

January 22, 1940.

Mr. W. H. Bowers,  
Briarcliff High School,  
Briarcliff Manor, N. Y.

Dear Mr. Bowers:

I am very happy to have your letter of the 16th instant asking about our new game, Goal-Hi. The equipment for Goal-Hi is made by the Fred Medart Manufacturing Company, of St. Louis, Missouri. They also have published the rule book for Goal-Hi. I am sending your letter on to this firm, asking them to send you detailed information as to cost, etc.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

January 25, 1940.

Mr. Earle A. Rissman,  
504 Elmwood Avenue,  
Detroit, Michigan.

Dear Mr. Rissman:

Thank you for your inquiry concerning our new game,  
Goal-It.

The equipment for Goal-It is made by the Fred Medart  
Manufacturing Company, of St. Louis, Missouri. They have  
also published a book of rules which we spent the summer  
writing. I am sending your inquiry along to this firm,  
asking them to send you the detailed information you desire.  
I am sure you will hear from them in a very short while.

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

January 29, 1940

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

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

Dear Phog:

I have your copies of letters to Ed. Medart and also to Lowe & Campbell and talked them over with Ed. Medart. First of all, want to say that we certainly hope that we will have you with us during the N. E. A. Convention on the Tuesday named.

Only on this occasion (once a year) do we have a good, big crowd of Medart agents gathered together at one time and most of them are key representatives of ours who are going to serve in the Goal-Hi picture as division managers under whom will be anywhere from five to twenty or more small time agents operating in a limited territory, plugging Goal-Hi, and I think it is needless for me to point out to you that we want to get these fellows pepped up over the possibilities of Goal-Hi and how better could we do that than to have that delightful orator and originator of Goal-Hi "Phog" Allen make a little speach after a good dinner.

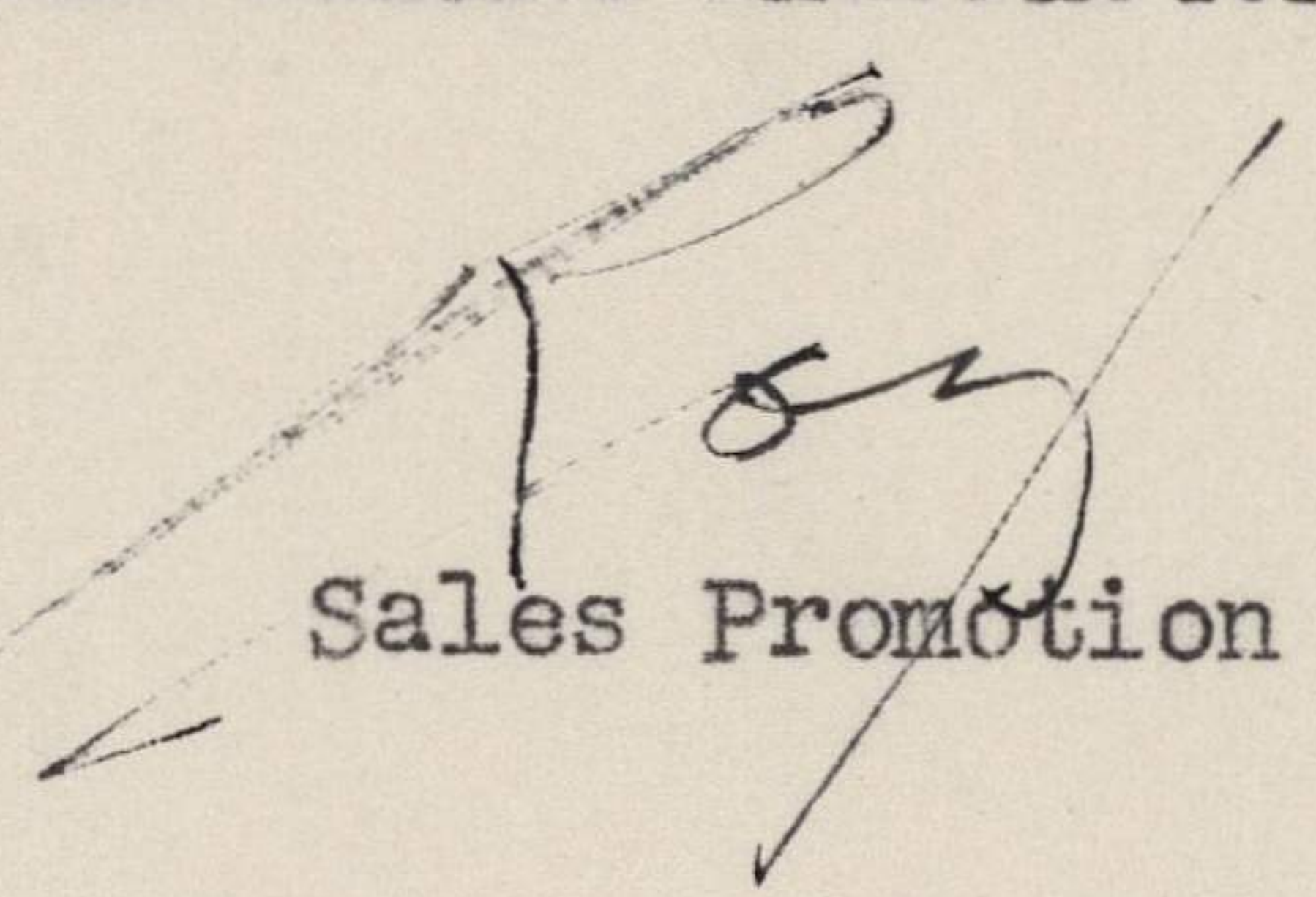
We are going to "bank" on you getting here, Phog, and will certainly be disappointed if your train connections prevent you from doing so.

