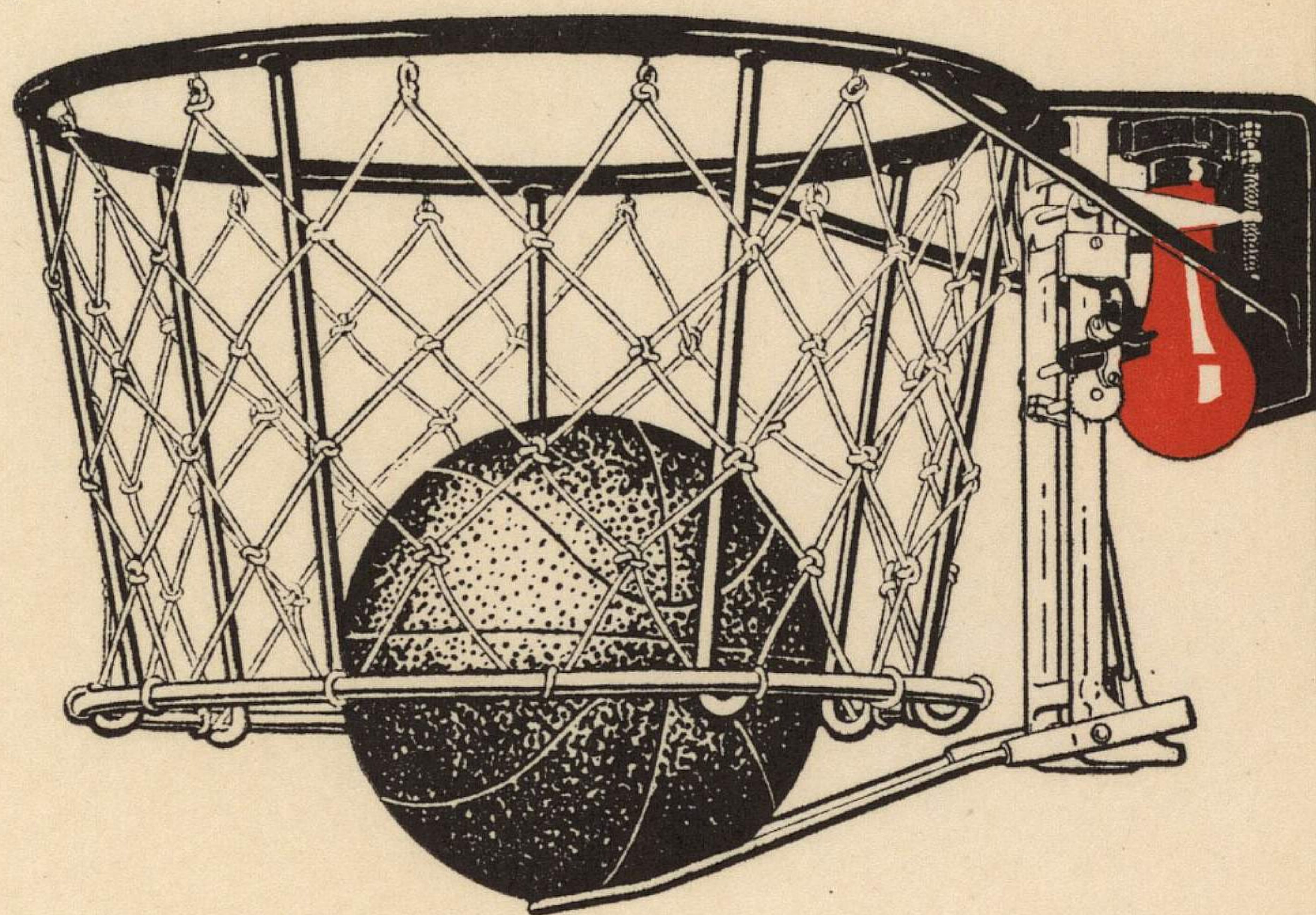


# BASKETBALL'S GREATEST INNOVATION . . .

*"In Goes the Ball—  
On Goes the Light"*



October 7, 1937

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

Dear Friend:

