

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

December 6, 1939

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

Dear Phog:

Just returned from San Antonio where I attended the Texas State Teachers Convention immediately following the Virginia State Education Convention in Richmond the previous week, and at both of these state-wide shows we exhibited Goal-Hi in a special booth that we constructed for that purpose, and I am glad to advise that we obtained some orders at each place - not many but a few - and in addition we found an extreme amount of interest on the part of the school people contacted, in this new game which has been described as the first mass play-game since volleyball. Incidentally, I think that is a pretty good description of Goal-Hi as it certainly is likely to become a game that schools of all kinds and sizes can play with large groups participating as a gym or playground activity.

Thought you would be interested in the foregoing. The purpose of this letter, however, is to suggest that you give some thought to coming over to St. Louis for the N.E.A. Convention in February (February 24-29) at our expense, and possibly lend a hand in putting over this story to the ten or twelve thousand school superintendents who attend this largest-of-all school conventions. At that time we could, of course, discuss some things that may be on our minds. In any event I would like to have you give some thought to this idea, which came to me a few days ago, and let me know your reaction to same.

Another thing comes to light at this time, now that we have some orders waiting to be shipped, and that is the question of handling our account with you. I refer to the problem of setting up a record of Goal-Hi sales for the purpose of determining your royalty or commission. According to our contract you are entitled to 5% on the net f.o.b. St. Louis price of the various standards, some of which are sold direct to the user at the regular list price, and some of which, as you know, will be sold through dealers, who will earn a selling commission of 30%, which means that the list prices in the catalog Bill Robinson gave you will be discounted 30% to such dealers to arrive at the net f.o.b. St. Louis price. Naturally freight is to be deducted from that net price, and on the remaining amount you will earn your 5%. Our Auditing Department advises me that this is going to be a little complicated and I have checked carefully into this matter, Phog, and am wondering if it would be agreeable with you if we substituted a new basis of remuneration for you as follows.

On all standards sold direct to the consumer at full list price, we would allow you a straight \$1.40 royalty commission. On all sales made through dealers, who have earned a 30% selling commission, we would allow you a straight royalty commission of \$1.00 per standards.