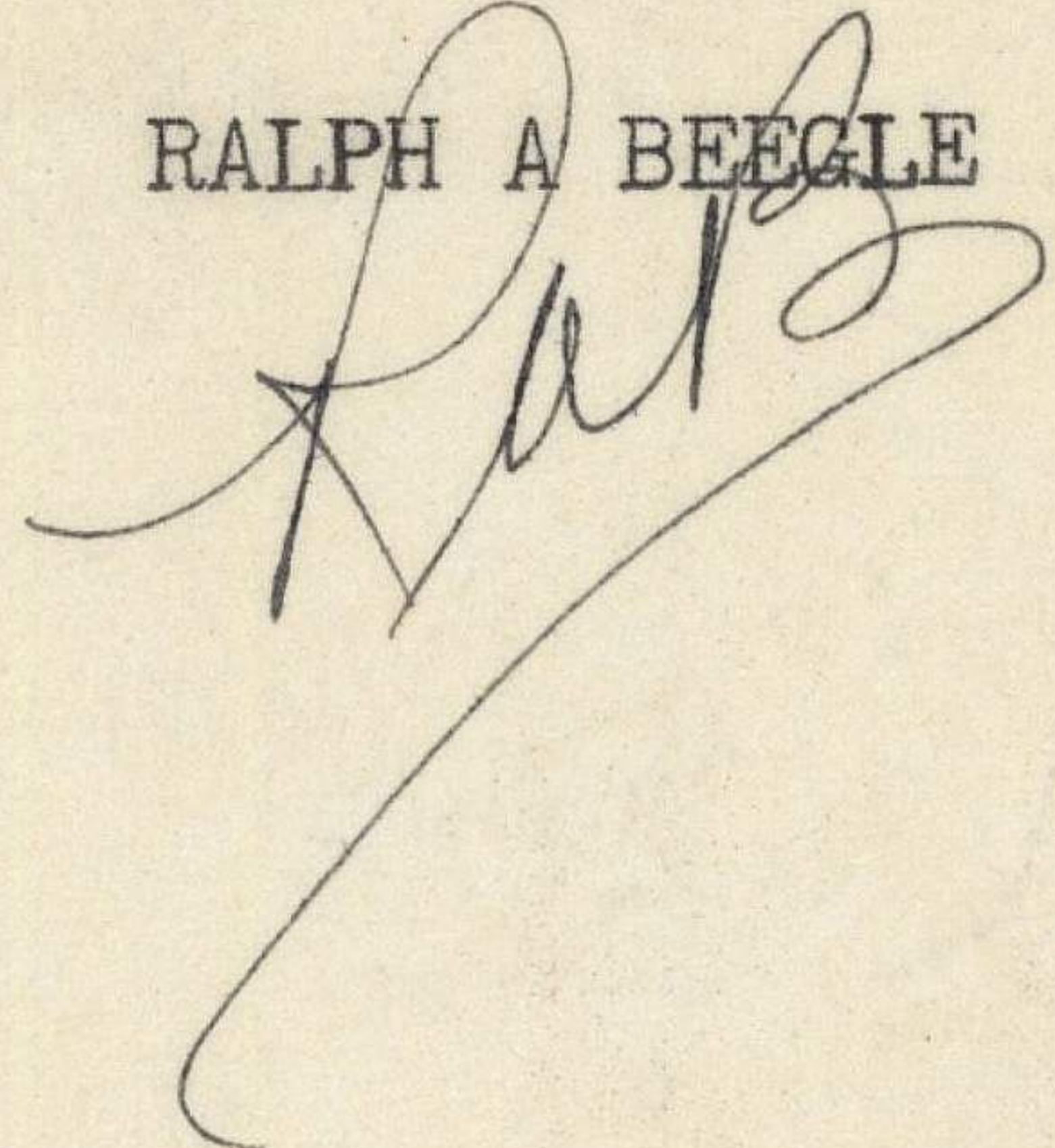


DR. FORREST ALLEN:

I am still unable to see Dr. Peete but have written him  
and will make another effort this week to see him.  
Thanks a lot.

Best regards,

RALPH A. BEEGLE



September 10 - 1940

Mr. Gwin Henry,  
Director of Athletic,  
University of Kansas  
Lawrence, Kans.

Dear Coach Henry:

While you are getting your athletic program under way,  
I should like to again call your attention to our product, Cerophyl.  
As I told you, the product is approved by the American Medical  
Association as a natural food supplement. It contains all of the  
vitamins that have ever been discovered - except vitamin D - and  
contains them in a natural form.

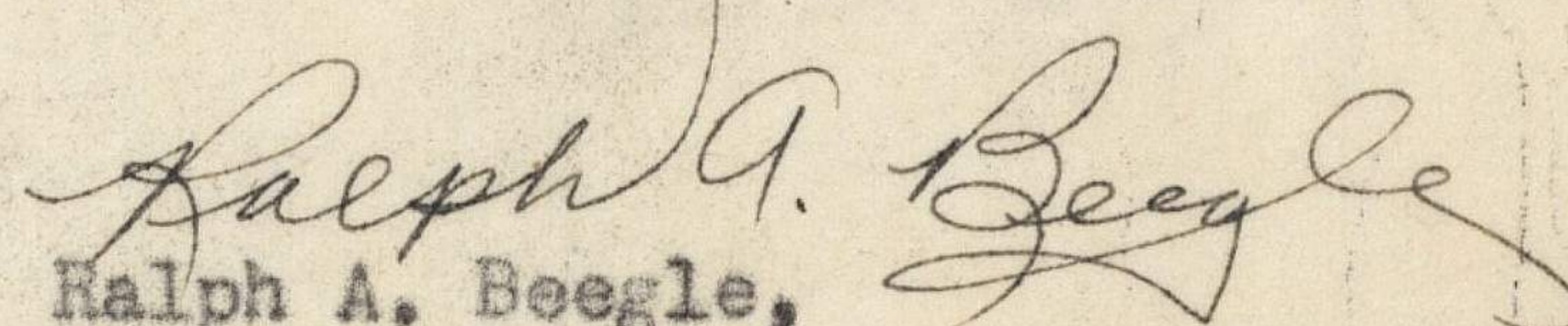
Many Athletic Directors recently have started supplement-  
ing their athletes diet with a vitamin product. Several of them  
have chosen Cerophyl. We feel that you will be interested in Cerophyl  
because it is the latest scientific discovery in the vitamin field and  
is being recognized by the Medical Profession. Those Athletic Directors  
who have used Cerophyl have found their boys go through the season in  
much better physical condition - with less colds and ills - and have  
more strength and pep at the end of the season.

Furthermore, scientific tests have shown that the athletes  
who do have a perfect diet think much quicker. The addition of ten  
Cerophyl tablets per day to your athletes' diet will insure him of  
all the nutritional elements necessary for optimal diet.

We would like to stress the point that Cerophyl is probably  
one of the most economical vitamins on the market today. We are in a  
position to make you a very special school price.

I should be more than glad to drop in and talk to you and  
your physicians on my next trip to your State, if you desire.

Yours truly,  
CEROPHYL LABORATORIES



Ralph A. Beegle,  
Director of Sales

RAB:h