

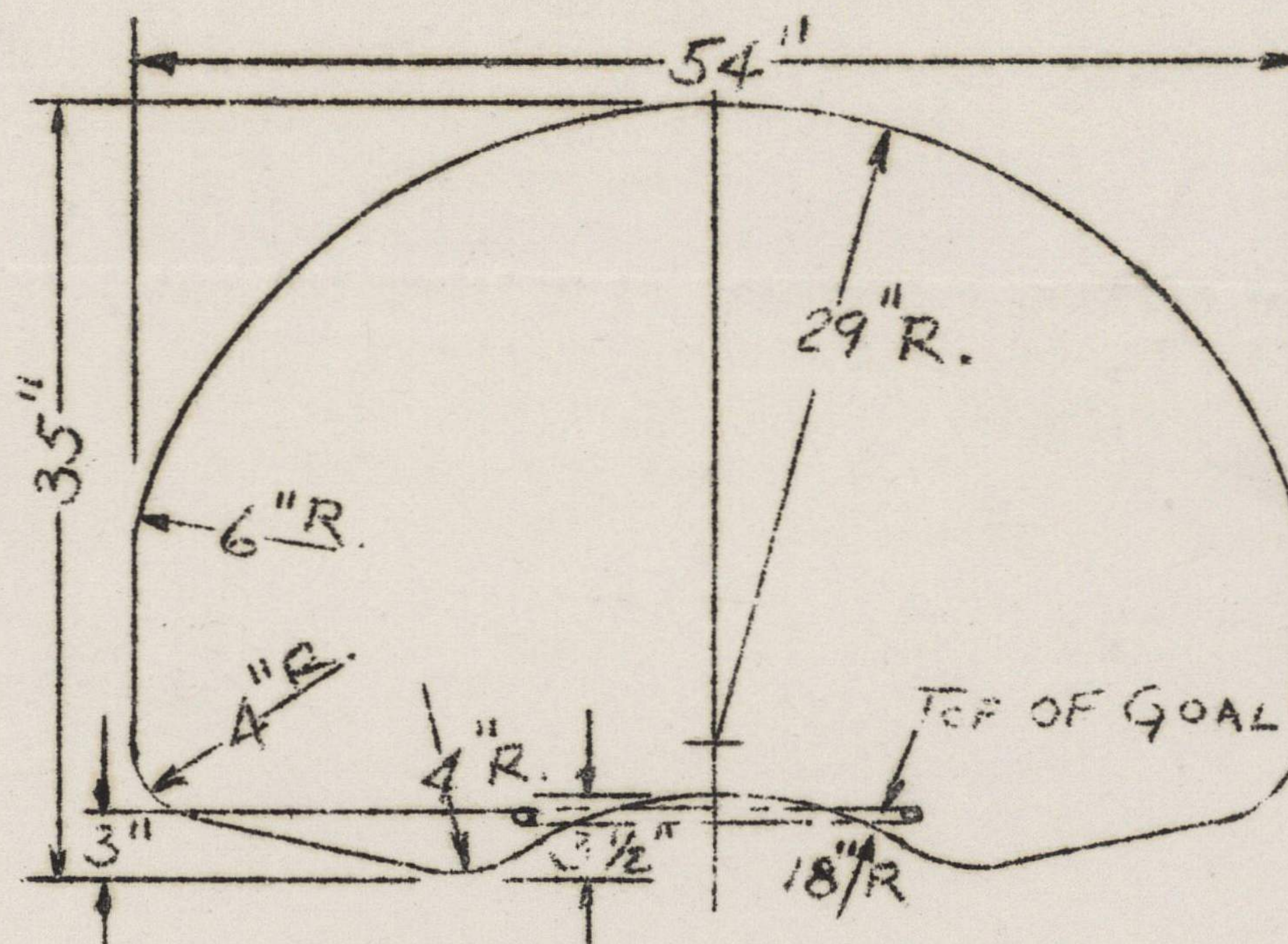
FRED MEDART MANUFACTURING CO.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

SPECIAL ANNOUNCEMENT TO ALL VARSITY BASKETBALL COACHES

The New Basketball Backboard



Many basketball coaches have written us advising that their local conferences have already adopted (or intend doing so) the new modified backboard as recently decreed to be legal equipment by the National Basketball Committee of the United States and Canada. We have been asked to outline what we intend to manufacture to fill the demand for replacement equipment. Believing that you too may be considering this question we present the following for your consideration.

Early indications point to the general adoption of the new backboard throughout the country. Basketball coaches, and other authorities have agreed that a steel backboard is superior in many ways to a wood board.

Appreciating the above mentioned superiority of steel over wood, we have decided to fabricate and market a one-piece, steel, backboard unlike anything we have ever before attempted.

The new Medart Steel Backboard will be "pressed out" of a single piece of steel, i.e., all side flanges and the banking surface will be one and the same. (Result: a stronger, more rigid backboard, one that eliminates the possibility of any sharp "saw-tooth" joints such as would threaten the cover of a ball, if the side flanges were welded to the banking surface.)