

FRED MEDART MANUFACTURING CO.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

March 21, 1941

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

Dear "Phog":

I am enclosing announcement covering a Goal-Hi bonus offer that has just been mailed to over 2,000 dealer salesmen throughout the United States.

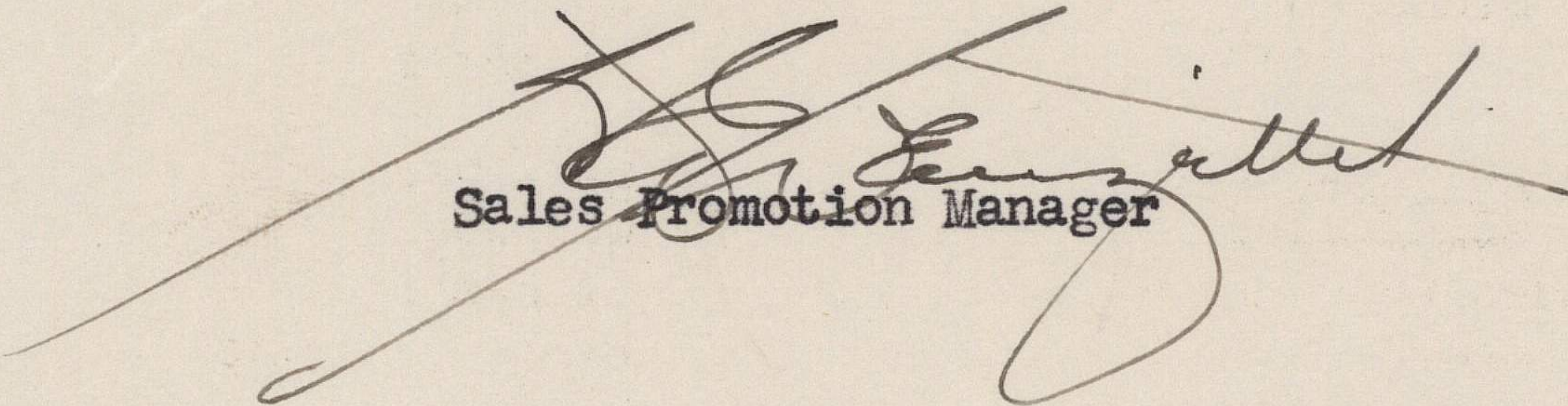
Each such salesman received, in addition to this announcement, report blanks, a Goal-Hi catalogue, a Goal-Hi envelope insert, a registration card, and a pep letter urging him to get behind this product for the six weeks beginning April 1 and thus attempt to earn one of the contest prizes.

To follow up this initial mailing, it is my intention to direct at least one letter each week to the salesmen's homes.

In one of the mailings, I would like to enclose a reproduction of a letter supposedly written by you, to me, commenting on this bonus contest in support of Goal-Hi and I am enclosing for your consideration a suggested letter that I would like to have you type on one of your regular letterheads, sign and return to me so that I can reproduce same as an enclosure with one of my letters, as mentioned above, to give one of these mailings a little different twist.

Please give this your immediate attention, "Phog," as this campaign is already beginning to show signs of life and I want to have my material all ready to go at the proper time.

Kindest regards,


Sales Promotion Manager

REW:jc