

FRED MEDART

MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

January 31, 1940

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

Dear Dr. Allen:

Both Roy and Bill are away at the present time; however, you may expect a personal reply to your letters of January 30 when they return.

I have read your interesting correspondence with Lowe & Campbeel and as Roy has not contacted this company at the present, I am sure he intends to very shortly.

In regard to selling head pieces of Goal-Hi standards without the rest of the equipment, we feel that such action on our part would be very poor business.

Appreciating the fact that Mr. Perry's equipment will undoubtedly be inferior to our own, we still think that this case and other occurrences of home-made standards throughout the country (of which there will probably be a few) will tend to emphasize the superiority of the manufactured product rather than prove a hindrance.

This case and also the case of Mr. M. J. Benjamin of the John R. Rogers High School certainly tends to prove that there is a demand among educators for a game such as your Goal-Hi, and I don't believe that they can make their home-made equipment of inferior quality a great deal cheaper than we sell the official equipment.

Yours truly,

FRED MEDART MANUFACTURING CO.

Fred Medart

Merchandising Division

F.Medart:MS

P.S.-- Your book "Better Basketball" is on its way. I took the liberty to send it back even though Roy is not here. Sorry to keep it so long. Many thanks.

Recd