

Mr. Edward Medart, and I had several conferences and he showed me the cost of production, of overhead, of advertising, of salesmens' commissions, and all of the many expenses that a large corporation faces. After going over these items I was much the wiser. But the Medart people did state to me that they were working on a Goal-Hi with a single standard and less expensive equipment that could be set into the earth, which would sell much cheaper. But of course it could not be moved from outdoors into the gymnasium with the rubber protective device to save the floor as we have on the present equipment.

I would like to have your permission to send your letter to the Medart Manufacturing Company, stating that you and I are very good friends, that you wrote the letter to me in a personal and confidential manner rather than to criticize their corporation. I can assure them that you are fearless enough to tell them what you had in mind, but I want them to have the benefit of any criticism so that they can re-investigate this price with due diligence and care. And I am very sure that this will cause a rechecking of the cost plus item at their factory.

Doubtless you have been impressed, as I have, with the apparent high cost of all gymnastic equipment. For years I have bought Medart and Harragansett equipment, and for the life of me I could not understand why the stuff was so expensive, but after going through the factory a number of times and observing the set-up there I began to appreciate more fully the outlay involved.

While in St. Louis last summer with the Medart Manufacturing Company I wrote the set of rules to apply to Goal-Hi, to be played in a circular court. In fact, we wrote a set of rules for physically handicapped children who might play this game without the contact in basketball. The printing of these rules in a special edition also mounts the cost. This is not just a piece of equipment, but a complete set of rules together with the game.

Years ago when the Service Rubber Company of Rock Island made a shoe that I designed I learned that every little addition or change cost money, and for that reason I disqualify myself to pass on a manufacturer's price.

It was good to see you at the Big Six president and faculty members meeting last month. I enjoy the many pleasant contacts that we have had through the past thirty years, and my only regret is that we do not have more of them. Please remember me to Mrs. Clapp and your fine daughters.

Very cordially yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.