

December 20, 1940

*Goal-Hi*

Mr. Roy E. Wein, zettel  
Sales Promotion Manager  
Fred Medart Manufacturing Co.  
Potomas and De Kalb Streets  
Saint Louis, Missouri

Dear Roy:

I find that I failed to answer your good letter of October 24 regarding the projection of our personality into Goal-Hi sales in large cities.

I find that I am tied up in summer session the first eight weeks, beginning the early part of June. About the only time that I would have would be the month of August and early September. Sometime when it is convenient for you we will get together and talk the thing over.

Sincerely yours,

FCA:lg:mln

Director of Physical Education and Recreation  
Varsity Basketball Coach



November 4, 1940

Mr. Roy E. Weinzettel  
Fred Medart Manufacturing Co.  
St. Louis, Missouri

Dear Mr. Weinzettel:

This is to acknowledge receipt of your letter of October 24, regarding the promotion of Goal-Hi sales.

Dr. Allen is out of town at the present time speaking at the State High School Teachers Associations meetings, athletic sections, in Toledo and Milwaukee.

It was Dr. Allen's desire to answer your letter before he left town, but not finding time to do so, he has asked me to tell you that you may count on his taking up the matter as soon as he returns.

Sincerely yours,

Secretary to Dr. Forrest C. Allen



# FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

*Roy*  
R. E. WEINZETTEL  
SALES PROMOTION MANAGER

October 24, 1940

Dr. Forrest C. Allen,  
c/o University of Kansas  
Lawrence, Kansas

Dear Phog:

We have your letter of the 23rd, and glad to note that you are very much interested in the possibility of joining forces with us next summer, in the interest of Goal-Hi sales to large cities.

This is something for both of us to give thought to at this time and possibly we will be able to work out an arrangement whereby we, together, could "crack" these big markets where we have not been successful in getting Goal-Hi used extensively.

I agree with you that this is undoubtedly a long range selling job that involves a fair size sum of money for the community, and the question of funds to pay for a substantial purchase would be one of consequence.

You ask me for the names of Directors in several of the larger cities and I'm wondering just what you are referring to. For example, you mention Anderson of St. Louis and I take it you refer to our Mr. A. O. Anderson c/o Playground Division of the Board of Education, rather than the new Superintendent of Schools, Anderson, from Omaha.

On the other hand, you mention Floyd Rowe, of Cleveland, and I fail to find him in our list of Playground Directors for Cleveland. If you will elaborate on your request, I will be glad to give you whatever information I have. However, it is my opinion that there is no one man who will decide a purchase such as we are considering, but possibly several in a community like Los Angeles, Chicago, New York, etc. This group might include the Superintendent of Schools, the Director of Recreation, the official responsible for Physical Education in the schools, and further, it may not be limited to schools alone but might include the City Park Systems which, in many cases, are independent of the school systems.

I think your suggestion regarding a close watch on the 20 Goal-Hi's purchased in Omaha to be a good one and we will follow this suggestion and see just what they do with their purchase. I take it that when buying 20 Goal-Hi's, they provided at least one Goal-Hi for each of the public schools in that city.



FRED MEDART MANUFACTURING CO.

Dr. Allen  
Lawrence, Kansas

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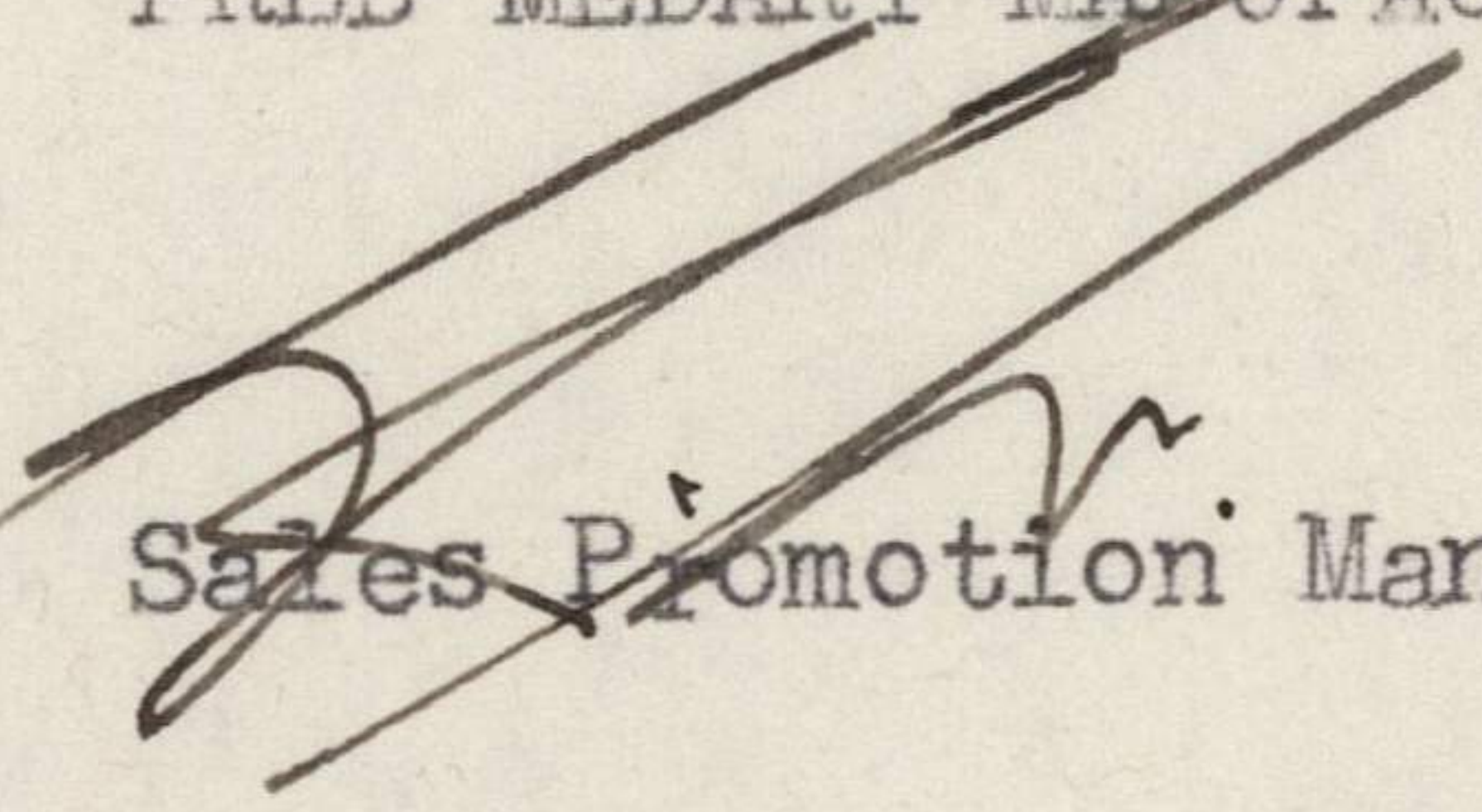
Oct. 24, 1940

Give this some more thought "Phog", just as I shall do and we'll see what we can develop for next summer. There is no question in our minds but that you, the originator of Goal-Hi, would carry a lot of weight in the way of introducing the game in the larger cities and at this writing it appears only a question of whether the expense in connection with that effort would be in line with the possible return from such sales as may result.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.



Sales Promotion Manager

REW:MS