# FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

July 10, 1941

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

Dear "Phog":

Once again we forward our check in the amount of \$355.60, covering royalties due you on a total of \$7,111.97 of Goal-Hi sales for the second quarter of 1941.

I note upon checking with last year's royalties that this is a little bit less than it was for the same period and naturally I regret to see this dropoff. However, maybe the next quarter will show a substantial increase and I want you to know that all of us are working toward continuous sales of Goal-Hi equipment.

Incidentally, I believe you will be interested in the enclosed folder which we are widely distributing and which covers the new safety base which we are now shipping. I consider this a real improvement over our old type of base.

Kindest personal regards.

Cordially yours,

Sales Promotion Manager

REW: jc

# It's easy to walk off with one of these

## HERE'S HOW

# 1. Resolve NOW to sell more Medart Official Goal-Hi Standards this Spring!

Brush up on your GOAL-HI Sales Story . . . Gain an appreciation of what this swell new play-game has to offer . . . It's the one NEW game to reach the market that has everything — exercise value, fun, player competition, etc. And it's the ONLY new game that fills the same big need in Elementary Schools, High Schools, Universities, Public Playgrounds, Military Camps, Etc.

# 2. Register Today!

Fill-in the card attached to this announcement and return it today! To qualify, every salesman must return his registration card and (Note carefully) each question on the card must be answered . . .

# 3. Report Each Sale!

We've made it easy for you to report each sale you make which of course is necessary so that we can credit your score card. Note pad of reports enclosed. Every time you sell a Medart Official Goal-Hi Standard fill out a report (we suggest that you keep a duplicate report for your own record) and mail it to our General Offices in St. Louis. At the close of the drive, salesmen's reports will be checked against equipment orders and awards made as quickly thereafter as possible.

## THIS SALES AMMUNITION WILL HELP YOU SELL!

GOAL is a game for the masses. There are no age, size or number of player limits. Girls enjoy — and get as much good exercise value from Goal-Hi as do boys.

is similar to basketball. It retains all of the good of that popular game but is far less strenuous. Plenty of stretching, leaping, twisting, bending and a limited amount of running but none of the consistent endless shuttleing from one end of a playing court to the other that wears down the "best of 'em".

GOAL- is played with only one Official Goal-Hi Standard placed in the center of a circular playing field which can be altered in size to fit local conditions. The one standard is the focal point of activity for all players of both teams.

God can be played as a formal game with two teams of 5 players each (see rules book) or it can be played informally by 2 teams of as many as 15 or 20 players each (entire gym classes or playground groups — see play-game

can be played indoors or out-of-doors. When the movable type is used, the same standard can easily be moved from one location to another. No. 907 Movable Standard is the most popular.

Goal holds the players' interest. The element of chance or speculation is always present due to the construction of the head piece, i.e., when a ball enters the "basket" through the ring it is impossible to tell in advance which of the 3 exits will return the ball to the playing field. NOTE: Don't overlook the advantages of the Medart Patented cone projector in the bottom of the basket. It is important as it guides (lofts) the ball (after a basket has been made) up and away from the standard thus discouraging crowding around the base. Imitators do not offer this feature



but use an ordinary cotton basketball net (which requires replacement) attached to the top ring, which net snags and kills the traveling speed of the ball and drops it on or close to the base - an unfavorable occurrence that 'draws in' the individual players. Such congestion around the base should be discouraged in the interest of safety. The Medart cone projector overcomes that shortcoming of competitive

Good can be played with any regular basketball but we of course are anxious to sell Official Goal-Hi Balls (see your catalog).

equipment is inexpensive. Note your printed catalog prices which are your customer's NET prices (No discount) with the factory prepaying the freight to your customer's nearest railroad freight station.

God is ideal for use in the army camps which are springing up all over the country. Don't miss this oppor-

is a "Guaranteed-To-Please" game. You can't beat our guarantee of "complete satisfaction or your money refunded". Don't make the mistake of thinking this is a consignment offer. It isn't. We expect payment according to our regular terms, BUT if a customer who has paid for his Goal-Hi equipment is not satisfied for any reason, we authorize him to return the purchase for refund. Think it over. Thousands of Goal-Hi Standards sold last year — only six returned.

equipment is best sold in the spring — for the out-of-doors play season. The curtain is going up for the 1941 season right now so give yourself a shove and land in the bonus group. It's anybody's game and it might as well be you.

