

May 17, 1938.

Mr. C. Korte,  
The Bask-O-Lite Company,  
New Albany, Indiana.

Dear Mr. Korte:

I beg to acknowledge receipt of your kind favor of the 14th instant, enclosing check for \$45.00, for which I thank you.

The Big Six Conference meets at Lincoln, Nebraska, on May 20 and 21. We make our basketball schedule at that time and I assure you I will do everything that I can to have the Big Six Conference adopt the basket, but I am afraid of a couple of the schools because as I told you they have put a light above the basket and have some students sit at the scoring table where they switch on the light every time the ball goes through the basket. It is a mechanically operated device from the scorers bench, and not from the basket. It looks like a silly contrivance to me, because the student may think the ball is going through the basket, switch on the red light, and the ball doesn't go in.

I am going to insist that the goal is standard, and if some teams do not want to use it I am going to insist on using ours. I am sure the Bask-O-Lite goals are gaining in favor, but there is much work to be done yet to line up a lot of these fellows, as they claim the price is too high.

Any way that I can cooperate with you in helping put over this fine adjunct to basketball enthusiasm I am sure it will be a pleasure to do so.

With every good wish, I am

Sincerely yours,

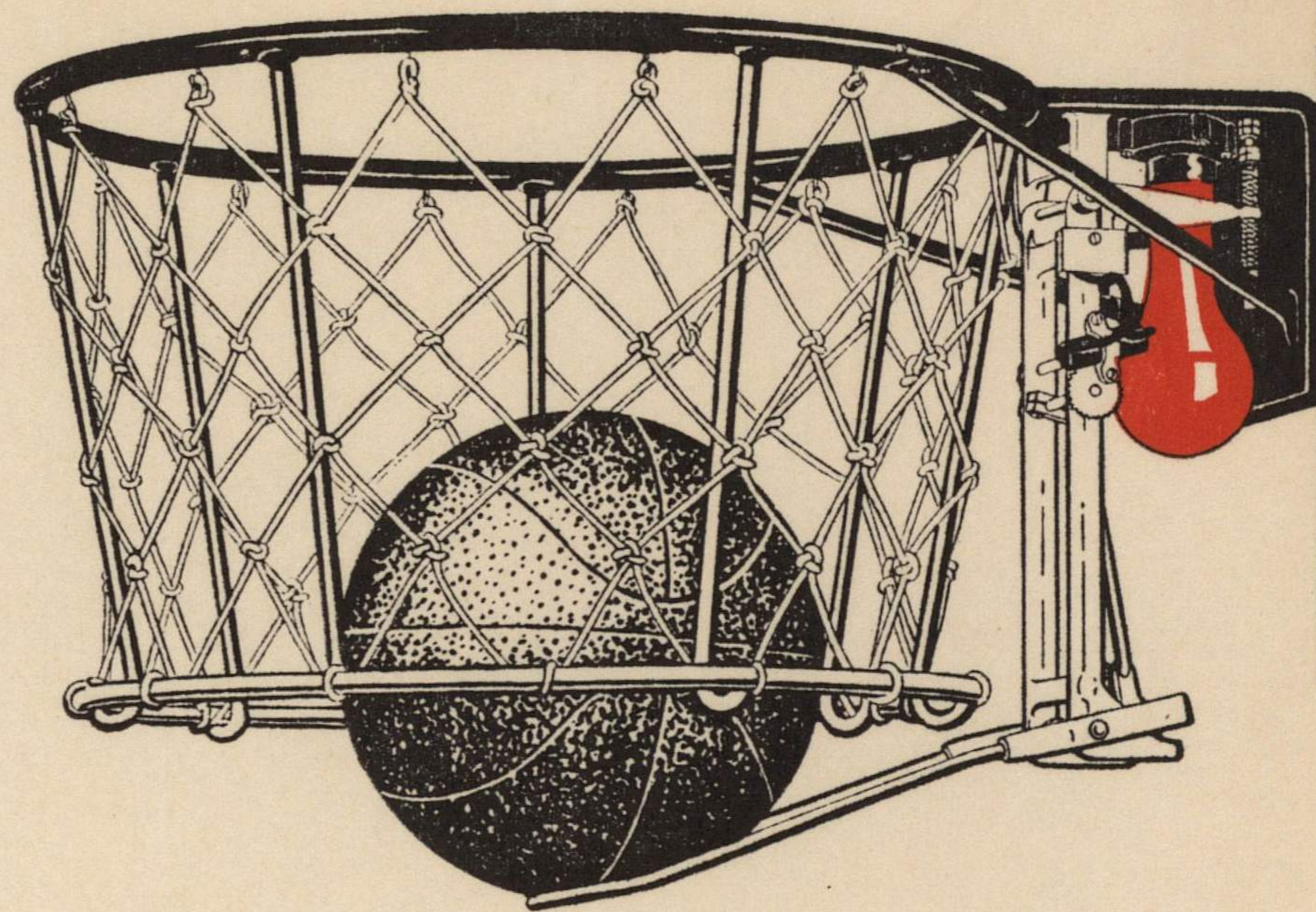
FCA:AH

Director of Physical Education,  
Varsity Basketball Coach.



# BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—  
On Goes the Light"



May 14, 1938

Dr. Forrest C. Allen,  
University of Kansas,  
Lawrence, Kansas,

Dear Dr. Allen:

Enclosed find our check as per our agreement. This past year we sold one hundred and eighty sets. We, of course, are planning on many more sales for the coming year.

We have received many favorable reports on our Bask-O-Lite this year and have selected recommendations from schools in different sections of the country and are enclosing copies of same.

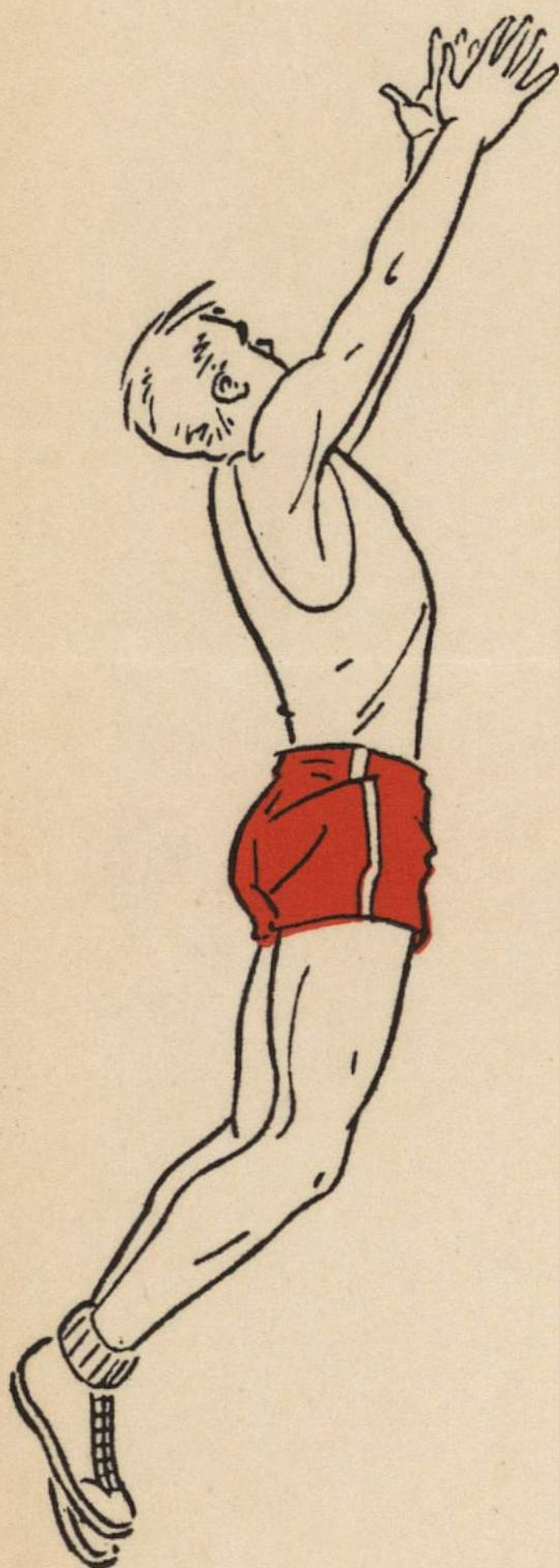
We are hoping that you will be able to sell the Big Six at their Conference Meeting on May 20th as we understand that some of the coaches did not use them the past season. We would also be pleased to know what was the discussion on Bask-O-Lite at the meeting held in Chicago in April. May we hear from you after you have your meeting on the 20th?

Yours very truly,

THE BASK-O-LITE CO.

A handwritten signature in black ink, appearing to read "J. B. Porter". The signature is written in a cursive, flowing style.

