

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

W. A. ROBINSON, MANAGER  
MERCHANDISING DIVISION

March 12, 1940

Dr. Forrest C. Allen, Director  
of Physical Education  
University of Kansas  
Lawrence, Kansas

Dear Doc:

I thought you might be interested in knowing that I am today writing Dwight Keith, Editor of Southern Coach and Athlete, advising him that we will run three 1/3-pages on Goal-Hi in his publication, beginning with the April issue.

We intend to keep an accurate check on the returns we got from this publication and if it looks like a good proposition, we may continue.

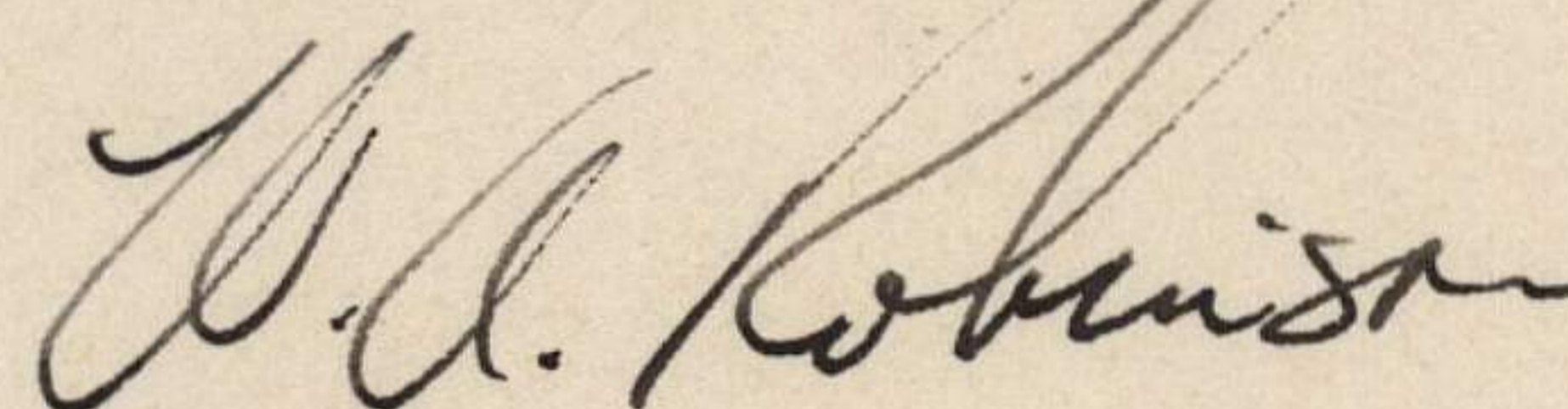
At the present time, inquiries on Goal-Hi are coming in at the rate of about 25 or 30 a day from the publications we are using, and think this is exceptionally good.

In addition to the inquiries we are receiving from publication advertising, a great number of inquiries are coming in every day as a result of the N.E.A. Convention, held here in St. Louis the latter part of last month.

Kindest personal regards.

Yours truly,

FRED MEDART MANUFACTURING CO.



Manager,  
Merchandising Division

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