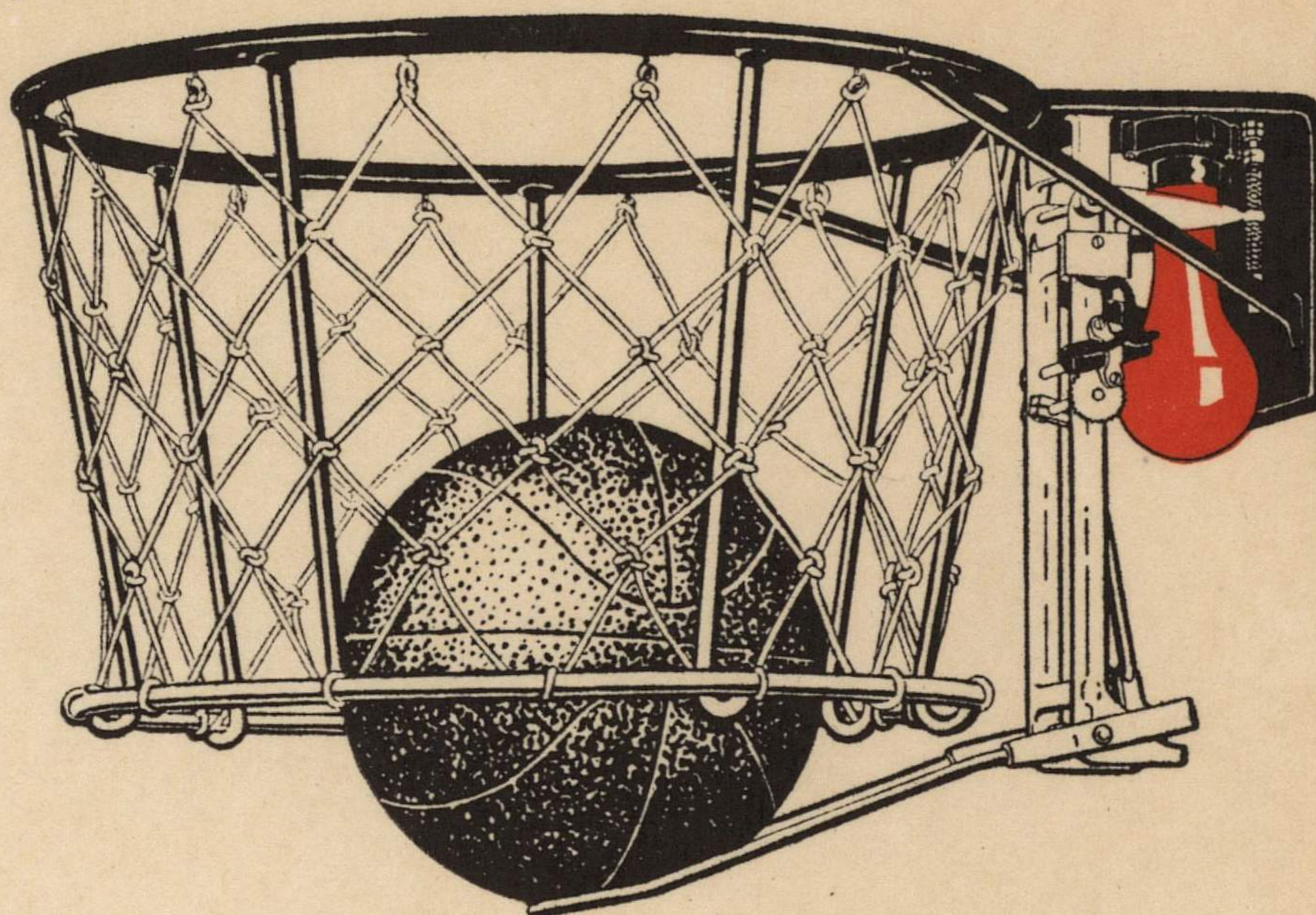


# BASKETBALL'S GREATEST INNOVATION . . .

"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.

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

