

Mr. R. E. Weinzettel
Fred Medart Manufacturing Co.
3535 DeKalb St.
St. Louis, Mo.

Dear Roy:

I've gone over every word of the Salesman's Goal-Hi Bonus offer that you sent me and it certainly looks to me like salesmen everywhere should grasp this opportunity to compete in this friendly - and profitable - "ability contest".

With spring, the great outdoor play season, at hand you have timed your sales drive perfectly. I am very confident that the splendid sales record established last year will be eclipsed when this springs record is totaled. I'm no advertising expert but your consistant magazine and other forms of advertising during the past sixteen months or so must have carried the Goal-Hi story to countless thousands of prospective buyers.

Keep me advised of the progress of your sales campaign. I'm keenly interested and wish there was some way I could talk about Goal-Hi and its many exceptional features with every salesman who is out on the firing line.

Sometimes I wish I was a salesman instead of a Basketball Coach. This is one of those occasions.

P.S. I showed your Bonus Announcement to Mrs. Allen and she has been after me ever since to get out and try to earn one of those 5-pair-of-Nylon-Hose-Awards.