

July 15th, 1941

Mr. R. E. Weingettle  
Sales Promotion Manager  
Fred Medart Manufacturing Co.  
St. Louis, Missouri

Dear Roy:

I acknowledge with gratitude the check for three hundred fifty five dollars and sixty cents covering royalties on sales of Goal Hi for the second quarter, 1941.

I immediately wrote a check to Mrs. Allen for one hundred seventy seven dollars and eighty cents and I'm sure that if she is as happy as I am about it, she is immensely pleased.

I can appreciate that sales will fall off even in sports of most earnest sales promotion, high advertising and all the things that go with an efficient organization in putting sales across.

I think your new advertising four-page-spread is a dandy, and I like the improved base very very much. Won't you ask Bill Robertson to mail me a number of these new advertising pamphlets together with new insert so that we might use them in sending our friends who inquire regarding the new Goal Hi?

I will put this up on the bulletin board of the Gymnasium for the Superintendants and Principals to read. I'll need one more for each bulletin board since only one-half of this shows to the reader.

With all good wishes for your continued health and happiness and thanking you for your check, I am,

Sincerely yours,

Director of Physical Education  
and Recreation-Varsity Basketball  
and Baseball Coach.

FCA:rc