FIRST PLACE AWARD \$50.00 CASH TO SALESMAN SELLING THE GREATEST

OF GOAL-HI UNITS DURING THE CONTEST

4th AWARD ..... 1 Pair (\$10.00 Value) Florsheim Shoes 5th AWARD ..... 1 Pair (\$10.00 Value) Florsheim Shoes 6th AWARD ..... 1 Pair (\$10.00 Value) Florsheim Shoes

7th AWARD .... 5 Pair (\$1.65 Pair Value) Woman's Nylon Hose 8th AWARD ... · · · 5 Pair (\$1.65 Pair Value) Woman's Nylon Hose 9th AWARD .... 5 Pair (\$1.65 Pair Value) Woman's Nylon Hose 10th AWARD .... 5 Pair (\$1.65 Pair Value) Woman's Nylon Hose 11th AWARD .... 5 Pair (\$1.65 Pair Value) Woman's Nylon Hose 12th AWARD .... 3 Pair (\$1.65 Pair Value) Woman's Nylon Hose

13th AWARD .... 3 Pair (\$1.65 Pair Value) Woman's Nylon Hose 14th AWARD .... 3 Pair (\$1.65 Pair Value) Woman's Nylon Hose 15th AWARD .... 3 Pair (\$1.65 Pair Value) Woman's Nylon Hose 16th AWARD .... 3 Pair (\$1.65 Pair Value) Woman's Nylon Hose

Every salesman who (1) registers and (2) sells one or more Medart Official Goal-Hi for one of the 10 consolation awards, consisting of a pair of those Dupont Nylon Hose. Here's wishing you luck. Don't worry about sizes, color, etc. If you are award-

See Back Page for

### DRIVE BEGINS APRIL 1st; ENDS MAY 15th, 1941

FILL IN AND RETURN THIS REGISTRATION CARDTODAY - DOIT NOW!

Note GOAL-HI Catalog, Rules Book, Play-Game

Folder Enclosed

### SALESMAN'S REGISTRATION CARD (Each question listed below MUST be answered.)

Fred Medart Mfg. Co. St. Louis, Mo. Okay, Medart, enter me in the "SELL MORE GOAL-HI SPRING SALES DRIVE." I acknowledge and accept the conditions of this campaign as outlined in your announcement. I believe I can sell.... (Give a guess to the best of your ability.)

Goal Hi Units before May 15th. My Name is\_ My Home Number and Street

Address is Town and State I am employed by the following concern through which orders taken by me will be sent to you. Firm Name

My Salesmanager's Name is \_\_ Firm's Address NOTE:—If not in the employ of anyone, Salesman will so indicate by writing "DIRECT" in the space provided after "Firm Name."

