

September 22, 1939.

Mr. R. E. Weinzettel,
Medart Manufacturing Co.,
St. Louis, Missouri.

Dear Roy:

I am sending you some correspondence that I have had with Coach James Williams, of Piper, Kansas. You can see that we are being outsold by the Uni-goal people, and although they do not have a rule book they are selling the goal.

I am wondering just why your firm should furnish these books free to schools that buy the Uni-goal. You may not want to put a price on the book but I would think that you would want to sell them for a consideration. It would be very embarrassing to me to tell these people that I could not give them a rule book that we had printed when they had asked for one. Yet I do not see any reason why your firm should make more valuable your opposition's product by furnishing them with a rule book free.

The solution to this problem, it seems to me, is to manufacture some of these goals and let's begin to sell some of them so we can take advantage of the business. I believe that the longer your firm delays in the manufacture of these the more sales we will lose. I will be glad to have your reaction in this matter. It appears from this letter that the people at Piper have already bought a Uni-goal. As I mentioned to you in my letter the other day, Lowe and Campbell have catalogued it in their blue section, and Red Brown told me that they were selling quite a few of the goals.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.