

Concerning . . .

BASK-O-LITE

(In Goes the Ball—On Goes the Light)

Questions and Answers



Published by

THE BASK-O-LITE CO.

New Albany, Indiana

Questions and Answers

Q. Explain the construction of Bask-O-Lite Goals.

A. Made of the finest cadmium plated steel and with the most expert workmanship in welding that it is possible to obtain, Bask-O-Lite Goals are built to the highest quality standard. Below the standard iron ring is a slightly smaller, secondary iron ring. A net and rods are used between these two rings. A trip arm at the bottom of the basket retards the ball as it goes through. Incidentally, this trip arm operates with a feather weight action eliminating the possibility of a ball rebounding out of the basket. A knee action device is used so that a high, bounding ball hitting the basket frame will not cause a vibration sufficient to "turn on the lights." A steel mercury switch is used. Thus, when the ball goes through the top ring, the trip arm momentarily retards and releases the ball and the mercury switch causes three lights to flash. One light is placed directly behind the basket, to illuminate the ball as it goes through. Two lights are suspended 12 inches above the backboard. They may be seen from any part of the gymnasium.

Q. Is the Mercury Switch dependable and long lived?

A. Yes. It is the most dependable switch made for light loads. It is used in railroad crossing signals, automatic canning and filling machinery and in many other devices where absolute dependability is needed.

Q. Why did you select red lights for signals?

A. After many tests with various signals such as horns, bells and sirens, lights were found to be the most adaptable. They may be seen from any part of the gymnasium. Red color is used because it excites the optic nerve more than any other color.

Q. Are all "mechanical bugs" eliminated from Bask-O-Lite Goals?

A. Bask-O-Lite has passed all experimental tests necessary to a new mechanical product. Original ideas have been changed and construction details improved to make Bask-O-Lite Goals absolutely fool-proof.

Q. Will the ball rebound out of Bask-O-Lite Goals?

A. Many tests have proven that a much less percentage of balls rebound out of Bask-O-Lite Goals than from the conventional type.

Q. Do Bask-O-Lite Goals mark a definite step in the improvement of the game?

A. The Peach Basket was the original basketball goal. After a goal was made, someone climbed a ladder in order to take the ball from the basket. This showed the spectators that the object of the game

had been accomplished. The next development was to eliminate "the ladder." Someone actually thought of putting a small hole in the bottom of the basket and using a broom handle to poke the ball out. The Peach Basket Goal soon gave way to an iron ring with a closed bottom net, which was a marked improvement, because it allowed the spectators to see the ball in the basket. Of course, a net of this type was not satisfactory. When a long, high ball would hit the net, it would be torn from the ring. Then the present iron ring and open bottom net became the goal of the day. If the net was properly adjusted, it would momentarily retard the ball as it went through the basket. This was not satisfactory, because the net needed to be adjusted too often to obtain this result. And now a perfect basket called BASK-O-LITE, which momentarily retards the ball and illuminates it, so that everyone can see the real and only thrill of the game—"SEEING THE BALL IN THE BASKET." BASK-O-LITE is a logical development and improvement.

Q. Is an electric basketball goal a new idea?

A. No. The original patent was filed in 1924. Since then about 15 different design patents have been registered. The Bask-O-Lite Company experimented with 25 different designs before the present Bask-O-Lite Goals were perfected.

Q. Have Bask-O-Lite Goals been put to actual playing tests?

A. During 1936 more than 200 gymnasiums installed Bask-O-Lite Goals. Outstanding schools were accepting them after exhaustive tests. Now, Bask-O-Lite is destined to replace conventional type goals in every gymnasium.

Q. Have they been approved and legalized by the National Rules Committee?

A. Yes. Rule 3 of the National Rules Book of the National Rules Committee gives official approval to Bask-O-Lite.

Q. Do the new 1937-38 Rules increase the importance of Bask-O-Lite?

A. The new ruling eliminating the center toss-up after a goal is made causes a fast, continuous play. From player, official and spectator standpoint, it is even more important to know when a goal is made.

Q. What do spectators think of Bask-O-Lite Goals?

A. The answer to this question is one of the paramount features of Bask-O-Lite. Spectators everywhere are unanimous in their choice for these new, modern goals. The object of the game is actually accomplished. THEY SEE THE BALL GO THROUGH THE BASKET—THEY KNOW WHEN A GOAL IS MADE. They get new thrills from the game. They like the color Bask-O-Lite adds to each game. They enjoy seeing from any part of the gymnasium when a goal is made.



Q. *Do players prefer Bask-O-Lite?*

A. Players say that Bask-O-Lite is a better target to shoot at. It is easier to hit because it always looks the same, is more rigid and looks bigger. They say that the three lights, flashing on when they have scored, seems to thank them for their accomplishment.

Q. *How do officials regard these new goals?*

A. The answer to this question presents several most important points:

1. Referees have much more freedom to watch the players when a goal is attempted. They know that it will not be up to them to decide whether the ball actually went through the basket, as was often the case with the conventional type goal. The ball cannot hang in the net on top of basket. The net is always in the proper position.
2. The Scorekeeper knows definitely when a goal is made.
3. Coaches hail Bask-O-Lite as a life-saver where income has not been sufficient to meet all expenses. They say that not having to change nets frequently is an economy feature.

Q. *Is Bask-O-Lite recommended by Dr. Naismith, the man who invented basketball in 1891?*

A. Yes. Dr. Naismith says, "It eliminates the objection I have had to the present net."

Q. *Is attendance increased where Bask-O-Lite Goals are installed?*

A. Coaches and school officials tell us that Bask-O-Lite has increased their attendance from 10% to 25%. Smaller schools have found it possible to pay for Bask-O-Lite from the added profits from one game alone.

Q. *Are spectators demanding "a better show" at basketball games?*

A. It has been definitely proven that where added features are used, attendance is increased. Some schools have added Ping Pong, Badminton, Tennis, Boxing and Wrestling between halves or before the game. Bands, orchestras, audience singing, play their part in making "a better show." Some schools start the game by turning off all the lights and, with appropriate music, raise the American Flag in a spotlight to the top of the gymnasium. During this impressive display, the players find their respective positions. The lights go on and the game starts instantly. Bask-O-Lite fills the need for A BETTER SHOW.

Q. *How may we purchase Bask-O-Lite Goals?*

A. Leading Sporting Goods Distributors covering the United States, Canada and foreign countries are handling Bask-O-Lite Goals. Go to your distributor for complete information, or write directly to the Bask-O-Lite Company, New Albany, Ind.



December 1, 1937.

Mr. Percy Parks, Coach,
Wyandotte High School,
Wyandotte, Kansas.

Dear Percy:

I just received a letter this morning from Mr. G. L. Cory, the representative of the Bask-o-Lite Company, and he states that he stopped in Kansas City to see you and that you were not much interested in the Bask-o-Lite goals. He asked that I write you and give you my reactions on the goal, as I have found it after experimenting two or three years with it.

Percy, we are going to use it in all of our home games, and I think it is the greatest augmentor and stimulator of outside interest for the spectators that I have found in basketball. None of the boys really liked it at first trial. They are afraid they will hurt their hands on the goal, and they offer a lot of other objections.

I am looking at this basket with a light as a very definite adjunct to spectator interest. The light flashes on just after the goal is made and there is a flare that stimulates the optic nerve and causes more appreciation of a goal being made. Spectators often come to a basketball game and they feel they cannot take their eyes off the game one second. If they do they will not see the ball go through the hoop. I have tried this out. I have sat watching the game, conversing with a fellow and casually watching the game, knowing full well that when the ball goes through the basket the light will flash on, and I can appreciate the goal just as much, but I know that I don't have to worry about it.

You know all of us, except the rabid high school cheerer who yells his head off at each goal, really likes to visit a little with our companion while the game is going on. We do this at a football game, because there are so many plays that do not thrill. Our enthusiasm becomes lax until a hair-raising play is pulled off, and then we pull over.

Here is another thing, Percy. The referee is going to be forced to signal on every field goal that is made now because previously when a field goal was made the referee brought the ball back to the center for a tip-off. Now, when a player shoots at the goal from a distance and the ball barely misses the basket and rakes the net the scorekeeper may become confused as to whether the goal has been made or missed. He will have to stop the game and ascertain from the referee whether there is a goal or not. This Bask-o-Lite prevents all that from happening.

