

February 12, 1941

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

Dear Roy:

I have just received an advance copy of an article entitled "Mayhew at the Box Office" which will appear in the March issue of Esquire. A large part of this article is devoted to the strenuousness of basketball on the players, and I am quoted at length.

I thought perhaps you might like to get a copy of this article when the March issue of Esquire appears. Do you think we could get Esquire to run something on Goal-Hi? Mention could be made of the fact that the game is a lead-up to basketball and it reduces the strenuous activity on the players.

I am writing you this letter with the idea that you might be able to get a jump on the Goal-Hi promotion, and perhaps get into Esquire the feature story you are trying to get into Life.

I understand that last week's Time magazine carried a story on me; however I have not seen it as yet.

I should be glad to hear from you regarding this matter.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg