

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.