



July 3, 1940

Dr. Forrest C. Allen  
Director of Physical Education  
Basketball Coach  
Kansas University  
Lawrence, Kansas

Dear "Phog",

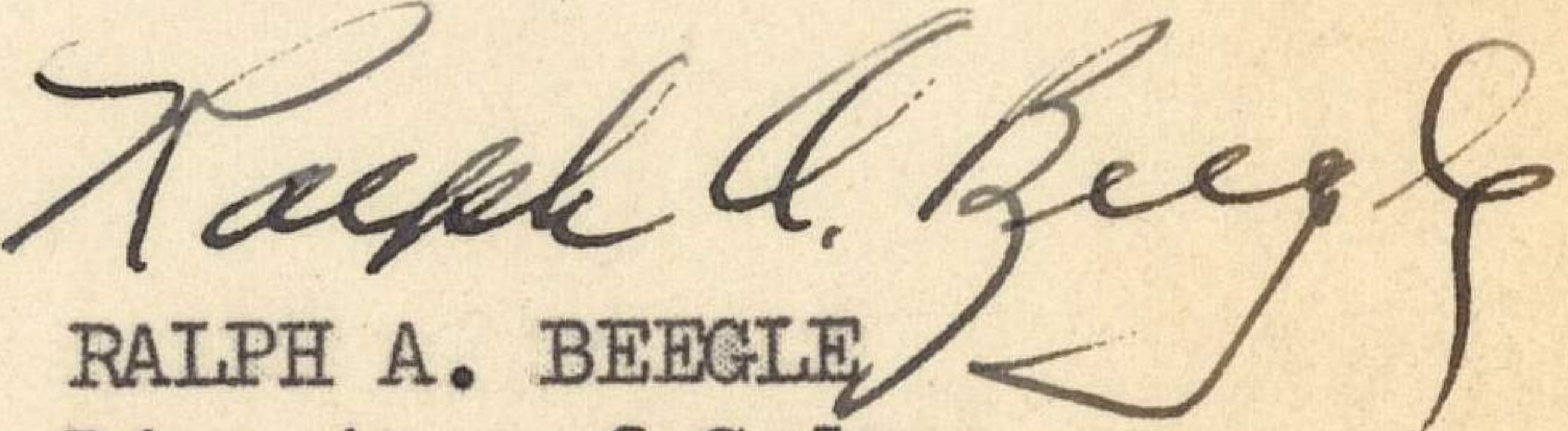
I hope you will excuse the familiarity but it seems only natural to call you Phog, and since having had the privilege, sat on your right hand when you were our speaker at the sales conference, I am taking the liberty to do this.

I know that you are interested in the physical condition of your athletes and want to keep it up to the highest peak throughout the year. To do this, you, as do many other athletic directors, probably use some kind of a vitamin product as a supplement to their diet. Furthermore, you have probably found most of these concentrated vitamins to be rather expensive. With these thoughts in mind, I believe you will be interested in the new scientific discovery that has received so much publicity in "Time, News Week, Readers Digest" and other national newspapers, to say nothing of the thousands of newspapers throughout the country.

This product is approved by the American Medical Association and is truly a natural food product containing every vitamin except D. There is nothing synthetic about it and it is probably the most economical vitamin on the market. It is called Cerophyl, a natural food product made from young cereal grasses.

I am planning to be in Lawrence the middle of next week and will call you with the hope of telling you more about vitamins in grass.

Very sincerely yours,

  
RALPH A. BEEGLE  
Director of Sales

RAB:ddh