Another thing - Frank Root told me about three or four years ago Quigley was refereeing the game at Lincoln between Kansas State and Nebraska, and Nebraska shot a long ball that looked like a swisher. Quigley rules it a goal. Frank and Brownie were sitting on either side of the scoring table and both knew the ball did not go in the basket, but they did not stop the game, and when the game was over the Nebraskans had beaten Kansas State by two points, and nothing was done about it.

This is my contribution, Percy. I think it is a swell thing. I hope that you will grow to like it.

With every good wish, I am

Sincerely yours,

Varsity Basketball Coach,
Director of Physical Education.

FCA:AH

September 15, 1937.

Mr. R. E. Korte,
The Bask-O-Lite Co.,
421 E. Spring St.,
New Albany, Indiana.

Dear Mr. Korte:

This is merely to acknowledge receipt of your good letter of the 28th ultimo.

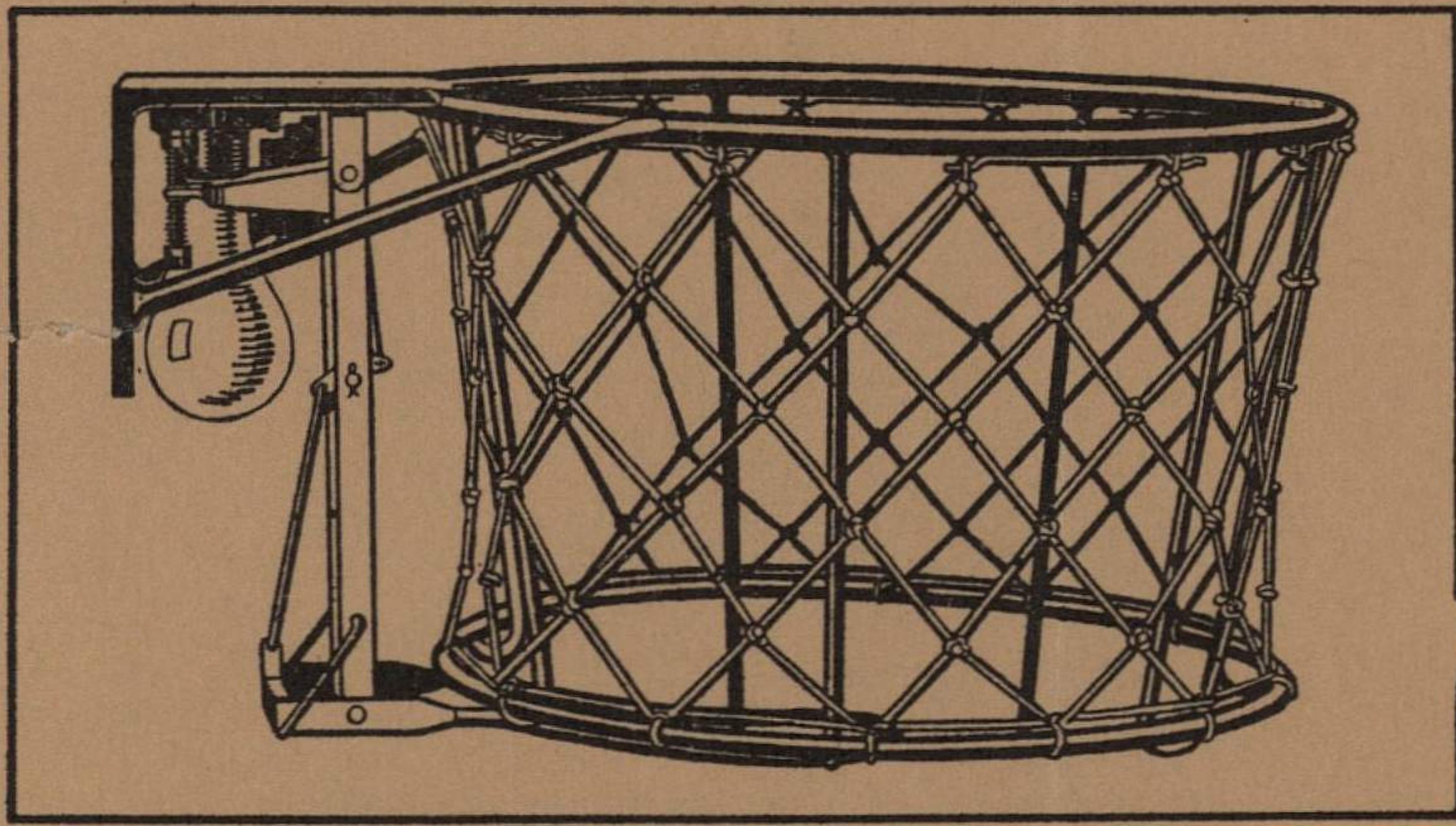
I stopped at Lowe & Campbell and had a day with their salesmen. I talked about forty-five minutes at the request of the Lowe & Campbell people to their salesmen who were assembled there for their sales meeting.

We are just in the midst of enrollment at the University, so will make this short indeed, hoping to elaborate on the matters brought out in your letter as well as the additional subject of working on a little pamphlet for you. You will hear from me again in the very near future.

Very cordially yours,

FCA:AH

Director of Physical Education.



THE BASK-O-LITE CO.

421 E. SPRING STREET

NEW ALBANY, IND.

A Great Innovation to the game of Basketball
"In Goes the Ball . . . On Goes the Light"

August 28, 1937

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

Dear Friend:-

I am just leaving on a trip through the South and our Mr. Cory is also taking a two weeks trip through Texas, Louisiana, Mississippi, Arkansas and Oklahoma. After we have made these two trips we will have covered about two-thirds of the United States, leaving the territory west of your state as the only territory not worked. We are doing our best to cover it by mail.

As I told you at Spirit Lake I am anxious to get out some kind of sales information to the distributor's salesmen and the thoughts I gave you there were part of what I had in mind. Have you had time to look over this data and rewrite it for me? I also believe that this short story of yours on "How to add thrills to a basket ball game" might be used by these salesmen to advantage. I am leaving today and will return September 8th. If it is possible to give me anything on these two subjects by then I will appreciate it.

We attended Portsmouth, Ohio, Logansport, Ind., Indianapolis and North Western Coaching Schools and the reception from the coaches was extremely good. There is no doubt in my mind now that Bask-O-Lite will be very popular.

