

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

. November 27, 1939

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

Dear Phog:

Just returned from Richmond, Virginia this morning to receive the good report from Bill Robinson and Fred Medart covering their enjoyable visit with you. Would liked to have been one of the party.

Also note your several letters containing original requests for Goal-Hi information, and copies of your replies, and you may rest assured that we are giving these leads our best attention.

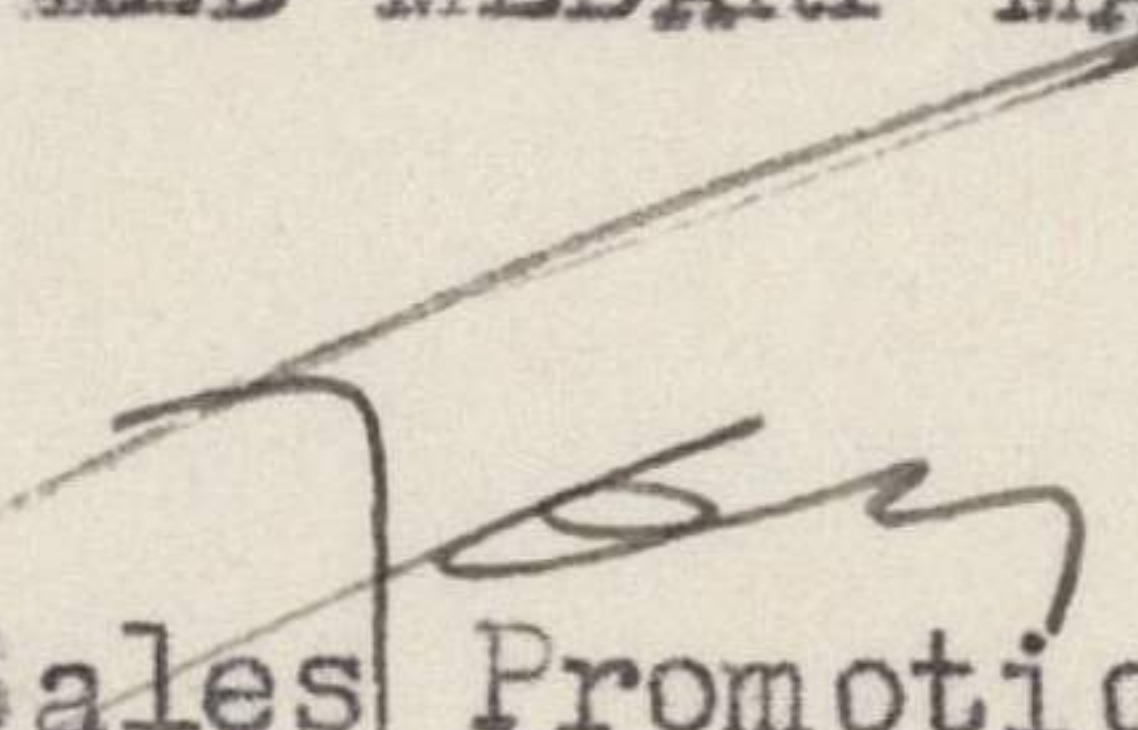
I know you will be interested in knowing that we have been getting a bundle of return cards in every mail since we made the test mailing in the several States, which Bill no doubt discussed with you.

One of the most striking bits of information that I have unearthed as a result of attending the Missouri and the Virginia State Educational Association Conventions (and it is to discover what is in the minds of school people as concerns our new game that I make these several conventions) is not in the number of people interested in Goal-Hi but the degree of interest they express. Apparently there is a need for a game of this kind in all types of schools, and I welcome that finding because it indicates that we will not have such a big job selling the idea of the game as would otherwise be true.

Keep sending me those leads, Phog, and maybe between the two of us we can make a million dollars. In any event, kindest personal regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC