

February 14, 1940.

Mr. Dwight Keith, Editor,
The Southern Coach & Athlete,
751 Park Drive, N. E.,
Atlanta, Georgia.

Dear Mr. Keith:

It would be a pleasure for me to write the
Medart people concerning your advertising rate.

Mr. Roy E. Weinzettel, sales promotion
manager, is a very good friend of mine and I am writing
him personally. I am enclosing a carbon copy of the
letter I have written to him. I am sending Mr. Wein-
zettel the advertising rate of your magazine.

With all good wishes, I am

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.