

Lawrence, Kansas
March 14, 1940

Mr. W. A. Robinson,
Manager, Merchandising Division,
Fred Medart Manufacturing Co.,
St. Louis, Missouri.

Dear Bill:

Thanks for your kind letter of the 12th instant. I, too, hope we get good results from the ad you are running in the Southern Coach and Athlete.

We were in Oklahoma City last week with the basketball team, and while there I met Will Fleeson, a K. U. graduate, who happens to be with the American Seating Company, of Oklahoma City. He tells me he has Goal-Hi listed, and he thinks it is a marvelous piece of equipment. He is boosting it to the skies. Not only is he a good friend of mine, but he wants me to come down to Oklahoma City some time and visit the schools with him. He said he could place one or several in each school system that he contacts.

Fleeson is a brother of Doris Fleeson, who is with Sumner Welles now in Europe. She is one of the outstanding women journalists of America and she is now writing for the New York Daily News and the Washington Post. She is an author in her own right, and being a Kansas graduate and a celebrity and salubrity of national and international repute, awakens me to the justifiable pride in telling you that the University of Kansas graduates really go places and some of them sell Goal-Hi.

With best wishes, I am

Sincerely yours,

FCA:AH

Manager, N.C.A.A. Basketball Tournament