

October 23, 1940

Mr. Roy E. Weinzettel
Sales Promotion Manager
Fred Medart Manufacturing Co.
St. Louis, Missouri

Dear Roy:

I have your letter of the 18th instant and, of course, am very much interested in the possibility of promoting the sale of Goal-Hi to large city school systems.

I know the Director of the Cleveland Schools, Floyd Rowe, very well, and of course, I am well acquainted with Anderson of the St. Louis Schools. I also know the Chicago Director, but I am not sure about New York, Los Angeles and San Francisco. If you could give me the names of the directors of the large city schools as a starter, then I could study over a scheme that might bear fruit.

I can tell you one reason why you have not sold the large city schools, and that is on account of their budgetary allowances. You see, they have to plan a year ahead for this thing and sometimes two years. A large number of these goals would run into such money that it would more than take up their reserve, and they perhaps just nibble on the thing as a try-out.

If we could see what they did with the 20 Goal-Hi's purchased at Omaha, and could secure a lot of statistics and a study on this, we could perhaps use this data as a basis for encouraging the sale to other large schools.

I recall when we discussed changing the backboards, Floyd Rowe and Harold Porter said that it would wreck the budgets of the large city schools; that they had to buy 50 to 100 sets. The reason we made it optional was to give the directors of the budgets of the larger schools an opportunity to replace a few at a time and not hit them all at once. Doubtless you can see that this has much to do with keeping the larger city schools from purchasing the equipment.

I realize emphatically the cost has to be within reasonable balance with the potential volume of sales. I also see clearly that the ordinary advertising and letter writing will not do much business with