

February 14, 1940.

Mr. R. E. Weinzettel,
Medart Manufacturing Co.,
St. Louis, Missouri.

Dear Roy:

I am sending you herewith a letter I have received from Mr. Dwight Keith, editor of the Southern Coach and Athlete. I am on the advisory board of the magazine as a contributing editor. You can see by the letterhead the territory that is covered by the magazine.

I met Mr. Keith at the coaching school in Atlanta last summer. He is a coach in one of the big high schools there. If you could give him something for the Southern Coach and Athlete as a courtesy I think it would be very helpful to us and fairly profitable advertising, but you are the man to determine that.

I have just received your letter and I'll buy you half a dozen drinks if you put over the kind of a deal I think you are capable of with Lowe & Campbell.

Yes, I imagine your family thinks you are just a traveling salesman, or a big shot sales promotion manager.

I am still wondering what I had better do regarding that St. Louis meeting. If this train is 30 minutes late I will miss connections in St. Louis and that will be positively bad because you couldn't count on me very definitely.

I am wondering what progress you are making with the 12-foot standard that I mentioned to you a few weeks ago. We are sending through our business office today the order for the Goal-Hi equipment which we had you quote us a few days ago.

With all good wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH