

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

October 24, 1939

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

Dear Phog:

First of all I want to thank you for the very much appreciated expression of sympathy. I find it difficult to tell you how much I value your several remarks.

I am glad to learn that the Goal-Hi standard with the adjustable height feature has been received and is being used. Concerning the question of some type of rubber base that would serve a dual purpose of protecting highly finished gym floors and also serving to anchor the base to the floor, this is to advise that we have developed something that is described in the brochure we are now having printed, and I think you will find it very much in order. This solution differs from the sample we sent you in that the under side of the round base has been drilled in six places so that rubber buttons can be snapped into place in the drilled holes, and these rubber buttons, equally spaced, will serve as a protection for floors and will also have a tendency to hold the base in the desired position, i.e., prevented from creeping.

I am having an enlargement made of the youngsters playing in the backyard and will send it on to you for your associates who co-operated so willingly with us in taking the photographs.

I think you will be interested in knowing that the Rules Book is now on the press, as is the brochure mentioned above and we have about six areas in the United States roped off for test mailings, which will go forward just as soon as the printed material is available. By "test mailings" we refer to several different approaches that we are going to make to the same types of prospects in order to learn which of the several ideas are likely to bring the best results. As a result of those findings we will then prepare a large national direct-by-mail campaign.

Even more important, and I am sure it will be a source of pleasure to you, is to learn that yesterday I received our first order for one of the Goal-Hi standards with the round circular base and the adjustable height feature from Monmouth, Illinois. You will remember sending me about eight or ten letters from people who wrote you. I acted upon your acknowledgment and wrote each of these parties, and this first order, which came in yesterday, is a result of that very limited approach. We ~~did~~ not have any advertising material and were