

September 30, 1939.

Mr. Edward J. Medart, President,
Fred Medart Manufacturing Company,
St. Louis, Missouri.

Dear Mr. Medart:

Your favor of the 27th instant has been received and I wish to thank you for your fulsome explanation regarding your many troublesome angles that a manufacturer is confronted with in producing and promoting a product that may or may not go.

To my untutored business mind, I am still hazy as to why the American public can be sold on an article for the same relative appearance for the difference in the quoted prices of the two articles, namely Uni-goal and Goal-Hi. Lowe and Campbell, with at least a 30% "take", advertise the Uni-goal at \$15.75, and Roy Weinzettel tells me that he will have to have \$21.75 for the non-adjustable height permanent goal which compares with Uni-goal. To my way of thinking it does not take an experienced business mind to see what the American buying public will purchase, yet these two are set up side by side with each other regardless of any amount of money that is spent on an advertising scheme.

You did explain very definitely to me, Mr. Medart, how you sold your standard equipment, but I certainly did not think there would be the price differential that now exists between the two competitive articles.

You probably are correct in the fact that I became a little impatient, and I am sorry to say this is always the case when you have an individual who is an accessory to the fact rather than the man who is doing the main job. We are forced to contend with these irritations.

In regard to the special machine that you are building to roll the base, I wrote Roy that the heavy iron base if it is used indoors is very impractical. We tried a game indoors and this heavy iron base and it causes the players to stub their toes and trip as they reach for the ball near the basket. The base is fine for outdoors, but it will not work on a gymnasium floor. It was for that reason that I wrote Roy about the rubber suction cups as an alternate for the indoor work. Or, instead of the rubber suction cups there is a possibility of using a heavy rubber base with a steel frame-work inside to give it the