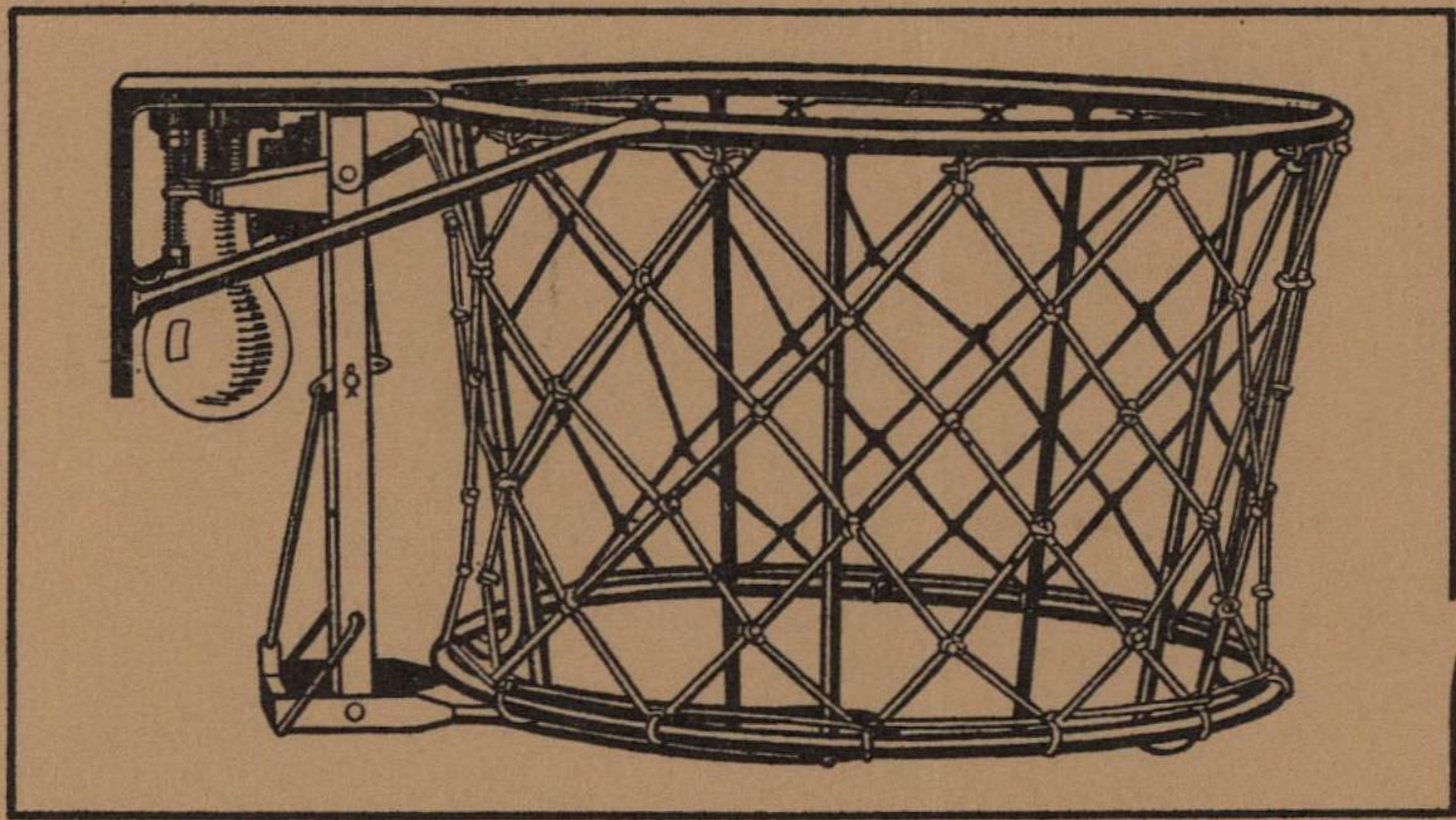
I understand that Dutch Lomberg is one of your boys and if any chance presents itself try to help us sell him Bask-O-Lite.

After you have had an opportunity some time to talk to Campbell or Royer at Kansas City and have told them the reaction you get from the coaches and your thoughts on Bask-O-Lite drop me a line and let me know their feelings in the matter. I believe they are hundred percent sold but am not quite sure and would like your opinion on the matter.

Thanking you for your cooperation at the coaching school and hoping to see you in the next couple of months, I remain

Yours very truly

R. S. Korte



THE BASK-O-LITE CO.

421 E. SPRING STREET

NEW ALBANY, IND.

A Great Innovation to the game of Basketball
"In Goes the Ball . . . On Goes the Light"

August 4, 1937.

Ans 8/11-37.

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

Dear Mr. Allen:-

Enclosed find check for \$100.00 and one of our new folders on Bask-O-Lite. You will notice we have included your color idea. We are doing very well with Bask-O-Lite and expect it to be a real success this year.

What would you think about a small booklet written by you entitled "How to add more color and thrills to basket ball games". Of course emphasizing the use of Bask-O-Lite. This folder would not have to be very large and could be gotten out very inexpensively and we would distribute about twenty thousand over the United States. This is just an idea, think about it and I will see you at Spirit Lake Coaching School this month.

Thanking you for all the nice things you have done for us, I remain

Yours very truly,

REK/c

THE BASK-O-LITE CO.

Thought you might want this

R E A S O N S

for

B A S K - O - L I T E

the

NEW OFFICIAL GOAL

BASK-O-LITE CO

New Albany, Indiana.

On account of the regulation floor, where there is a large attendance a big portion of the audience is located in rear of the goals and do not know immediately when goal is made. With Bask-O-Lite the two goals signs above board informs the fans instantly.

If this were the only use, its' use would be limited to the large field houses and gymnasiums

B U T

Glass Back boards, illegal.
Look up rule:
"The backboards shall be of wood or glass painted white."

It was determined that only a small percentage of the fans in front of goals actually saw the ball go thru the goal.

FIRST - A thousand fans were asked the question "Do you see the ball go thru the goal" and the answers were 61% "No".

SECOND - Cards were passed out at three games "two small and one large" asking the question "Do you consider Bask-O-Lite an improvement to the game" and answers from 1134 cards were 1051 "Yes" or 92% and 52% of the "Yes answers indicated that it improved the game because they were able to see the ball go thru the goal.

And other reasons were:

LIST OF REASONS FROM FANS

- 1 It is modern equipment
- 2 Adds glamour to the game
- 3 Greatest improvement to the game since basket-ball started
- 4 Increases visibility
- 5 Eliminates arguments between fans
- 6 A wonderful help to those whose eyesight is not perfect.
- 7 Illuminates the ball as it goes through the goal
- 8 It is a necessity to those behind the goal
- 9 A great help to those in the far parts of the gymnasium
- 10 Adds a greater thrill when your team makes a goal
- 11 It is possible to see the goal made without standing.
- 12 There can be no doubt when goal is made
- 13 We hope our school adopts them.

It is just as logical to have lights to indicate when a goal has been made in Basket-ball as it is in Hockey. They have it there because even a larger percentage cannot see the pluck go in the goal. Similar to Basket-ball the action of the players indicate when a goal is made

BU T

Basket ball and Hockey are similar, in that ^{both} ~~both~~ games are full ~~of~~ ^{of} ~~much~~ action. However there is much scoring in basket ball with little scoring in Hockey. Therefore there is more need of a light in basket ball to aid vision of the spectators as there is so much scoring.

The
New Rules

1937

1938
These

The rules have been changed and the action of players won't indicate that a goal has been made.

With the center toss up eliminated after a goal has been made (Rule 8-Sec.9) ~~and~~ the ball is simply tossed to opponent out of bounds and there will be times when the fans do not see the goal made and play continued with so little hesitation that BASK-O-LITE is now a necessity to the fans,

because the new rules provide that the opposing player may play the ball back into the court immediately after a goal.

Bring Bang
Rapid fire basketball
Will the New Rules
speed up the game.

PROOF THAT GOALS ARE NOT SEEN

Notre Dame & Northwestern

Louisville Male & Manual

Nebraska vs Kansas State of Lincoln.
Big Six
A₁ conference Championship
game decided.

