

# FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

October 18, 1940

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

Dear "Phog":

While we have enjoyed a fairly satisfactory volume of business on Goal-Hi, it is a noticeable fact that we have not succeeded in getting this new game adopted by the large city school systems. I think the largest order we have ever had was twenty for Omaha. I believe we succeeded in selling about five in Cleveland. However, other large cities like New York, Chicago, St. Louis and Los Angeles, and even the smaller cities of from 350,000 to 500,000 population have not, as yet, adopted the game of Goal-Hi.

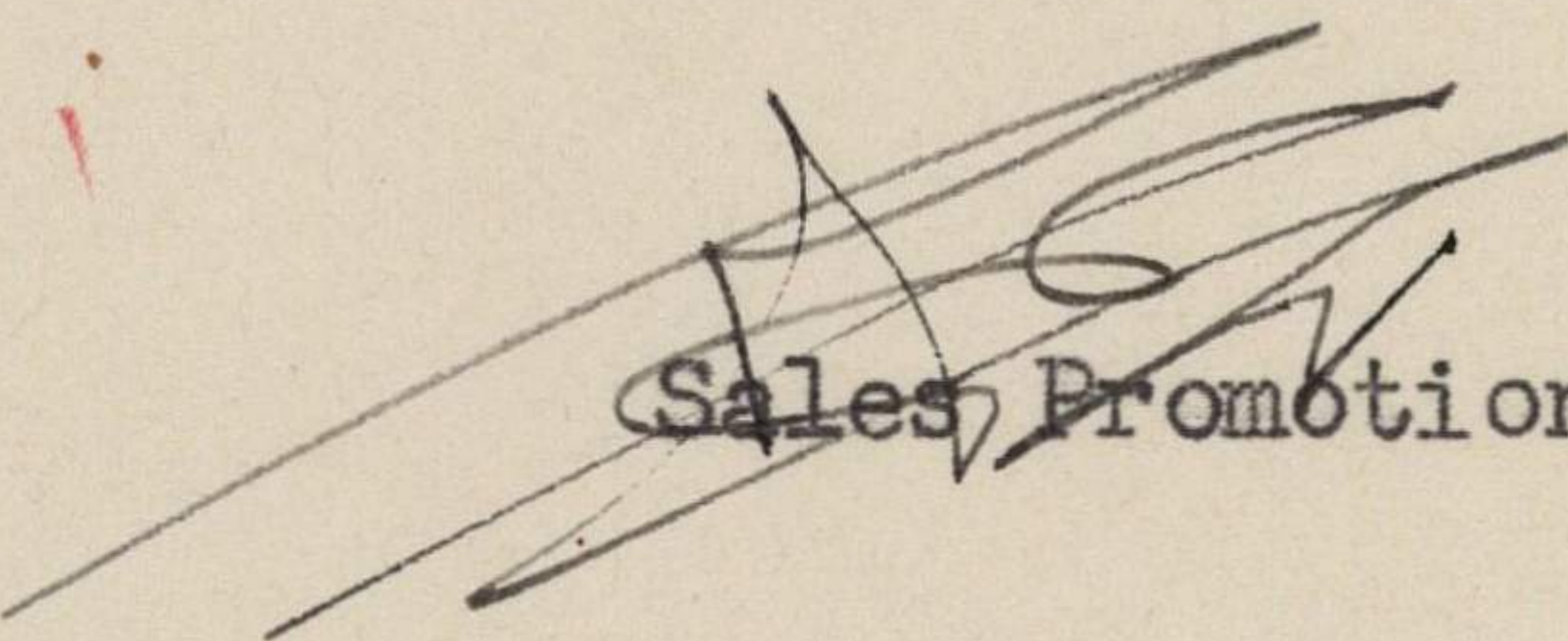
Undoubtedly, the reason lies in our not having properly promoted it, and the natural question is whether we could afford to make some special effort to get Goal-Hi adopted by the larger cities. Undoubtedly, if we could get it into two or three of the larger school systems, that would be the entering step to other large cities.

The question is what type of promotion might be done. Of course, the cost has to be within reasonable balance with the potential volume of sales. I am of the opinion that ordinary advertising, ordinary letter-writing or ordinary sales calls have been futile. The thought occurred to me that maybe some arrangement might be made with you to devote a month or so of your vacation period to a special effort to promote the idea of the game of Goal-Hi in some of the larger cities. If this would appeal to you, the question is how would you go about it.

I thought maybe you might have some ideas on the subject which, of course, is naturally interesting to both of us.

With kind regards, I remain

Sincerely,

  
Sales Promotion Manager

REW:jc