Concerning Lowe & Campbell, we note that you have written a pretty forceful letter to your good friend Keedy Campbell and will be interested in his reply and also the report you will give us after you make that contact in Kansas City. This is important.

Kindest regards.

Yours very truly,

FRED MEDART MANUFACTURING CO.

  
Sales Promotion Manager

REW:EB

January 30, 1940.

Mr. R. E. Weinzettel,  
Medart Manufacturing Co.,  
St. Louis, Missouri.

Dear Roy:

It looks as if the drinks are on me as far as Lowe & Campbell are concerned. I thought you people had contacted Lowe & Campbell. I quite agree with them that it is up to us as salesmen to sell them before they are expected to buy.

When are you going to take a flyer to Kansas City to see Mr. Royer? He is a good hard-boiled buyer, but you are an affable, aggressive salesman, so you two people should have a great time.

With all good wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH  
Enc.

January 29, 1940.

Mr. Les R. Freeburg,  
Lowe & Campbell Athletic Goods Co.,  
1509 Baltimore Avenue,  
Kansas City, Missouri.

Dear Les:

I am very happy to have your frank letter, and I quite agree with you that if somebody does not endeavor to sell Lowe & Campbell on the game of Goal-Hi, it is certainly not the fault of Lowe & Campbell, but the other fellow.

Last summer I wrote a comprehensive set of rules and they have been published and go out with this equipment. I have even written a set of rules for crippled children for Goal-Hi where segments of the court limit each team's activity. The fact that we have an adjustable standard makes this equipment not only versatile, but a very necessary part of many playgrounds or backyards where children frequent.

I am writing the Medart people at St. Louis asking that they get in touch with your Mr. Karl Royer. Perhaps I should have written Karl in the beginning, but I had had a nice visit with Dorothy Jean Campbell and just thought I would tell Keedy of the very pleasant visit I had and then incidentally I would promote a game with him that I think has many possibilities that have not been touched. All intramural games for girls in basketball should be played with Goal-Hi. This also applies to very small youngsters who have great difficulty shuttling back and forth across the court. Goal-Hi has perhaps all the possibilities of the game of basketball with the strenuousness removed of driving back and forth across the court.

I extend to you my humble apology, Les, and the drinks are on me, but I will make it a soft one. Next time I come in I will buy.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH

GEORGE C. LOWE, PRESIDENT  
D. KEEDY CAMPBELL, V.P. & GEN. MGR.  
LES R. FREEBURG, VICE PRES. & TREAS.

ARNO F. HEINRICH, V.P. & FAC. SUPT.  
R. C. CAMPBELL, VICE PRESIDENT  
KARL H. ROYER, MDSE. MANAGER

LOREN V. BROWN, SALES MANAGER  
REED G. GENTRY, GENERAL AUDITOR  
KEITH W. DANCY, CREDIT MANAGER

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MINNEAPOLIS, MINN.  
CINCINNATI, OHIO  
PHILADELPHIA, PA.  
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**LOWE & CAMPBELL**  
**ATHLETIC GOODS CO.**  
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NASHVILLE, TENN.  
CHARLOTTE, N.C.

1509-11-13 BALTIMORE AVE.,  
**KANSAS CITY, Mo.**

January 26, 1940

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

Dear Doctor:

As Mr. Campbell is in Chicago, I opened your letter of the twenty-fourth which was directed to him.

