

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

February 22, 1940

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

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

Dear Phog:

We have decided to take several ads in your friend Dwight Keith's publication "Southern Coach and Athlete" as covered in your letter of February 14.

A review of your letter indicates you owe me a half dozen drinks - make mine milk...I'm on the wagon - because we have certainly lined up Lowe & Campbell the way you would want us to do so. I am enclosing Bulletin No. 3 from Lowe & Campbell's Kansas City headquarters to each of their Branch Managers (this bulletin came to me via the grape-vine route) which I think tells the story. Please return this bulletin to me, Phog, as I want to add it to my Lowe & Campbell file.

We are going to have 175 Lowe & Campbell salesmen selling Goal-Hi. We didn't give them any extra discount, and they are going to feature Goal-Hi in their monthly paper "The Coach" which goes to over 50,000 prospects and customers. All in all I think we have their full co-operation.

Concerning the St. Louis meeting on next Tuesday, I would suggest that we drop this matter as we cannot be certain you would be here and I would have to know definitely in order to round up our gang and have them available on the night of the 27th. Consequently, let's forget about the matter.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC