

THACHER, INC.

426 Quincy Street

Topeka, Kansas

July 20, 1940

Fred Medart Mfg. Co.  
St. Louis, Mo.

Gentlemen:

Mr. E. A. Thomas, State Secretary for the High School Athletic Association, has taken a particular liking to the Schutt Manufacturing Company on this new Basketball Backboard and Goal proposition. On two or three occasions I have talked with Mr. Thomas and find that his endearment for Mr. Schutt has been kindled by some story relative to the fact that Medart and "Phog" Allen sold him down the river on the Goal-Hi game.

Also, Mr. Thomas is in complete accord with Mr. Schutt, inasmuch as he has prevailed on Schutt to furnish detailed drawings of the new type backboard, which Thomas in turn is sending out to all the High Schools for them to use in constructing their own backboards. Mr. Schutt thereby sells the goals for the backboards, at a price of \$7.00 to \$7.50 per pair.

August 19th to 24th the Kansas Coaching School will be held here in Topeka in the Washburn College Field House and to further the interest of the Schutt Manufacturing Company, Mr. Thomas is having two wooden backboards built for which he will have the goals furnished for display at this meeting.

Up until the recent announcement of the new backstop, we were kept pretty much in the dark as to just what it was going to be and as a consequence, were unable to talk very intelligently on this subject. Since the announcement, I have been to Mr. Thomas' office on several occasions; however, I have not as yet been able to talk to him personally. Practically of this information has been gathered on my visits to his office from the assistance, who, of course, tells me more than Mr. Thomas has any idea that he does, in his absence. I haven't as yet told this assistant my business and no doubt he will be a bit surprised when he finds that I sell basketball backstops.

To culminate and bring to the point, this letter, I am wondering whether or not it would be advisable for us to have on display a sample backstop for the inspection of the Coaches and the conversion of Mr. Thomas.

Let me have your ideas on this point.

Very truly yours,

THACHER, INC.

(Signed) - P. L. Thacher