



# REACH CHANNEL SEAM, "LAST-BILT" BASKET BALL

Now, to the "LAST-BILT" construction that insures every basket ball being perfectly round, perfectly uniform, Reach has added . . . CHANNEL SEAMS. These indentations or channels insure permanently perfect flight, and in addition to making the ball easier to handle, they can never wear smooth because channel seams are a moulded part of the ball.

**A. J. REACH  
WRIGHT & DITSON  
BASKET BALL EQUIPMENT**