

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

September 18, 1939

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

Dear Phog:

Have your letter of the 14th and have carefully noted contents, and I want to prepare you for a lot of rambling in this letter as I want to cover several very important matters that have come up.

In the first place, as concerns "Red" Brown, Sales Manager of Lowe & Campbell Athletic Goods Company, I am interested in what you say regarding his interest in both the convex backboard and also the Goal-Hi possibilities. As far as Goal-Hi is concerned, or, for that matter, as far as the convex backboard is concerned, we would rather this outfit came to us than we to them, at this writing. I say "at this writing" because we are not quite ready to get busy actively selling either the convex board or Goal-Hi, although in the latter case we are not far from doing so. It is always better for someone to come to us than for us to approach them, and that is especially true as concerns Lowe & Campbell, who would probably exercise their usual attempt to beat down a price or increase a discount, which is less likely to happen when they approach us. In any event, if you see Brown again why don't you suggest to him that he contact us and see what it is all about? We can assure you that Lowe & Campbell fit into our plans for the future, and we will not go to sleep on this good outlet when the right time is here to consider dealers for distributing this product.

Concerning the price of Goal-Hi, I can now advise you that the delivered price for one of the adjustable types, with the circular base, will be \$29.50, East of the Rocky Mountains. We are agreed on this price at this writing with little chance of a revision, although we might revise the price somewhat a little later if we find it necessary - but at the moment it looks like \$29.50 delivered East of the Rockies for the type described above. I am having one of these samples made up now and will ship it to you for you to use in your school, and also to use in interesting people who pass through Lawrence and have an opportunity to see the equipment in use.

Your suggestion regarding a rubber cover on the circular base sounds like it might be a good one and we are going to experiment with this suggestion and will let you know what we uncover, within a short time.

I am anxious to get the price on the rules book that you are going to get for us from your printer and we will let you know whether or not to go ahead, after we have this price information.