

January 31, 1941

Mr. Roy E. Weinzettel  
Sales Promotion Manager  
Fred Medart Manufacturing Company  
St. Louis, Missouri

Dear Roy:

Thank you for your good letter of the 28th instant. The publication "Friday" has been received but I have not had a chance to read it carefully. As soon as time permits I will study the material a little more thoroughly.

I can see your angle and I think it would be a good stunt to endeavor to stimulate Life to get behind something which you suggest. Do you not think it is rather difficult for me to approach Life? If someone in St. Louis, say someone who you know is interested in sports, could write the magazine Life and suggest that Phog Allen originated the game Goal-Hi which has all the good features but none of the bad ones of "mankiller" basketball, then that would give me entree. That would not be putting it as brusquely as if I had contacted Life myself. After the contact has once been made, then, of course, I could play my part much better.

Yes sir, you can count on my cooperation 100%. I recognize the difficulty that we will have in continuing the sale of Goal-Hi on the same high level that you have achieved in the past year.

If there is any way that I can cooperate with you by conferences, communication or by mail, I will more than do my part, I assure you. I recognize my responsibility in doing all that I can to stimulate a substantial volume of Goal-Hi business and I appreciate more than you know the fine efforts of you and your firm.

I am just a little reticent, however, in my making the first move with Life. Could you figure out some clever way that this can be brought to the attention of Life, and then I will do the job and go all the way.

I am rushing my reply to you so that you may come back and tell me some of your versatile ideas about making the proper contact.

With all good wishes, I am,

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach

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