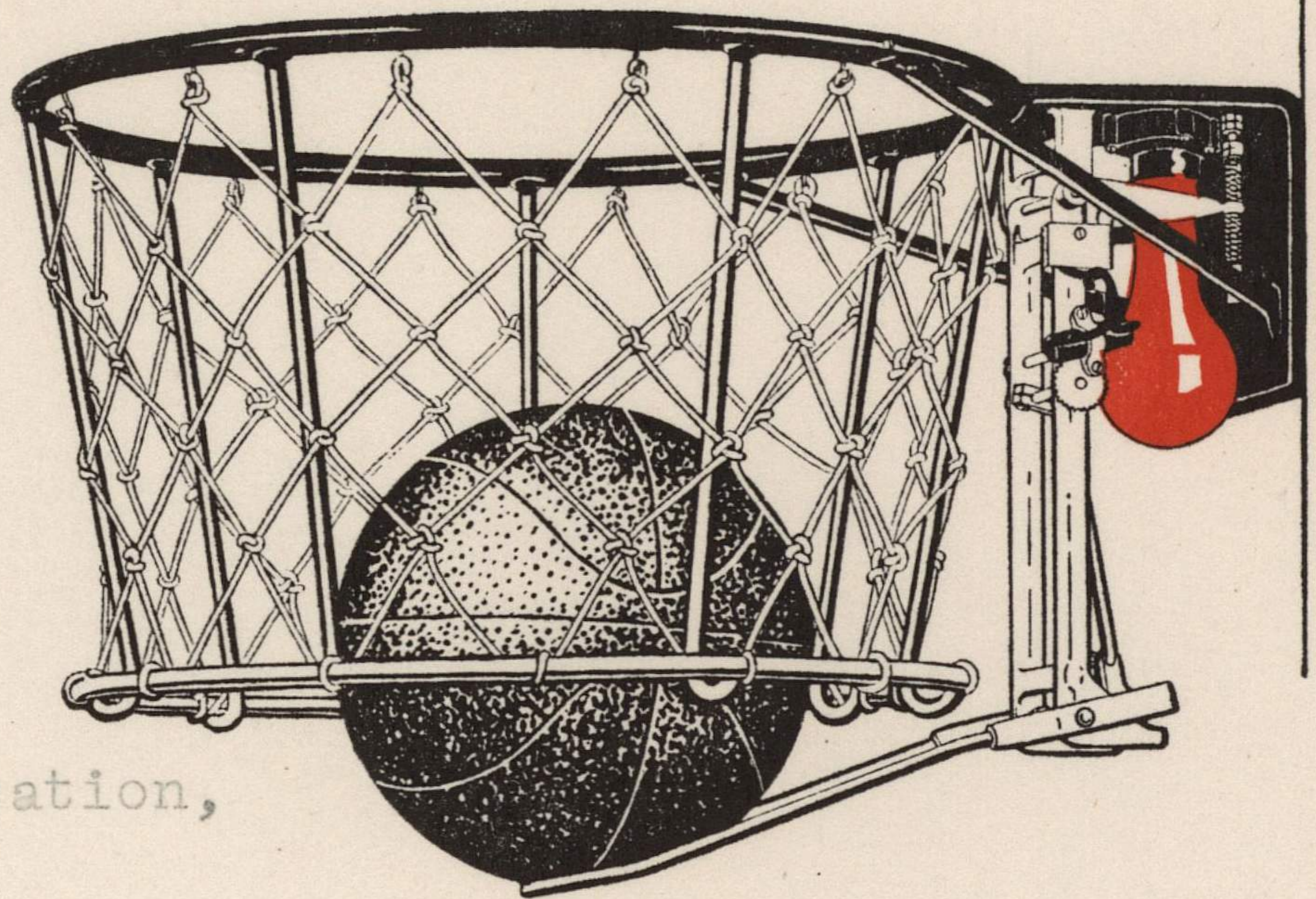


BASKETBALL'S GREATEST INNOVATION . . .

"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.

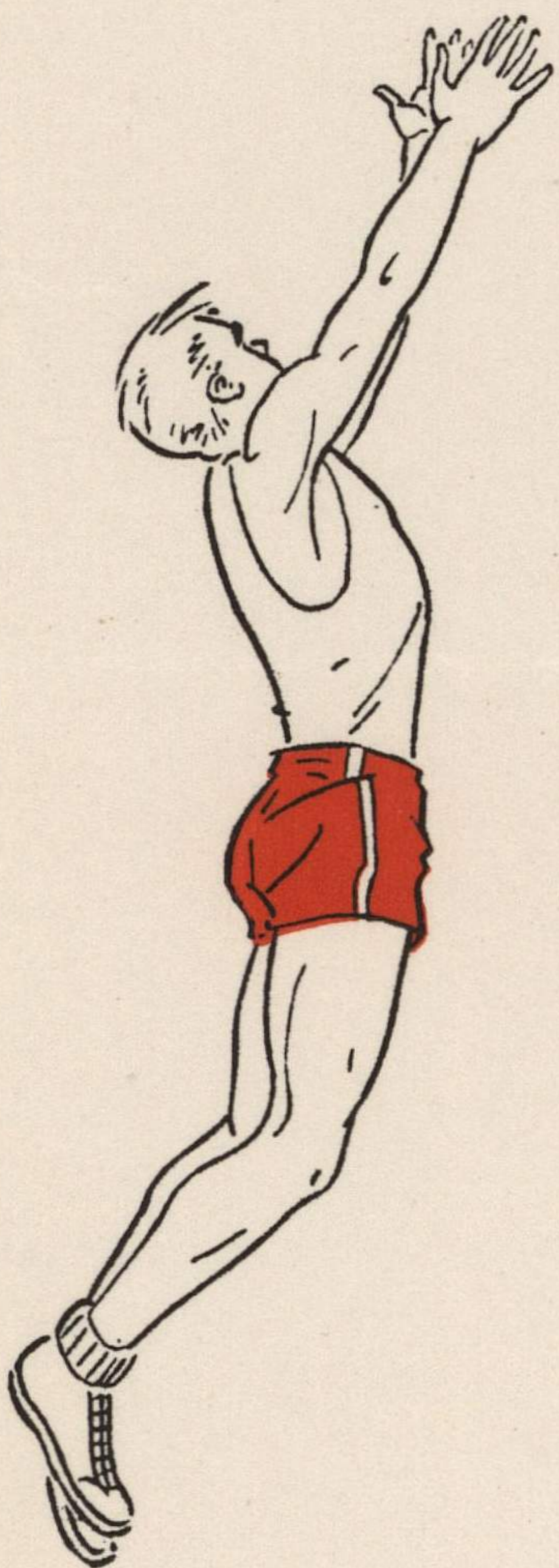
Yours very truly,

(Signed)

Loring R. Stevenson
Crocker Field.

LRS:EML

COPY



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