of the museum at Springfield, Mass. This in itself is something every idealistic player will appreciate, but in addition his team will receive its share of national publicity in the Golden Ball campaign, and each team and coach will be awarded a scroll commemorating their participation in a Golden Ball contest.

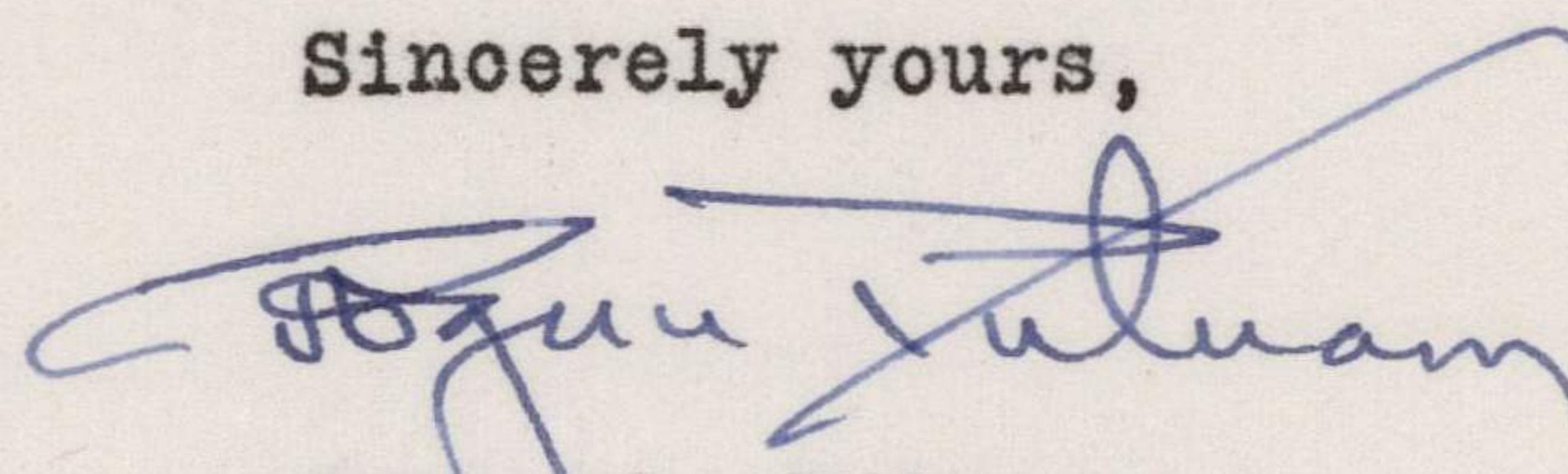
Basketball is the biggest sport in the country today, but it will be bigger than ever after this year of Golden Jubilee games and celebrations. The Golden Jubilee undertaking will crystalize the idealism and accomplishments of the game by means of the permanent monument to Dr. Naismith in the form of the Basketball Hall of Fame.

We need your help to fulfill the purpose of the Golden Jubilee.

May we suggest that you hold a conference with your basketball coach concerning the date and arrangements for your playing a Golden Ball game this coming season, and send in the enclosed post card so that we may list your institution in our national publicity campaign and officially register you for a "Golden Ball Game."

Trusting you will join with us in making this campaign a success, I am

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Roger L. Putnam", with a large, sweeping flourish extending from the end of the name.

Roger L. Putnam