

# FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

July 22, 1940

Dr. Forrest C. Allen  
University of Kansas  
Lawrence, Kansas

Dear Phog:

We are in receipt of a letter from our Kansas representative, Thacher, Inc., Topeka, Kansas, a copy of which I hand you in strict confidence. We think you might be interested in that it concerns you personally and I believe you will keep this information in the confidence that is indicated.

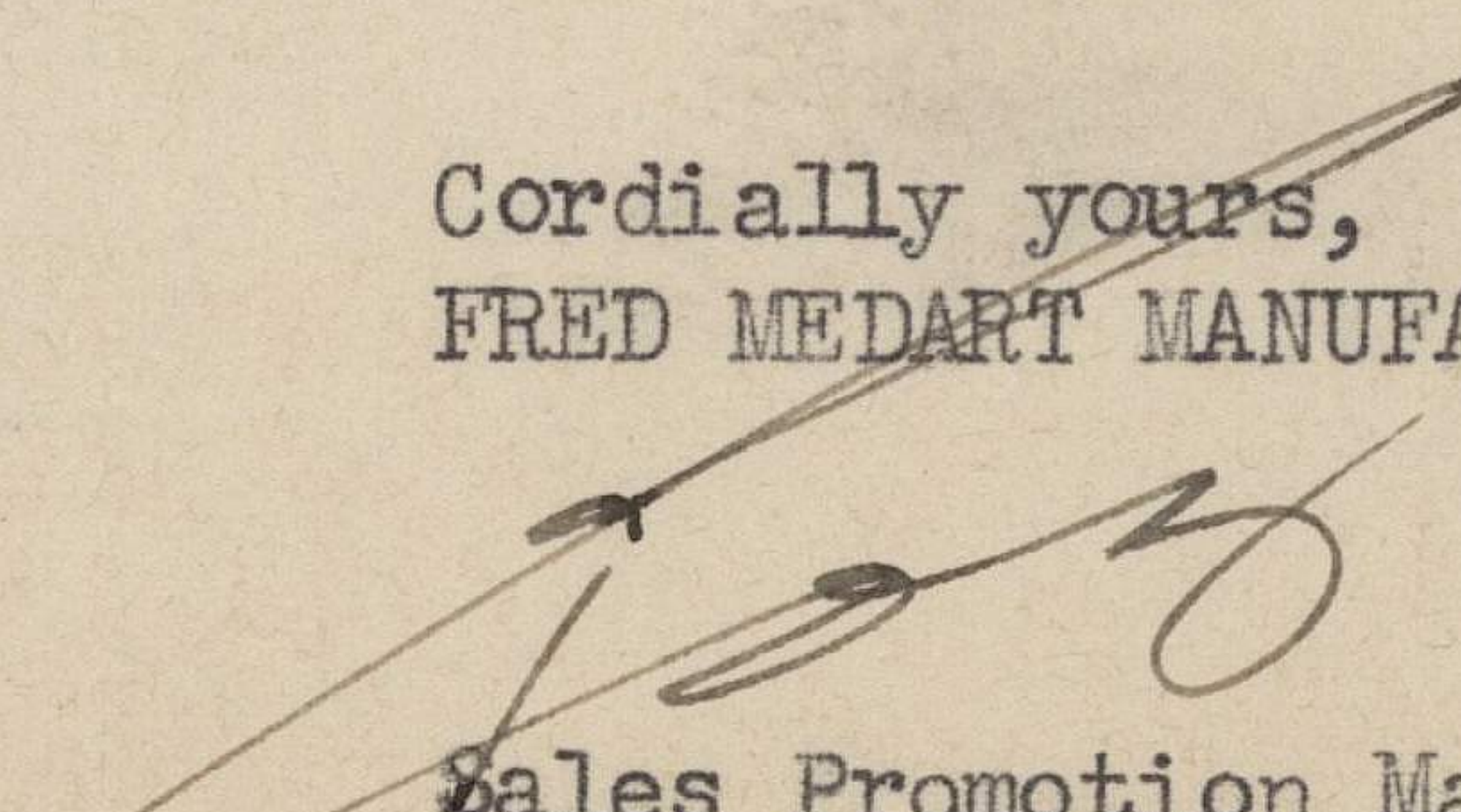
It so happens that we sent out to Denver, for a Coaching School at the University of Denver, a sample of the flat modified backboard and the new goal necessary to use with the cut-away board, and I am going to try to get that sample back to Topeka in time for the Kansas Coaching School. The Denver School opens around August 1 and we may not be able to make it, but I am going to try to get this sample to Kansas.

For your information, Phog, and I know you will be glad to put a plug in for us over Schutt, the board that is now in Denver and which we hope to have in Topeka is made of wood. It is a hand-made board that was used here for certain factory problems. However, please note carefully that we are not going to offer a wood board of the new shape but have gone to a very substantial expense to have dies and machinery available to stamp out a one-piece steel board that will be superior to anything we have ever offered. As a basketball coach I believe you, as well as Porter and others with whom I have discussed our plans for the new board, will agree that a steel board is superior to a wood board in many ways, and if we can offer a steel board with the side flanges part of the banking surface (no raw seams at the junction of the flanges and the banking surface) at a price comparable to a first-class wood board, we will certainly be doing something for the good of the game. That is exactly what we are going to do, Phog, and I want to tip you off in advance so you will know that Medart is about to break loose with some really sensational news for the basketball world.

I note that Mr. Porter will be present during the Kansas meeting and no doubt he will be interested in our sample as well as the new goal that we have developed. Certainly hope I can get that sample from Denver back to Topeka in time for you to give us a little boost.

Kindest regards.

Cordially yours,  
FRED MEDART MANUFACTURING CO.

  
Sales Promotion Manager

REW/AC