MCK-u

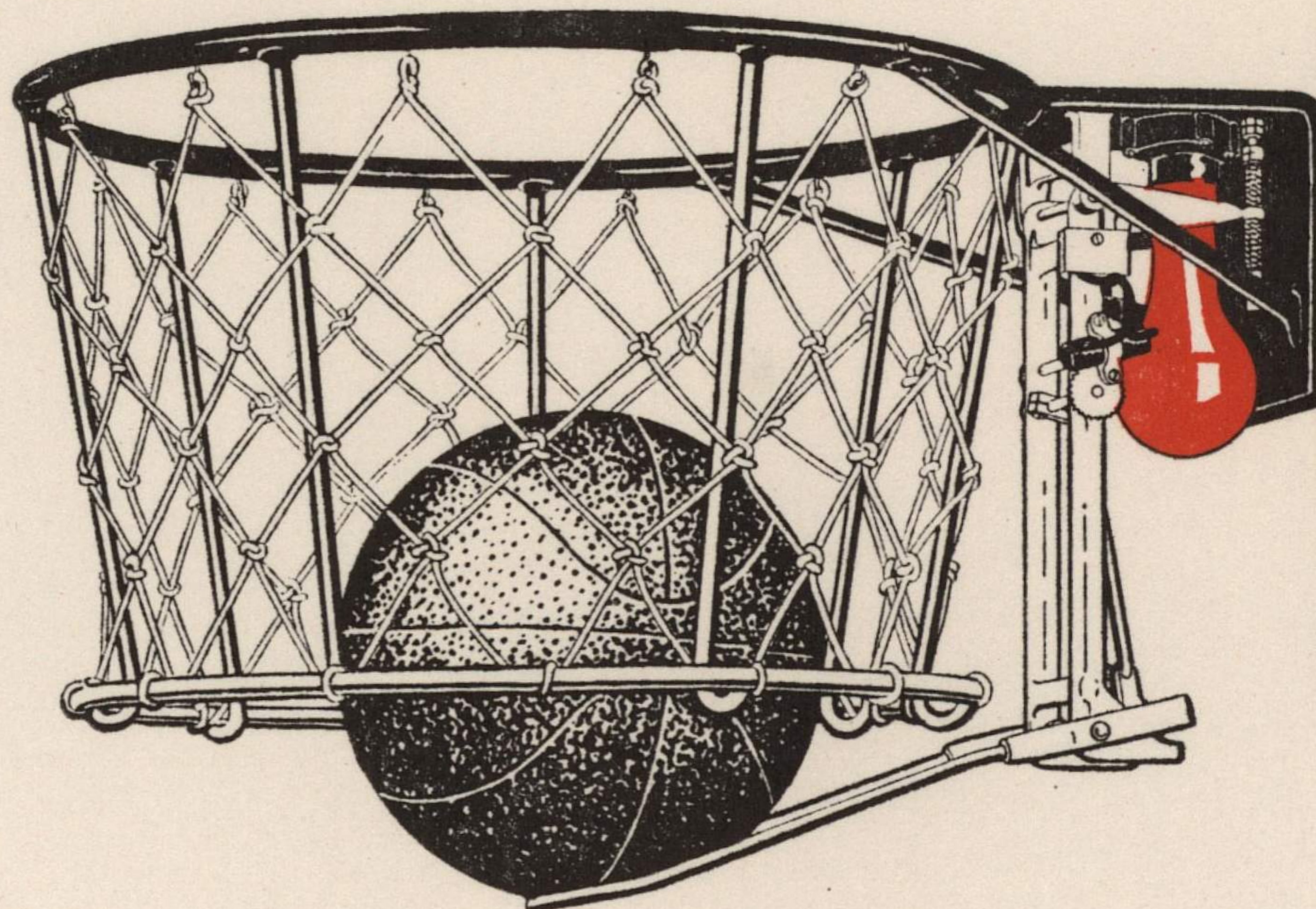


THE BASK-O-LITE CO. . . . NEW ALBANY, INDIANA



# BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—  
On Goes the Light"



Roanoke College,  
Salem, Virginia.,  
March 28, 1938.

The Bask-O-Lite Company  
New Albany, Indiana

Gentlemen:

We used Bask-O-Lite goals throughout the entire season just passed and found them to be absolutely satisfactory in every respect. In fact, we think they are "great".

The spectators enjoyed them immensely. Our visitors made no complaints. In fact, on two occasions the visiting teams scored more points on our floor than they had scored against us on their own floor. We will, of course, use them again next year.

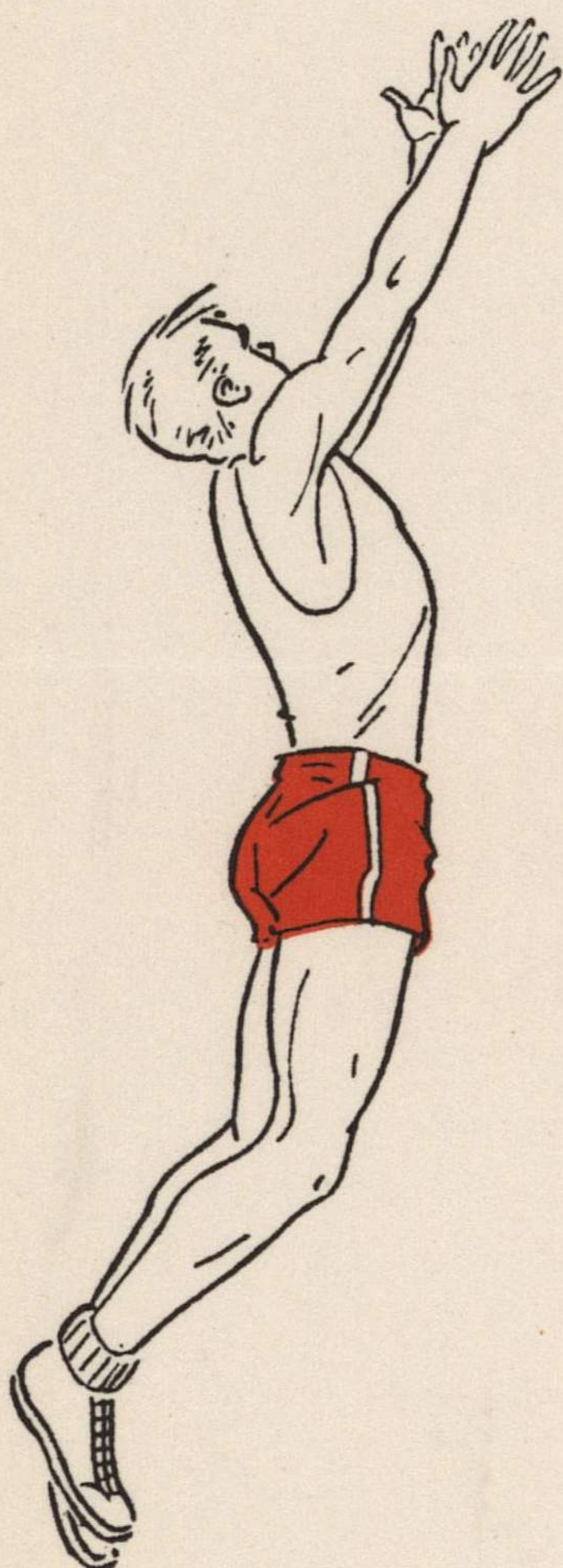
It might interest you to know that we have only two goals on our floor, yet we play a lot of basketball and have a fine team. Through the entire year these goals held up in fine shape. They were never out of order, they gave us no trouble, and needed no repair at the end of the season. I think this is indeed a fine recommendation for your product.

Sincerely yours,

(Signed)  
GCW:s

Gordon C. White  
Director of Athletics

C O P Y

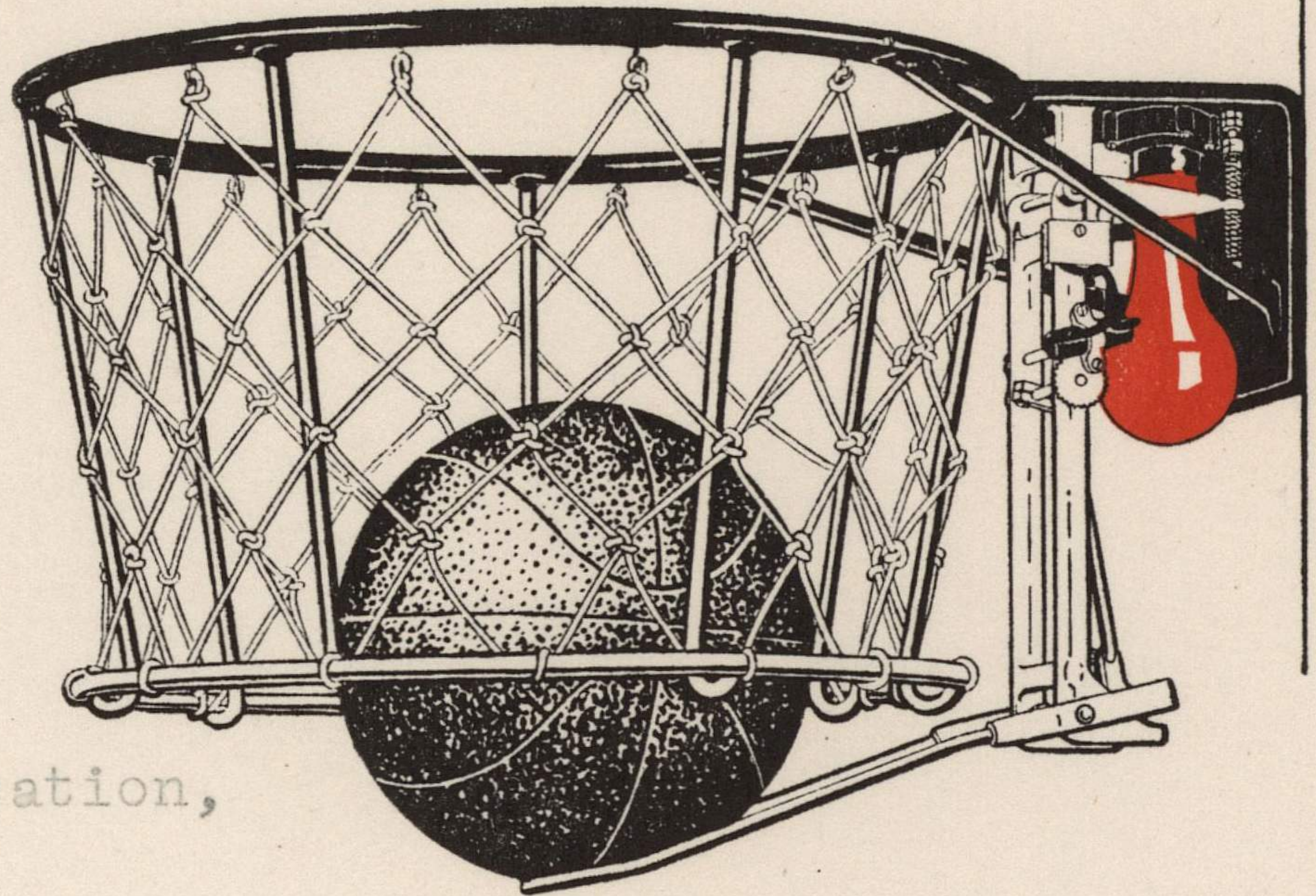


THE BASK-O-LITE CO. . . . NEW ALBANY, INDIANA



# BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—  
On Goes the Light"



Department of Physical Education,  
Fitchburg Public Schools,  
Fitchburg, Mass.,

April 29, 1938

The Bask-O-Lite Company  
New Albany,  
Indiana

Gentlemen:

In regard to the Bask-O-Lite baskets in-  
stalled in our gymnasium, will say that  
the players, spectators, and coaches seem  
to agree that they are a fine type of  
basket.

The players at first had a little difficulty  
in changing from the old type of basket,  
and one or two visiting teams have told me that  
the baskets both their boys, but I believe  
that it was more of a psychological reaction  
than the baskets themselves.

As far as improving attendance is concerned,  
we have noticed no marked difference.

