

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

September 23, 1939

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

Dear Phog:

Thank you for your several letters of the 21st, each of which has received our careful consideration.

In the first place I want to say that we consider your suggestion regarding Major Griffith, L. W. St. John, and others, as being the officials to receive a little attention in connection with the question of approval of the convex basketball backboard by the Rules Committee, to be a very good one, and we are going to want to discuss this with you further, but first believe it advisable to wait and see what disposition is made of our patent application. Until we get this patent approved, it behooves us to go slowly on this matter as we would appear in rather a bad light if the patent was not issued and we made a great play to obtain approval of the convex idea by the Rules Committee. In any event, thanks again for the suggestion as you have given it to us, and I am hopeful we can follow this thought to a successful conclusion.

Concerning another of your letters of the 21st, we want to discuss the question of Goal-Hi and attempt to give you answers to several questions that you evidently have in mind. In the first place, that \$29.50 price for the standard with the round base and the adjustable height feature is not out of line. I believe Mr. Medart mentioned to you that our price is entirely determined by the method of distributing same. If we did not have dealers to consider we could very well afford to cut this price quite a little bit, but in doing so we would substantially reduce the volume of business. A dealer and his salesmen must be compensated for their efforts, and that cost must be included in the selling price. There is no way of getting around that Phog, and just to check again with you, let us look at this \$29.50 price as compared to the \$16.80 price the Uni-Goal people quote on an f.o.b. factory basis. Our \$29.50 price is a delivered price and includes the rules book and a lot of promotion designed to stimulate interest and enthusiasm in a new game. The Uni-Goal is intended for permanent installation in a playground or schoolyard and does not have the base, nor does it have the adjustable feature, both of which features, plus the fact that we pay freight, must be taken into consideration.

We are going to list a Goal-Hi standard which likewise will be used out of doors for permanent installation and which may be more or less comparable to the Uni-Goal, at a delivered price of \$21.75. Comparing this price with the \$16.80 factory price of our competitor, to which you should add about \$1.50 for freight, making a total of \$18.30 or thereabouts, you can readily see that our \$21.75 price is not out of line.