PLAYERS LIKE IT

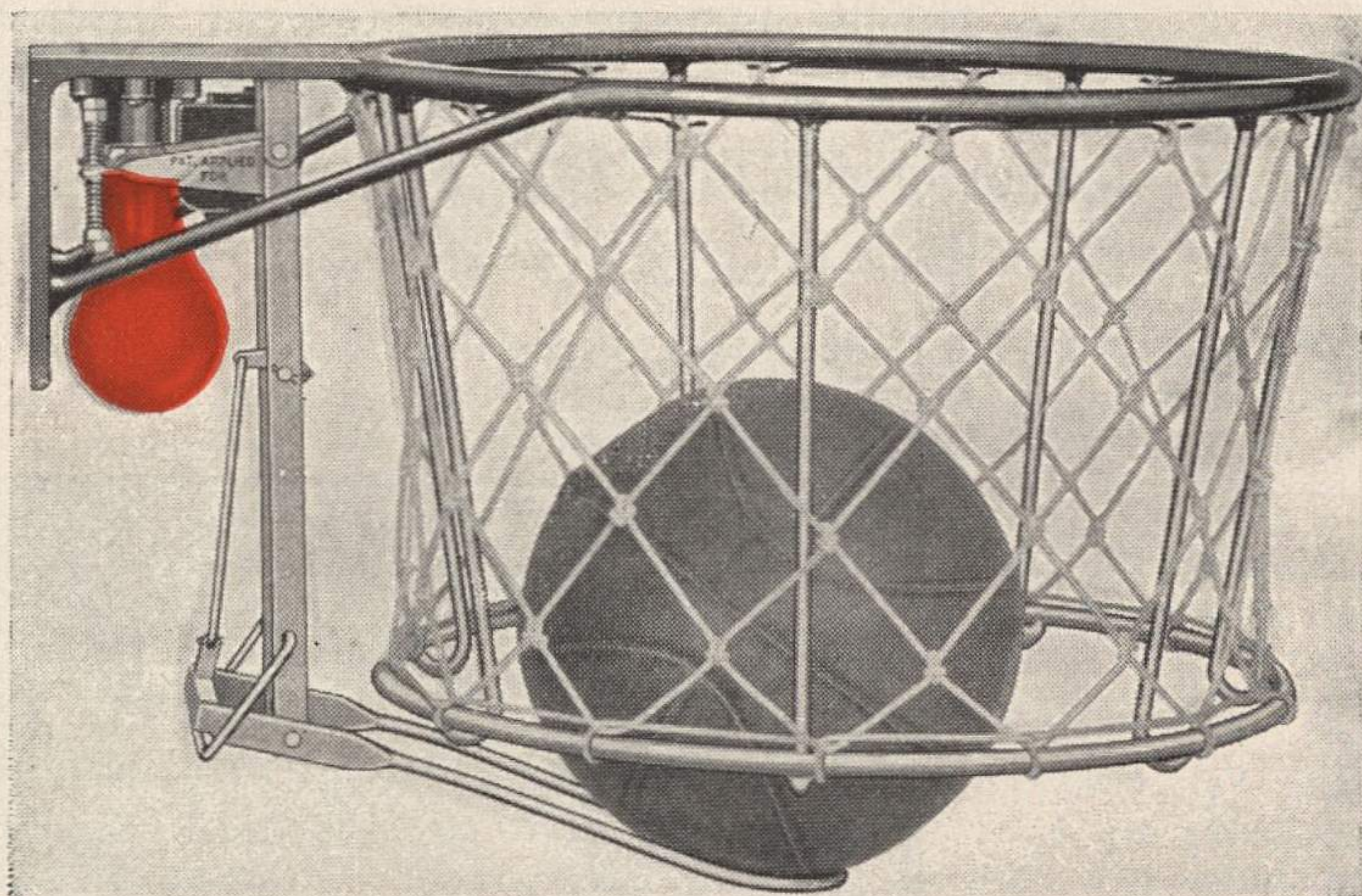
- 1 Goal is more rigid
- 2 Always looks the same
- 3 Net does not shrink or stretch
always stays in the same position
- 4 Looks bigger
- 5 Easier to make a goal
- 6 No doubt as to when goal is made
- 7 Light "Thanks you" for making a goal

THE OFFICIALS SAY

- 1 It adds color to the game
- 2 Eliminates doubt when goal is made
- 3 Referee has more freedom to watch players when goal is attempted.
- 4 It is attractive
- 5 Ball can not hang in net on top of basket
- 6 Scorekeeper knows immediately when goal is made.

BASK-O-LITE

"In Goes the Ball — On Goes the Light"



**Basketball's Greatest
Innovation . . .** New thrills
. . . new color added to every
game means increased attendance.



An Official Basket

Manufactured by

THE BASK-O-LITE CO.

New Albany, Indiana

BASK-O-LITE GOALS will do for you what they are doing for hundreds of schools and public gymnasiums . . . INCREASE ATTENDANCE

Provide a way for your spectators to get new thrills and new excitement from the game and you have a logical way to INCREASE ATTENDANCE. It is a proven fact that Bask-O-Lite Goals will accomplish that purpose.

Spectators everywhere hail these new goals with great enthusiasm. Read the recommendations listed in this folder. Note particularly how one comparatively small school paid for its Bask-O-Lite Goals from the added receipts of just one exhibition game.

LEGALIZED . . . NOW AN OFFICIAL BASKET

The 1937-38 National Rules Book (Rule No. 3) of the National Rules Committee, says:

"This does not prohibit the use of the rigid double ring type basket that causes a light to flash."

MODERNIZE NOW . . . "Down with the old—Up with the new"

BASKETBALL AUTHORITIES CLAIM IT—"THE GAME'S OUTSTANDING IMPROVEMENT." By no means is it just a new gadget that interests only the spectators. Players like Bask-O-Lite because it is a rigid type goal—it is easier to hit—the net is always in the same position. The fact that three lights flash on when a goal is made may be termed "a reward" for the player who has scored.

Officials like to work a game played with Bask-O-Lite Goals. There is more freedom to watch the players when a goal is attempted—no "did the ball go in the net or not" decisions. As you plan for increased spectator interest, keep your equipment modern with Bask-O-Lite. Install this modern equipment NOW.

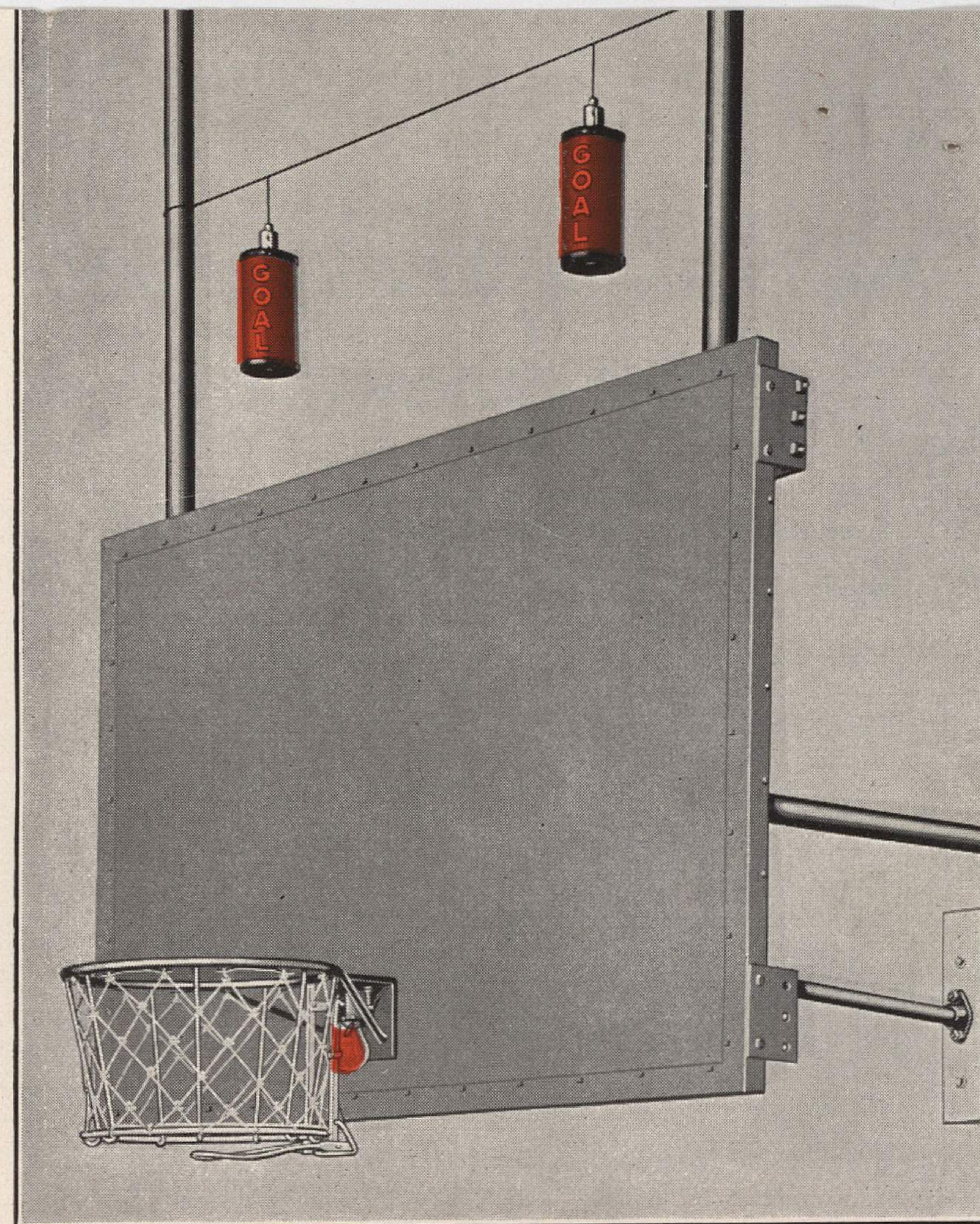
Sold by leading sporting goods distributors. Ask them or write—

THE BASK-O-LITE CO.