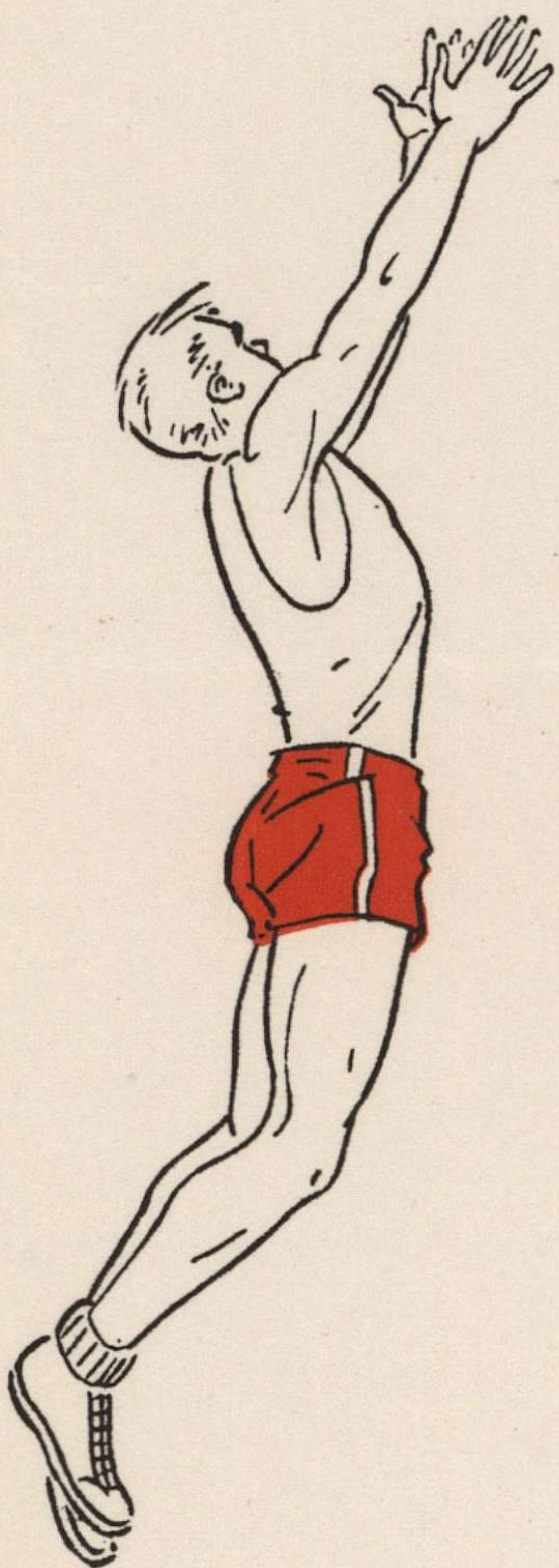
Yours very truly,

(Signed)

Loring R. Stevenson  
Crocker Field.

LRS:EML

COPY

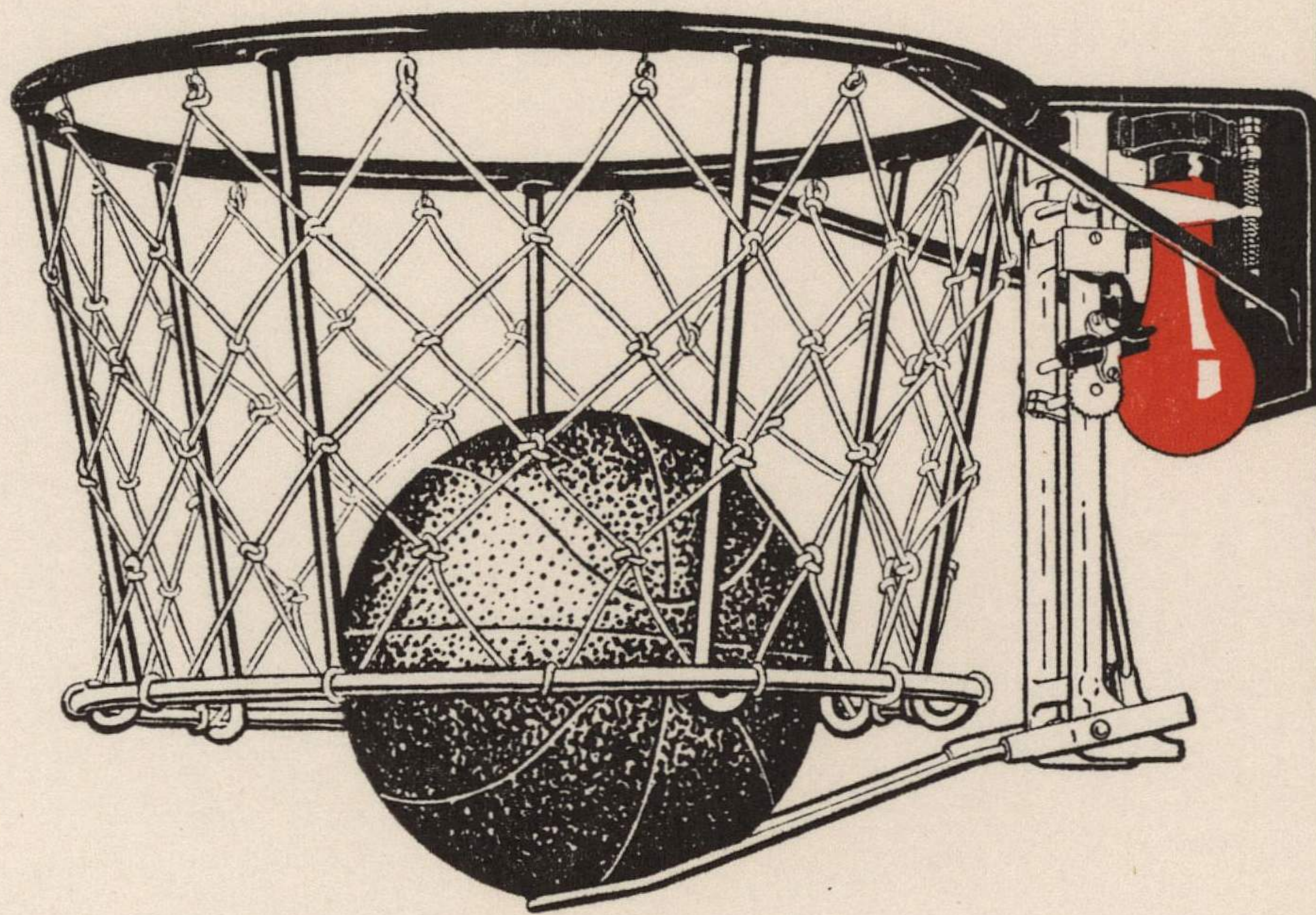


THE BASK-O-LITE CO. . . . NEW ALBANY, INDIANA



## BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—  
On Goes the Light"

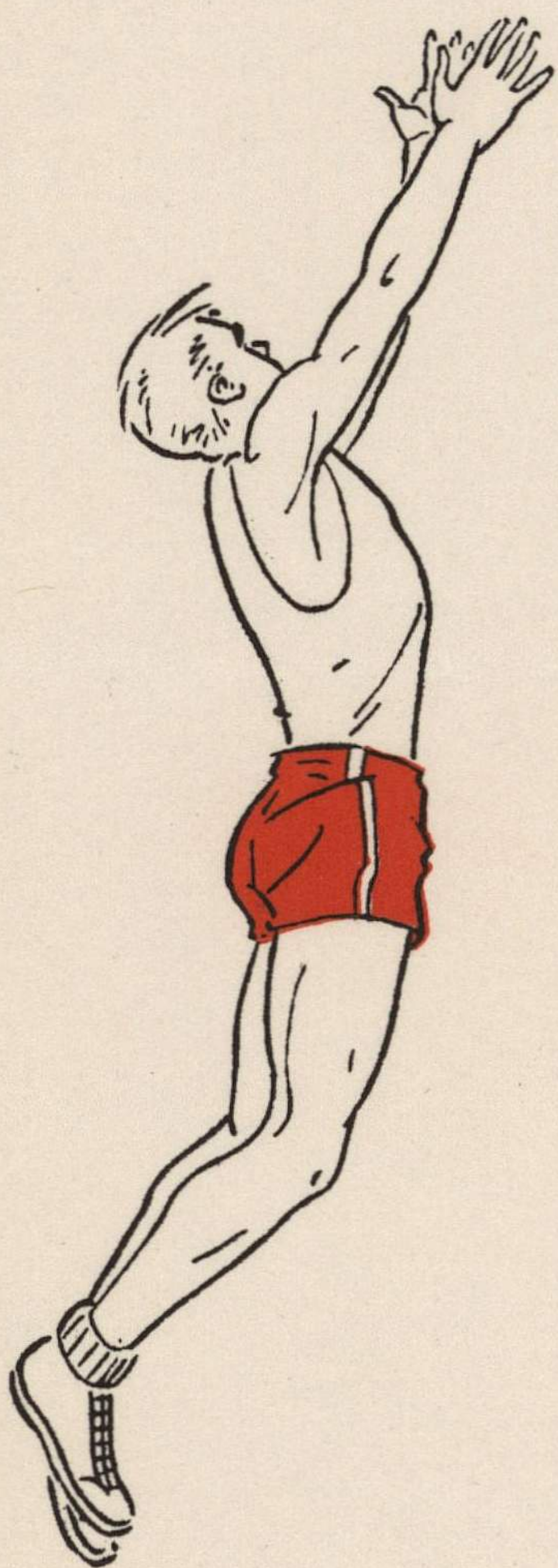


Mr. Milton Frank, Basketball Coach, Huntsville High School, Huntsville, Alabama "During the regular season there was a slight increase in attendance, but during the tournament we had the best attendance in three years. I do not know if the new goals accounted for this or not, however most everyone who saw the goals work liked them very much. Personally I like the goals".

Mr. R. A. Harrison, Athletic Director, Senior High School, Springfield, Missouri. "I would say that the Bask-O-Lite goals have added something definite to the game of basket ball. There is an intensified thrill when the light goes on after the basket has been made. Spectators like them very much as do the players and the officials. We are the first school in this section to have them, and we are very proud of them".

Mr. C. C. Pyle, Boonville, Miss., "We purchased a set of Bask-O-Lite basket ball goals this year. Our attendance was improving from game to game. Our gymnasium burned before we fully realized how much they did mean to the building up of our attendance. We had more boys and girls out for basket ball than any year in the past. We are building a new gymnasium and it will be equipped with Bask-O-Lite goals."

Mr. H. B. Walker, Basketball Coach, Ashland High School, Ashland, Mass., "The baskets were very satisfactory both to players and spectators and I hope that Ashland High will purchase some for their gym next year".



THE BASK-O-LITE CO. . . . NEW ALBANY, INDIANA



September 28, 1938.

Mr. C. Korte,  
The Bask-O-Lite Co.,  
New Albany, Indiana.

Dear Mr. Korte:

I received this morning the copy of your statement for one set of Bask-O-Lite goals, which is dated March 25, 1938.

This item has been presented to the Athletic Association previously, and I will again give them this statement. They have been waiting until October, when the football receipts begin to come in, to pay the bills that have accumulated over the summer.

I am sure that your account will be paid very soon.

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.



# THE BASK-O-LITE CO.

421 E. SPRING STREET

NEW ALBANY, IND.

DATE March 25, 1938

University of Kansas.  
Lawrence, Kansas

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1 Set Bask-O-Lite Goals	\$69.50	
Less 33 1/3%		\$46.33

COPY



July 1, 1938.

Mr. C. Korte,  
Bask-O-Lite Co.,  
New Albany, Indiana.

Dear Mr. Korte:

I am in receipt of your letter of June 28 enclosing duplicate invoice for the set of Bask-O-Lite goals.

I approved the other statement that you sent, and passed it on to the Athletic Office. I am sure that you will be paid by the Athletic Association. However, I am taking it up with them again.