Now I do not know anything about Goal-Hi or Uni-Goal, either, and I am inclined to think that Mr. Campbell is in exactly the same fix.

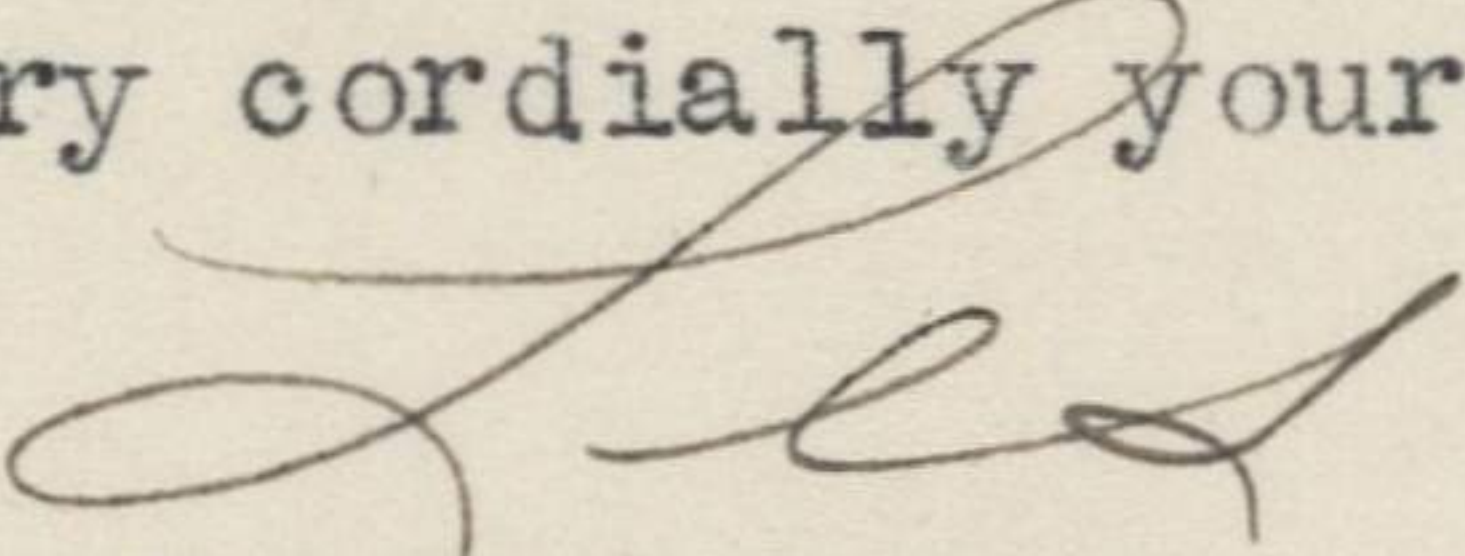
In talking to Karl Royer about this he tells me that Goal-Hi has never at any time been presented to us, either by you or by the Fred Medart Manufacturing Company, and he wonders how we could be expected to know very much about it. On the other hand, he has received literature on the Uni-Goal since some time past - he decided as far back as last July to make this addition to the line, but even then it was not included in the regular catalog. No stock is carried at any division, all sales being handled on a special order basis. Our salesmen are not pushing this item and I am certain that no more than half of them even know that we have such an item.

The first any of us heard about Goal-Hi was along in September or October when an article appeared in the Kansas City Star. We did not know then but that this was a game developed, and that the Uni-Goal was the device used for the game.

Honestly, now, "Phog", you are criticizing us for not handling something which has never been offered to us, either by you, the Fred Medart Manufacturing Company, or anyone else.

I will hold your letter for Mr. Campbell's return - I know he will deeply appreciate your personal attention to Dorothy Jean.

Very cordially yours,

  
Les R. Freeburg  
LOWE & CAMPBELL

LRF/rw

January 30, 1940.

Mr. R. E. Weinzettel,  
Medart Manufacturing Co.,  
St. Louis, Missouri.

Dear Roy:

I have gotten the supervisor of physical education of the Lawrence public schools interested in our game, Goal-Hi. His name is L. R. "Dad" Perry. However, Miss Joie Stapleton, who is now a teacher in our women's department and who was formerly supervisor of physical education in the Kansas City, Missouri, public schools under A. O. Anderson, has a game or rather a piece of apparatus which they call "center basketball". I think you met Miss Stapleton here last year, and saw the type of construction of her goal.

