

FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

March 12, 1941

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

Dear "Phog":

I am attaching page from the March issue of "Health and Physical Education," listing Rawlings new Goal-Hi imitation which possibly had not previously come to your attention.


We think this is a pretty poor imitation and a rather questionable move on Rawlings' part in view of the past relationship we have had with them, including the fact that we are buying leather balls from them to supply our Goal-Hi customers. Be that as it may, we wanted you to see this imitation and consider the idea of our issuing a piece of printed literature, supposedly over your signature, cautioning prospective buyers that equipment imitations were bound to be expected in view of the wide and general acceptance of your game, but that only official Goal-Hi equipment, identified by the name "Goal-Hi" and publicized as being the product designed by you, carried your endorsement.

What do you think of this idea, Phog? I think we have to take a stand now that one or two of these competitors have appeared on the market, and I believe you would be justified in approving this recommendation.

I also want to acknowledge receipt of the correspondence between you and Gene Tunney concerning which I will write you further within the next day or two.

Kindly let me hear from you regarding the subject of this letter at your convenience.

Kindest regards,


Sales Promotion Manager

REW:jc