



BASKETBALL GOLDEN JUBILEE

NAISMITH MEMORIAL COMMITTEE
Springfield, Mass.

MAYOR ROGER L. PUTNAM
Chairman

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October 20, 1941

To members of the National Advisory and Coaches' Committee:

Enclosed is a copy of the clipping from the New York Herald-Tribune covering the inaugural luncheon of the Golden Jubilee of Basketball which was held at the Waldorf-Astoria Hotel on October 14. Not only the Herald-Tribune but other New York newspapers and the national press as well gave the affair splendid coverage, and I think this can be taken as an indication of what we can expect in the future in the way of publicity on this campaign.

Daily the Golden Ball Game list is growing with 42 different states already represented, as well as the District of Columbia and Alaska.

Next week our press book will be complete and this will go out to all the teams that are playing Golden Ball Games. The press book will be a comprehensive publication that will contain important information on how to conduct a Golden Ball Game, how to stage a reproduction of the first basketball game played in 1891, how to secure the fullest cooperation from the local newspapers, radio stations, etc.

Once again, I want to express my gratitude to you for your fine cooperation. With the support of the men on the committee and the coaches of the country, I don't see how we can help but make this campaign a most successful one,

Sincerely yours,

T. J. Deegan
Thomas J. Deegan