

FRED MEDART MANUFACTURING CO.

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

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We could have gone at this in a sort of haphazard way and been satisfied with an average amount of sales, but I have seen that this game had much bigger possibility than probably you or anyone else has perhaps visualized, and for that reason I felt that to get all there is out of this we have to be thoroughly organized and systematized.

We have already had a large number of men come into St. Louis, and we are having several of them in every week, for district manager appointments; and we will have a large number of them in during the N.E.A. Convention, and, of course, all of this is costing us a large sum of money. I think Roy suggested that you try to spend a day with us during the N.E.A., and I believe that would be a very good idea if you could possibly make arrangements to do that.

Anyway, I wanted to let you know in a letter direct from me that we are going into this thing in a big way, and after we get our sales work systematized and organized, I think you will find commission checks coming into you, far beyond any previous expectations.

Yours very truly,

*Edw. J. Medart*  
President

Edw. J. Medart:D