New Albany, Indiana

A New PRACTISE BASKET

A companion to Bask-O-Lite without the electrical mechanism. Here's an ideal basket for practise use.



★ Important Features ★

- 1. FOOL PROOF.** (Made to last indefinitely.) When the ball goes through the basket, three lights flash on. One light is placed directly behind the basket which illuminates the ball as it goes through, the other two lights are suspended above the backboard. The basket is more rigid—it always looks the same because the net does not shrink or stretch.
- 2. ELIMINATES ALL DOUBT ABOUT A GOAL BEING MADE.** Spectators in any part of the gymnasium know instantly when a goal is made. The new ruling eliminating the center toss-up after a goal is made causes a continuous play that makes Bask-O-Lite a necessity for the spectators.
- 3. AN OFFICIAL BASKET.** Legalized and approved by the National Rules Committee.

Read..

These Important Recommendations

"The receipts from an exhibition game not listed on our regular schedule more than paid for our Bask-O-Lites."—CANNELTON CITY SCHOOLS, Cannelton, Ind.

"We will gladly recommend them for increasing interest and attendance from the spectator standpoint, and also for helping the officials in working the game."—CENTRAL CITY HIGH SCHOOL, Central City, Ky.

"We do not think that we are exaggerating when we say that the new goals have 'pepped up' the game of basket ball considerably."—DANVILLE HIGH SCHOOL, Danville, Ky.

"They meet the objection that I have found in the present use of the net."—JAMES NAISMITH, Founder of the Game of Basket Ball, University of Kansas.

"We are better pleased with the goals each time we use them. Last week we played Haubstadt, where they do not use Bask-O-Lites. Haubstadt made a field goal which the referee refused to count because he failed to see it made."—POSEYVILLE PUBLIC SCHOOLS, Poseyville, Ind.

"They are well worth their cost to any school which expects to continue to play basket ball."—THE BRECKINRIDGE COUNTY HIGH SCHOOL, Hardinsburg, Ky.

"I wish to congratulate your company on the definite progress that you have made in perfecting a fool-proof, electric basket ball goal which adds color to the game and removes, beyond all doubt, any uncertainty of whether a goal has been scored."—FORREST C. ALLEN, University of Kansas, Lawrence, Kansas.

"You will note that the quotation relative to Rule 3 is to be found in the inter-scholastic edition of the basket ball rules, but that the wording in the collegiate edition will be slightly different. The collegiate wording will be similar to the following: 'Note: This section does not preclude the use of other types of baskets which have been submitted to and approved by the national committee.' This statement would apply to your basket since it has been submitted and approved by the committee."—H. V. PORTER, Secretary National Basket Ball Committee.

The Goal signs come ~~up~~^{ing} for plenty of consideration when experimenting. It was finally decided that all that was needed was two red globes, hanging twelve inches above the back board and far enough away from any post that they ^{could} not be broken. Then the thought came that they should be dressed up, and the globes were placed in non-inflammable celluloid covers $4\frac{1}{2}$ in. in diameter by 12 in. in length and the word Goal was printed on some. These have since been shortened to 6 in. in length and the word Goal eliminated and the bottom removed thereby making a more attractive and serviceable Goal Sign.

The first impression is that Basket-Ball will only be sold to larger schools, but experience has proven that the smaller schools will buy it readily because their game needs color more than the larger schools and because it will increase attendance which they also need badly.

Bask-O-Lite is not a new idea. The original patent was filed in 1924. Since then about fifteen different design patents have been registered. The present design is however different from any of these former patents. The Owners of Bask-O-Lite worked on at least twenty-five different designs and have in each case found the same as all the other designers in the past, features which were not perfect. We originally began with the conventional type basket and net, with two arms, which hung inside of the net, the idea being that the ball would spring these two arms apart, which would work the switch. This design could not be distinguished at a short distance from your conventional type. But like all the rest had its defects. It was finally decided that the ball must first be controlled in the basket and then registered. Various designs of baskets were made and finally the present type was developed, which after very exhaustive tests has proved that less balls will rebound out of it than your conventional net type basket. Then it was necessary to design a trip in the bottom of the basket, that would then register the ball. It must be well balanced and of such feather weight action that the ball would not rebound off of it out of the basket. This was accomplished and then vibration from the long high ball hitting the basket and not going in, was so tremendous that a knee action idea has to be included with the trip arm. This was accomplished, reducing the vibration to such an extent that there was no danger of the light being turned on, without the ball going through the basket. Then the switch was quit a problem a glass type mercury switch was first used, which after a small amount of use, the constant hammering of the mercury against the glass would destroy itself. Mechanical type switch was used. Places where there is considerable use, it has its defects. In 1936 the steel mercury switch was developed, which has eliminated all switch troubles. This type switch is used in flashing signs, Automatic canning and filling machinery operations and places where its operations run into the millions. It is the most dependable switch made for light loads. After many tests of various signals, such as horn, bell, siren and lights, the light was adopted as the all around signal.

The color comes in for consideration. It was decided red should be used because it signifies stop. At least there should be some hesitation after a goal has been made., so that spectators will realize the accomplishment.

Bask-O-Lite is constructed so that it will last a lifetime. No time or expense has been spared to make this possible. It is made of the finest steel, with the finest workmanship in welding, that is possible to get. It is painted and cadmium plated so that it cannot rust or corrode. The net is merely put on for looks, but it is attached in such a way, that replacement ^{can be made but} should not be necessary for at least five years.

The basket is well proportioned and looks good. The net cannot shrink, stretch or change location, thereby making a target for the players to shoot at that never changes its looks or location.

Bask-O-Lite was tried out in a lot of games during 1934 and 1935 and was placed on the market in 1936. About 200 schools in Indiana and Kentucky have purchased Bask-O-Lite in 1936, and by the Coachs, who used it this year it was recommended to increase attendance and spectator interest, because they could see the most

(Continued on next sheet.)

thrilling part in basket ball, that is seeing the ball in and going through the basket. The referees and umpires recommend it because there ~~was~~^{is} never any doubt when the goal ~~was~~^{is} made, because the ball could not hang in the net on top of basket, and because it gives them more freedom to watch players for a foul, while a goal ~~was~~^{is} being attempted. The score keepers recommend it because it has eliminated all chance of a goal not being seen. The players recommend it because it was a better target to shoot at and because instead of getting a thank-you once in a while by the swish of the net, they get a thank-you 100% by the light of the light.

Bask-O-Lite is destined to be the only official goal, because it is modern and adds color to an all ready colorful game. In the spring of 1937, it was approved unanimously by your National Rules Committee and ~~is~~ mentioned in your National Rules Book.

October 27, 1937.

Mr. R. E. Korte,
The Bask-O-Lite Co.,
New Albany, Indiana.

Dear Mr. Korte:

Acknowledging receipt of your favor of the 22nd instant, the following are the Big Six coaches with their locations:

Hugh McDermott, University of Oklahoma, Norman, Okla.
George Edwards, University of Missouri, Columbia, Mo.
Louis L. Menze, Iowa State College, Ames, Iowa.
Frank Root, Kansas State College, Manhattan, Kansas.
W. H. Brown, University of Nebraska, Lincoln, Nebr.

The Big Six meeting is definitely set for Saturday, December 4. The Big Six and the Missouri Valley coaches will meet from 9 to 11 a.m. separately, then they have a joint session from 11 to 12 o'clock.

From 12 to 1:30 p.m. there will be a showing of the talkie movie picture that was shot last summer showing the basketball styles of Daxe McMillan, of Minnesota, Dr. H. C. Carlson, of the University of Pittsburgh, Clair Bee, of Long Island University, George Keogan, of Notre Dame, John Bunn, of Stanford, and myself.

The open interpretations meeting is for 2 p.m. that afternoon. I think doubtless all the Big Six coaches will agree to play with the Bask-O-Lite in Lawrence. And I think it would be a swell idea for you to write each one of them offering them a set for free trial between now and the December 4th meeting. Kansas State is playing Doane College the night of December 4th at Manhattan, and Missouri is playing Westminster College the same night at Columbia. I believe if you sent these baskets they would try them out in their preliminary games.

