

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

January 9, 1940

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

Dear Phog:

In reply to your letter of January 5, I am indeed glad to note that there is a possibility you could arrange to be with us in St. Louis during the N.E.A. Convention on the 27th.

The reason I have not replied to your letter of December 11 regarding the N.E.A. is because I understood from your letter that there was no possibility of your being with us due to your basketball schedule.

If we can get together and make a definite date for the 27th, I certainly would be glad to do so because of several reasons.

In the first place, there are a number of things we should be talking over in a general way and specifically; and secondly, we are going to have about 15 or 16 of our present sales representatives in for the N.E.A. Convention, and following an all-day sales meeting on Sunday, the 25th, we thought that possibly we could have a noon-day luncheon on the 27th while you are here and give them a good, big shot in the arm of the old Phog Allen pep so that when they go back out into their territory as District Managers for the sale of Goal-Hi, they will have some new thoughts and enthusiasm to spur them on to greater effort in our mutual behalf. How does that sound to you, Phog?

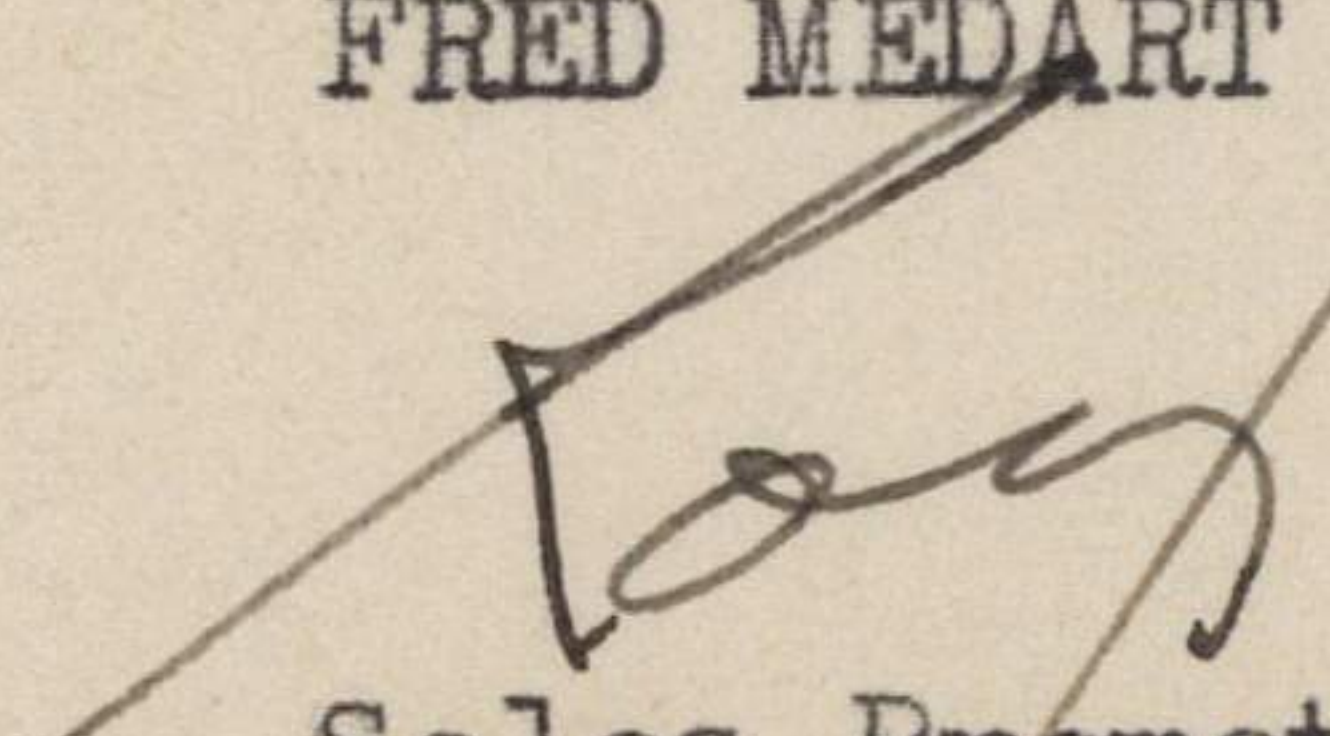
The only thing I would like to settle as quickly as possible is that we make a definite appointment for all of the 27th so I can schedule our several days of the Convention accordingly. I am sure you appreciate the fact that every minute of our time during this Convention is in demand one way or the other, and if we could definitely agree on the 27th for a noon-day sales meeting, in the interest of Goal-Hi, with you as the guest of honor, I want to do so.

Here's hoping you can make it, Phog, as I think this would be to the good of all concerned, and besides, it has been a long time since I have had the pleasure of spending a few hours with you.

Kindest personal regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

  
Sales Promotion Manager

REW/AC