Mr. Bell Davidson, our superintendent of stadium grounds, made this goal for Miss Stapleton. It had a basketball goal with three angle iron braces running down to the bottom, and there was a clamp on the bottom which was fastened on to an upright post.

I was talking to Mr. Perry this morning, and he tells me they plan to make some standards in their school shop. I showed him the Goal-Hi apparatus that we have here in the gymnasium and also showed him one of our rule books.

I wondered what the cost would be for one of your cones and one of the baskets without the upright and the brace. I asked him to call his game "Goal-Hi", instead of center basketball. I am wondering if you would be kind enough to figure what this part of the apparatus without the upright and the base would be. I dislike to see these less satisfactory pieces of apparatus on the playgrounds here in Lawrence, and if you could give a price on the cost for the cone and the basket for the Lawrence school system I think it would be a fine thing.

Of course, I can see a great objection to furnishing this stuff to any outsider, but since this is in Lawrence and we are trying to build up the Goal-Hi principle here, personally I think it would be a good thing. Mr. Perry was thinking of putting one or two on each playground. If you can make a price to them, then of course they will go ahead and forge these out of their own shops and Goal-Hi will fail to get the advertising in and around Lawrence that it should get if you were able to make a fairly good price on this equipment.

So many people come from over the state to the University. While here, of course, they come in contact with the Lawrence public school system in a good many ways. Especially is this true when the teachers in the high schools come to the University in the summer. This latter angle is the thing that I was particularly interested in. If they could see Goal-Hi on the playgrounds here and at the University it would help advertise Goal-Hi in no un-emphatic fashion.

At the present time there is no great sum in the budget for this special type of apparatus, so I am hoping that you can give a fairly close price on this equipment. I would appreciate your prompt decision as they are holding in abeyance the building of the goal. I realize that this is an unusual request, but as stated above, it may bear quite a bit of fruit.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH

January 30, 1940.

Mr. H. J. Benjamin, Director,  
Department of Athletics,  
John R. Rogers High School,  
Spokane, Washington.

Dear Mr. Benjamin:

I am very happy to have your letter of the 24th instant regarding our new game, Goal-Hi. The equipment for this game is made by the Fred Hedart Manufacturing Company, of St. Louis, Missouri. They have also published a rule book which we spent the summer writing.

I am sending your inquiry on to this firm, asking them to send you detailed information about the equipment. I am sure that you will hear from them in a very short while.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH

January 31, 1940.

Mr. Frank H. Frost,  
Department of Physical Education,  
University of Georgia,  
Athens, Georgia.

Dear "Jack":

I am very happy to have your letter of the 29th instant and to know of your interest in our new game, Goal-Hi.

The equipment for Goal-Hi is made by the Fred Modart Manufacturing Company, of St. Louis, Missouri. They have also published a rule book which we spent the summer writing.

I am sending your inquiry on to this firm, asking them to send you detailed information, and I am sure that you will hear from them in a very short while.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

February 1, 1940.

Mr. Alton W. Fish,  
Physical Director,  
Y.M.C.A.,  
Santa Ana, California.

Dear Mr. Fish:

I am very glad to know of your interest in my new game, Goal-Hi. The equipment for this game is made by the Fred Medart Manufacturing Company, of St. Louis, Missouri. They have also published a rule book on Goal-Hi, which we spent the summer writing.

I am sending your inquiry on to this firm, asking them to send you detailed information on price, freight, and so forth, and I am sure that you will hear from them in a very short while.

Thank you very much for your kind remarks.

With best wishes for your success, I am

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

February 1, 1940.

Mr. W. A. Greer,  
Superintendent of Schools,  
Alvord, Texas.

Dear Mr. Greer:

I have your letter of recent date asking for rules for playing uni-goal. Doubtless you are referring to our new game of Goal-Hi. I am glad to know of your interest in the game.

The equipment for Goal-Hi is made by the Fred Medart Manufacturing Company, of St. Louis, Missouri. They have also published a rule book for Goal-Hi which we spent the summer writing. I am sending your request on to this firm, asking them to send you detailed information, and I am sure that you will hear from them in a very short while.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

February 1, 1940.

Mr. A. J. Bergstrom,  
Athletic Director,  
Libertyville Township High School,  
Libertyville, Illinois.

Dear Mr. Bergstrom:

Thank you for your kind letter of January 31. I  
am indeed glad to know of your interest in our new game,  
Goal-H.

The equipment for Goal-H is made by the Fred  
Medart Manufacturing Company, of St. Louis, Missouri.  
They have also published a rule book on Goal-H, which  
we spent the summer writing. I am sending your inquiry  
on to this firm, asking them to send you detailed in-  
formation at their earliest convenience. I am sure you  
will hear from them in a very short while.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

February 2, 1940.

