

FRED MEDART MANUFACTURING CO.

#2
Dr. Forrest C. Allen
Lawrence, Kansas

cerned. For example, I know Mr. Medart will want to be present when you are here, and for your information he will be out of town from August 3 through August 8 and again from August 17 through August 20. I will be out of St. Louis on August 4 and 5.

In view of the above I believe it is in order to suggest that if Mrs. Allen decides as was indicated, that you will try to get here for a meeting on August 10 and 11 or August 14 and 15. These dates will have to be given consideration in conjunction with the taking of the moving pictures mentioned above, and also in conjunction with the session with the "Life" representative. It is possible that I may drive over to Lawrence to get in on this publicity, as we deem it very important and want to lend our weight to the matter.

I note you have written Andlauer Film Company of Kansas City, under date of July 17, and have stated that you are associated with a certain manufacturing company and that final arrangements regarding patents, copyrights, trademarks, etc., have not been made. Frankly, Dr. Allen, I am afraid this is a little bit leaning toward the commercial angle that we had best keep between ourselves because ordinarily some of these National organizations will shy away from anything that smacks of the commercial. I say "ordinarily" because I note the correspondence you have had with this Kansas City representative of this movie concern is apparently based on friendship and I am hopeful your friend Billy Andlauer will ignore this reference to a commercial tie-up so he can, in reporting the new game in the news reel, do this without any suggestion of commercialism.

Now we come to the question of a name. We note "Goal-Hi" has been used in the publicity that has gone forward to date and is also mentioned in the correspondence you have had with Paramount and with "Life". We are of the opinion that "Goalee" is a better name than "Goal-Hi" and believe it is not too late to change this name to "Goalee", so suggest you do so in having correspondence with anyone concerning the game. You might make some mention of the fact that "Goal-Hi" the original name, was selected for want of a better name, and that you have since given it thought and have decided that "Goalee" was better suited and you have adopted the name "Goalee", and I think with a simple explanation like that you would have no trouble in making the change-over at this time.

Please give the foregoing your consideration and let us hear from you at your earliest convenience as this question of taking these pictures, playing a game for the movie company, your trip to St. Louis, the fact that Mr. Medart and I will be out of town at certain times, etc., becomes quite a question that should be decided without delay in view of the fact that you, in turn, will have to be in Atlanta along about August 20.

Kindest regards.

Cordially yours,
FRED MEDART MANUFACTURING CO.

R.E.Weinzettel/AC


Sales/Promotion Manager