

# 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.

### **A New PRACTISE BASKET**

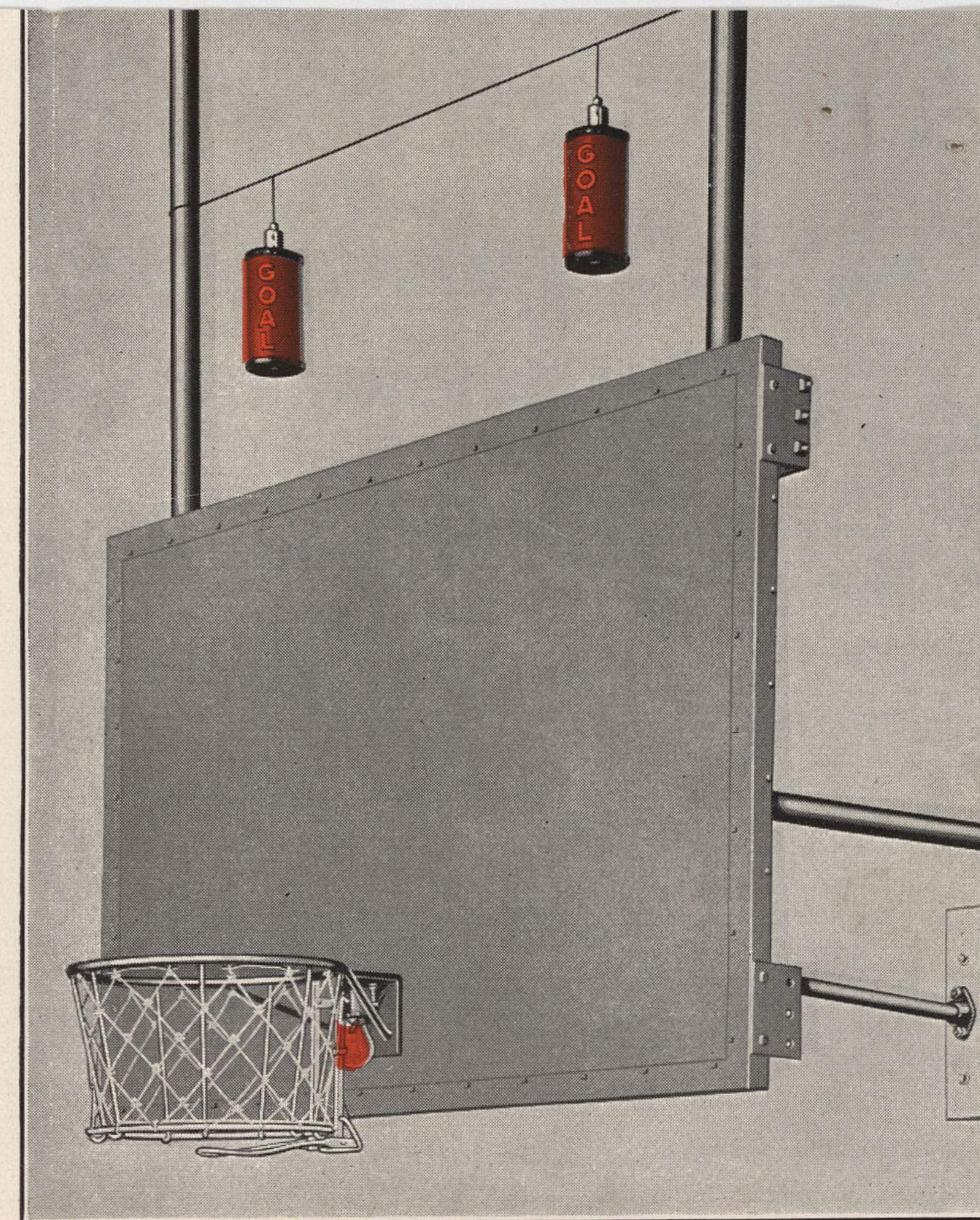
A companion to Bask-O-Lite without the electrical mechanism. Here's an ideal basket for practise use.

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



## ★ 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.