I also think you would be missing a bet if you didn't make that Kansas City meeting. However, the Big Ten meeting is on at Chicago at the same time, but my opinion is it would pay you to have a representative here with your basket because we are going to have by far the largest meeting here in Kansas City, this year, than we have ever had.

We are using the movie talkie film to get the crowd. This picture cost the sponsors \$15,000 to shoot it, and they are barring all players from viewing the pictures - just letting coaches and officials see it. The sponsors of the picture think they are going to make quite a bit of money out of it, and because they have used coaches from different sections of the United States it has the sectional appeal.

I might mention that all the sponsors paid was the expenses of the coaches to shoot the picture so if they spent \$15,000 on the picture they really have the money in the film, I guess. Everybody says it is a corking picture.

Let me know if I can be of further service. I want you to know that in my opinion Bask-O-Lite is gaining ground very rapidly. We have not sent back the cylinders yet because we want to set up our auditorium with the new Bask-O-Lites and I want to use the old ones for the boys to practice shooting at in the gymnasium while the others are set up over in the auditorium. I don't care whether they blink over here or not, but I do want a good turn out at our first game.

The varsity-fresh game, which will be a thriller this year on account of a star freshman personnel, will draw a big crowd. We are going to use E. C. Quigley and his son in this game, so we will play it up in a big way.

Why couldn't you or one of your representatives drop by here around the first, and you could use these extra days going over to Manhattan, which is just 90 miles from here, and calling on 5 or 6 other colleges which are all within a radius of 60 or 70 miles. Washburn College, at Topeka, is 28 miles, Baker University at Baldwin is 16 miles, Haskell Institute is here in this town, Ottawa University is 33 miles, and the College of Emporia and Emporia Teachers College are 90 miles, as is Manhattan 90 miles, so you could do a lot of good here especially since we are going to use the baskets on the first of December.

Awaiting your commands, I am

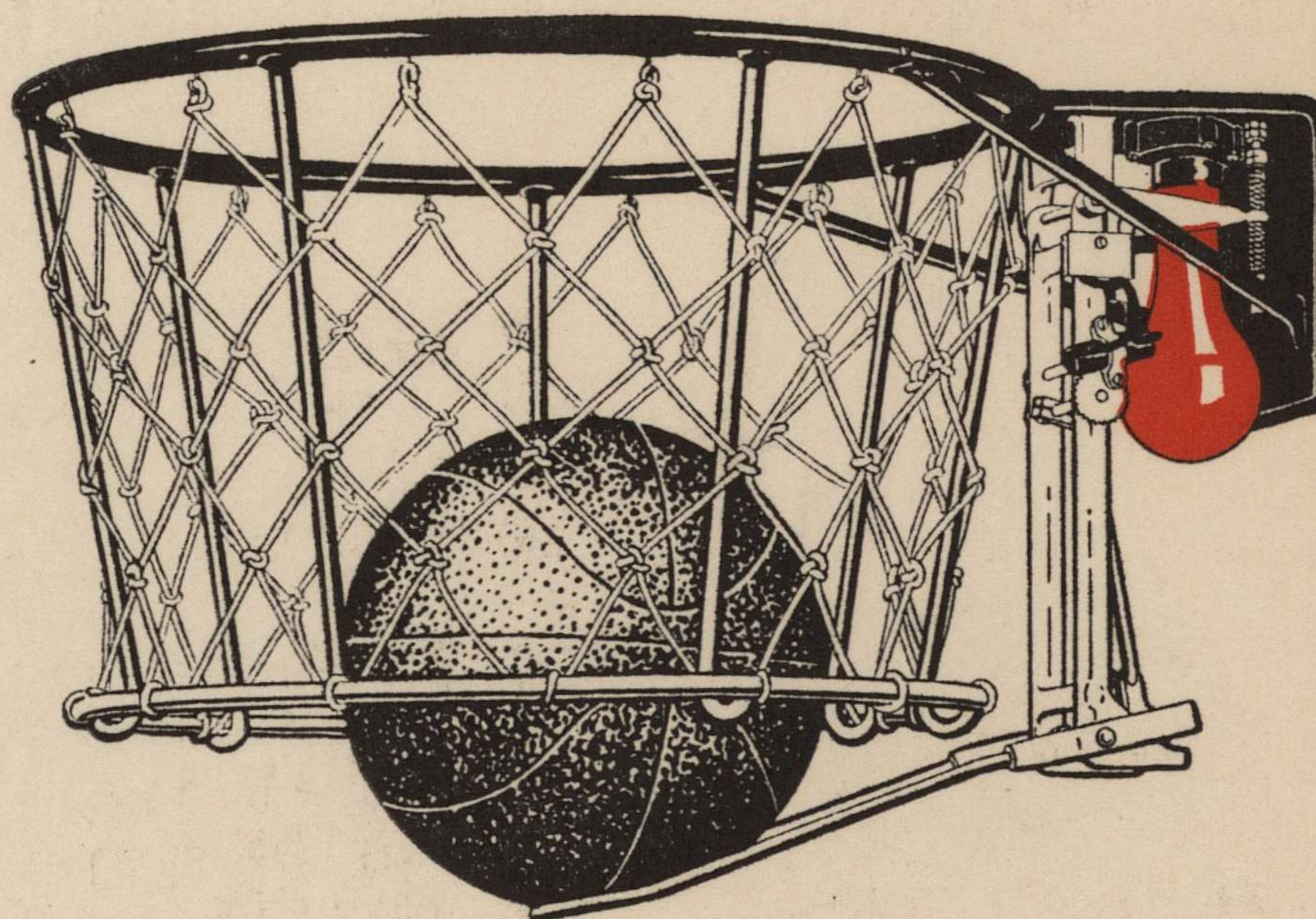
Sincerely yours,

FCA:AH

Director of Physical Education.

BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—
On Goes the Light"



October 22, 1937

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

Dear Friend:

In reply to your letters of October 4th and 8th. We are sorry that Mr. Brown is not interested in Bask-O-Lite, but are glad to hear Mr. Edwards is willing to use them.

I understand in one of your letters that your Big Six meets on December 5th and the other letter states December 4th. Which is correct?

I am anxious that you go ahead with your inquiries to these coaches and would like to get their reaction to using them in games at University of Kansas. After they have signified a willingness to using them at Kansas we can then approach them on buying for their own gymnasiums.

I would like to have a list of these coaches so that I can send them circulars on Bask-O-Lite. I am also of the opinion that it would be a good idea to offer them a set for free trial between now and your December 4th or 5th meeting. What do you think about this? I want to make every effort to get the approval of the Big Six and Big Ten this year.

