

October 16, 1941

Mr. Roy Weinzettel
Sales Manager
Fred Medart Manufacturing Co.
St. Louis, Mo.

Dear Roy,

I certainly thank you for your good letter and your check as of October 9. You made Mrs. Allen extremely happy and I can tell by the tone of this letter that "my wife's husband" is equally so.

Yes, this check is substantially larger and for the preceeding quarter I want to ask you to accept my thanks and appreciation and convey them to the "big Boss" and all of his office who so loyally work for him and with him.

I am sorry that I did not get to see Gene Tunney when he was in Kansas City. I called him up and had a nice visit with him when he was in St. Louis and had a business talk with him but it was not about Goal-Hi. I was interested in getting a young athletic director here in the Lawrence high school accepted as one of his 600 athletic directors who he was selecting for his navy personnell. If I had had the opportunity I would have put in a Goal-Hi plug but did not. He told this young man, Maurice Cannady, that he was very fond of me and glad to hear from me. He came on to Kansas City, but it was necessary that I call him in St. Louis because Maurice was to be called in the draft the next day had he not been accepted by Mr. Tunney. I was tied up with Masonic work the night he was in Kansas City and could not get up to see him having had two speaking engagements, one with the Lawrence teachers earlier in the evening, and the Masonic meeting which closed just before midnight.

I am wondering if you or one of your assistants could write me and let me know why Goal-Hi went on a boom in sales the last few weeks. Is it service orders, industrial consumption, high school sales, or what that have increased sales recently?

I would appreciate from time to time your giving me a breakdown analysis showing where the consumption is taking place in one of these above named sources. Thanking you I am

Sincerely,

Director of Physical Education and Recreation
Varsity Basketball Coach