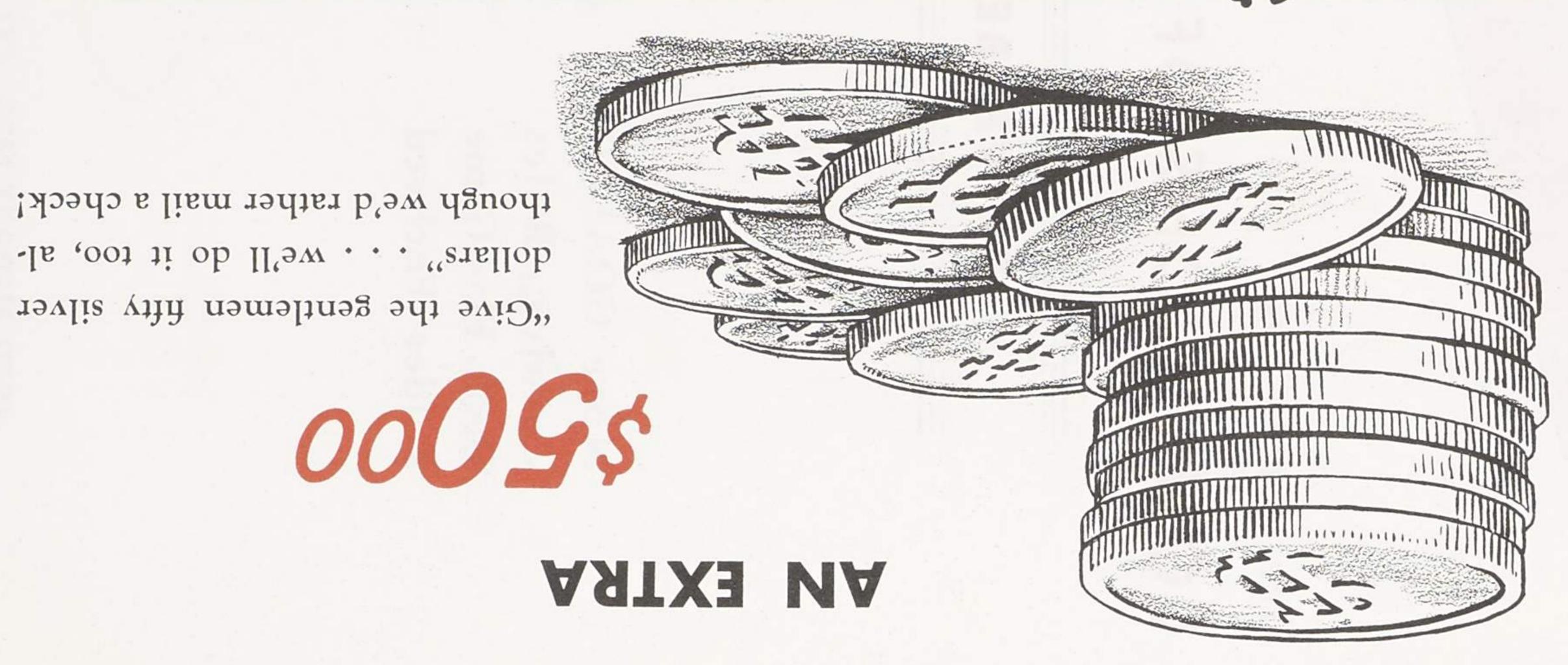
FRED MEDART MFG. CO. POTOMAC and DeKALB STS. ST. LOUIS, MO.

Plan . . . It's a sporting proposition that adds a little zip to the daily grind . . . Fifty Bucks won't make you rich; you're probably not traveling your territory in your bare feet waiting for a pair of those swell Florsheim Shoes and doubtless the little woman will survive if you never toss her a box of sensational Nylon Hose, BUT — all your customers know about GOAL-HI (we've spent a lot of money the past year advertising and popularizing this grand new play-game) and you'll be selling 'em anyway, come Spring—SO, why not climb aboard the bandwagon and prove just exactly how good you are . . . Lift this page and read on—it's your move Mr. Salesman . . . .

# 

This is your invitation to join in the fun—to register in the Medart Salesman's Bonus

