

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

February 20, 1940

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

Dear Phog:

Many thanks for your letter of February 19 with copy of letter you received from Edward J. Hickox of Springfield College, Springfield, Mass.

We are naturally arranging to send a convex basketball demonstration backboard to him without delay. And this leads up to this whole question, Phog, which is of more than ordinary importance to us.

I am extremely anxious that you and I discuss this convex backboard question prior to the Rules Committee meeting as we are very hopeful the favorable reaction we have brought to light in the past 12 or 15 months will be presented to the Committee so this type board can be adopted for optional use.

We don't want to leave a single stone unturned that would enable us to realize this objective. Please understand, Phog, that I realize I am letting down my hair in telling this to you, but after all, I feel I can talk to you this way and that you will understand I am speaking strictly from the standpoint of the Company's interests which, after all, are commercial, as that is the only reason that justifies us being in business.

After all, we had certain ideas about this convex backboard and went a long way toward determining whether or not we were right. The fact that so many coaches voted in favor of the board seems to prove we were right and I believe we are not out of step when we make the above statement that would enable us to realize some business as a result of developing this idea. I want to set these facts squarely before you, Phog, and want you to know also that we want to do whatever is indicated between now and the time of the Rules Committee meeting to swing as many votes in favor of this board as possible. In other words, if there is certain information that the Rules Committee is apparently not in possession of, and we have such information, I most certainly want to pass it on.

Kindest regards.

Cordially yours,
FRED MEDART MANUFACTURING CO.

REW/AC

Sales Promotion Manager

STEEL LOCKERS STEEL WARDROBES STEEL SHELVING GYMNASIUM APPARATUS GYM SEATS BASKETBALL BACKSTOPS PLAYGROUND APPARATUS