

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.