

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

January 23, 1940

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

Dear Phog:

I know you are constantly traveling these days in connection with your basketball schedule and a situation has developed in Kansas City, or rather I should say a situation that concerns Lowe & Campbell of Kansas City has come up and I intend to be over there one of these days to try to gain their support to Goal-Hi.

However, in discussing this with Mr. Medart we believe it would be a good idea if when you are next in Kansas City that you call on Mr. Carl Royer, Merchandising Manager of Lowe & Campbell and just talk Goal-Hi over with him in a general way. You might uncover some information that would be valuable for me when I make the contact later.

The way this thing came to a head was as follows: Our Chicago Office Manager was in St. Louis last week in connection with Goal-Hi and his dealer set-up throughout his territory and after returning to Chicago he contacted Lowe & Campbell and they suggested that Medart get in touch with the Kansas City Office as deals of this sort would have to be approved by Royer. The Chicago office of Lowe & Campbell also volunteered the information that Lowe & Campbell were preparing some special circulars on Uni-Goal in an attempt, obviously, to cash in on the publicity and advertising we are doing on Goal-Hi.

Understand, Phog, we are not suggesting that you do a selling job that any one of us will take in our usual stride, but thought it might be in order for you to drop around and discuss Goal-Hi with these fellows and work on the premise that you are wondering why they have not seen fit to get behind this grand new game of yours, which you have been playing with for five or six years. If they mention price to you it is best to avoid a discussion of price except to state that we have the official game and our prices are not out of line when compared with Uni-Goal, which is just a piece of inferior equipment. Further, you might add that you understand we have a junior Goal-Hi for home use, in the making, which will knock Goal-Hi prices out of the window. In other words, the idea would be to see what kind of reaction we might expect from Lowe & Campbell when we contact them in the near future.