Very sincerely yours,

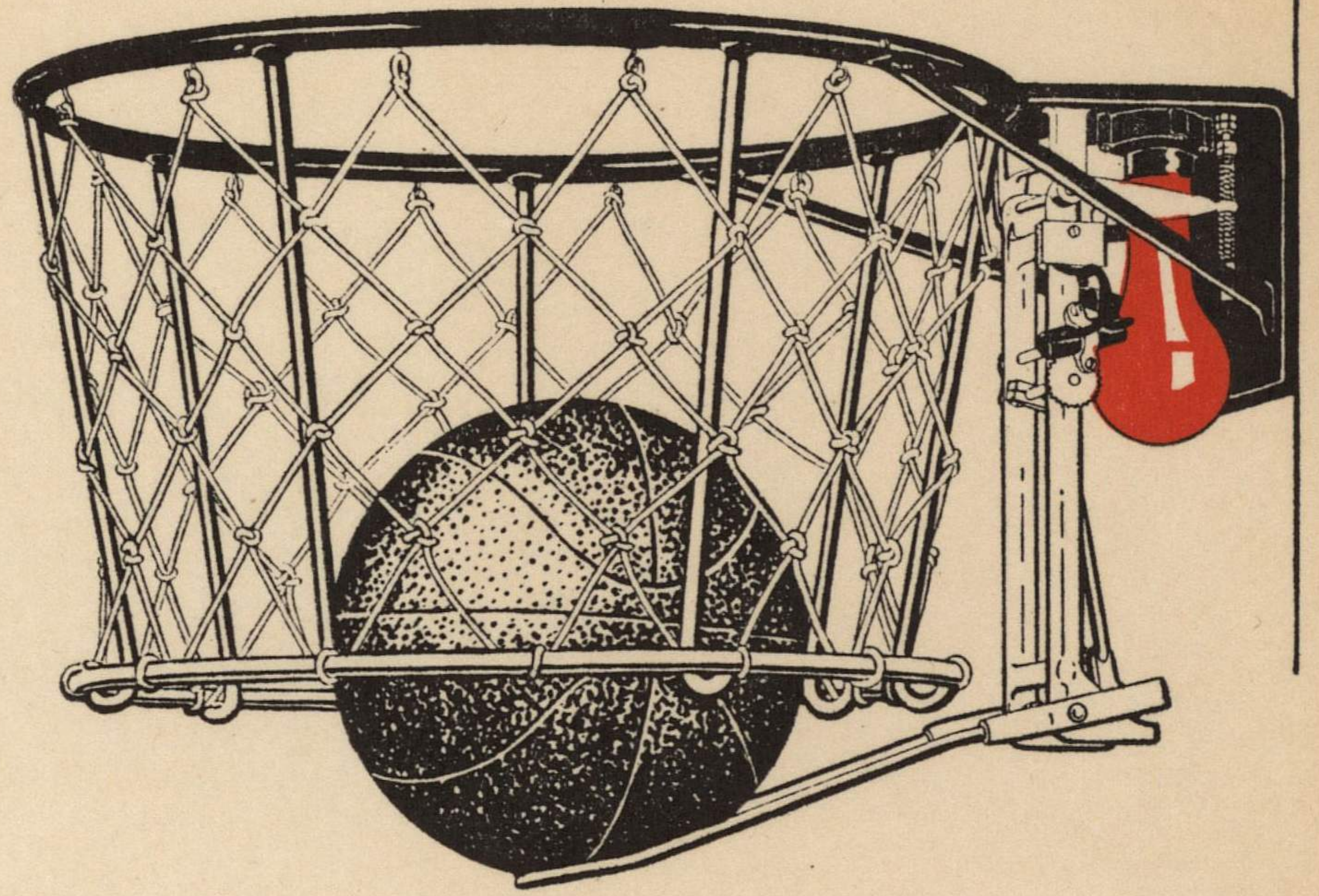
Director of Physical Education  
Varsity Basketball Coach.

FCA:AH



**BASKETBALL'S GREATEST  
INNOVATION . . .**

**"In Goes the Ball—  
On Goes the Light"**



June 27, 1938

Dr. Forrest C. Allen  
University of Kansas,  
Lawrence, Kansas,

Dear Dr. Allen:

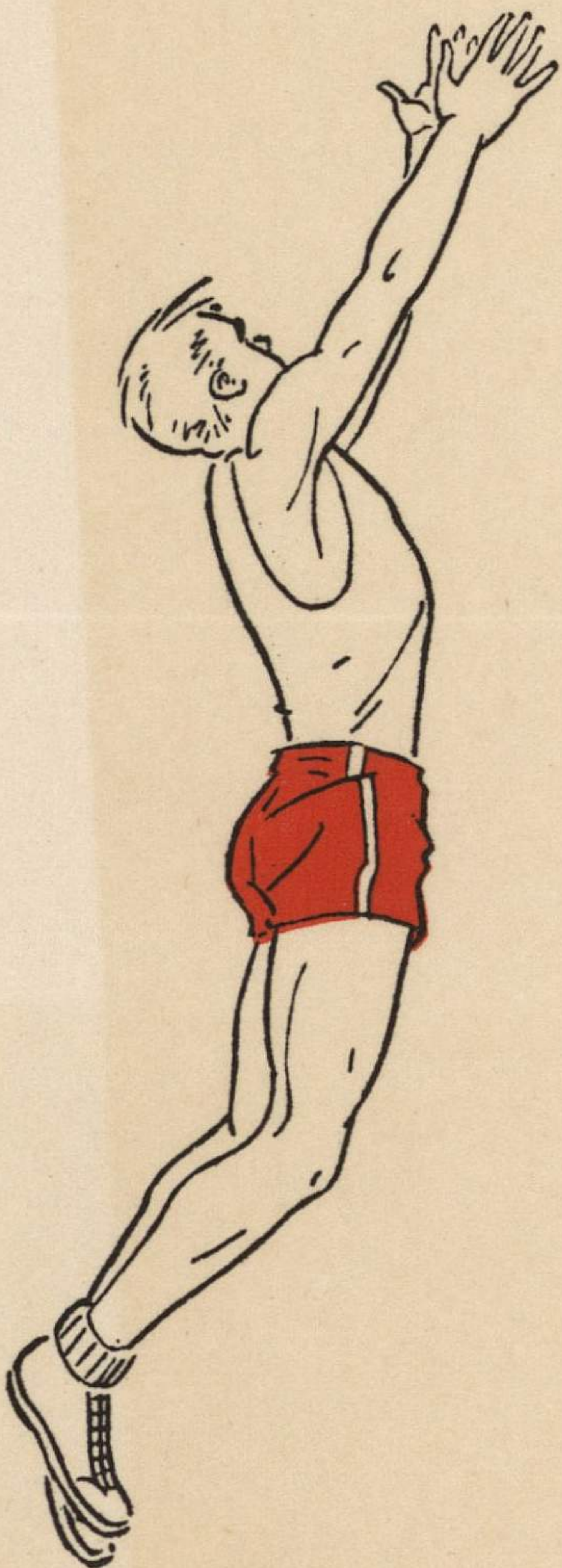
Did you receive the invoice sent you on May 27th?  
For your convenience we are enclosing duplicate  
invoice for set of Bask-O-Lite shipped you.

Yours very truly,

THE BASK-O-LITE CO.

A handwritten signature in black ink, appearing to read "C. Korte".

MCK-u



**THE BASK-O-LITE CO. . . . NEW ALBANY, INDIANA**



# THE BASK-O-LITE CO.

421 E. SPRING STREET

NEW ALBANY, IND.

DATE March 25, 1938

University of Kansas  
Lawrence, Kansas

---

1 set Bask-O-Lite Goals  
Less 33 1/3%

\$69.50

\$46.33



# THE BASK-O-LITE CO.

421 E. SPRING STREET

NEW ALBANY, IND.

DATE

March 25, 1938

University of Kansas  
Lawrence, Kansas

1 set Bask-O-Lite Goals  
Less 33 1/3%

\$69.50

\$46.33



May 17, 1938.

Mr. C. Korte,  
The Bask-O-Lite Company,  
New Albany, Indiana.

Dear Mr. Korte:

On March 25th you wrote me, enclosing a bill for one set of Bask-O-Lite goals. You listed the goals at \$69.50. The business office here at the University held up the payment because they thought the price was out of reason.

In view of the fact that you had been kind enough heretofore to furnish goals, I imagine they still thought you were Santa Claus.

The reason I did order the new goals, Mr. Korte, was because the old ones were not working and as we were boosting the Bask-O-Lite goals it would make us look bad to play games when the switches continually got out of order. You had told me about the newer goals and how you had perfected a switch that would not get out of order, and that was the reason I ordered them.

I had no authorization for ordering them, but I was sure that you would do the right thing by us, and I know you will. Would you be willing to make a discount of 33 1/3%? If you will send the bill to me in duplicate, showing the list price with the discount, and I will submit the bill with my approval. I have a feeling that they will pay it. You can understand how this misunderstanding would come up in the minds of those in the business office, as they had never been asked to pay for the other previous consignments.

With every good wish, I am

Sincerely yours,

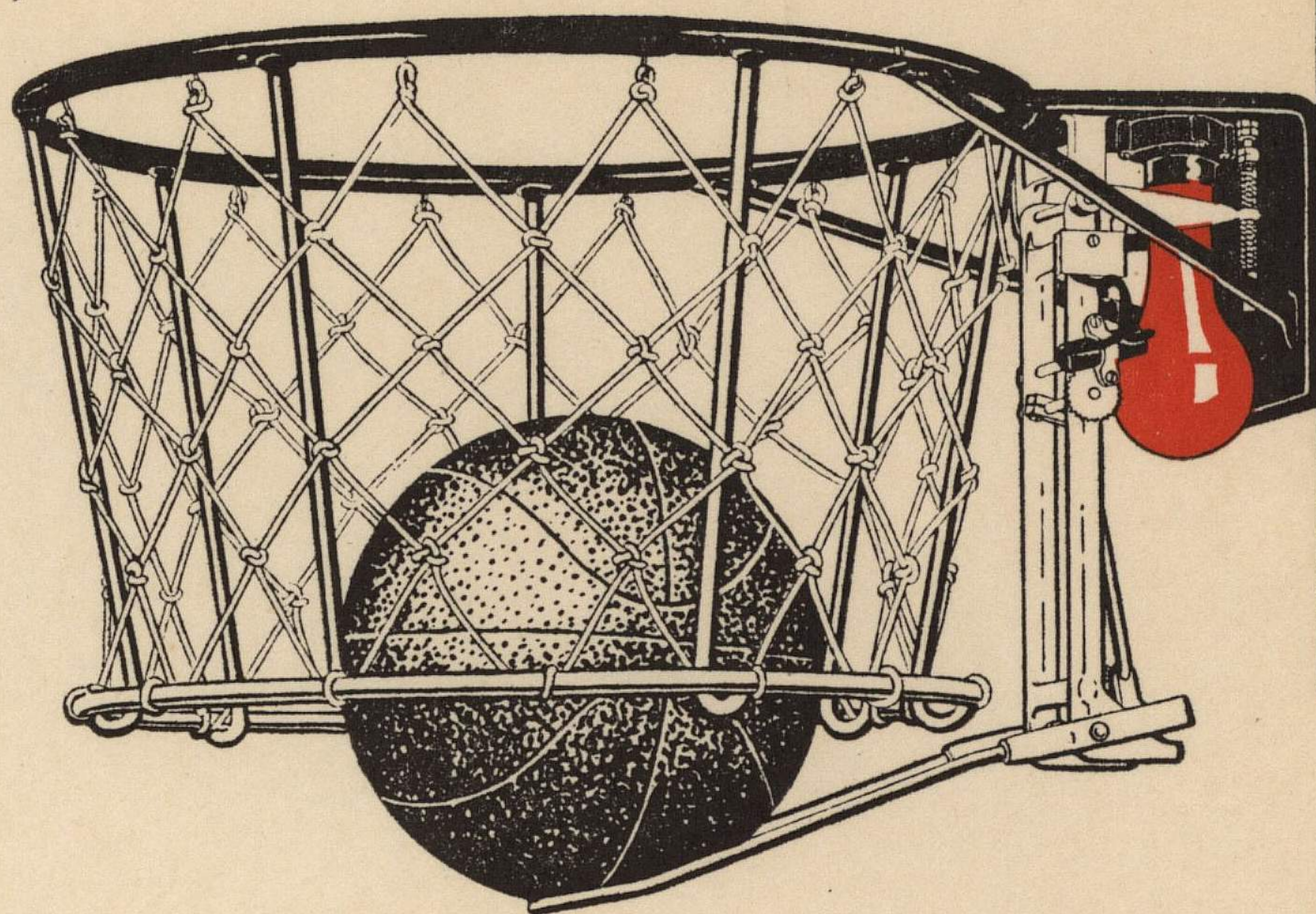
Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



# BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—  
On Goes the Light"



March 25, 1938

Dr. F. C. Allen,  
University of Kansas,  
Lawrence, Kansas,

Dear Sir:

We are enclosing herewith bill for one set of  
Bask-O-Lites.

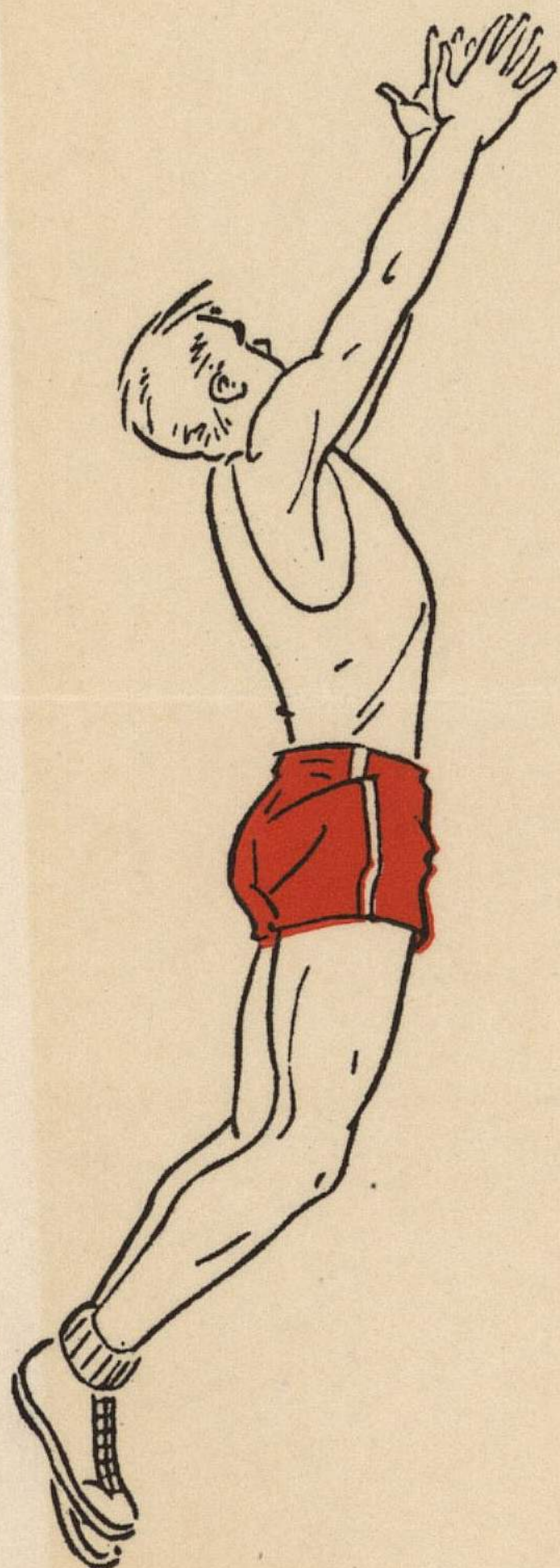
As yet we have not received the contract mailed to you  
some time ago. Upon receipt of same we will compensate  
you according to the agreement.

Yours very truly,

THE BASK-O-LITE

A handwritten signature in black ink, appearing to read "D. J. ...", written over the typed name "THE BASK-O-LITE".

MCK-u



THE BASK-O-LITE CO. . . . NEW ALBANY, INDIANA



# THE BASK-O-LITE CO.

421 E. SPRING STREET

NEW ALBANY, IND.

DATE March 25, 1938

University of Kansas,  
Lawrence, Kansas.

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1 Set Bask-O-Lite Goals

\$69.50



March 29, 1938.

Mr. R. E. Korte,  
The Bask-O-Lite Company,  
New Albany, Indiana.

Dear Mr. Korte:

I am returning herewith one copy of the contract which you sent me last December, which I have signed. I am keeping the other copy in my files.

The only objection I had to signing the contract was that I wanted to be perfectly free to boost the goal without there being any pecuniary interest involved. So thoroughly did I believe in this new improved goal that I wanted to be free to boost it unencumbered.

I still believe in it, - more strongly now than I did at the beginning of the season because I have had so much favorable spectator reaction. Further, the more I test the goal the more I like it, because it keeps the players' prying hands from tampering with the ball when it is in or near the basket more than the other goal did.

With best wishes, I am

Sincerely yours,

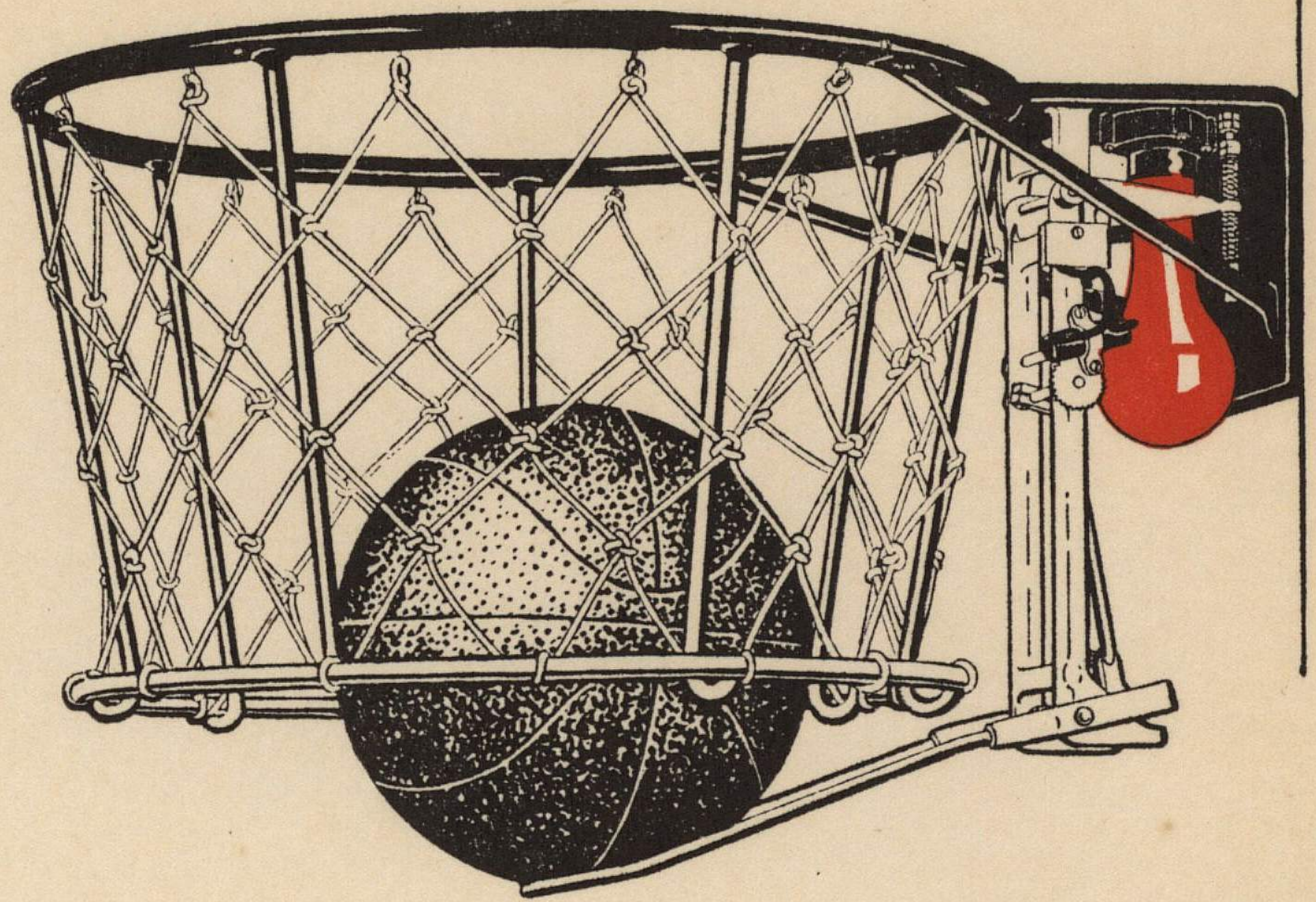
Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



# BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—  
On Goes the Light"



March 18, 1938

Dr. Forrest C. Allen,  
University of Kansas,  
Lawrence, Kansas:

Dear Sir:

Replying to your letter of recent date regret to say that Mr. R. E. Korte will not be able to meet you in Chicago but we will have a representative there.

We wish to congratulate you and your boys on your victory again this year in the Big Six Conference.

Bask-O-Lite did not come up to our expectations this year but we realize we are pioneering a new product and it will take time. We expect to line up the Big Ten at their spring meeting.

We would appreciate it if you will sign the agreement sent you some time ago.

