

FRED MEDART MANUFACTURING CO.

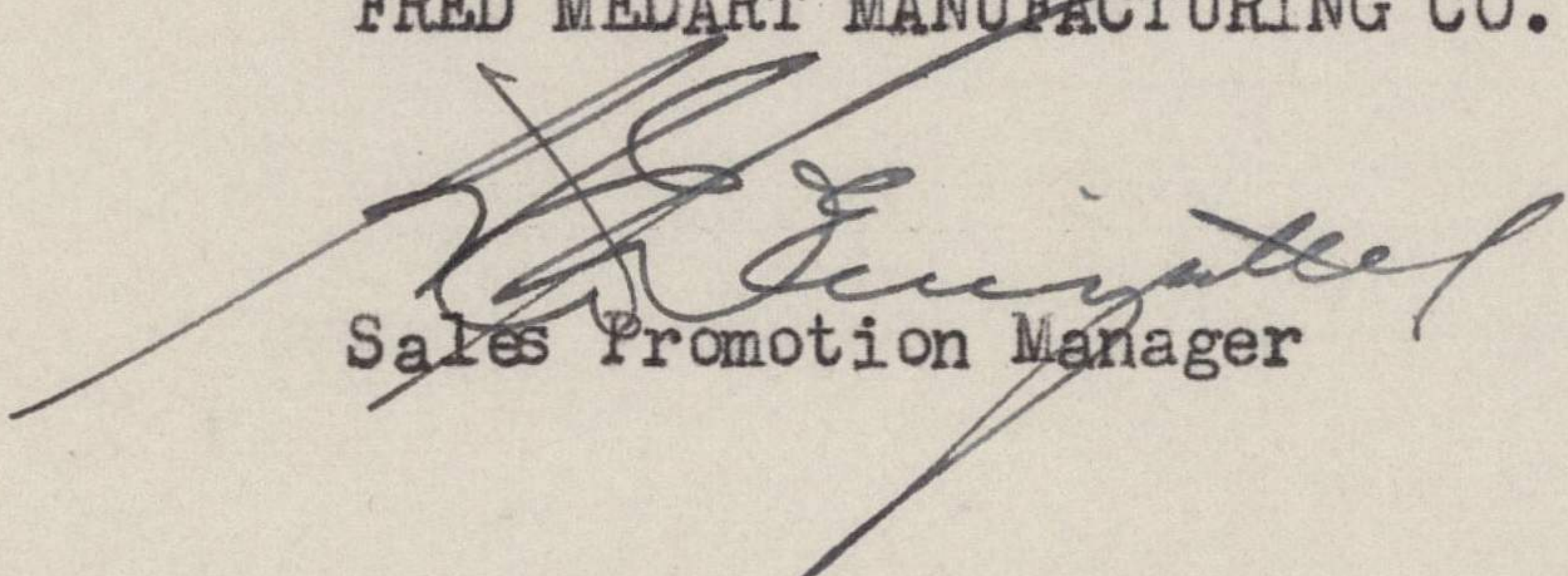
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Watch for Major Griffith's "Athletic Journal" for December. That four-page editorial article you edited is scheduled to appear. The St. Louis Star-Times is running a three page feature sport article on Goal-Hi in the next day or two and an attempt will be made to shoot this article over the United Press wires throughout the country. Bob Hereford, the local manager of International News Service (the chap you met at the Jefferson Hotel when last in St. Louis) has a lengthy article written and ready for release to 1200 International News users immediately after the football season. I have a tentative appointment with him early in December for preparation of an article for "Collier's" which we hope to have accepted. Thus, with Paramount News ready to go early in December, we should be stoking up the old boilers to a pretty high pitch in the way of editorial publicity. Following that first round of publicity we will begin doing some display advertising of our own, which program finds us on our way to - I hope - a worthwhile volume of Goal-Hi business.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

  
Sales Promotion Manager

REW/AC