

FRED MEDART MANUFACTURING CO.

Dr. Forrest C. Allen
Lawrence, Kansas

September 27, 1939

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I am afraid you are becoming a little impatient. I saw several letters from you the other day, to the effect that we should hurry this thing though to pick up one or two sales here and there. That, in my opinion, is not the right thing to do. We have to plan our entire campaign and that is more important than the manufacture of the unit, but even to manufacture it we have to make patterns, and I am now building a special machine to roll the base, all of which runs up into considerable money.

I believe that you are going to be very well satisfied with the result of your earnings from this item, but you will have to bear in mind that I am the one who is laying out the real money, and if I can be patient under the circumstances, I think you will have to be, too.

If this thing does not go over, you are going to lose very little, if anything, because we will sell enough to compensate you for the time you have put in on this item, but my Company stands to lose a sizable sum of money.

Roy has spoken to me about your desire to be engaged as a consultant, and he has shown me your letter of September 25 regarding this. I do not know, at the moment, in just what manner your services might be used, but for this Company to pay you any fair sum of money would necessitate some definite and concrete thought as to what worthwhile service could be performed. It occurred to me, when I spoke to Roy, that maybe there is a possibility of organizing local conferences and rules committees on the game of Goal-Hi, and such work would probably require the whole-time services of a man like yourself, but, as I see it, some of these bigger thoughts are a little in the future.

At the moment, we have three or four different ideas about marketing and promoting Goal-Hi, and we want to make tests of different marketing methods to prove or disprove some of these theories.

I think you will have to leave the selling of this to us, although we will, of course, always be glad to have your suggestions. If we do not have any greater worries than "Uni-Goal" selling at a price below ours, we will be on easy street.

I think you want me to speak frankly, just as I have in this letter. Anyway, that has always been a habit with me and I cannot do otherwise.

With best regards, I remain

Sincerely,

Fred J. Medart
President

EJM:D