

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

January 29, 1940

R. E. WEINZETTEL
SALES PROMOTION MANAGER

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

Dear Phog:

I have your copies of letters to Ed. Medart and also to Lowe & Campbell and talked them over with Ed. Medart. First of all, want to say that we certainly hope that we will have you with us during the N. E. A. Convention on the Tuesday named.

Only on this occasion (once a year) do we have a good, big crowd of Medart agents gathered together at one time and most of them are key representatives of ours who are going to serve in the Goal-Hi picture as division managers under whom will be anywhere from five to twenty or more small time agents operating in a limited territory, plugging Goal-Hi, and I think it is needless for me to point out to you that we want to get these fellows pepped up over the possibilities of Goal-Hi and how better could we do that than to have that delightful orator and originator of Goal-Hi "Phog" Allen make a little speach after a good dinner.

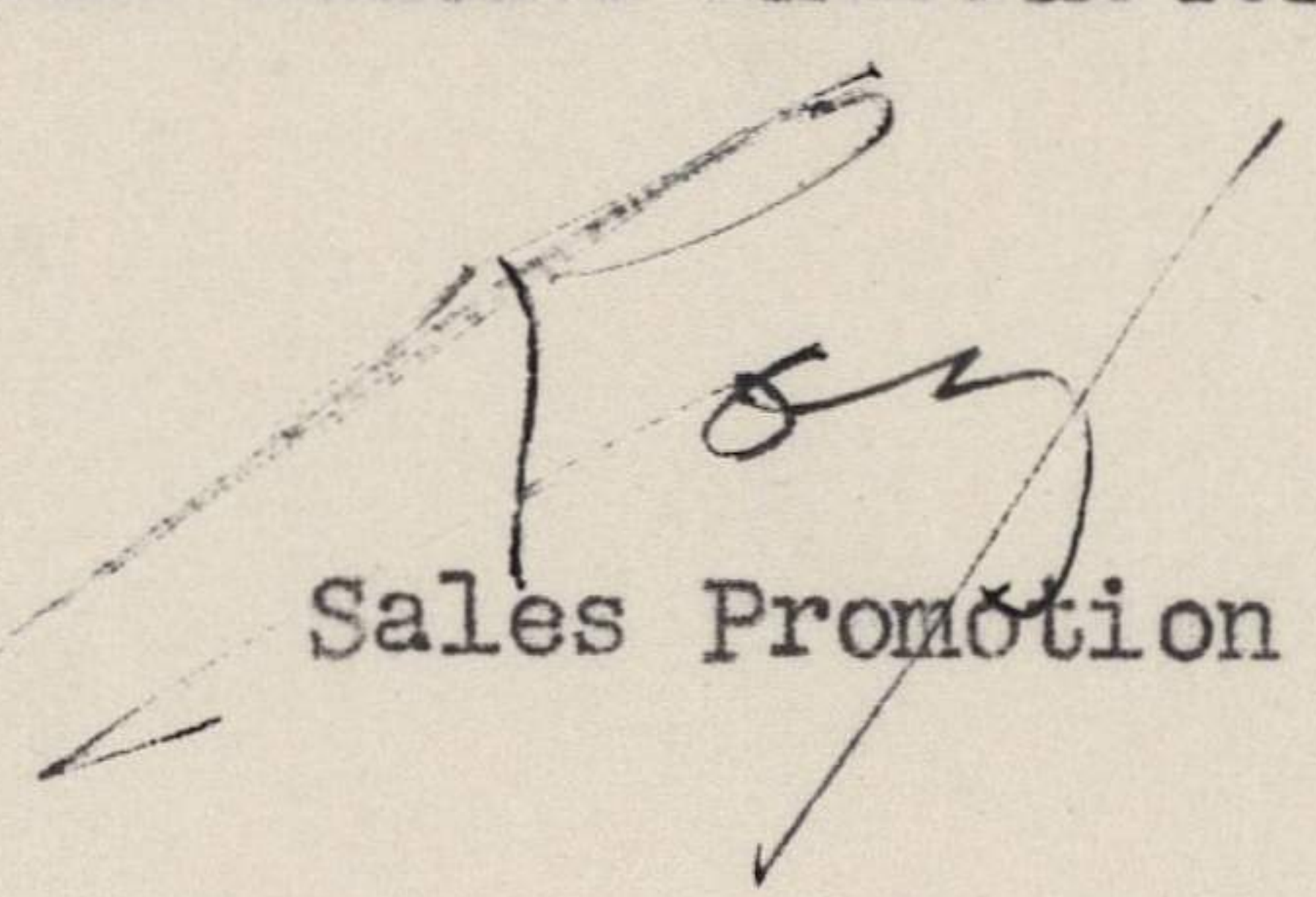
We are going to "bank" on you getting here, Phog, and will certainly be disappointed if your train connections prevent you from doing so.

Concerning Lowe & Campbell, we note that you have written a pretty forceful letter to your good friend Keedy Campbell and will be interested in his reply and also the report you will give us after you make that contact in Kansas City. This is important.

Kindest regards.

Yours very truly,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

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