

July 17, 1939.

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

Dear Mr. Weinzettel:

I've been getting lots of inquiries and much favorable comment on the new basketball goal, and am enclosing another clipping in addition to the ones sent you previously from the Kansas City Star and the Lawrence Journal World. Many of the school administrators who are here in Summer School are very enthusiastic about it. I suppose your fall catalog has already been printed, but it seems to me that a small printed folder sent out this fall to the schools would do a lot of good. I believe we are going to be very successful with the goal.

An expert photographer from the Star has taken some pictures of the goal and in a few days we will send you glosses to choose from. When you have selected the pictures you want we will send the negatives on to you. The Star next Sunday is giving us a section in their rotogravure, and the magazine, Life, has also made an inquiry about publicity material. Of course, we do not know yet that they will use what we send them, but at least there is a growing interest.

I like the idea of eliminating the three large braces at the base of the goal, and also the way you are painting the base. I asked for criticisms on the goal, and one of them was the removal of these braces, as the boys were always stumbling over them.

I still plan to spend a day or so with you in St. Louis, but just at this time I cannot tell you the date I will be there. Our Summer Session is out on August 9, and my coaching school at Atlanta begins on August 19th. Mrs. Allen has been talking of accompanying me to Atlanta, and of course if I take the family down there I would not want to ask them to wait over in St. Louis for a day or two while I visited with you. It may be that I will have to go to St. Louis shortly after our summer school is over, and then return to Lawrence before leaving for Atlanta. As soon as Mrs. Allen determines her plans I will let you know when I can get over to see you.