

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

November 13, 1939

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

Dear Phog:

Have your letter of November 8 inquiring about the electric scoreboard, and we are just about ready to begin printing some literature in support of this product.

During the past several months we have been testing the board and have found it to be 100% right and only after that finding have we decided to approve the model that has been working night and day in our sample room during this period, and offer it to the public.


We are going to ask a price of \$160.50 for the board delivered, and the necessary cable for electric connections is quoted at 20 cents per foot, delivered.

I want to emphasize the fact, Phog, that this electric scoreboard of ours is comparable to our competitors top quality. In other words, certain of our competitors offer a range of scoreboards from about \$50.00 up to \$300.00 or more, and a comparison of descriptive literature with our product indicates that the Medart scoreboard offers all of the features that others have included in their \$275.00 or \$300.00 models.

Just as soon as I get some photographs or some descriptive matter concerning our board, I will see to it that same goes forward to you. I hope you can see your way clear to approve a Medart scoreboard at the University of Kansas, as I know of no place where I would rather have this board doing a job day in and day out.

Kindest regards.

Cordially yours,
FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC