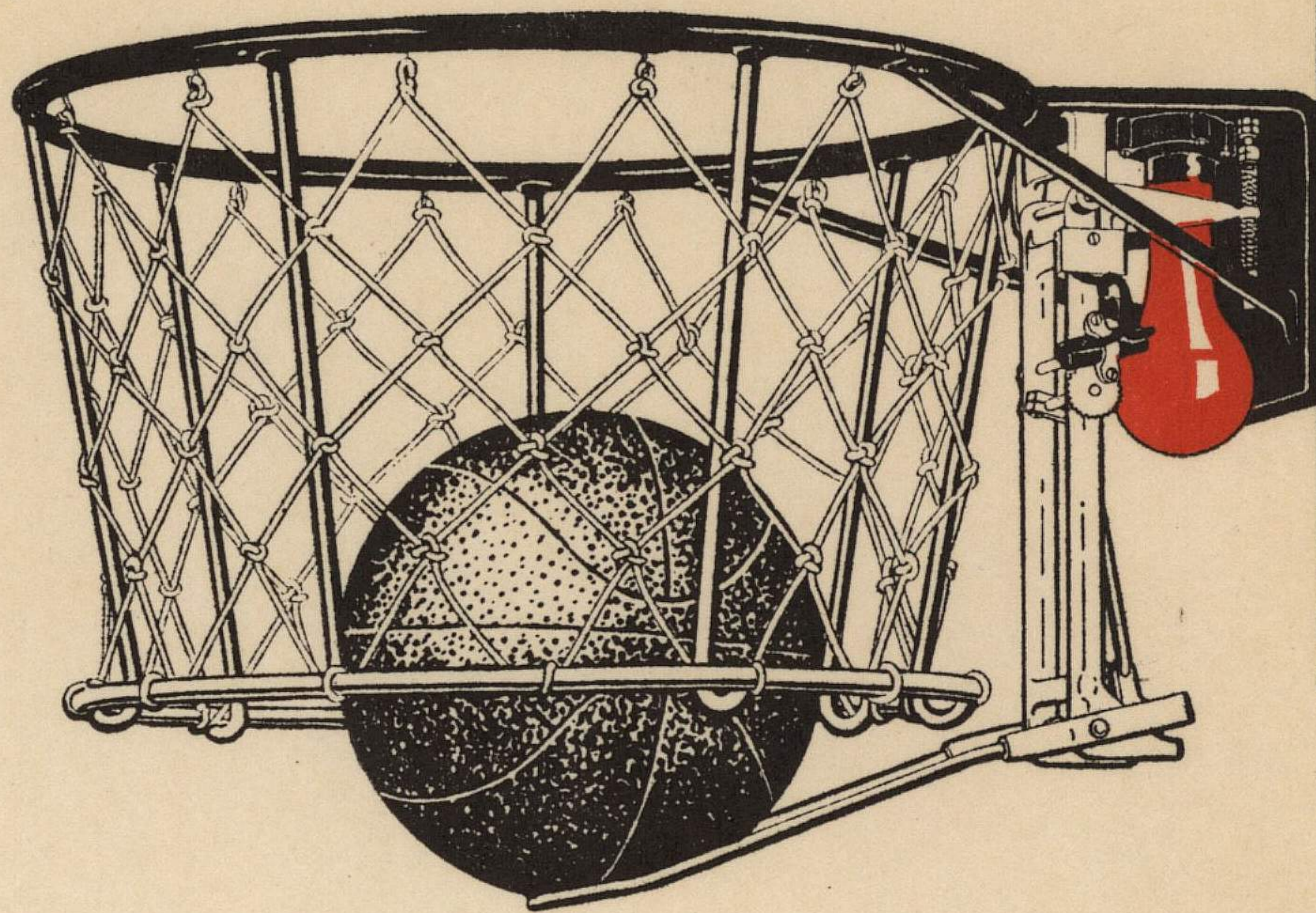


BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—
On Goes the Light"



December 8, 1937

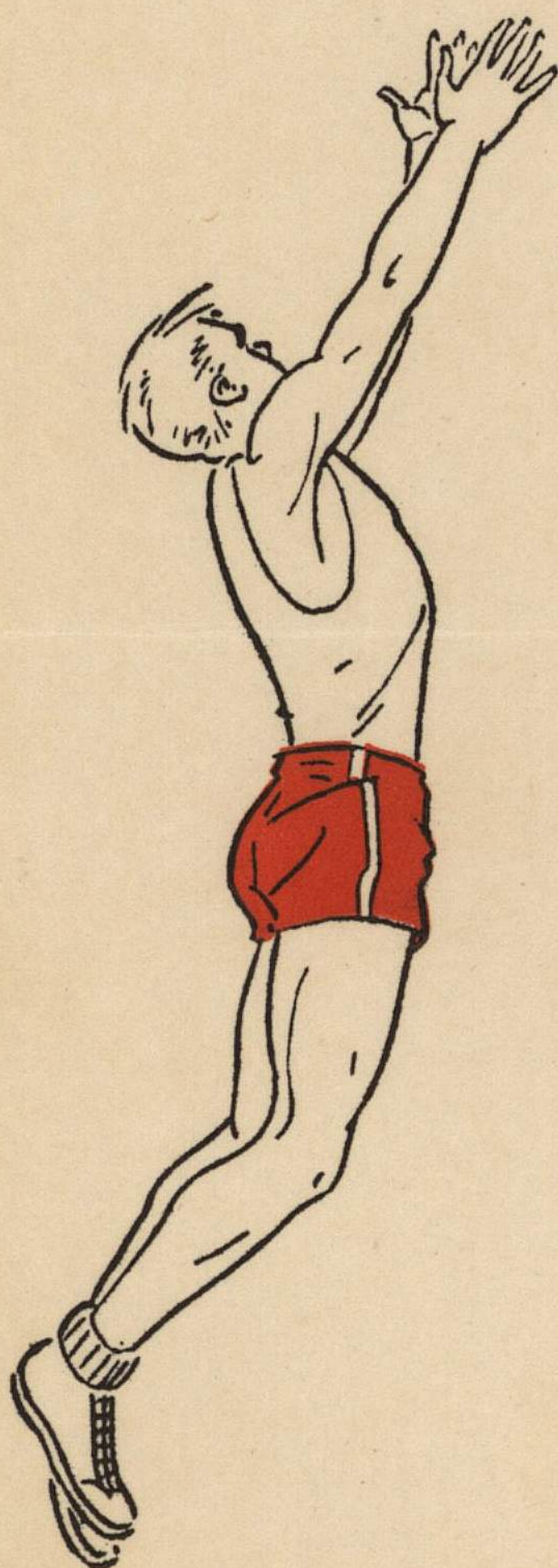
Dr. Forrest C. Allen,
University of Kansas,
Lawrence, Kansas,

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