Mr. M. C. Denny,  
Lititz Borough Public Schools,  
Lititz, Pennsylvania.

Dear Mr. Denny:

I am glad to have your inquiry of January 30 and to know of your interest in our new game, Goal-Hi.

The equipment for Goal-Hi is made by the Fred Medart Manufacturing Company, of St. Louis, Missouri. They have also published a rule book on Goal-Hi which we spent the summer writing.

I am sending your letter on the Medart Company, asking that they send you detailed information at once. I am sure that you will hear from them promptly.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

February 3, 1940.

Mr. R. E. Weinzettel,  
Medart Manufacturing Co.,  
St. Louis, Missouri.

Dear Roy:

I just got a letter from D. Keedy Campbell, the big boy now in charge of Lowe & Campbell, since George C. Lowe, the president, had a heart attack a year or so ago.

They are rather pouring it on me now because no representative of Medart's has contacted them in any way in making an effort to sell them on this equipment. I presumed that you had had some contact with them, by mail, at least.

This fellow Royer is a hard-boiled baby, and unless you get to see him pretty soon they will pour it on me heavier than they have. So don't let any grass grow under your feet, if at all possible. And too, you know their account is a good one, but they will not catalog any stuff for next year unless the stuff is on the barr~~el~~-head pretty soon.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH

February 5, 1940.

Mr. Fred Medart,  
Merchandising Division,  
Medart Manufacturing Co.,  
St. Louis, Missouri.

Dear Mr. Medart:

Thank you for your letter of the 31st ultimo.  
I fully appreciate your situation in regard to selling  
parts of the Goal-Hi apparatus, and am informing Mr.  
Perry.

Thank you also for returning the copy of  
"Better Basketball", which has been received.

With best wishes, I am

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

January 31, 1940

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

Dear Dr. Allen:

Both Roy and Bill are away at the present time; however, you may expect a personal reply to your letters of January 30 when they return.

I have read your interesting correspondence with Lowe & Campbeel and as Roy has not contacted this company at the present, I am sure he intends to very shortly.

In regard to selling head pieces of Goal-Hi standards without the rest of the equipment, we feel that such action on our part would be very poor business.

Appreciating the fact that Mr. Perry's equipment will undoubtedly be inferior to our own, we still think that this case and other occurrences of home-made standards throughout the country (of which there will probably be a few) will tend to emphasize the superiority of the manufactured product rather than prove a hindrance.

This case and also the case of Mr. M. J. Benjamin of the John R. Rogers High School certainly tends to prove that there is a demand among educators for a game such as your Goal-Hi, and I don't believe that they can make their home-made equipment of inferior quality a great deal cheaper than we sell the official equipment.

Yours truly,

FRED MEDART MANUFACTURING CO.

*Fred Medart*

Merchandising Division

F.Medart:MS

P.S.-- Your book "Better Basketball" is on its way. I took the liberty to send it back even though Roy is not here. Sorry to keep it so long. Many thanks.

*Recd*

WESTERN UNION

Easton, Pa.

Feb. 7, 1940.

Dr. Forrest C. Allen,  
Lawrence, Kansas.

What company makes Goal-Hi? Wire reply  
collect Western Union.

Kiefer's Sporting Goods Store.

REPLY:

Fred Medart Manufacturing Company of St. Louis,  
Missouri, makes Goal-Hi.

Forrest C. Allen.

February 7, 1940.

Mr. H. Bruce Smith, Director,  
Department of Health and Physical Education,  
Manhattan Public Schools,  
Manhattan, Kansas.

Dear Mr. Smith:

I am very happy to have your letter of the 5th asking for information about our new game, Goal-Hi.

The equipment for Goal-Hi is made by the Fred Modart Manufacturing Company, of St. Louis, Missouri. They have also published a book of rules for Goal-Hi which we spent the summer writing. I am sending your inquiry on to this firm, and you may expect to hear from them in a very short while giving you full details as to price, and so forth.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

February 10, 1940.

Mr. W. A. Robinson,  
Manager, Merchandising Division,  
Medart Manufacturing Co.,  
St. Louis, Missouri.

Dear Bill:

I am returning herewith the duplicate copies of  
the application for registration of the copyright in Canada  
on the Goal-Hi Rules Book, which I have signed and had  
notarized.

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH  
Enc.

