

# ATTENTION: BASKETBALL COACH

## BASKETBALL GOLDEN JUBILEE

NAISMITH MEMORIAL COMMITTEE  
Springfield, Mass.

MAYOR ROGER L. PUTNAM  
*Chairman*

Dear Coach:

A short time ago we addressed a letter to your athletic director, informing him of the Golden Jubilee of Basketball campaign which is now well under way. There is a possibility that you may not have seen the communication, so I am writing you now to give you the picture and to ask your wholehearted cooperation.

In this the fiftieth year of basketball's existence, the leading figures of the sports world have arranged to commemorate the name of Dr. James Naismith -- the father of basketball -- by erecting in his honor at Springfield, Mass., the site of the first game, a suitable memorial in the form of a Temple of Basketball, containing a Museum and Hall of Fame.

In order to accomplish this purpose, high school and college teams everywhere have been asked to designate one of their best regularly scheduled home games as a Golden Ball Game, the receipts of which are to go to the Naismith Memorial Fund.

Already, in answer to our original inquiry, hundreds of institutions all over the country have agreed gladly to cooperate. In return for their agreement to play a Golden Ball Game we have assured them not only of our gratitude, but also the invaluable publicity which will be afforded them nationally through channels already prepared by us.

Not only will the teams and players receive the benefits of this national publicity campaign, but they will also have the distinction of having their names and that of their team, together with a photograph and record of the Golden Ball Game, preserved in perpetuity in the archives of the Hall of Fame. Future and present generations will have access to the Naismith Memorial and to its records at all times.

If your home schedule is not yet arranged, don't let it hold up your commitment for playing a Golden Ball Game. The date of the game is not so important as the fact that you will play one. Any game on your home schedule is satisfactory to us, but the better the game the more successful it will be from every standpoint. Enclosed is a card which you should fill out at once in order to enter your team.

Basketball has done a lot for the youth of the country, but never have its millions of adherents paid fitting homage to its founder, Dr. Naismith. This Memorial will not only immortalize him as a great sports figure and benefactor, but will help basketball immeasurably by crystallizing the ideals and traditions of the sport in a permanent edifice and preserving the records of all great players past and present.

Sincerely yours,

