

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

January 15, 1940

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

Dear Phog:

In reply to your letter of January 11 with further reference to the possibility of you joining us during the N.E.A. Convention in St. Louis, will say that we have given a lot of thought to this matter and it seems to us that it would be to the advantage of both of us for you to be present one of the days that our key sales representatives are here.

In other words, if you cannot get to St. Louis until 1:20 P.M. Tuesday, the 27th, why not let us definitely plan on your arriving then and I will see to it that we have a dinner Tuesday evening, at which time we will present you as the principal speaker.

Don't let that "principal speaker" suggestion frighten you, Phog, as we would not have any long sales session as all that sort of thing will be taken care of the preceding Sunday, but I am convinced that it would do the boys a lot of good to have you give them one of those rousing sales talks on Goal-Hi, following what we will give them in the day-long session Sunday, the 25th.


If this plan meets with your approval, you and I could spend some time together during the afternoon of that Tuesday and discuss some things which I am very anxious to bring before you. I am thinking primarily of the Basketball Rules Committee meeting in Kansas City, and I want to know just where we are going, or, in other words, leave nothing undone that could accomplish what we hope to see take place during that session.

Returning again to the N.E.A. Convention, you and I want to do everything we can to get this 'ball to rolling'. Unless I am more mistaken than I have ever been in my life, Goal-Hi is well on its way, and with the little added push that you would give it, we would get things moving just that much faster.

Please let me hear from you at your early convenience regarding this suggestion as I want to schedule our few available hours that week, accordingly.

Kindest regards.

Cordially yours,
FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC

STEEL LOCKERS STEEL WARDROBES STEEL SHELVING GYMNASIUM APPARATUS GYM SEATS BASKETBALL BACKSTOPS PLAYGROUND APPARATUS