

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

June 10, 1940

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Phog:

It was good to receive your letter of June 7 after several weeks of no word from you. After reading your reply to Dr. Clapp's comment, I think you belong in the Sales Department. You certainly did a good job, Phog, of supporting our price structure, which is not out of line. I make that statement with about six or eight months of Goal-Hi production under our belt and I know now just where we stand. I am not going into a great deal of detail in this connection as I think you have very adequately covered Dr. Clapp's protest. He is very much mistaken in his statement that the cost of manufacture alone (not including advertising, selling commission, overhead burden, and the thousand and one things that must be taken into consideration), is around \$5.00. Actual cost is about twice that amount.

In any event, Phog, you may rest assured that I will not reply to his letter until you hear further from him, and will then be governed by a desire to pacify him without conceding that he is correct in his opinion.

I am glad to note the requisition for a price quotation from the University of Kansas. Guy Crosnoe, who now heads up our Merchandising Division, will fill in this requisition and return it immediately.

So much for business. I wonder if you will act as a messenger between Mrs. Allen and me. Please tell her that I have a big stack of mail on my desk and right at the top of this stack is her nice personal letter ^{written} shortly after the Kansas City meeting. I have delayed acknowledging this letter, intending to do so on or about June 30, the end of the second quarter, when I believe we will have an agreeable surprise for her - and you.

Returning to your letter for a minute, I note your suggestion that we turn out a cheaper Goal-Hi standard, such as I mentioned to you previously. We have this standard fairly well developed but do not see it as a school playground device but, to the contrary, as something that department stores will sell for use in back yards. We are not inclined to favor your suggestion of producing this cheaper standard, even for the department store field. By this I mean that we have questioned whether we would be wise in putting out this low priced item for home use because we could not very well decline to sell any one of our four hundred sporting goods dealers who have been lined up since the first of the year, if we had this cheap item in our line, and, as you know, there are always weak sisters in a sales organization that would