

FRED MEDART MANUFACTURING CO.

#2

Dr. Forrest C. Allen
Lawrence, Kansas

ignore the heavy-duty equipment in preference to the light weight item merely because of the difference in price, and frankly, Phog, the light weight item would not be satisfactory for every day use in a school.

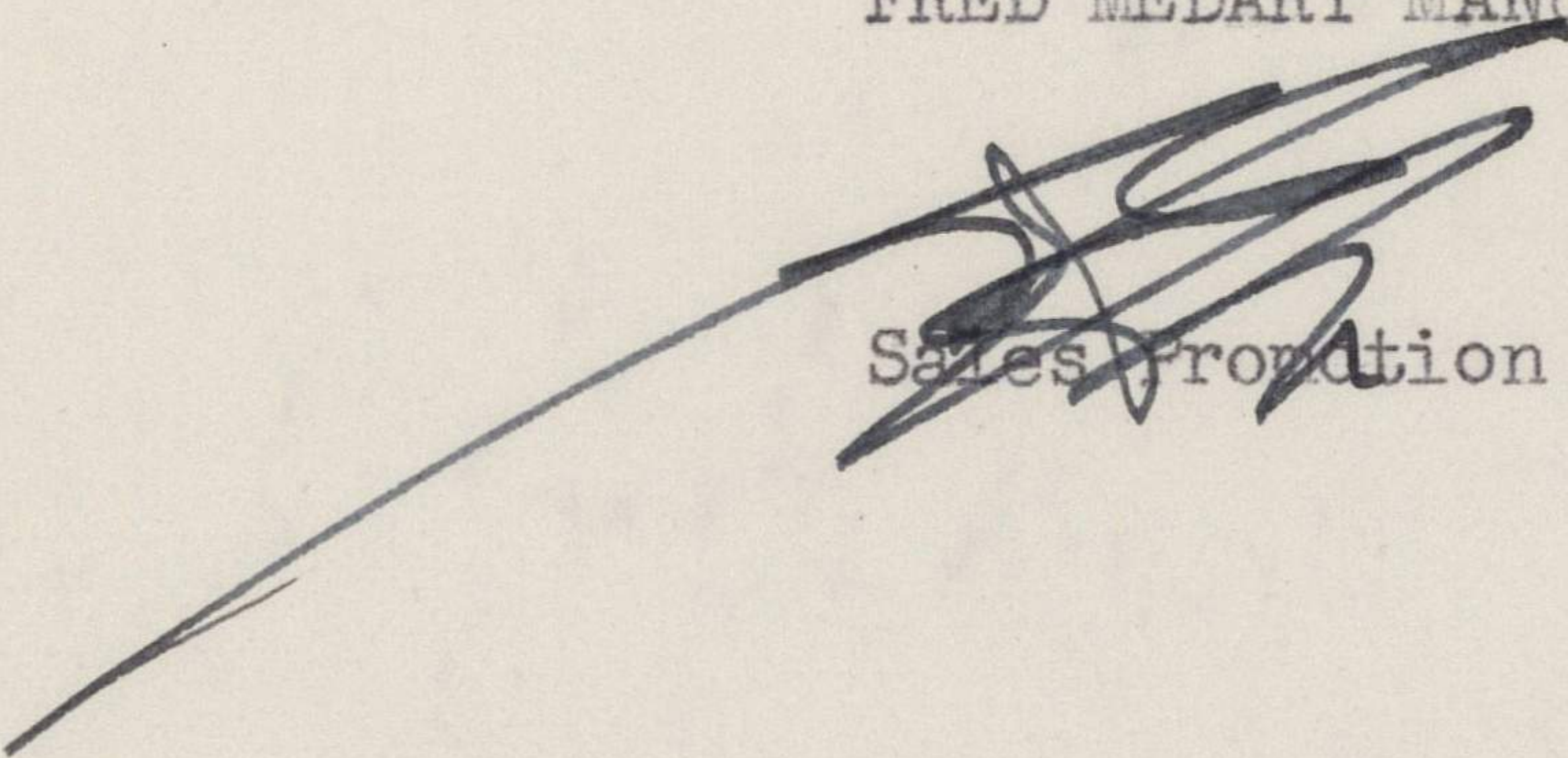
Be that as it may, we are planning to go to New York (E.J. Medart and I) about the end of this month, and expect to go into this question of merchandising a junior Goal-Hi for home use with some of the large sales outlets that solicit department store business in New York, at that time. Regardless of what may develop, we would not attempt to market the cheaper item through department stores until the next summer season.

Thought you might be interested in the foregoing because it will bring you up to date and tell you that we have not gone to sleep on this possibility.

Kindest personal regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.



Sales Promotion Manager

REW/AC