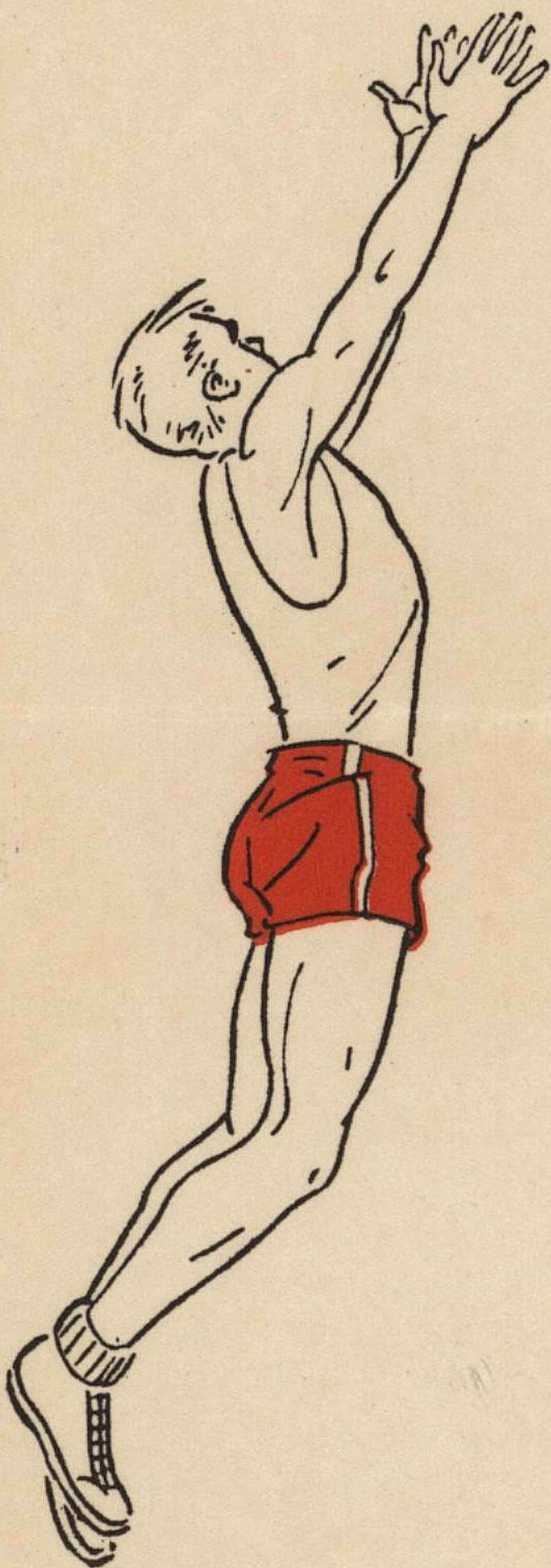
Again wishing you the best of luck for you and your team in the future, we remain

Yours very truly,

THE BASK-O-LITE CO.

A handwritten signature in cursive script, appearing to read "R. E. Korte".

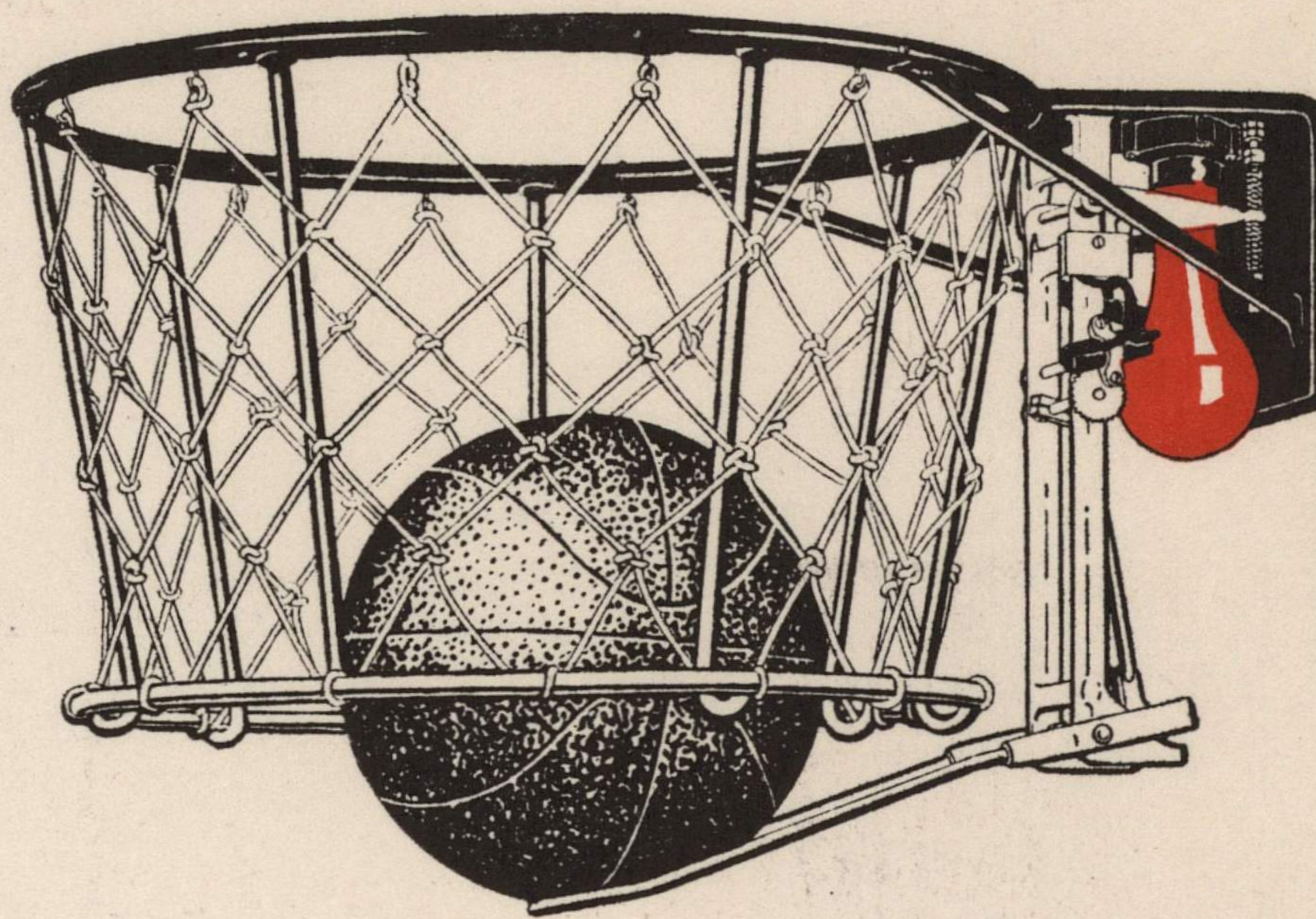
MCK-u





# BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—  
On Goes the Light"



## AGREEMENT.

This agreement entered into this of December 1937 between the Bask-O-Lite Company at New Albany, Indiana and Mr. Farrest Allen

Basketball Coach of University of Kansas  
Lawrence, Kansas

In consideration of Mr. Allen unqualified recommendation and the use by his school and also he being a member of The Bask-O-Lite Company advisory staff for the purpose of testing and recommending new improvements to the basketball goal known as Bask-O-Lite the Bask-O-Lite Company hereby agree to pay Mr. Allen on March first of each year for three consecutive years beginning March 1, 1938 of an amount equal to twenty-five cents for each set of Bask-O-Lite sold in the United States the preceding year.

This contract can be cancelled by Mr. Allen by giving the Bask-O-Lite Company ten days written notice.

This contract can be cancelled by The Bask-O-Lite Company upon failure of Mr. Allen to recommend and use Bask-O-Lite by ten days notice in writing.

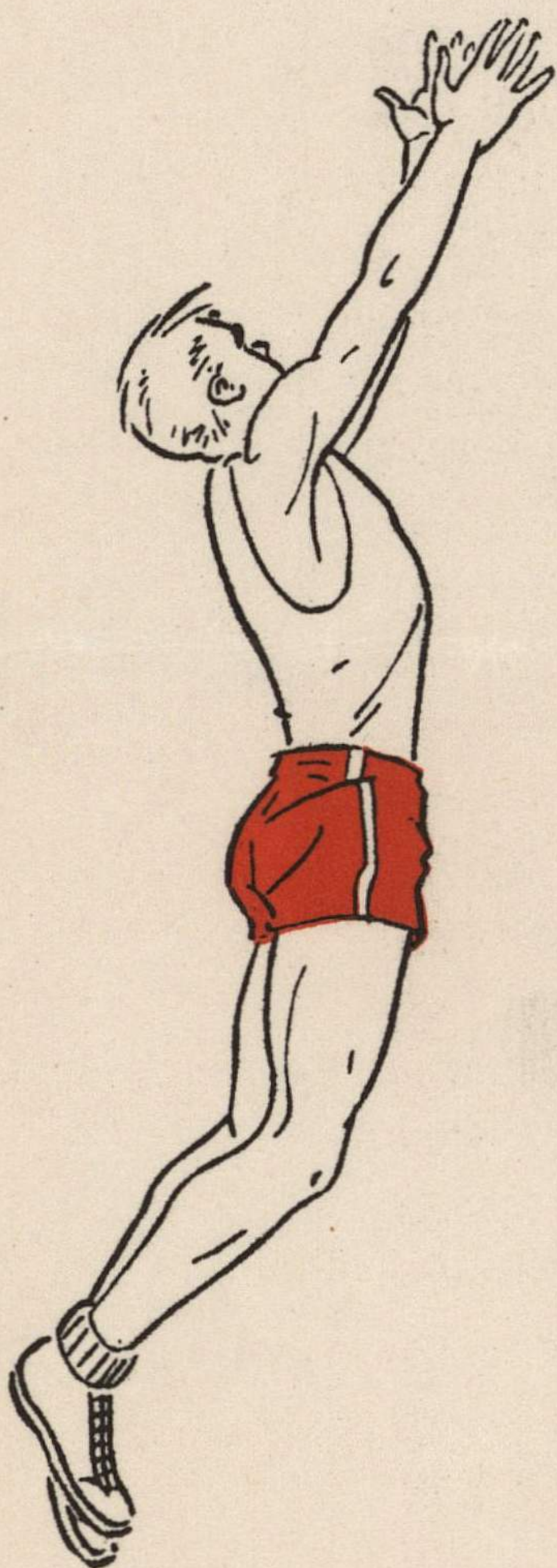
This is a mutually agreed contract dated as above.

THE BASK-O-LITE COMPANY

By

P. E. Korte

Farrest Allen





December 18, 1937.

Mr. R. E. Korte,  
Bask-O-Lite Company,  
New Albany, Indiana.

Dear Mr. Korte:

I have failed to answer your good letter of the 8th because it came to me with such surprise. I had never figured on being rewarded for my work in your behalf in getting the Bask-O-Lite baskets adopted with any schools particularly.

I have always considered that it was such a wonderful contribution to the game that I as a basketball coach was endeavoring to improve the game and thereby, of course, endeavoring to have your basket adopted wherever possible.

I am not signing the agreement which you have sent me for the reason that I am afraid it might be misunderstood. I would prefer to talk with you on the matter so that you could understand my position. However, as this is of your own free will and if you desire to pay me 25¢ per basket, of course you know that I would appreciate it very much, but I am afraid that if I would sign a document such as this it might look as if I had done it for a consideration.

