

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

Dict. Nov. 13
November 14, 1939

R. E. WEINZETTEL
SALES PROMOTION MANAGER

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

Dear Phog:

Have your letter of November 9 and have delayed answering it for several reasons.

First of all, we do not have the rubber buttons available, at this writing, for the under side of the circular base of the Goal-Hi standard in your possession but we will arrange to send you a set just as soon as they are on hand so you can fit them into holes that you will drill for that purpose.

Will look forward to seeing your suggested improvement for the slot on the standard, as described in the second paragraph of your letter. However, we think that a lock is very essential part of the Goal-Hi standard when it is used out of doors and left overnight in an unprotected location.

Glad that the Wagstaff family enjoyed the picture that you framed and delivered to them. I thought it was rather good.

Concerning the price of the rules book, I find that Bill Robinson, who placed this order, is out of the office at the moment but if memory serves me correctly we received a price of about \$193.00 or \$194.00 for the job, which your local printer wanted \$200.00 for. Incidentally, Phog, it might interest you to know that I have approved printing bills, which, of course, include art work and plates, in the amount of approximately \$2400.00, to date, and we haven't a bit of printing on hand as yet. However, we are expecting an initial delivery of several pieces of printed matter tomorrow, Wednesday, Thursday, and Friday, and then we will be all set. Of course I will see to it that you are supplied, with samples.

I also think you will be interested in knowing that we have just approved a \$750.00 convention display booth for Goal-Hi, so you see we are doing just what we told you we were going to do early in the year, i.e., spend quite a sizeable sum of money getting Goal-Hi adopted.

Incidentally, a test mailing of 2500 letters is going forward tomorrow and Saturday to school officials and coaches in Texas, Alabama, Indiana, and Ohio. We are using ten different letters with ten different appeals in this mailing and based on results we will decide which of the letters pulls the best returns, and that information will shape our future national direct-mail program.