

# FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

E. J. MEDART  
PRESIDENT

April 23, 1940

Dr. Forrest C. Allen,  
Director Physical Education and Recreation  
University of Kansas  
Lawrence, Kansas

Dear Dr. Allen:

Answering your letter of April 19 to Roy Weinzettel, relative to the donation of a Goal-Hi to the Governor of Kansas. I now also have your letter of April 8 in which you request that we donate a Goal-Hi to Mrs. MacCurdy.

Roy has been away on an extensive tour of the East for the past several weeks, and I do not expect him back for another week or ten days. In the meantime, your letter regarding Mrs. MacCurdy had been forwarded to Roy and has just gotten back here.

Roy's entire trip, in fact, his entire time during the past six months, has been devoted to the promotion of Goal-Hi, and, while orders are steadily increasing in volume, I am sure you have no conception of the amount of money we are investing and the order volume required to let us get up to a break-even point.

Very recently we had to increase the commission allowance to our district managers to keep them happy and satisfied. In other words, so far as we are concerned, the money is all going out and virtually nothing coming in as yet. Whether this can be put over in a way to make it pay us is still a question. However, it will require further investments in advertising, general promotion and sales contact.

The donation of a Goal-Hi standard to some of your friends and associates may seem to you to be of no consequential expense in a scheme as big as this. You know, of course, that the cost of one advertisement is of much greater consequence, but it has always been a hard and fast rule of our Company that we do not donate our merchandise. If I wanted a Goal-Hi for my own personal use, I would pay for it at dealer prices. The same thing would apply to Roy or any other officer, director or employee of our Company. Several of my directors have made donations of Goal-Hi units to schools with which they are associated, and invariably they have had to pay for them.

You can probably imagine that in our business, which is largely with charitable organizations, we are often called upon to donate merchandise,