You can use this letter that I am writing as an instrument to assure you that I am not interested in any other basket, nor have I thought of such a thing.

With your permission, I will hold this agreement in my possession and I may sign it later, but on the first blush of things I wanted to consider very seriously the ethical problem, so that I could not or would not be misunderstood. At the same time, I want to express to you my appreciation of your fine offer, and I assure you that I can use this 25¢ per basket very nicely, but since it is coming entirely unsolicited from you and not from me in any fashion, I cannot see where it would be unethical for me to sign it.

However, permit me to thank you for your very generous offer, and I am hoping that I may have the pleasure of talking personally with you before March first.

With deep appreciation, and wishing you the best in the way of Yuletide greetings, I am

Sincerely and appreciatively yours,

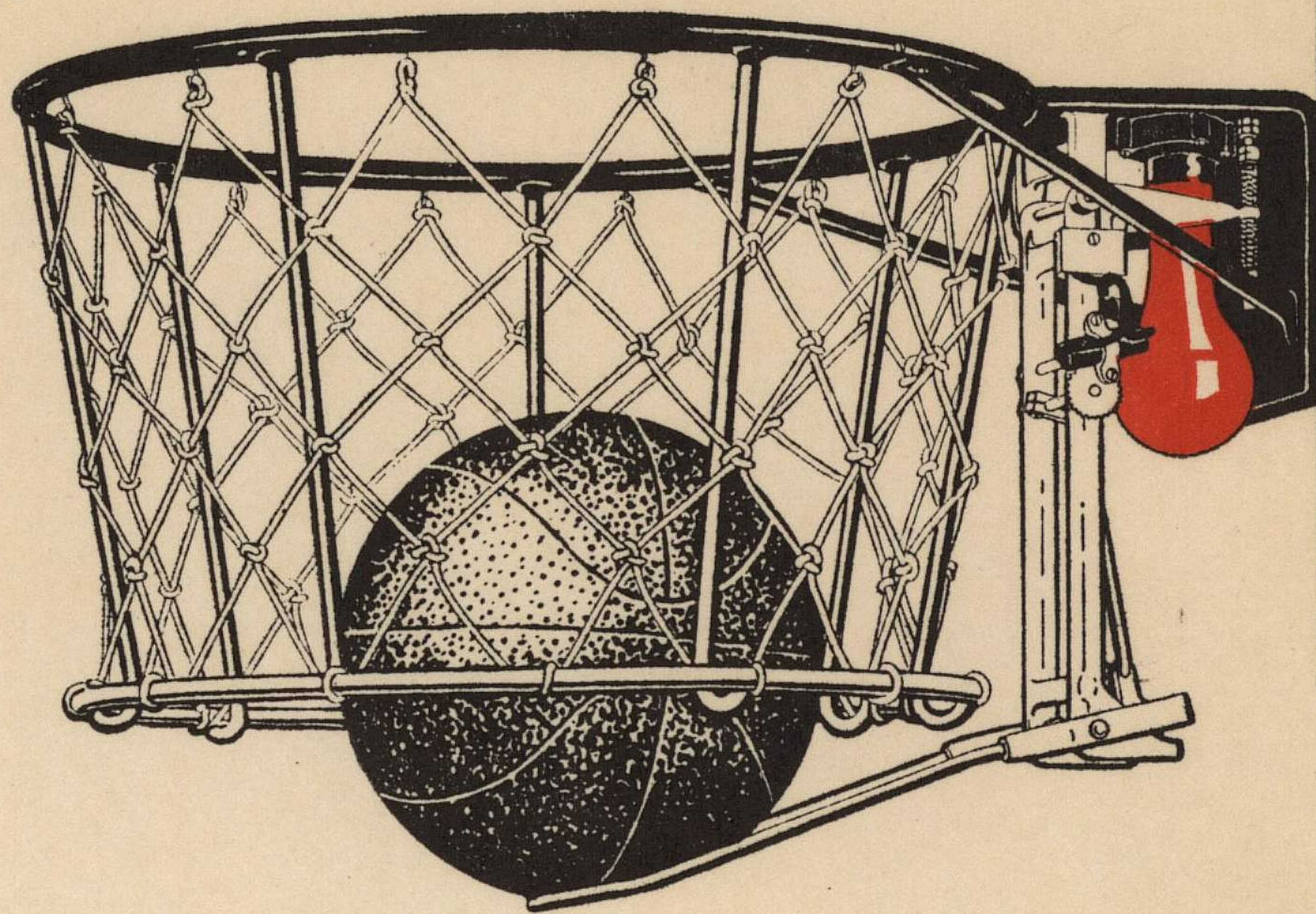
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Director of Physical Education.



# BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—  
On Goes the Light"



December 8, 1937

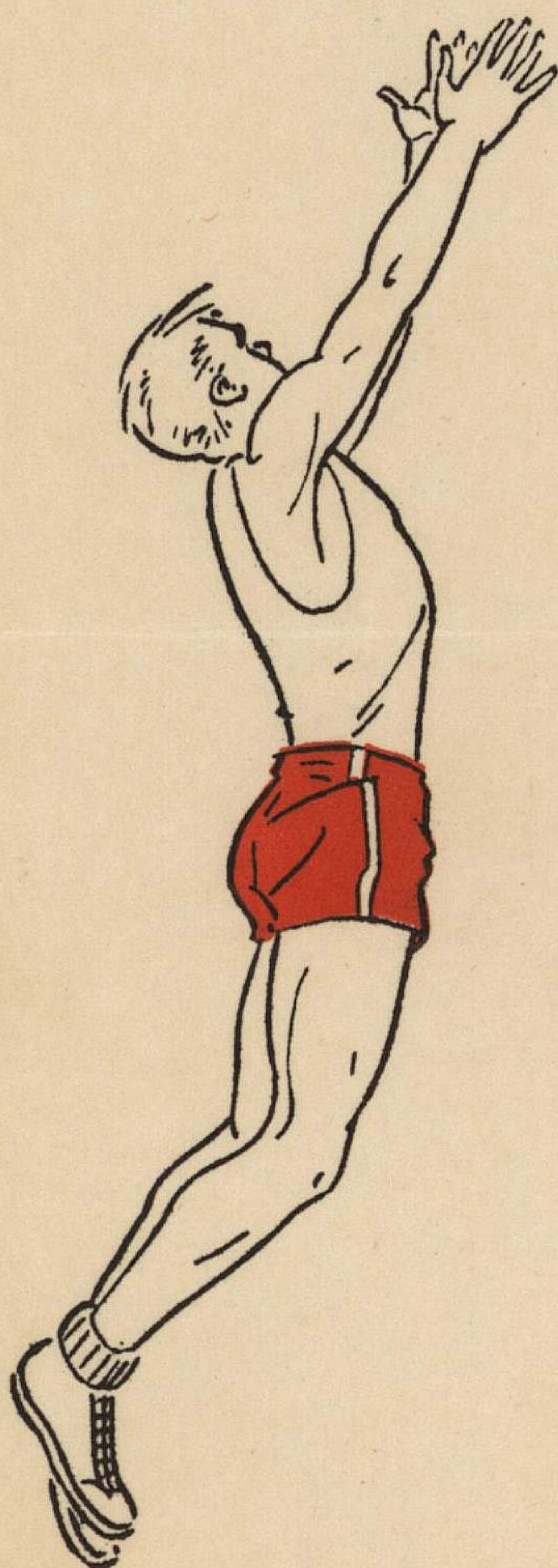
Dr. Forrest C. Allen,  
University of Kansas,  
Lawrence, Kansas,

Dear Friend:

I want to thank you for your wonderful job of getting the Big Six and Missouri Valley to adopt Bask-O-Lite. I must be frank and admit that I am not one-half as good a politician as you. I did everything possible to line up the Big Ten and finally had seven for it and three against. Due to the fact that they could not have a unanimous vote on it they agreed to keep an open mind, use it in non-conference games this year and vote at their spring meeting. We are, however, breaking down resistance to Bask-O-Lite and quite a few good coaches are beginning to come over to our side.

Enclosed find memo agreement which will compensate you in proportion to the success of Bask-O-Lite for the wonderful help you have given us.

A week ago Saturday I attended a clinic at Detroit and Dr. Naismith was there and made a talk on the origin of Basketball. After the clinic was over Dr. Naismith rode over to Chicago with me. I enjoyed the visit with him immensely and learned a lot about the game which I had never heard before. He saw Bask-O-Lite in use in two games at the Naval Armory in Detroit and I believe liked them very much. He promised to find out for me when the first rule book called for the change in nets, that is from the closed bottom type to the open type. If you should see him I would appreciate it if you will remind him about this and also if he likes the Bask-O-Lite to write us a letter telling us what he thought about the two games he saw in Detroit.

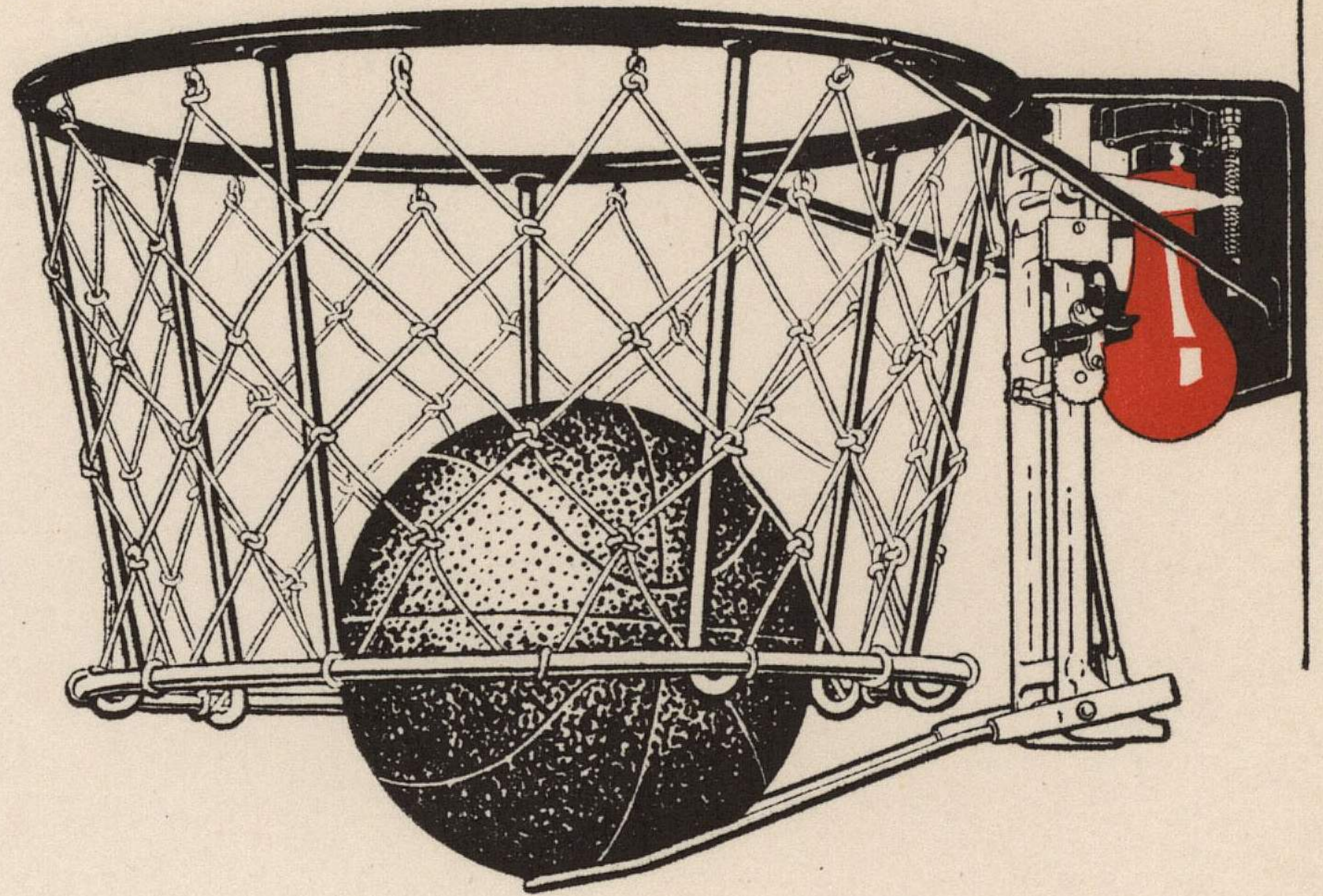


THE BASK-O-LITE CO. . . . NEW ALBANY, INDIANA



**BASKETBALL'S GREATEST  
INNOVATION . . .**

**"In Goes the Ball—  
On Goes the Light"**



Dr. Allen.

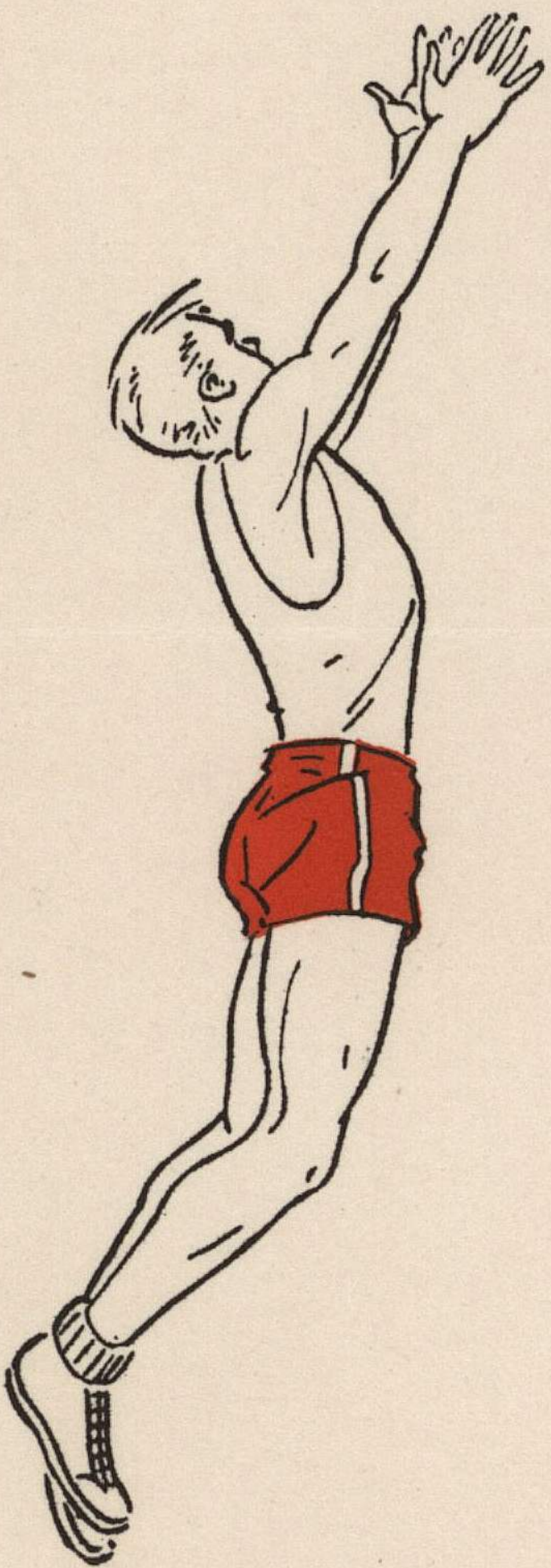
Thanking you for past favors and hoping to re-  
ceive one copy of this agreement back we remain

Yours very truly,

THE BASK-O-LITE CO.

*R. G. Korte*

REK/c



**THE BASK-O-LITE CO. . . . NEW ALBANY, INDIANA**



January 26, 1938.

Mr. R. E. Korte,  
The Bask-O-Lite Company,  
New Albany, Indiana.

Dear Mr. Korte:

We have received the two switches, and also the new type basket. We wired for the new basket because the one we had was equipped with the old time switch which would get out of order quite frequently, and we felt we could ill afford to have something here go bad since we are championing the Bask-O-Lite goal.

I am enclosing copies of letters received from Coach George Edwards, of Missouri, and Coach Browne, of Nebraska. They are putting a light up there and flashing it from the desk, but the light is not attached to the basket, it is attached above the backboard.

We played Missouri when they used such an arrangement. I have wired Louis Menze that we are holding to the Bask-O-Lite goal. There seems to be a prejudice among some of these fellows because they lost their first games with the goal. We lost our first game with these goals, but we are not blaming the goal. We think there is something very definitely worth while in them.

This information that I am sending you is strictly confidential, but I thought you should be notified in case you might have a suit for infringement of patent.

Sincerely yours,

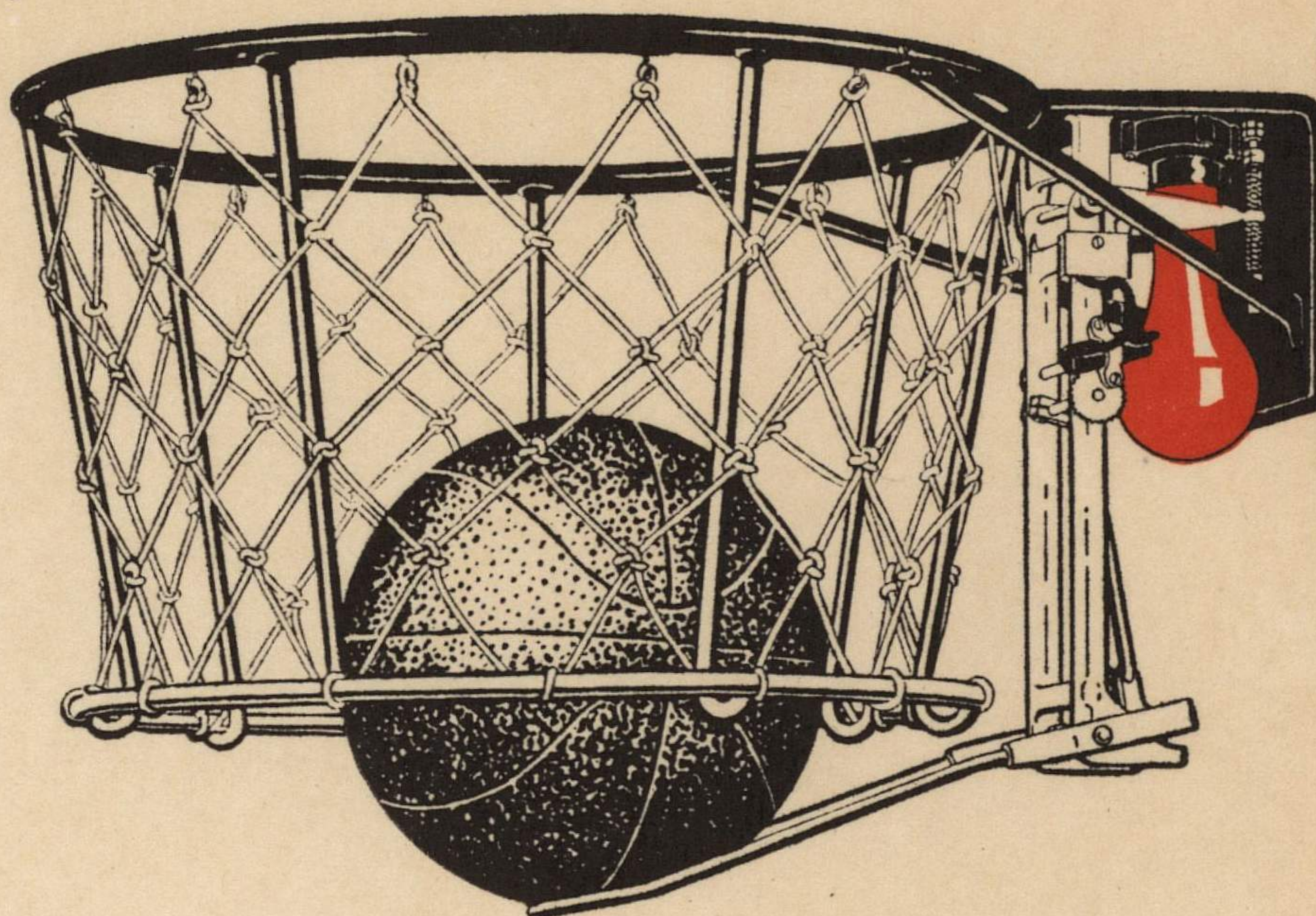
Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



# BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—  
On Goes the Light"



January 18, 1938

Mr. Forrest C. Allen,  
University of Kansas,  
Lawrence, Kansas,

Dear Sir:

No doubt by this time you have received the switches we mailed you and also the new type basket, we sent by prepaid freight.

We regret very much to hear about McDermott. We are writing to our dealer in that territory to check up on these baskets to see just what the trouble was. It is just a matter of some minor adjustment often times to get these baskets working perfectly and we will check into this set immediately and see where the trouble lies.

It may be of some interest to you to know that the Big Ten are sitting up and taking notice. We have been advised that two of the coaches are "bringing up" their freshmen team on Bask-O-Lite so they will be ready for them next year, as Mr. Cappon of the University of Michigan says he thinks they will be universally used soon. This just confirms your good judgement of a year ago.

We are receiving a lot of newspaper publicity from the sportswriters and it is all very enthusiastic and favorable. In the past week we have received clippings that our dealers have sent us from Providence, R. I., St. Louis, Mo., Toledo, Ohio, Nashville, Tenn., and many other towns. So you can see that we are now starting to get some place.

Let us know of anything we can do for you at any time and wishing you the best of luck for you and your team this year, we remain

Yours very truly,

THE BASK-O-LITE CO.

MCK-u  
THE BASK-O-LITE CO. . . . NEW ALBANY, INDIANA