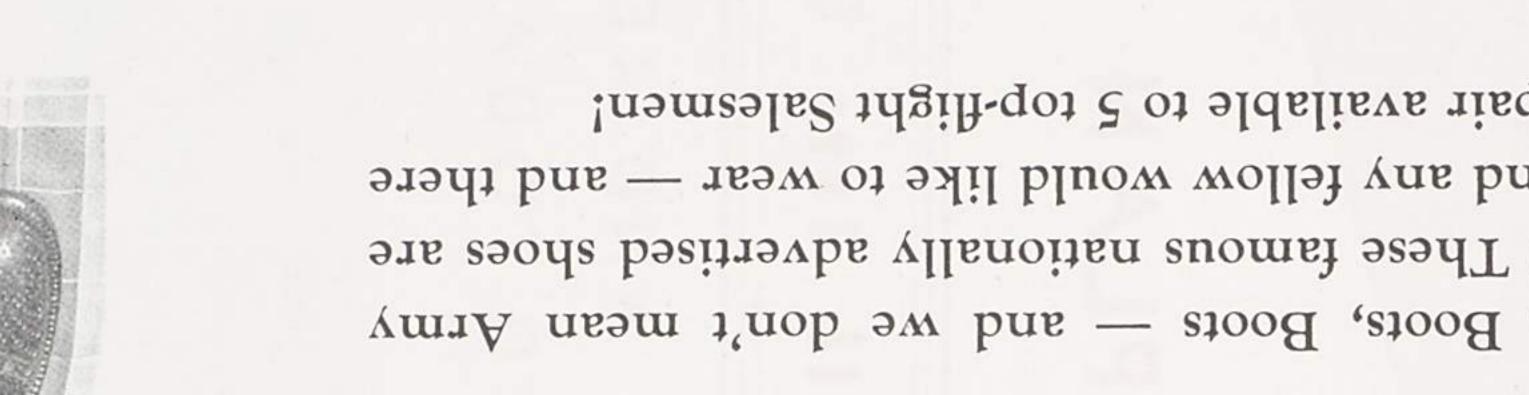
# Here it is fellows—the opening shot in the big Medart Spring Drive to sell more





## ELORSHEIM SHOES to tipq ooolt A

are 5 pair available to 5 top-flight Salesmen! the kind any fellow would like to wear — and there Shoes! These famous nationally advertised shoes are Boots, Boots — and we don't mean Army





## MALON HORE

the thing to get you out of the dog-house! - ask any woman — and are they something. Just Value \$1.65 Pair—The sensation in the hosiety field for the Wife, Mother, Sister or Girl Friend! — Retail



See details within be distributed. of snolyN 50 Pair

### received through Monday, May 26th. orders to clear through your office to ours we'll continue to credit salesmen with orders close as far as your reports are concerned at midnight May 15, and to permit last minute

May 15, 1941, but we'll allow an extra period of grace on equipment orders, i.e., the books

shipment. No report will receive consideration that is post-marked later than midnight,

reports and his sales record will also be computed on the basis of firm orders for prompt

sales agent not employed by others, his individual orders will be checked against his sale

"X" for prompt shipment to Salesman "A" customers. If the salesman is a 'free-lance"

"X" and his final score will be on the basis of the number of units purchased by Dealer

dividual reports will be checked against shipping orders received from his employer Dealer

Standard to the factory in St. Louis. At the end of this sales drive, all of salesman "A" in-

dealer "X". Salesman "A" sells and reports each individual sale of Medart Official Goal-Hi

be supported with a firm order for prompt shipment. Example: Salesman "A" works for

each sale must be reported on the report blanks provided for that purpose, each report must

cent total of the salesman's sales will not be considered, only the number of standards sold

the next five salesmen will receive the 2, 3, 4, 5 and 6 awards listed, etc. The dollar and

of awards listed. The salesman with the best record of sales will receive the first award,

(1) sold and (2) reported by the salesman during the period of this bonus plan. See schedule

Distribution of awards will be on the basis of the number of Official Goal-Hi Standards

By signing and returning the official registration card provided in this announcement, the

CONDITIONS OF BONNOS

salesman acknowledges acceptance of the following conditions of this bonus plan:

Special attention is directed to the fact that the pay-off is on SALES not reports, although

will count.

sure to fill in all information requested. become eligible, you must first fill in and return the registration card. Do it now — and be oT .1491, 21 yeM Aguordt gainning 1941 continuing through May 15, 1941. To

bution of awards of this character. This offer is void in states or cities where laws or ordinances prohibit or restrict the distri-

to share in the bonus. plan this offer is null and void and any salesman so effected is automatically made ineligible salesmen (or free-lance sales agent) is dissolved by either party during the period of this bonus isting between the Fred Medart Manufacturing Company and any dealer and the dealer's -xs won gidenoitaler seanisud adt that in the event the business relationship now ex-

Bonus awards and decisions of the Company shall be final.

Let's go. Fill in and Return the Registration Card, Now.

