

## **Recommendations are coming from far and near . . . Here are a few:**

"The new electric basketball goal has great possibilities. Due to the speed of the game, impaired vision, and poor location of some seats, a certain percentage of the fans are not sure when goals are scored. This new basket will completely cure that difficulty. It should be particularly helpful to the game when played before large crowds. It will also add color to the game."

(Signed) EVERETT S. DEAN, Basketball Coach,  
Indiana University, Bloomington, Ind.

"Your goal recording device, the Bask-O-Lite, has been used experimentally in this locality. I have been greatly interested in the development of this type of basket through the last several years. You seem to have perfected it so that it is serviceable and attractive in appearance. Wherever it has been tried in this locality it has been received with considerable interest and has been commented upon favorably. Members of our state basketball committee are planning to use it in part of their games this season. I have no doubt that a school could play an exhibition game with these baskets and with proper advertising meet much of the cost of installation through increased attendance."

(Signed) H. V. PORTER, Assistant Manager,  
Illinois High School Athletic Association,  
11 So. LaSalle St., Chicago, Ill.

"Your Bask-O-Lite basketball basket is being used in my coaching school at Butler this year. I have used it in some games in the Field House and it has been well received by coaches, fans and players. It is especially good for spectators who have to sit behind the goals and in distant parts of large gymnasiums."

(Signed) PAUL D. HINKLE, Athletic Director,  
Butler University, Indianapolis, Ind.

## **Incidents like this could never happen with BASK-O-LITE . . .**

Excerpt from an article in Courier-Journal, Louisville, Ky., February 8, 1936.

### **MALE DEFEATS MANUAL 25-21, OR MAYBE 23-21?**

"The full story never will be told, and the patrons, who numbered more than 1,200 will continue to ask these questions: Did the goal Hamilton tossed when Davis was called for his fourth foul go in the basket or not, and was the score 23 or 25 to 21?"

From an Associated Press article to Courier-Journal, December 31, 1935.

### **WINNER OF IRISH-NORTHWESTERN TILT IN DOUBT, 20-20?**

"When the final gun was fired, the scoreboard proclaimed Northwestern the winner 20 to 19. The official score books kept by the student managers of the teams gave the same version. However, the books of every sports writer in the pressbox had it a 20-20 tie. The point of difference was that Raymond Meyer of Chicago, Notre Dame forward, was credited with only one successful free throw attempt in the student managers' tallies, while the writers, to a man, credited him with two."

## **"Down with the Old . . Up with the NEW!"**

Bask-O-Lite is the greatest improvement to the game since basketball started. It is modern equipment and adds color to the game. You will get the brand of shooting you have always desired because the goal is more rigid, looks bigger and always stays in the same position. Depend upon this great new goal to add zest and glamour to the game and to increase your attendance. It is built from selected materials by skilled workers and presents new and unusual features that make it outstanding. **BASK-O-LITE IS THE YEAR'S BIGGEST NEWS. TURN IT TO YOUR OWN ADVANTAGE.**

Write . . Phone . . Wire NOW for complete information,  
price quotations, etc. **THE BASK-O-LITE CO., New Albany, Indiana**