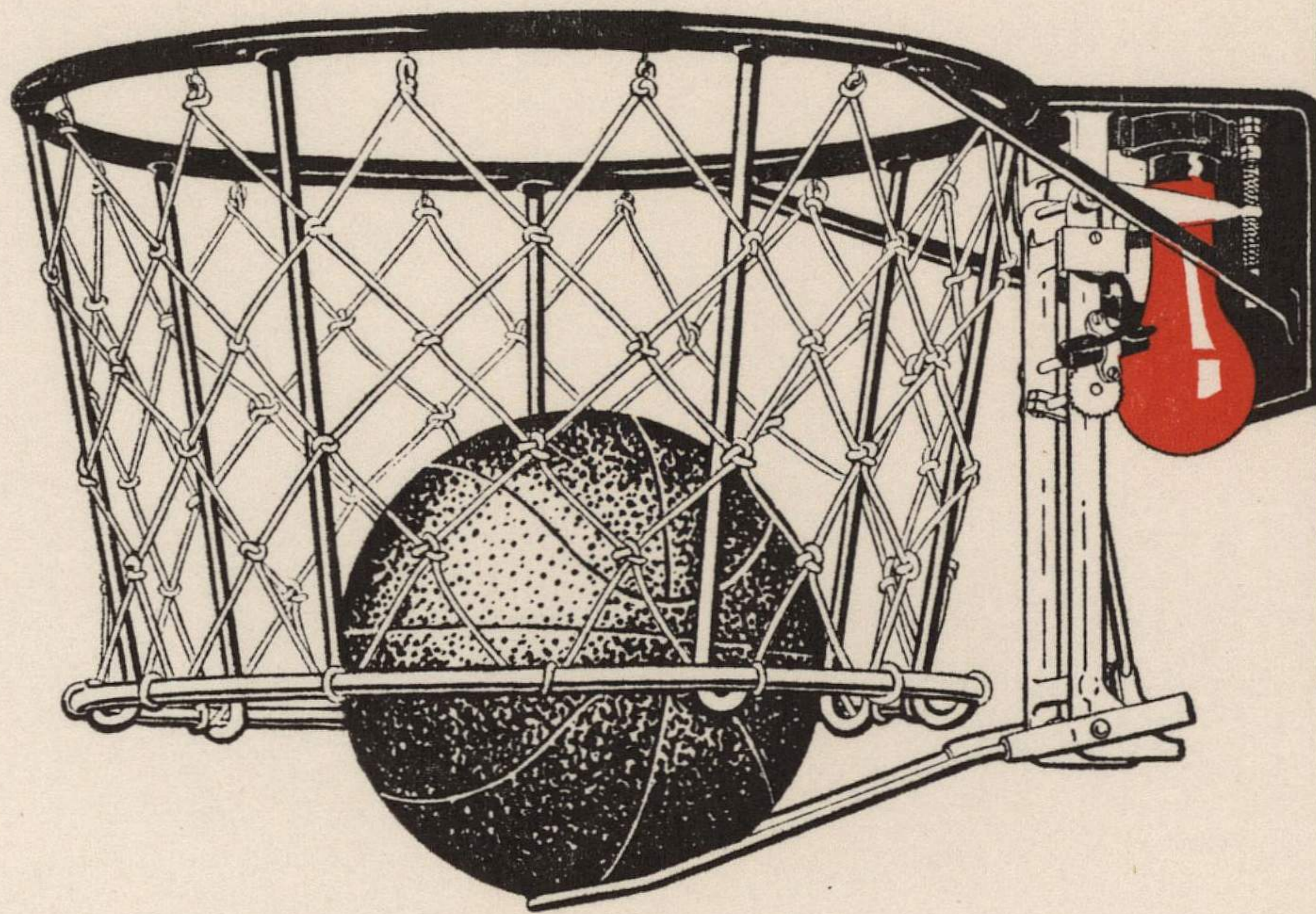


BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—
On Goes the Light"

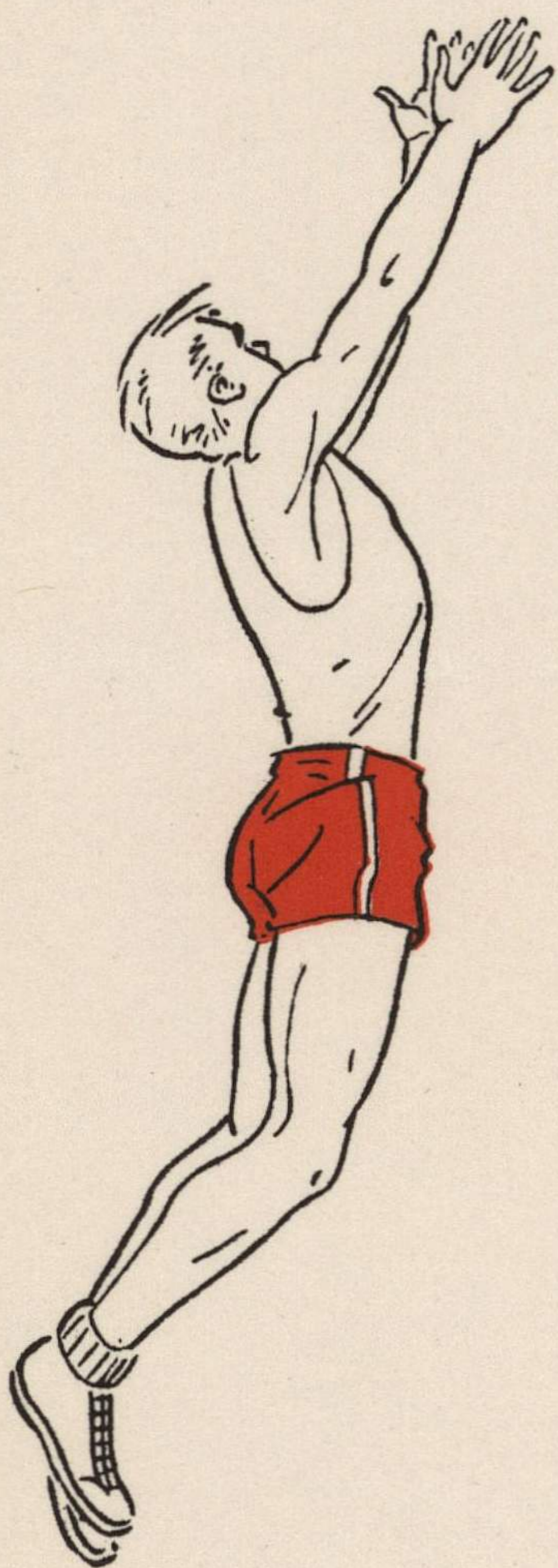


Mr. Milton Frank, Basketball Coach, Huntsville High School, Huntsville, Alabama "During the regular season there was a slight increase in attendance, but during the tournament we had the best attendance in three years. I do not know if the new goals accounted for this or not, however most everyone who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