

FRED MEDART MANUFACTURING CO.

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Dr. Forrest C. Allen  
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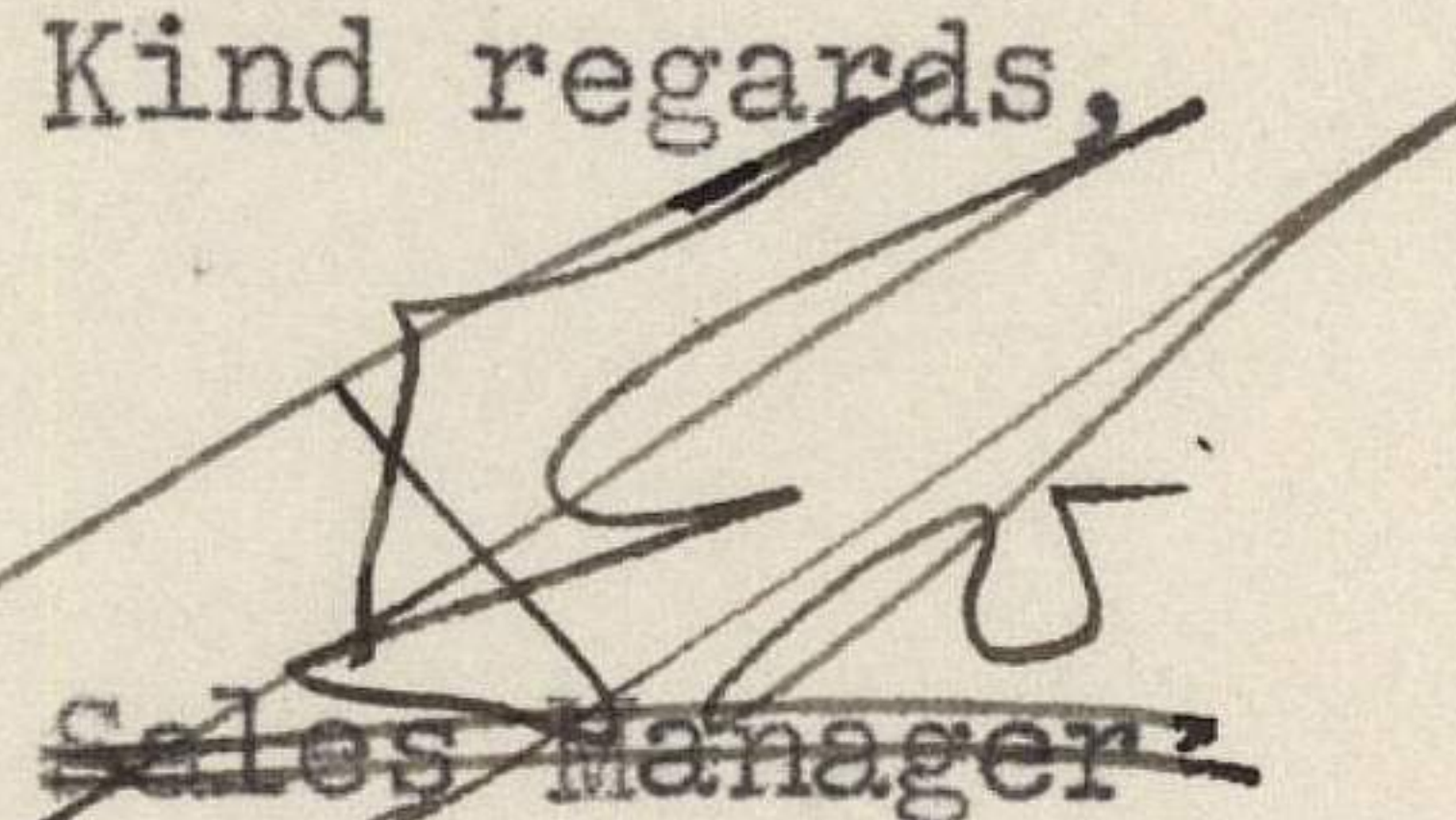
years sales drive, and I want to do everything possible to realize another big year in 1941.

I hope I have made myself clear in the foregoing, "Phog". It seems to me that you might take the position (to repeat myself), if you are agreeable to approaching Life, that you have been quoted in this paper "Friday" and would like to clarify the whole question and are prepared to do so with a solution for the masses to play or enjoy a game similar to basketball, meaning, of course, Goal-Hi. I have an idea that you might get these publishers interested and the result would be a tremendous stimulant for you and for us in the way of increased Goal-Hi sales for 1941.

Without this kind of opening shot for the 1941 season, I am a little bit doubtful as to what we are going to accomplish. The time is ripe to begin thinking along the above lines, with a determined effort, if we are agreed, to be made within the next ten days to two weeks.

Please let me hear from you at your early convenience.

Kind regards,

  
~~Sales Manager~~

REW:jc