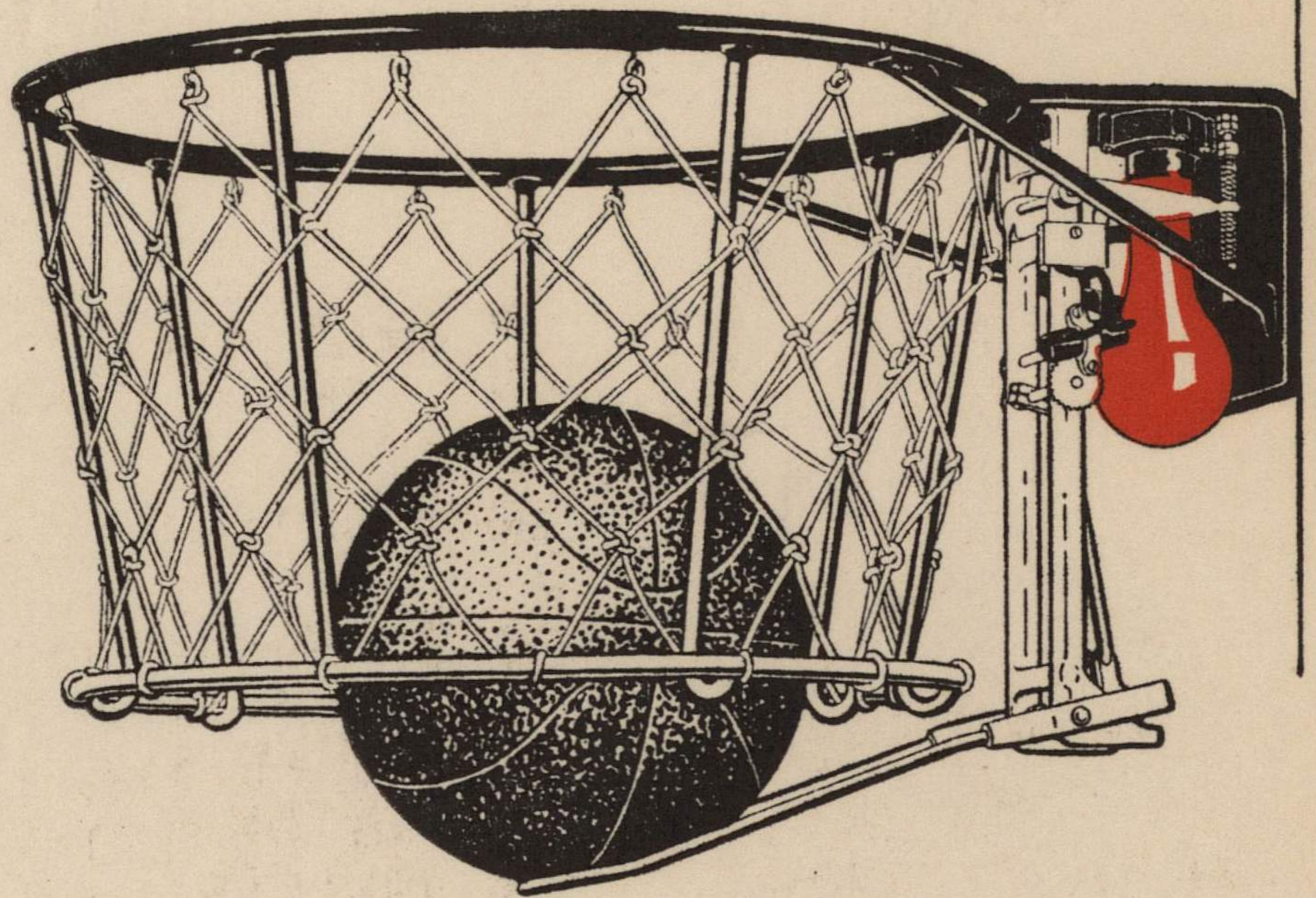


BASKETBALL'S GREATEST INNOVATION . . .

"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. E. Korte

THE BASK-O-LITE CO.

REK/c

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

