

FRED MEDART

MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

December 11, 1939

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

Dear Phog:

I notice that you have referred to us several times in connection with letters written concerning publicity (for example, the letters you wrote the Saturday Evening Post) as the manufacturers of the Goal-Hi equipment.

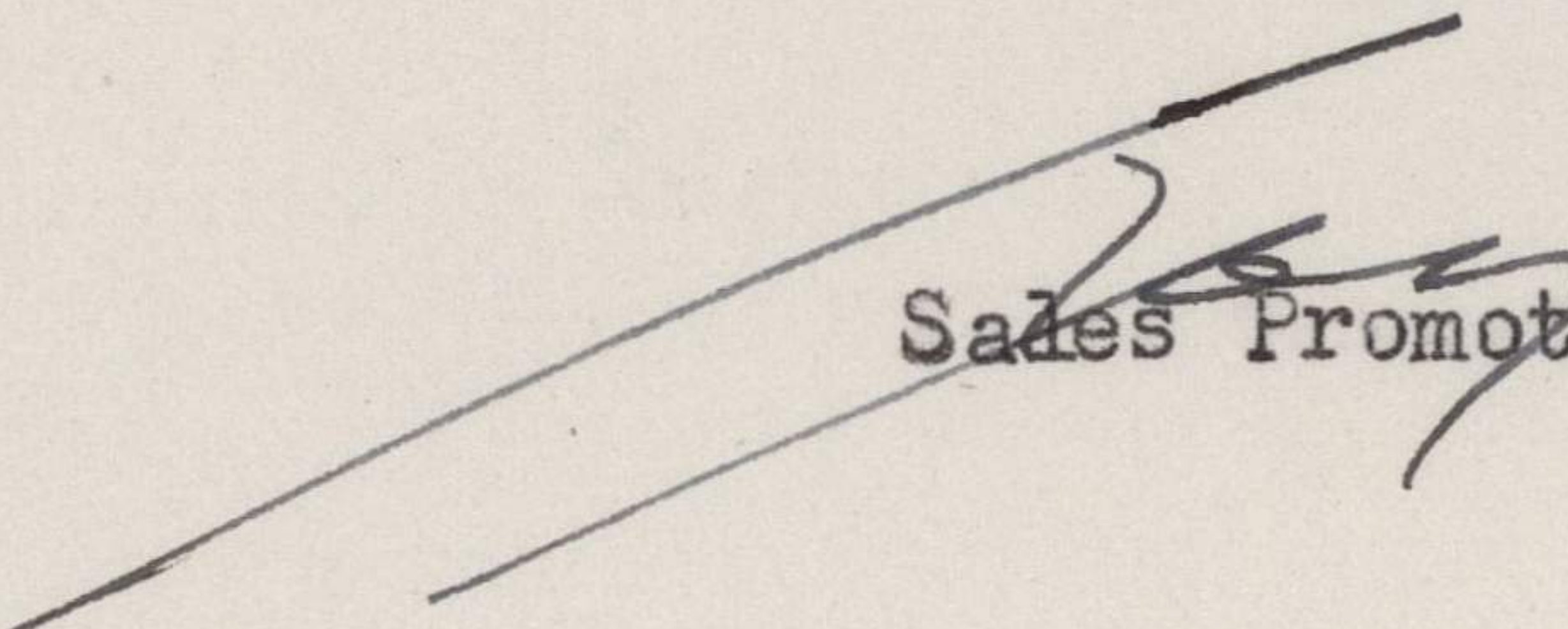
I believe it would be in order to suggest that you discontinue making any mention of us in the future when you have occasion to write along these lines, and thus avoid anything in the way of the commercial angle.

You understand, Phog, that I am referring merely to those letters that may have something to do with editorial matters. You will, of course, refer to us, as you have been doing, when a prospect writes, but we believe you will see the logic of this suggestion if you will give a little thought to the possible reaction of editors ^{to} the reference to us when discussing publicity.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC
Enc.