

FRED MEDART MANUFACTURING CO.

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Heretofore, the expense of tooling up (dies, machinery, etc.) to fabricate this superior type steel backboard was not justified by the normal seasonal demand for this equipment. Now, however, in view of the recent action of the Rules Committee in adopting this new modified backboard which decision presages an immediate and unusual volume of business, "Medart" has authorized the expenditure of a substantial and necessary investment for this purpose.

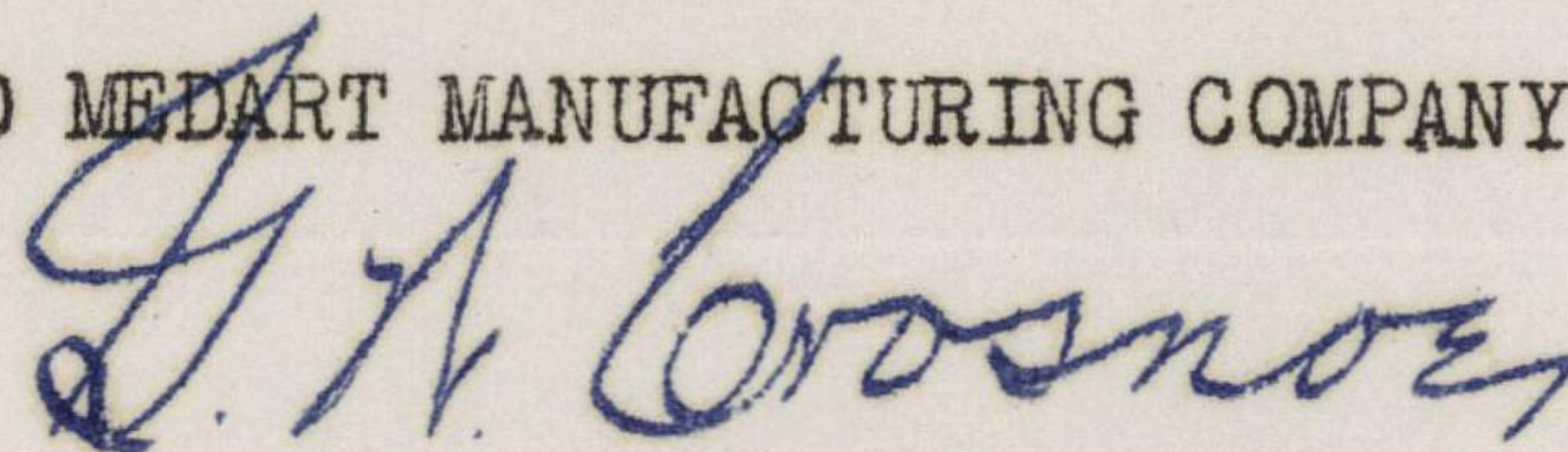
We offer the foregoing information to interested parties because we are faced with an unavoidable delay in making deliveries. Literature describing and pricing the new Medart Steel Backboard will be available within 8 days but due to the time required to manufacture dies, effect delivery of machinery, etc., we shall be unable to make backboard deliveries until on or about August 15.

We are hopeful that basketball coaches and others responsible for changing their backboard equipment, - with the foregoing explanation of the extent to which we are going to produce a superior product before them - will feel justified in withholding commitments until they have an opportunity to weigh the value of the New Medart Backboard with all others. Prices for our new steel backboard will be approximately what you would expect to pay for the best wood board. Likewise, the cost of the new goals, necessary because of the cut away base of the new backboard, will be very much in line.

If interested in securing a copy of our new backboard literature please advise on the enclosed return post card.

Yours very truly,

FRED MEDART MANUFACTURING COMPANY



Manager, Merchandising Division

G.W.Crosnoe/MR

P.S. As a service to prospective backboard customers, our Engineering Department is preparing a brief but comprehensive brochure outlining the work necessary to change over existing backboard supporting structures to provide for the smaller backboard. A copy of this booklet will shortly be available to those responsible for making the required alteration.