

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

September 26, 1939

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

Dear Phog:

Have your letter of September 22 and enclosures covering correspondence between you and James Williams, Coach at Piper, Kansas. I have written him per copy attached and we will see whether or not he has already purchased his equipment.

Incidentally, I am drafting a letter now for use in connection with the half dozen or so other inquiries you have received to date and we will see if we cannot get some orders for shipment just as soon as we are in production.

It was good to note your letter of September 22 as concerns your interest in having us speed up things a little and go out after the available business. That's the spirit, Phog, and believe me, we are not letting any grass grow under our feet. However, we are not tooling up to do a small local business but are looking ahead to a vast national business, and it is going to be about four to six weeks at the outside before we will be in production and able to go after Goal-Hi business in a big way.

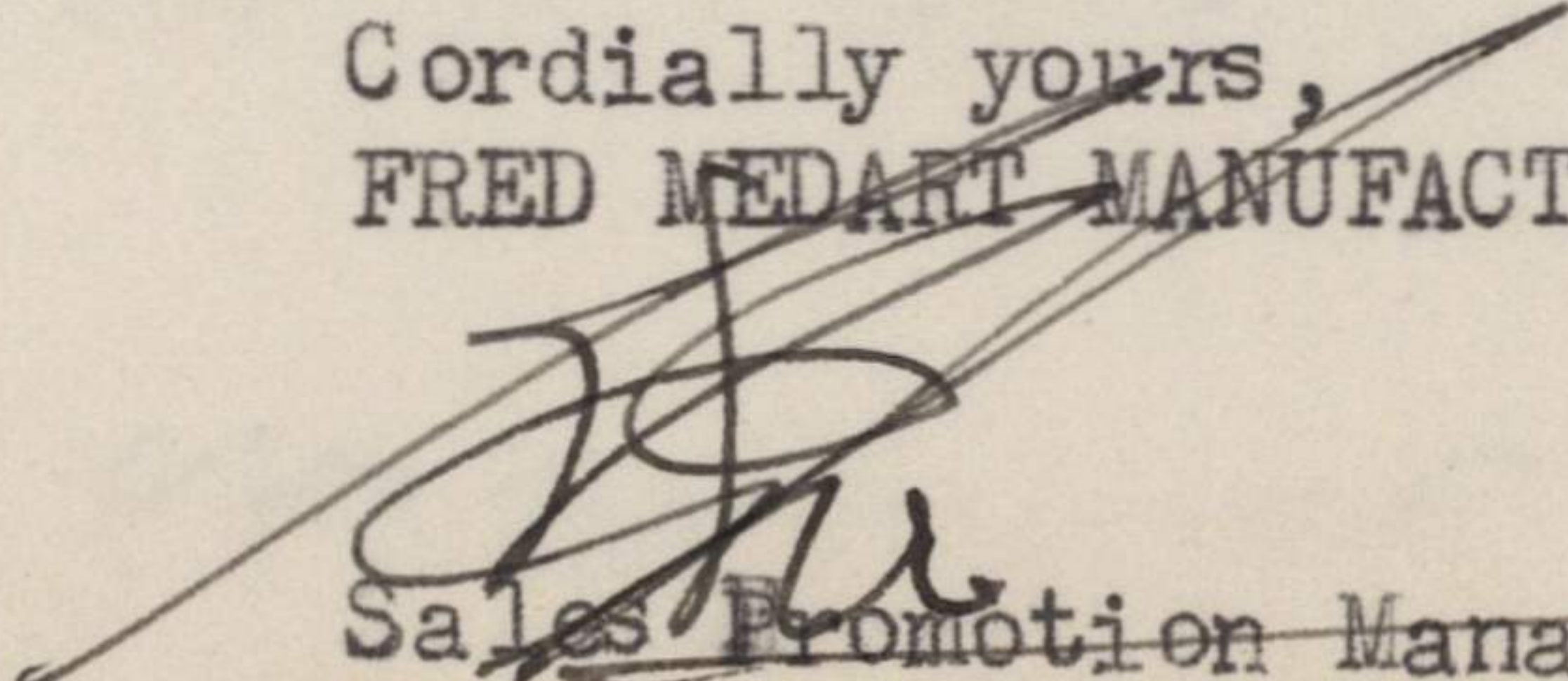
In any event, we are going to try to solicit some business now, even though advertising material is not available, and we will see what happens.

We are inclined to agree with you as concerns the promiscuous distribution of rules books to other than customers of ours. I think it is going to be a case of establishing a price of ~~25~~<sup>15</sup> cents for each copy, and then give a copy away with each order. This may have a tendency to discourage the fellow who has other equipment from expecting us to furnish him with the rules, and will also be an "out" for you when approached by Coaches and others asking for a rules book. You can refer them to us and we will handle in the above manner.

In any event, Phog, please be assured that we are as anxious to get started as are you.

Kindest regards.

Cordially yours,  
FRED MEDART MANUFACTURING CO.

  
Sales Promotion Manager

REW/AC