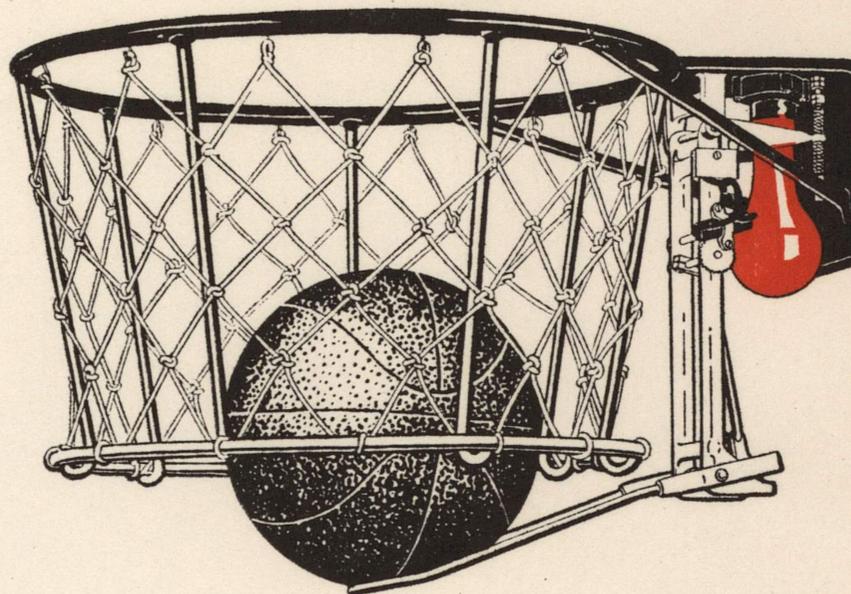


BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—
On Goes the Light"



November 17, 1937

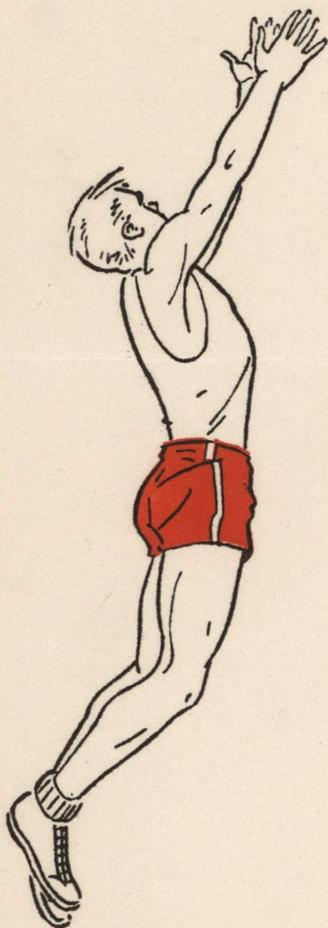
Dr. Forrest C. Allen,
University of Kansas,
Lawrence, Kansas,

Dear Friend:

I have just returned from a trip thru the East. We now have some of the other good coaches in the country trying out Bask-O-Lite, Keegan, Van Alstyne, Carlson, Holman, Hinkle, Lambert and several more. We have them installed in the New Arena, Cleveland, Public Auditorium, Cleveland, Arena, New Haven, Conn, Naval Auditorium, Detroit, Roanoke College, University of Baltimore and Buffalo and several small colleges. Geo. Edwards at Columbia has accepted our offer of sample set and they have been shipped to him.

Our Mr. Cory left yesterday and will see you about November 25th or 26th. He has with him two sets of Bask-O-Lite and has been instructed to install a basket of two at any one of the Big Six that cares to give them a trial. He will continue to work in that territory until your meeting December 4th. I am going to make every effort here to get the Big Ten acceptance in Chicago December 5th. If the Big Six adopts it at Kansas City on the 4th it will help me a lot to get the Big Ten lined up the next day.

I am having prepared and will send you in a few days contract designed to compensate you for your fine efforts in Bask-O-Lite. After you have read same I would appreciate your suggestions or acceptance.



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