Wishing you success in securing permission from other coaches, I remain

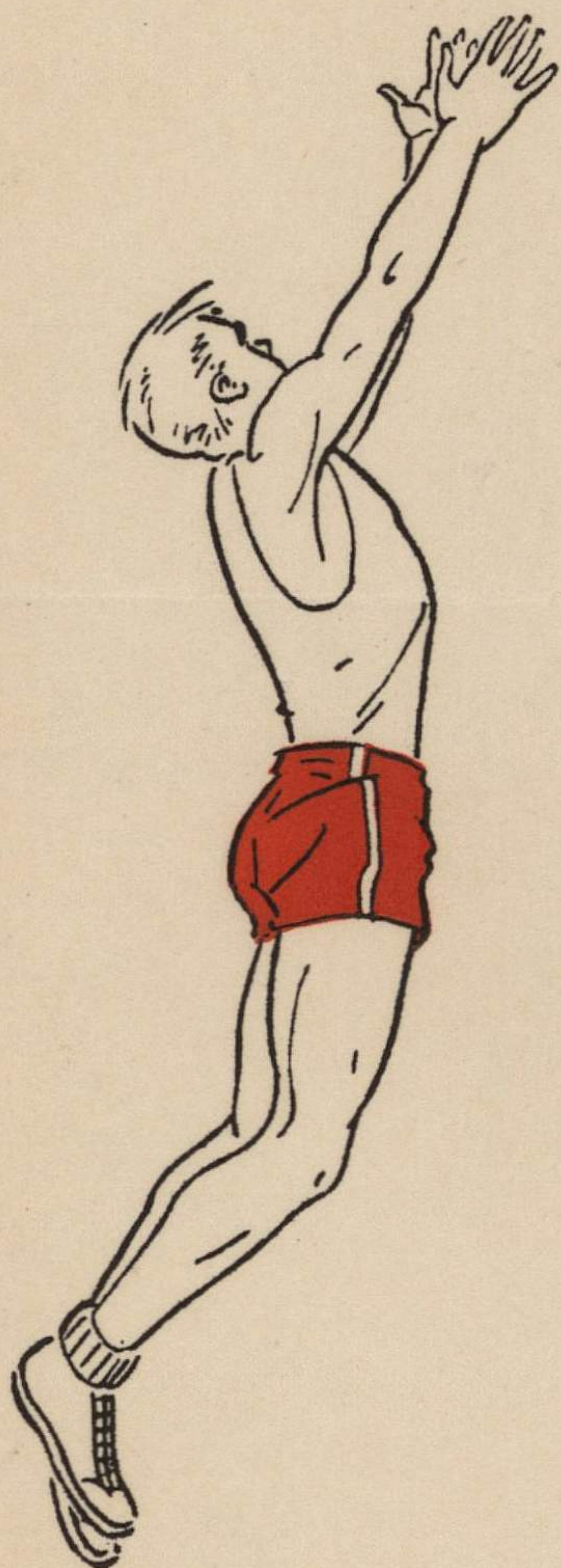
Very truly yours

R. G. Korte

THE BASK-O-LITE CO.

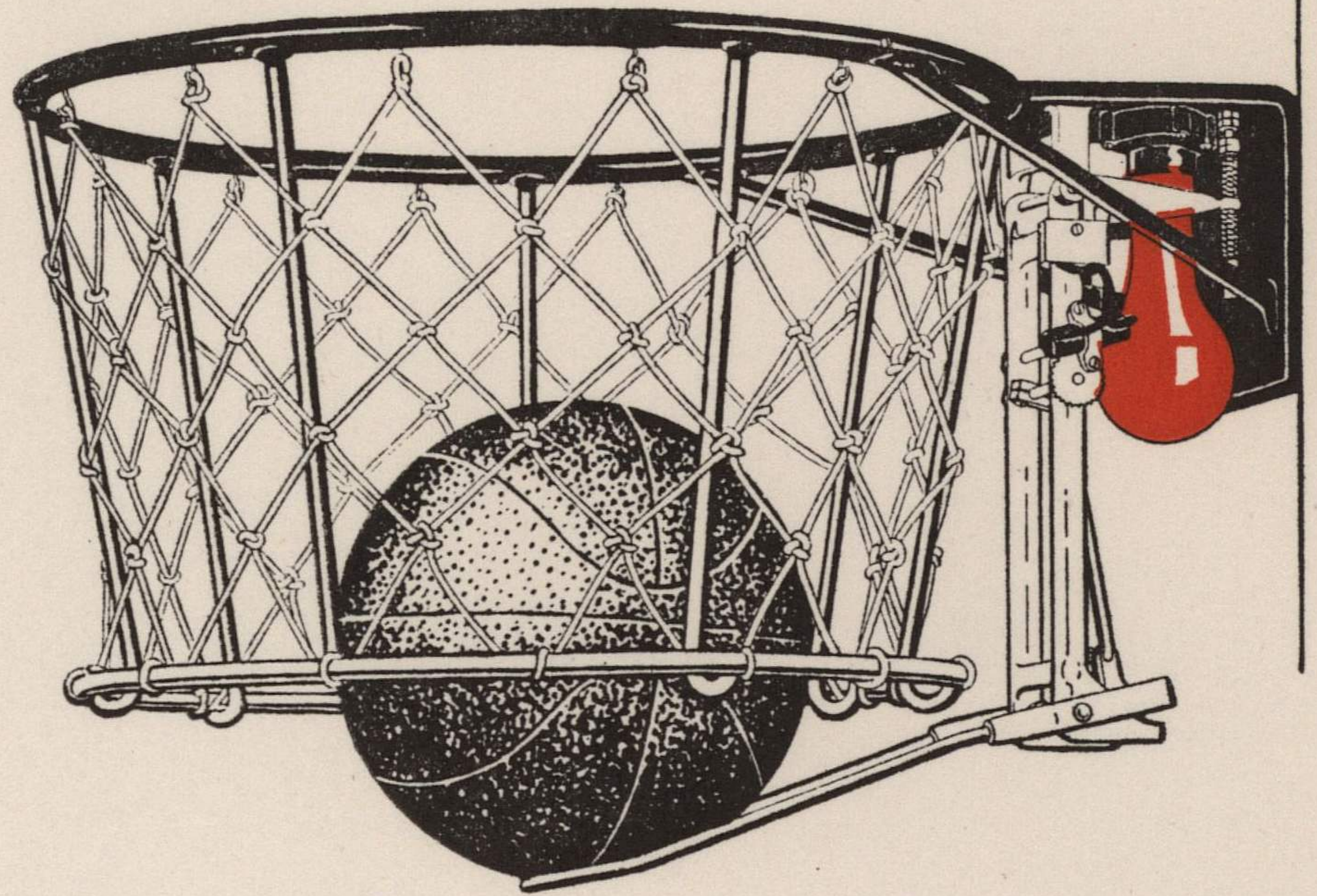
REK/c

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



**BASKETBALL'S GREATEST
INNOVATION . . .**

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



October 30, 1937

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

Dear Dr. Allen:

Your letter of the 27th received addressed to Mr. Korte. At present Mr. Korte is in the East on a two weeks trip.

We have today written the coaches of the Big Six Conference and are attaching a copy of same.

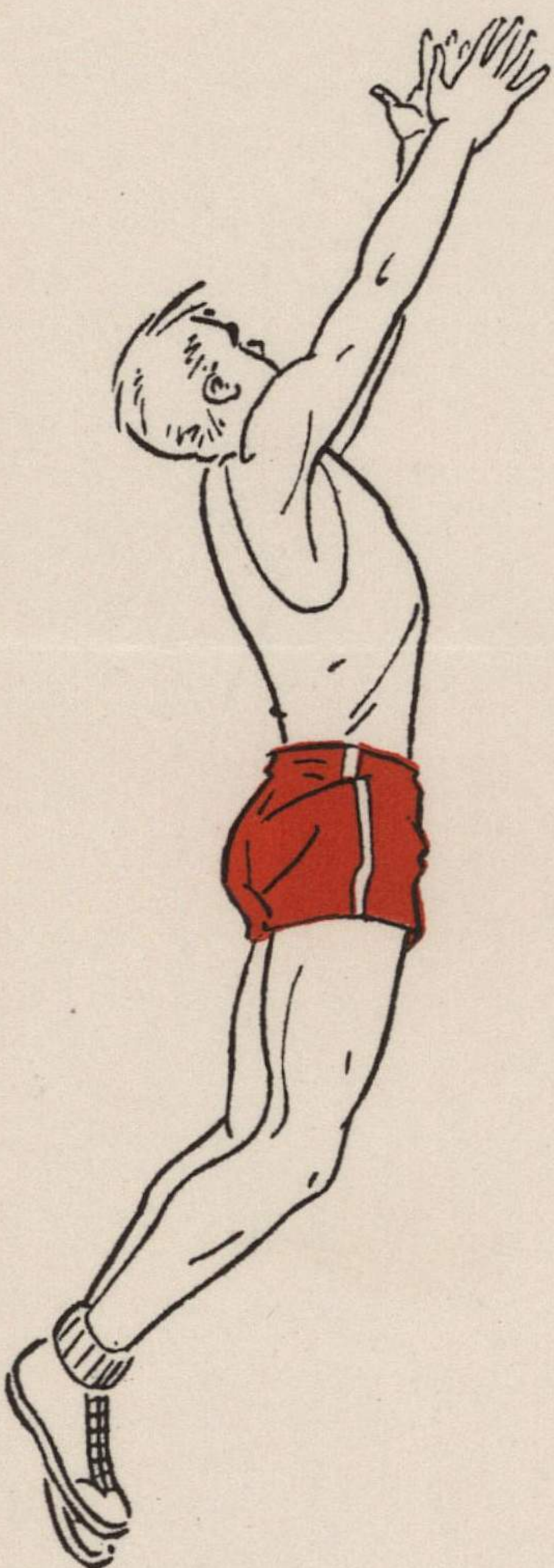
We are planning to attend the Big Six Conference and want to thank you for your wonderful cooperation.