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

W. A. ROBINSON, MANAGER  
MERCHANDISING DIVISION

February 8, 1940

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

Dear Dr. Allen:

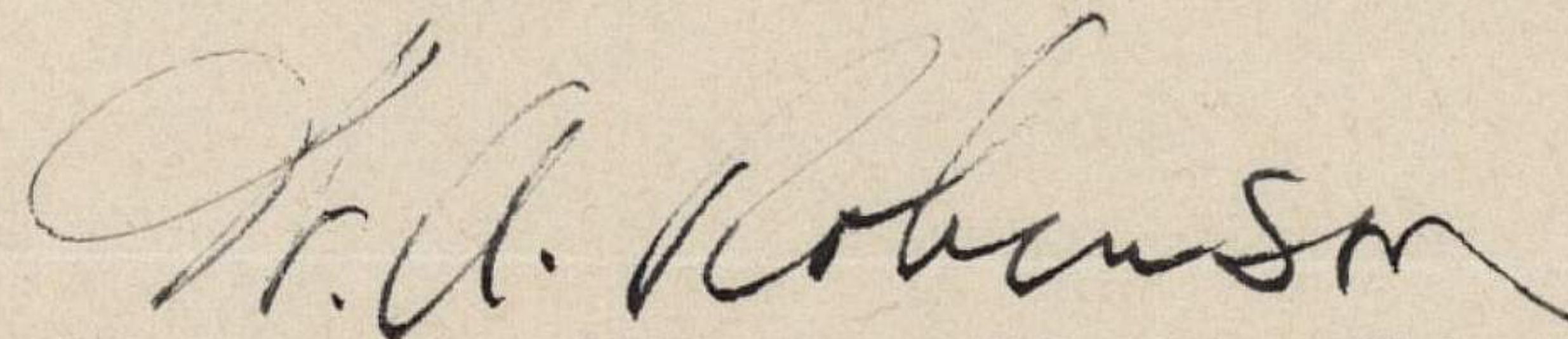
We are attaching hereto duplicate copies of the application for registration of the copyright in Canada on the Goal-Hi Rules Book. Also attached are duplicate copies of the assignment of copyright on the above.

Please sign all four of these copies and have the assignment of copyright notarized and return them to us for filing.

Thanking you very much for your co-operation, we are

Cordially yours,

FRED MEDART MANUFACTURING CO.



Manager, Merchandising Division

WAR/AC

February 12, 1940.

Mr. D. Keedy Campbell,  
Lowe & Campbell Athletic Goods Co.,  
1509 Baltimore Avenue,  
Kansas City, Mo.

Dear Keedy:

I am happy to get your explanation regarding the Fred Medart Company. I believe that the Medart people are changing their sales policy somewhat, but I am not sure what it is. However, I know that you will be very much pleased to meet Mr. Roy Weinzettel, their sales representative whom I consider not only a fine gentleman, but an excellent salesman and fine contact man.

I have written Mr. Weinzettel and he has promised me to call on your firm, and incidentally I know that he is planning on seeing Mr. Karl Royer.

I have been wanting to drop in and say hello to you people, but it seems I cannot easily get to Kansas City often enough to promote my National Collegiate semi-final and final tournament which takes place in Kansas City on March 22 and 23, and March 30. However, the next time I am in Kansas City I am going to drop by and say hello.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH

GEORGE C. LOWE, PRESIDENT  
D. KEEDY CAMPBELL, V.P. & GEN. MGR.  
LES R. FREEBURG, VICE PRES. & TREAS.

ARNO F. HEINRICH, V.P. & FAC. SUPT.  
R. C. CAMPBELL, VICE PRESIDENT  
KARL H. ROYER, MDSE. MANAGER

LOREN V. BROWN, SALES MANAGER  
REED G. GENTRY, GENERAL AUDITOR  
KEITH W. DANCY, CREDIT MANAGER

KANSAS CITY, MO.  
MINNEAPOLIS, MINN.  
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PHILADELPHIA, PA.  
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# LOWE & CAMPBELL

## ATHLETIC GOODS CO.

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DENVER, COLO.  
SYRACUSE, N.Y.  
NASHVILLE, TENN.  
CHARLOTTE, N.C.

1509-11-13 BALTIMORE AVE.,  
**KANSAS CITY, MO.**

February 10, 1940

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

My dear Phog:

I have just returned to the city and found your letter of the 3rd, and thank you for the information concerning Dorothy Jean. I do not believe she has had any further trouble, and I hope that she will not have.

