

FRED MEDART

MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

September 11, 1939

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

Dear Dr. Allen:

I am attaching hereto the rough dummy of the Goal-Hi rule book, which you can turn over to the printer for estimating, using the following specifications:

5,000 Official Goal-Hi Rule Books.

Size - 5 x 6-3/4", trimmed flush.

32 pages and cover.

Cover and inside to bleed as indicated.

Cover printed in one color - dark green - on one side.

Cover stock - 50# Green Hammermill cover (antique finish).

Inside printed in one color - black.

Inside stock - 50# White Hyfect Super.

Composition -

All text to be set in 8 point light face.

Heading 8 and 10 point bold, as indicated.

There will be approximately 12 square halftone, as indicated.

These halftones will be made the proper screen to print on paper specified.

Binding - Saddle-wire stitched with two stitches on the 6-3/4" side.

I am also sending a complete copy of the final revised rules and ask that you please give them one more complete check, particularly the pages devoted to the three segment game and the penalty box.

As soon as you have this price from the printer, send it along to us, together with the corrected copy, dummy, and cover layout.

Yours very truly,

FRED MEDART MANUFACTURING CO.

W.A. Robinson
Advertising Manager

W.A. Robinson/AC
Enc.