

December 12, 1940

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

Dear Mr. Weinzettel:

Will you kindly mail me some extra copies of the large layout regarding Goal-Hi, which is about letter size and entitled "Goal-Hi, America's New, Year 'Round, Indoor and Outdoor Play-Game"? This is a red and black job of about six pages. It is a swell layout.

Harold "Spike" Claassen, the Sports Editor of the Associated Press in Kansas City, writes me as follows:

"Dear Phog:

"Do you have another of those booklets on "Goal-Hi?" I picked up a couple about a year ago but apparently have lost them. Now I have a request from Richmond, Virginia for a feature on it.

"While you are in a writing mood, why not add a paragraph to your letter and tell me what you think of the new-styled backboards, now that they have been tried in a game."

So I am sending him the only remaining booklet that I have together with the official rules book of Goal-Hi and then the black printed job which opens up into a very large spread. Then there is another little booklet which you printed for Hoover Bros., Inc., Kansas City, Missouri.

I should like for you to send me at least a dozen each of all of these that you have on hand so that I can send them out to my close friends when they write for them. I can place them in hands that it would not be possible for your firm to reach.

I am writing you regarding Sam Barry. I can give you a full explanation on that, but it is noon time and my secretary is getting ready to leave so will do this after lunch.

With all good wishes, I am,

Sincerely yours,

FCA:lg

Director of Physical Education and Recreation  
Varsity Basketball Coach