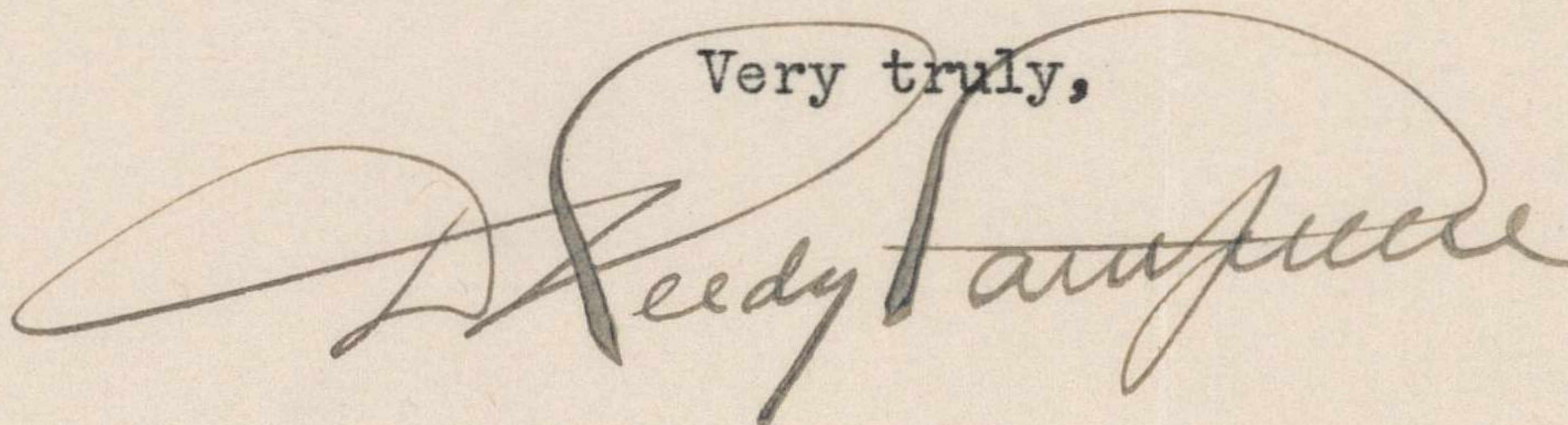
I was just talking to Karl Royer about the Fred Medart Company and he says there has been no representative from this firm in to see him for four or five years. I might add that a way back about twenty-five years ago we had some friction with these people and we never have been on especially friendly terms. Possibly that's the reason they do not call on us.

At any rate, our business relations with them have been few and far between and they have never seemed to care to solicit us; while we in turn naturally felt the same way about it.

We did not even know that they were manufacturing this item of yours until we heard recently, so this is just a little additional information on this subject that I thought you would like to have.

I am sure that if they want to contact us that Karl will be more than glad to talk to them.

Very truly,



DKC:AM

February 14, 1940.

Mr. Lake Russell,  
Head Coach,  
Mercer University,  
Macon, Georgia.

Dear Coach Russell:

I am very glad to know that you are interested in our new game, Goal-Hi. It is an excellent game for all ages because we have the goal built on an adjustable standard whereby it can be adjusted to 8, 9, or 10-foot heights with the slightest difficulty. I have written a rule book for the three possible games with this goal. Rules go with the purchase of the Goal-Hi equipment.

We believe that the future possibilities of this game have only been touched. For playgrounds, country schools, girls and boys intramural games, this game is tops. The basket is the focus of activity, and since the game is constantly kept within bounds the result is that the fundamental skills are much improved. The ball is constantly in action, and yet the fatiguing effect of the game is nothing in comparison to the fire-engine type of basketball that is now being played.

The Fred Medart Manufacturing Company, of St. Louis, Missouri, manufacture the Goal-Hi equipment. I am writing them today, asking that they communicate with you immediately.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH

February 14, 1940.

Mr. Benjamin H. Wolfson,  
Director of Athletics,  
Catasaugua School District,  
330 Haverbom Avenue,  
Catasaugua, Pa.

Dear Mr. Wolfson:

I am very glad to know of your interest in our new game, Goal-Hi. The equipment for Goal-Hi is made by the Fred Medart Manufacturing Company, of St. Louis, Missouri. They have also published a rule book, which we spent the summer writing.

I am sending your letter on to the Medart people, asking them to send you detailed information at once. I am sure that you will hear from them in a very short while.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

February 14, 1940.

Mr. R. E. Weinzettel,  
Medart Manufacturing Co.,  
St. Louis, Missouri.

Dear Roy:

I am sending you herewith a letter I have received from Mr. Dwight Keith, editor of the Southern Coach and Athlete. I am on the advisory board of the magazine as a contributing editor. You can see by the letterhead the territory that is covered by the magazine.

