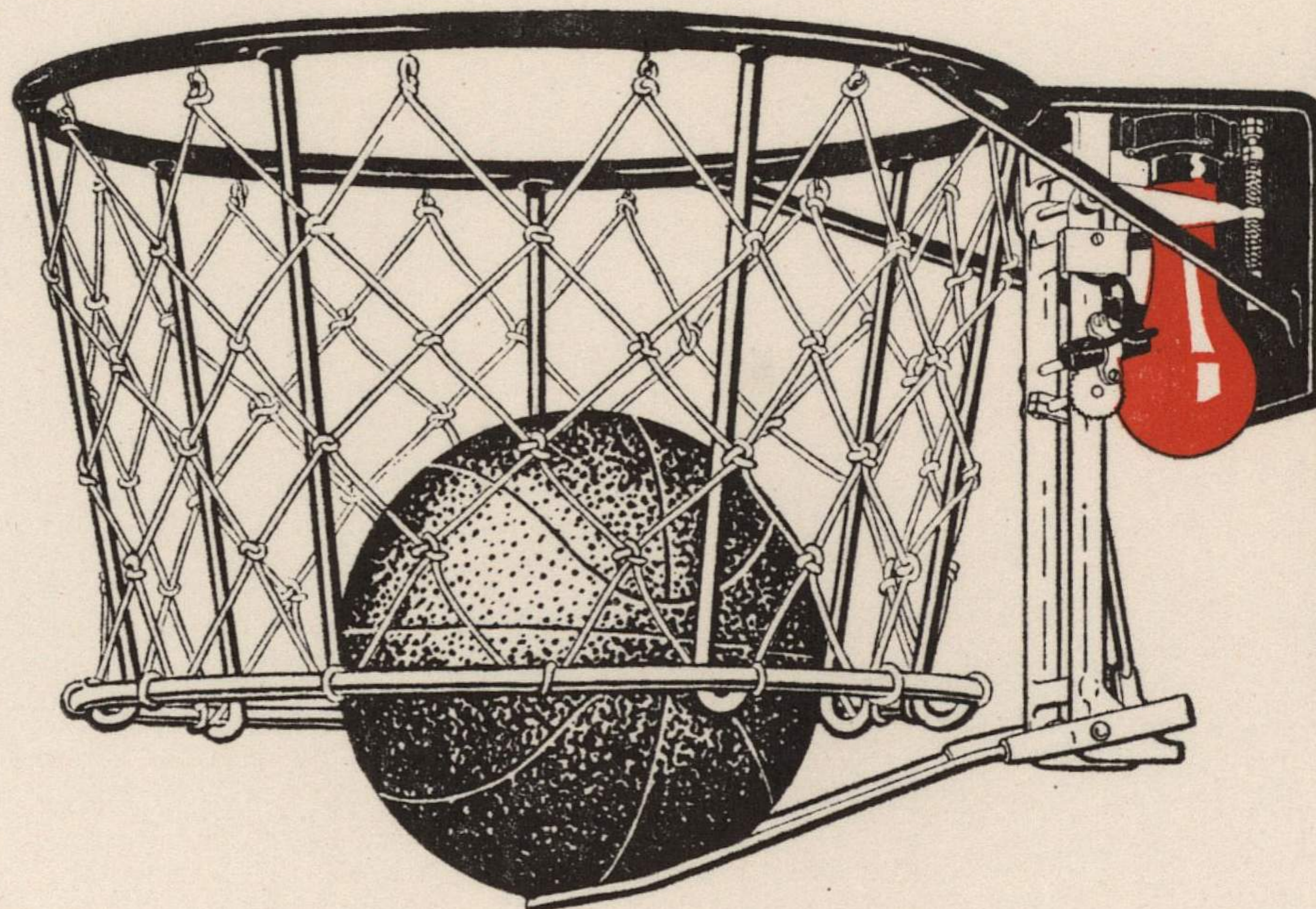


BASKETBALL'S GREATEST INNOVATION . . .

"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.

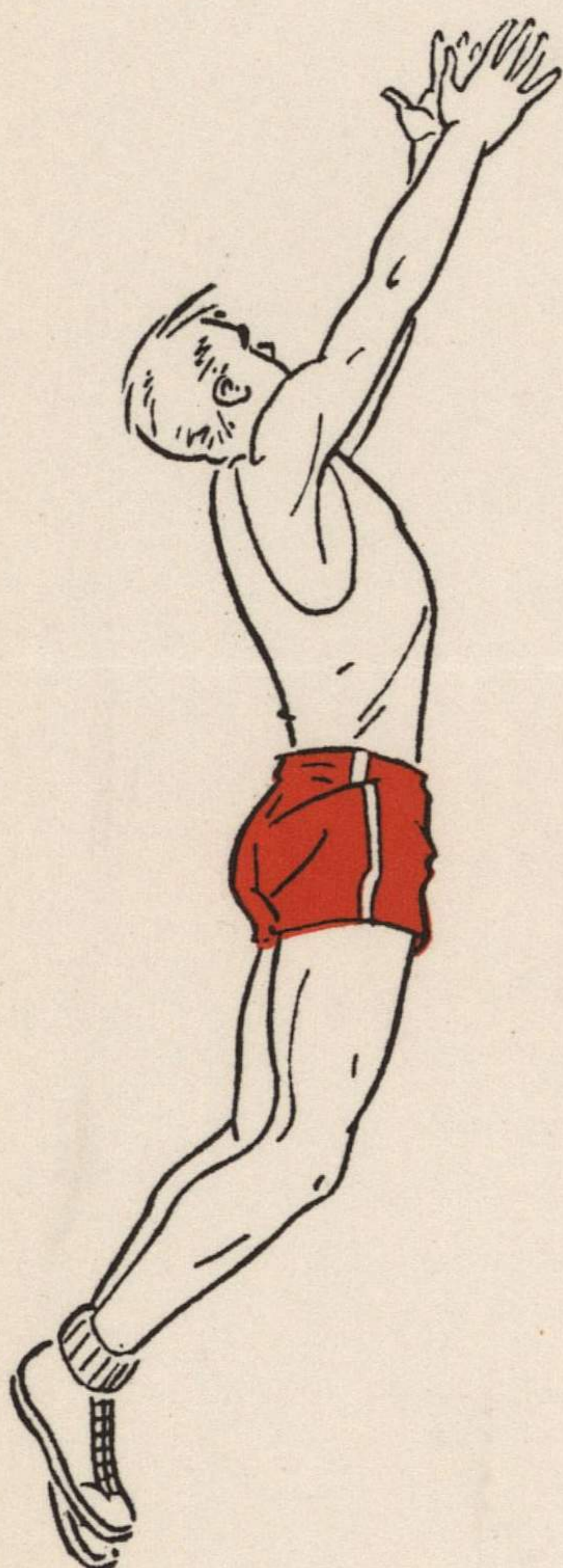
It might interest you to know that we have only two goals on our floor, yet we play a lot of basketball and have a fine team. Through the entire year these goals held up in fine shape. They were never out of order, they gave us no trouble, and needed no repair at the end of the season. I think this is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