

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.

