

October 15, 1940

Mr. Giffy O'Dell
Basketball Coach &
Director of Physical Education
Rochester City Schools
Rochester, Minnesota

Dear Mr. O'Dell:

On September 16 I received a request from the Fred Medart Manufacturing Company, St. Louis, that I write you and give you a good sales story on Goal-Hi, so that you might use for the physical education meeting in St. Paul.

Year before last I spent several weeks in St. Louis working on the rules and material for pamphlets that would serve as good arguments as to the versatility of Goal-Hi.

I notice that the Medart Company has sent you the play-game folders and other valuable data that should give you sufficient information. If, however, this does not cover the situation, will you please write to me and I will be glad to give you any additional information that you may be in need of.

It is a pleasure for me to cooperate with you.

Very cordially yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg