



ADVISORY BOARD

WARD LAMBERT, Purdue University DR. FORREST C. ALLEN, Kansas University
 JAMES NEEDLES, Loyola University JUSTIN M. BARRY, U. of Southern California

Dear Coach:

Basketball is now getting in full swing in the majority of American high schools. We have a program outlined by the National Interscholastic All-American Basketball Honor Roll Society that will be of great aid to you in your coaching as well as a big help to your boys.

The National Interscholastic All-American Basketball Honor Roll Society program is an integral part of the basketball system in a large number of high schools in the United States today. It provides the impetus that is very essential to every boy who is battling for a position on your high school squad.

Every lad in your school, who is a prospective basketball candidate, is eligible to receive the All-American certificate if he meets the standards of Scholarship, Training, Loyalty, Attitude, Sportsmanship and Ability. This program not only stimulates the desire to play basketball, but also to succeed scholastically as well and to produce the characteristics that are essential to success.

The certificate will be awarded to each boy upon your recommendation, after carefully grading each boy in the above phases. Each boy must have a complete grading sheet filled out by his coach, and must have attained a general average of 90%. What boy in your school would not cherish one of these certificates signed by four of the outstanding basketball authorities in the country?—Dr. Forrest C. "Phog" Allen, University of Kansas and author of "My Basketball Bible"; Jimmy Needles, Coach at Loyola University and United States Olympic Basketball Coach in 1936 at Berlin; Ward Lambert of Purdue University and Sam Barry, University of Southern California.

Look over the enclosed sample grading sheet, and send for additional sheets. Place the enclosed CIRCULAR ON YOUR BULLETIN BOARD IN THE LOCKER ROOM WHERE EVERY BOY CAN SEE IT. It will bring you great results. There will be a nominal charge of \$2.00 for every certificate issued. These certificates are generally paid for and presented to the players by their respective high school athletic associations.

If you are interested in the plan, fill out the enclosed Business Reply Card and we will send you additional grading sheets and complete information. The Society has the endorsement of Educators, School Men, Athletic Directors, Coaches and Parents all over the country. It will be a big help to the success of your boys, the success of the squad and your success as a coach. Please send the enclosed card for complete information at once.

Sincerely yours,
Everett N. Case
 National Secretary

"An All-American certificate signed by such outstanding leaders in the game as Piggie Lambert, Sam Barry, Jimmy Needles and Phog Allen has our boys battling religiously for the honor."—John L. Adams, Lincoln High School, Vincennes, Ind.

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"Every boy on our high school basketball squad is working hard, making better grades and improving in every way in order to obtain the All-American certificate. It is a great stimulus to the boy and coach."—Lewis Lerda, Coatesville, Pa., High School.

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"The program of the National Interscholastic All-American Basketball Honor Roll Society is of great aid to the player and coach. There is nothing like it and has the support of all Louisiana coaches and school men."—M. T. Cheves, Natchitoches, La.

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"I am highly honored to be selected on the Advisory Board of the National Interscholastic All-American Basketball Honor Roll Society. The program is filling a need in the basketball system of our American high schools."—Ward Lambert, Basketball Coach, Purdue University, Lafayette, Ind.

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"Boys who earn the All-American certificates should make for the best there is in future citizenship. This is a splendid program and apparently has the backing of every coach and educator in the country. It is within reason to expect that some who receive this honor will be future representatives on the American Olympic Basketball team."—Jimmy Needles, Loyola University, and Head Coach, U. S. Olympic team in 1936.