

# FRED MEDART MANUFACTURING CO.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

August 8, 1940

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

Dear Dr. Allen:

At the next meeting of the Basketball Coaches of the Big Six Conference, you will undoubtedly give some discussion to the new modified basketball backboard recently adopted as legal equipment by the National Basketball Rules Committee.

We respectfully submit, for your consideration, the attached folder illustrating and describing the Medart one-piece steel backboard and the new goal required to be used with the backboard, and endorse this new product as being the finest piece of basketball equipment we have ever produced.

Our board is 'stamped out' of a single piece of steel with the side flanges being part of the front surface, and consequently there are no raw, uneven edges at the junction of the flanges and the banking surface.

We believe you will note that our prices are very reasonable and are comparable to what you might expect to pay for a less satisfactory plywood board.

Naturally we shall be very pleased indeed for an opportunity to supply you with any additional information that may be wanted concerning this new product, and likewise a copy of our service manual "Replacing Your Basketball Backboards" is available to ~~any~~ interested parties.

Cordially yours,

FRED MEDART MANUFACTURING CO.

  
Sales Promotion Manager

REW/AC