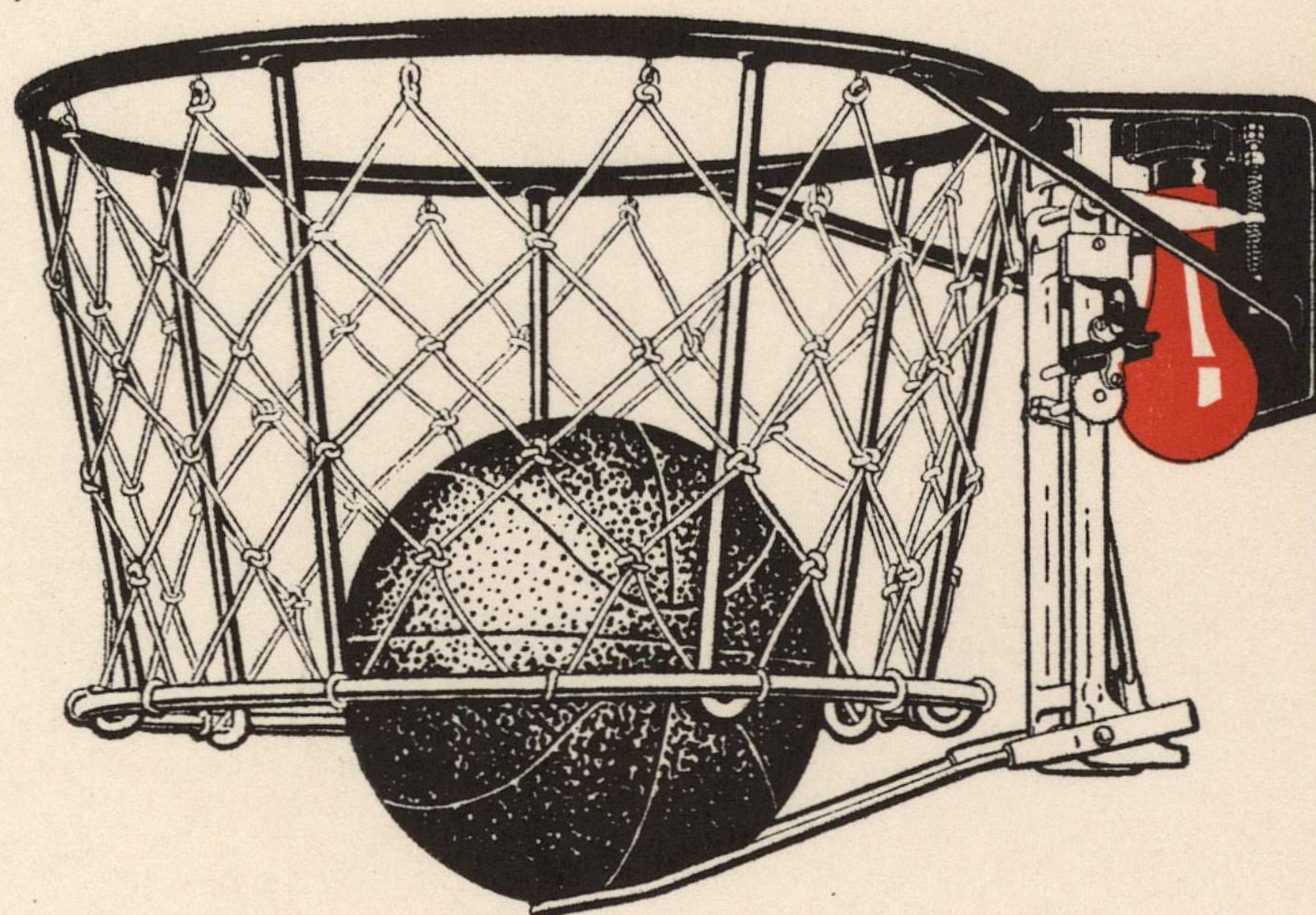


## BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—  
On Goes the Light"



-2-

Dr. Forrest C. Allen:

I gave Mr. Rowe a set of Bask-O-Lites and he installed them and I am hopeful of getting Cleveland High Schools to adopt them one hundred percent.

Have succeeded in securing the following schools to take them on trial and use before the Big Ten Conference meets the first of December: University of Illinois, University of Ohio, Indiana, Purdue, Butler and Notre Dame.

We are now receiving some mail orders from our distributors so you will see that all in all I feel that we are getting somewhere.

We are also arousing some interest as we have heard that Spalding and others are considering the manufacture of similar baskets. Spalding turned down the one they were considering and ordered sample sets of Bask-O-Lite shipped to ten of their stores.

I expect to be out in your state in the next thirty or forty days and am looking forward to having a talk with you.

Yours very truly,

REK/c

THE BASK-O-LITE CO.

*REK*

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

