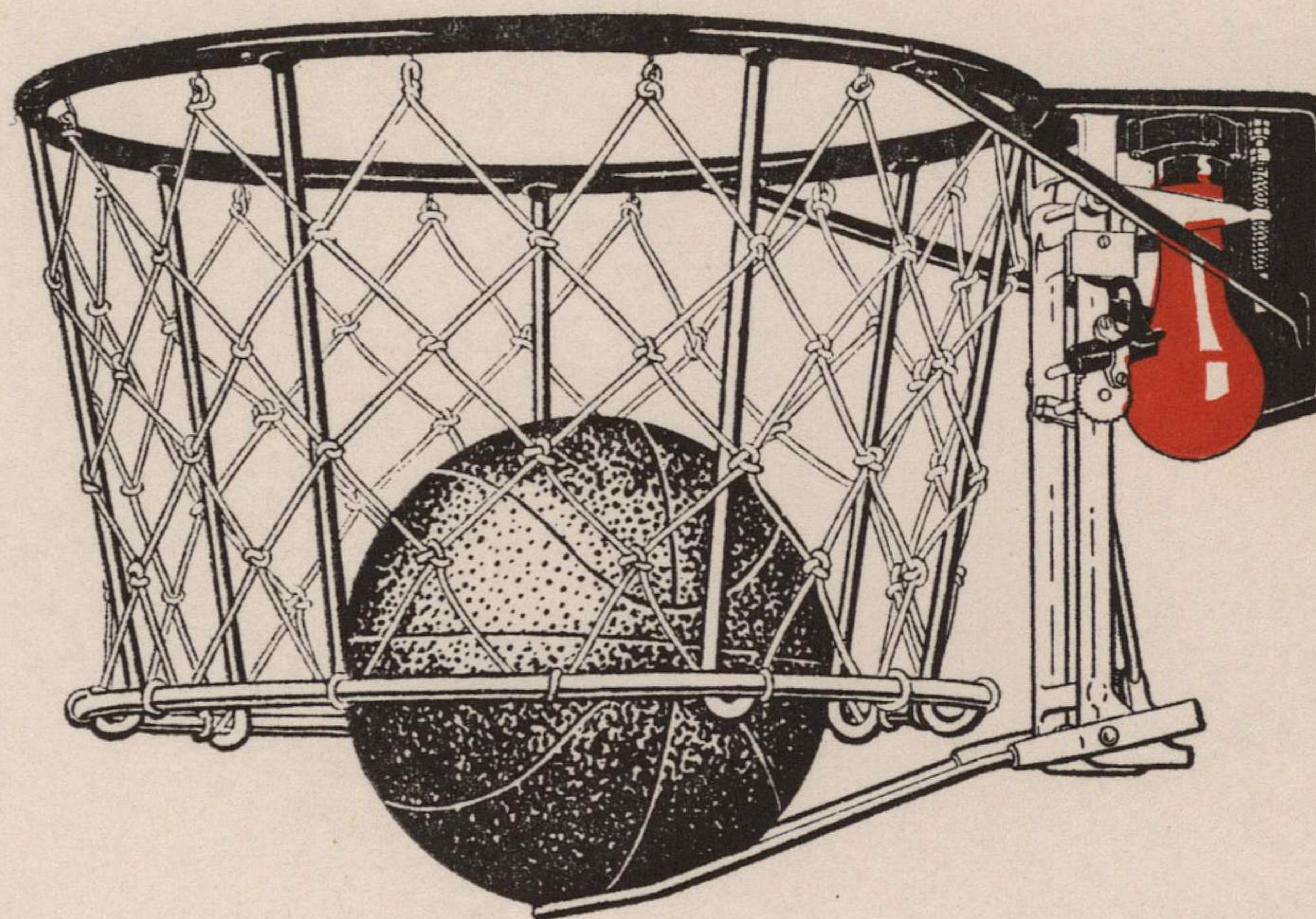


BASKETBALL'S GREATEST INNOVATION . . .

"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 ac-
quainted 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.

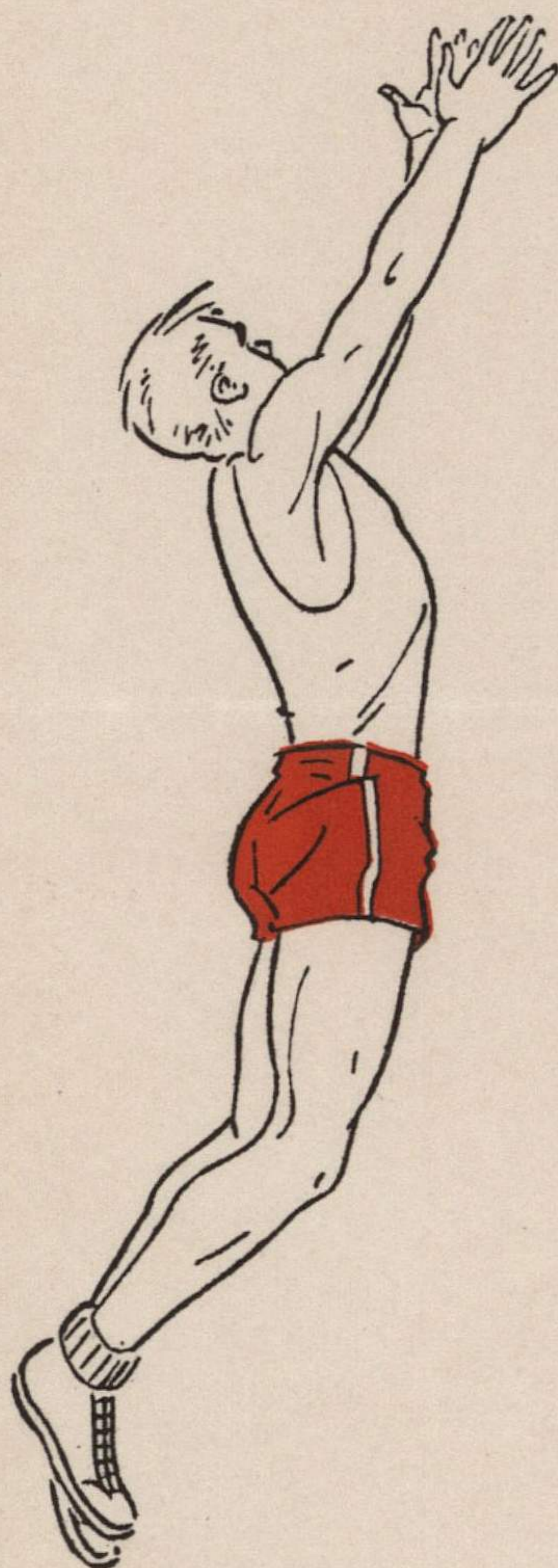
Hoping that you will accept our offer, we remain

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