Yours very truly,

RS/c

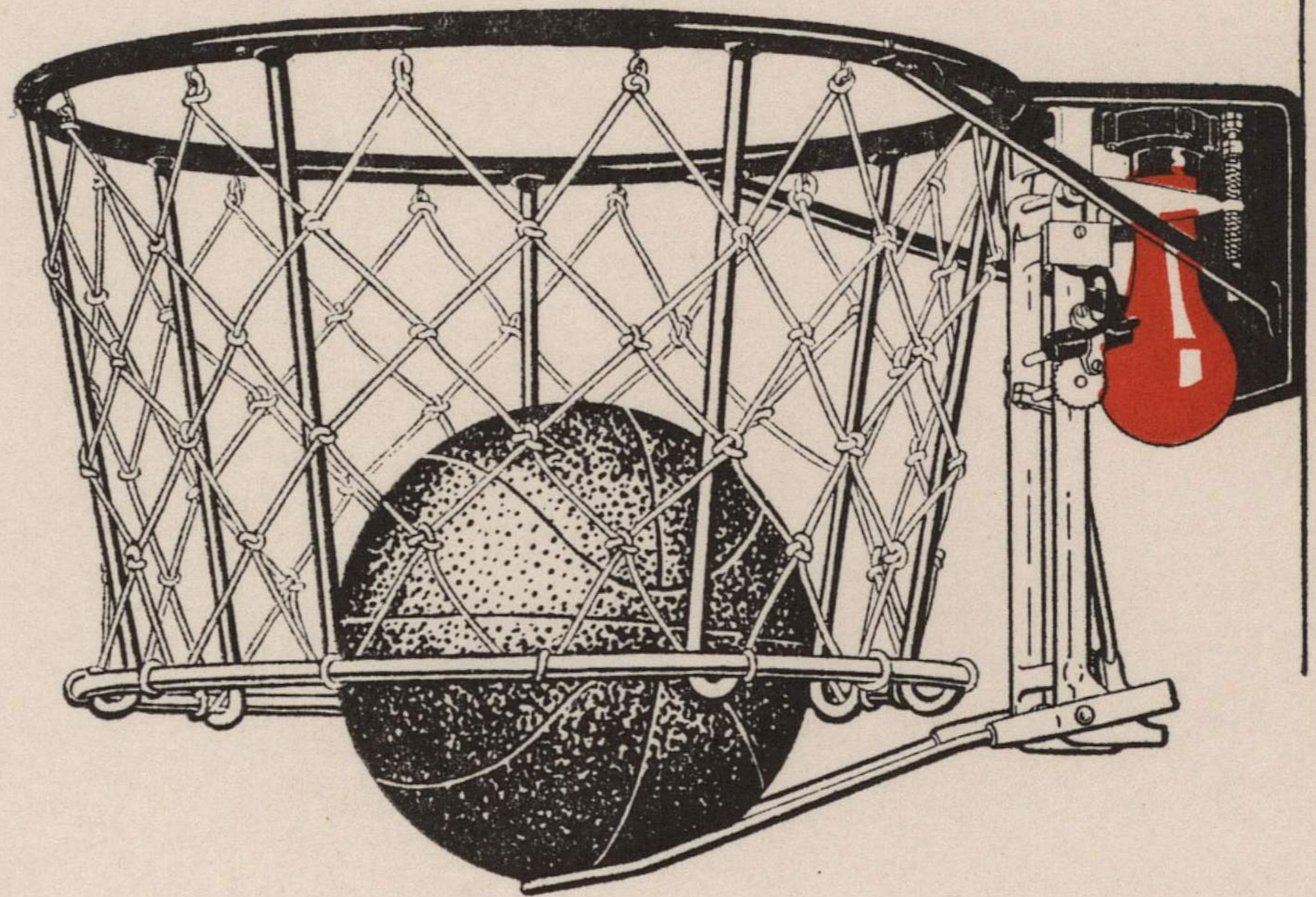
THE BASK-O-LITE CO.

A handwritten signature in cursive script, appearing to read "R. Smith". The signature is written in black ink and is positioned to the right of the typed name "THE BASK-O-LITE CO.".



BASKETBALL'S GREATEST INNOVATION . . .

"In Goes the Ball—
On Goes the Light"



October 30, 1937

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

Dear Dr. Allen:

Some of the basketball conferences are adopting or approving Bask-O-Lite goals.

We understand that your Big Six Conference meets December 4th and so that you may be better acquainted with Bask-O-Lite we have decided to offer each one of your conference a set of Bask-O-Lite to use for the next thirty days free of charge, freight paid both ways by us. They are easy to install but should you have any expense we will be glad to pay that.

It is understood that this does not obligate you in any way. We are extremely anxious you try these goals and give us your honest opinion.

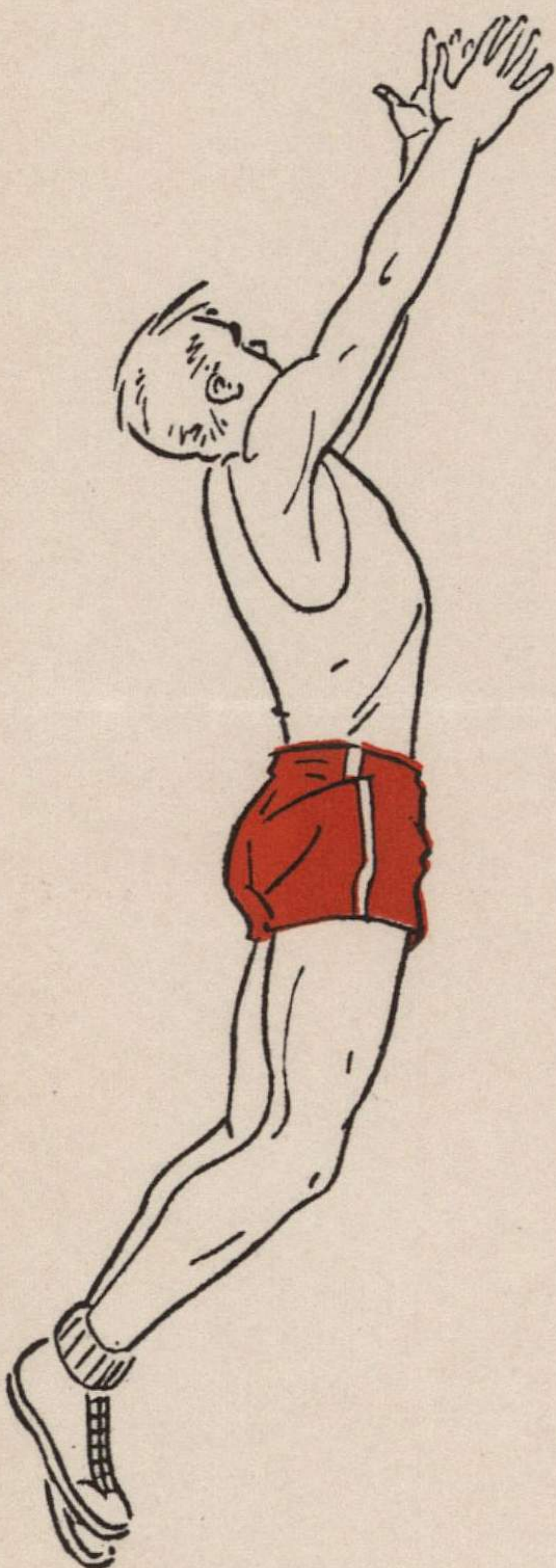
Hoping that you will accept our offer, we remain

Yours very truly,

RS/c

THE BASK-O-LITE CO.

A handwritten signature in cursive script, appearing to read "R. Smith".



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