

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

E. J. MEDART
PRESIDENT

January 23, 1940

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

Dear Dr. Allen:

I saw a letter in here today from our Chicago Office, to the effect that Lowe and Campbell are going to capitalize on our advertising and the publicity that has been given "Goal-Hi" with the "Uni-Goal".

I think Roy is going to write you, suggesting that you see Lowe and Campbell in Kansas City, which, of course, as you know, is their home office, and I think you are acquainted with most of the officials. I do not know that we can stop them from doing this, but you may be able to sell them the idea that a firm of their high standing can hardly afford to be a pirate in this field and that they can probably do a lot better by getting behind the legitimate equipment for the new game which you have ~~augmented~~ *invented*.

I think as time goes on we are going to call on you for more service of this kind, and in that connection I wonder if you really appreciate the magnitude of this sales potentiality. I saw a letter from you some months ago in which you exhibited some impatience about our not making an individual sale and in which you talked about our spending \$200.00 for printing of the Rules Book.

I have just authorized an appropriation of \$40,000 for advertising and promoting "Goal-Hi". Now, that means that we will have to sell 10,000 of these units during 1940 to break even. But I am not concerned about our ability to do that if we can maintain more or less of a monopoly on the apparatus used for this new game, and I think we can with your help.

You may think we have been a little slow in getting started, but to work out a plan of this kind for all that there is in it we have to get our sales work thoroughly systematized. Our work during the past few months has been the appointment of district managers to cover the whole United States. These district managers will have charge of a territory in which they will appoint as many sales agents as possible, in addition to dealers, and when the ball starts rolling it will go pretty fast.