I met Mr. Keith at the coaching school in Atlanta last summer. He is a coach in one of the big high schools there. If you could give him something for the Southern Coach and Athlete as a courtesy I think it would be very helpful to us and fairly profitable advertising, but you are the man to determine that.

I have just received your letter and I'll buy you half a dozen drinks if you put over the kind of a deal I think you are capable of with Lowe & Campbell.

Yes, I imagine your family thinks you are just a traveling salesman, or a big shot sales promotion manager.

I am still wondering what I had better do regarding that St. Louis meeting. If this train is 30 minutes late I will miss connections in St. Louis and that will be positively bad because you couldn't count on me very definitely.

I am wondering what progress you are making with the 12-foot standard that I mentioned to you a few weeks ago. We are sending through our business office today the order for the Goal-Hi equipment which we had you quote us a few days ago.

With all good wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

Dict. Feb. 10

February 12, 1940

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

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

Dear Phog:

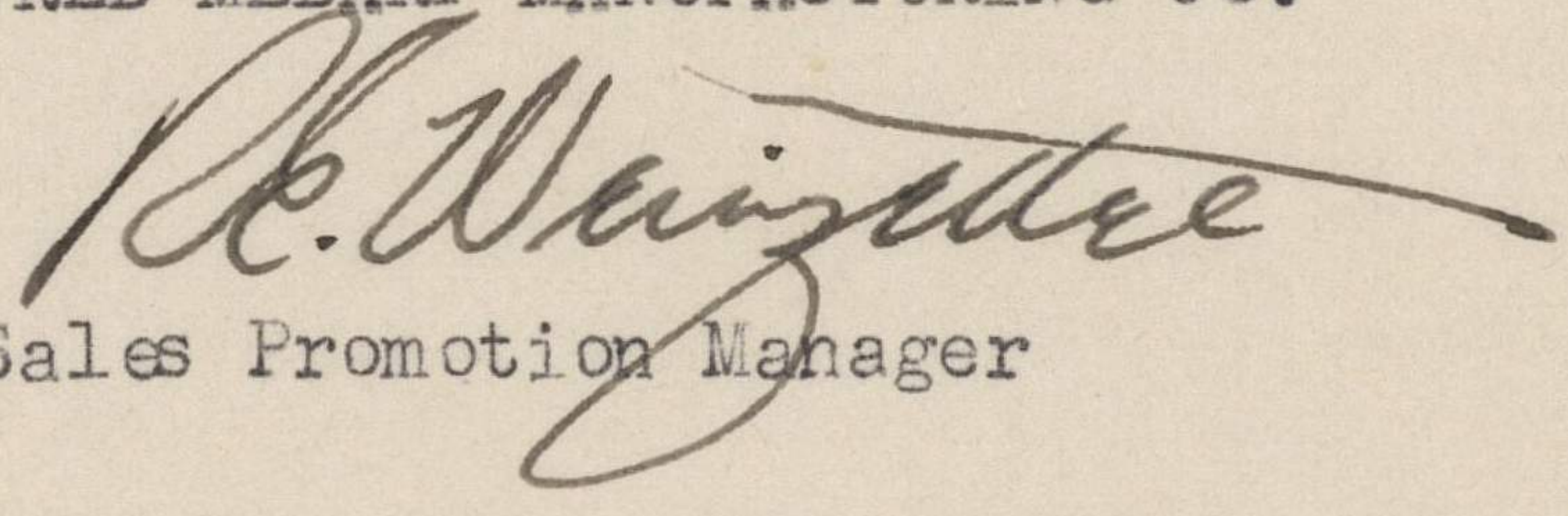
Have your letter of the 9th, and first of all, you owe me a drink, as you say, because I am going to see Lowe & Campbell Monday, February 12, and believe me I am going to make you buy me another drink, as I certainly want to line them up, as was the condition you named for that second drink.

There is no attempt at the moment to slow up Goal-Hi as far as marketing it is concerned, and everything is very promising. We are getting in a few orders each day and I have hoping around the country lining up District Sales Managers and having them come in to St. Louis, and I think I am about to lose my family. For example, I am going to Kansas City tomorrow, Sunday night, and will leave Kansas City Monday for Birmingham, Alabama, and then I come back to St. Louis for the N.E.A., and leave immediately for Boston in an attempt to line up New England. Things should be popping, Phog, as everybody seems to be very enthused about it, including buyers.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

  
Sales Promotion Manager

REW/AC