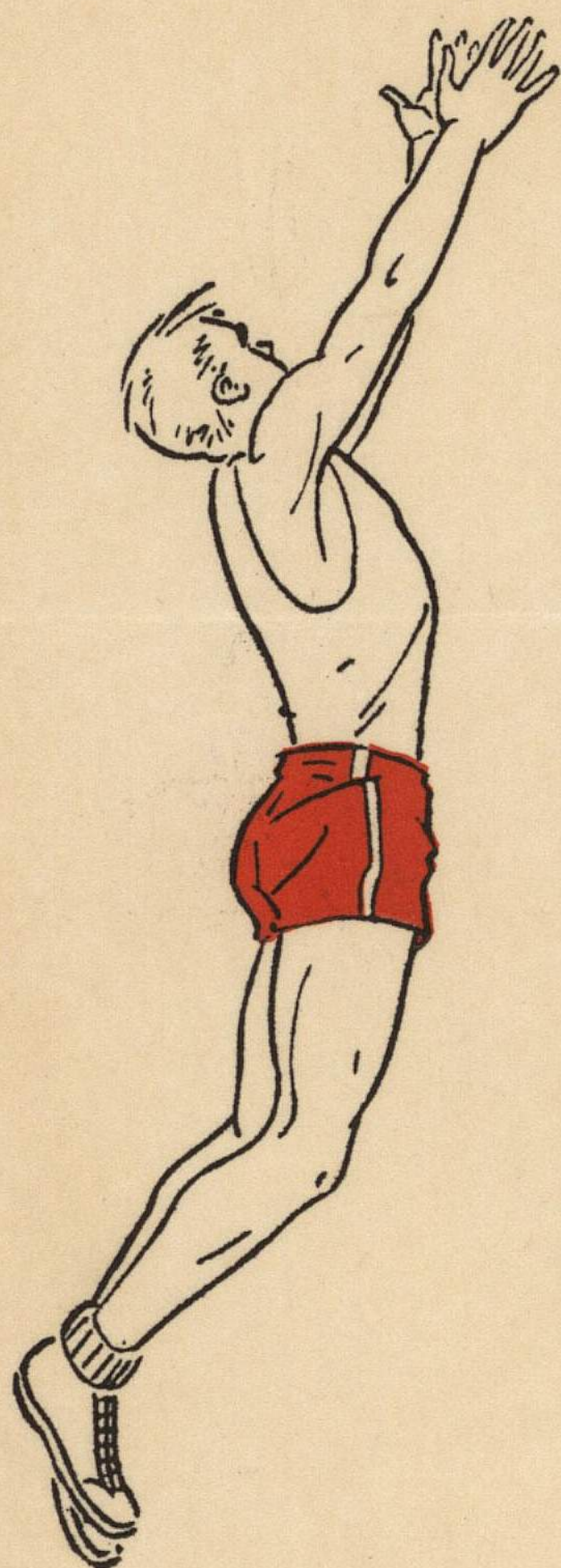
Thanks for your letter of September 27th. You have the right idea in waiting until you have the Big Six lined up before you write the folders.

We are planning on running an ad in the November issues and include in this the colleges and the universities who have purchased Bask-O-Lite. If it is possible for you to settle this Big Six proposition by October 15th and let me know it will make good material for this ad.

I am sending you one more Bask-O-Lite, express pre-paid, which will make you a complete set. Please return the old goals, freight collect to the Bask-O-Lite Co., #430 E. Grey St., Louisville, Ky.

We have changed the goal signs to six and one half inches instead of twelve inches and have left off the cap on the bottom. This makes a neater and more serviceable goal sign. If yours have not been changed please let me know and I will send you a new one. You will notice on the Bask-O-Lite we are sending you a clamp which locks the red globe on the basket. If your other basket does not have this let us know and we will send you one of these.

We have sold Bask-O-Lites to the Public Auditorium and the new Arena at Cleveland, Ohio. Each seats ten thousand people. We have also sold the Western Reserve and John Carroll University at Cleveland.



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