March 24, 1941

Mr. Roy E. Weinzettel
Sales Promotion Manager
Fred Medart Manufacturing Co.
St. Louis, Missouri

Dear Roy:

You are not only a hot shot sales promotion manager, but I believe you could sell overcoats in August down there where old Mephistopheles dwells.

I am following your suggestion and mailing the letter to you today. If this doesn't do the job then it just can't be done.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball and Baseball Coach

FCA:lg
Enc.

P.S. Enclosed is a letter I have just received from Gene Tunney regarding Goal-Hi. We have kept a copy of this for our files.

March 17, 1941

Mr. R. E. Weinzettel
Fred Medart Manufacturing Co.
3535 DeKalb Street
St. Louis, Missouri

Dear Roy:

I've gone over every word of the Salesman's Goal-Hi Bonus offer that you sent me and it certainly looks to me like salesmen everywhere should grasp this opportunity to compete in this friendly--and profitable--"ability contest."

With spring, the great outdoor play season, at hand you have timed your sales drive perfectly. I am very confident that the splendid sales record established last year will be eclipsed when this springs record is totaled. I am no advertising expert but your consistent magazine and other forms of advertising during the past sixteen months or so must have carried the Goal-Hi story to countless thousands of prospective buyers.

Keep me advised of the progress of your sales campaign. I am keenly interested and wish there was some way I could talk about Goal-Hi and its many exceptional features with every salesman who is out on the firing line.

Sometimes I wish I was a salesman instead of a basketball coach. This is one of those occasions.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

P.S. I showed your Bonus Announcement to Mrs. Allen and she has been after me ever since to get out and try to earn one of those 5-pair-of-Nylon-Hose-Awards.

FRED MEDART MANUFACTURING CO.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, MO.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

March 21, 1941

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear "Phog":

I am enclosing announcement covering a Goal-Hi bonus offer that has just been mailed to over 2,000 dealer salesmen throughout the United States.

Each such salesman received, in addition to this announcement, report blanks, a Goal-Hi catalogue, a Goal-Hi envelope insert, a registration card, and a pep letter urging him to get behind this product for the six weeks beginning April 1 and thus attempt to earn one of the contest prizes.

To follow up this initial mailing, it is my intention to direct at least one letter each week to the salesmen's homes.

In one of the mailings, I would like to enclose a reproduction of a letter supposedly written by you, to me, commenting on this bonus contest in support of Goal-Hi and I am enclosing for your consideration a suggested letter that I would like to have you type on one ofyour regular letterheads, sign and return to me so that I can reproduce same as an enclosure with one of my letters, as mentioned above, to give one of these mailings a little different twist.

Please give this your immediate attention, "Phog," as this campaign is already beginning to show signs of life and I want to have my material all ready to go at the proper time.

Kindest regards,

R. E. Weinzettel

Sales Promotion Manager

REW:jc

STEEL LOCKERS____STEEL WARDROBES____STEEL SHELVING____GYMNASIUM APPARATUS____GYM SEATS____BASKETBALL BACKSTOPS____PLAYGROUND APPARATUS

UNIVERSITY OF KANSAS
LAWRENCE

DEPARTMENT OF PHYSICAL EDUCATION

March 17, 1941

Mr. R. E. Weinzettel
Fred Medart Manufacturing Co.
3535 DeKalb St.
St. Louis, Mo.

Dear Roy:

I've gone over every word of the Salesman's Goal-Hi Bonus offer that you sent me and it certainly looks to me like salesmen everywhere should grasp this opportunity to compete in this friendly - and profitable - "ability contest".

With spring, the great outdoor play season, at hand you have timed your sales drive perfectly. I am very confident that the splendid sales record established last year will be eclipsed when this springs record is totaled. I'm no advertising expert but your consistant magazine and other forms of advertising during the past sixteen months or so must have carried the Goal-Hi story to countless thousands of prospective buyers.

Keep me advised of the progress of your sales campaign. I'm keenly interested and wish there was some way I could talk about Goal-Hi and its many exceptional features with every salesman who is out on the firing line.

Sometimes I wish I was a salesman instead of a Basketball Coach. This is one of those occasions.

P.S. I showed your Bonus Announcement to Mrs. Allen and she has been after me ever since to get out and try to earn one of those 5-pair-of-Nylon-Hose-Awards.

Sincerely yours,

Ernest C. Allen

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

March 24, 1941

Miss Helen C. Coleman
Wooster School
Danbury, Connecticut

Dear Miss Coleman:

Your letter with check enclosed have been received. Thank you very much.

I am herewith sending you a copy of the rules for the mass basketball game, Goal-Hi.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball and Baseball Coach

FCA:lg
Enc.

THE HANNAH MORE ACADEMY
REISTERSTOWN, MARYLAND

Dr Forrest C. Allen
University of Kansas
Lawrence, Kansas.

Dear Sir:

Would you please send to me at the following address one set of rules for Gaal-hi - for which I enclose $1.00

Sincerely yours
Helen C. Coburn

Wooster School
Danbury, Conn.

March 31, 1941

Miss Rose F. Santera
Old Greenwich School
Old Greenwich, Connecticut

Dear Miss Santera:

Thank you for your letter of March 24 regarding Goal-Hi. I am referring your communication to Mr. Roy E. Weinzettel, Sales Promotion Manager, Fred Medart Manufacturing Company. The Fred Medart Manufacturing Company of St. Louis are the manufacturers of this equipment as well as the possessors of the rules. I am asking Mr. Weinzettel to send you full information.

I know your youngsters will enjoy Goal-Hi and it will pay great dividends. In this mass basketball game, the shuttling back and forth from one basket to another is done away with, and thus the fatigue element is cut. The circular court makes it possible for the maximum amount of ball handling with a minimum amount of fatigue.

I am sure you will hear from Mr. Weinzettel in a very short while.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball and Baseball Coach

FCA:lg

OLD GREENWICH SCHOOL
OLD GREENWICH, CONN.

March 24, 1941

University of Kansas
Kansas

Dear Dr. Forrest C. Allen-

I noticed this new game called "Goal-Hi" in the Scholastic Coach Magazine. I don't know anything about the game, but it seems to me that my youngsters would certainly enjoy it.

I would appreciate it very much if you would send all the necessary information about the game--the price of the standard, if it is adjustable, the rules and how the game is played.

If convenient, I'd like an answer as soon as possible, for our budget has to be in, and I would like to order one.

Thank you.

Rose F. Santera

March 31, 1941

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

Dear Mr. Weinzettel:

I am enclosing herewith the original copy of a letter from Miss Rose F. Santera, Old Greenwich School, Old Greenwich, Connecticut, requesting information regarding Goal-Hi.

I would appreciate it if you would take care of this request at your earliest convenience.

With all good wishes, I am,

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball and Baseball Coach

FCA:lg
Enc.

P.S. Here is one ad in the Scholastic Coach that got attention anyhow!

April 2, 1941

Mr. Lester Blinn
44 Christoph Street
Trenton, New Jersey

Dear Mr. Blinn:

Enclosed with this letter is the rule book governing Goal-Hi which should fill the request you made on March 28.

Rather than sending it C. O. D. we ask you to send us $1.00 upon receipt of this rule book.

Your interest in Goal-Hi is appreciated, but we feel sure that you will be more than satisfied with the game and will find it invigorating and exciting.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball and Baseball Coach

FCA:cg

April 2, 1941

Mr. Lester Blinn
44 Christoph Street
Trenton, New Jers

Mr. Lester Blinn
44 Christoph Street
Trenton, New Jersey

Dear Sir;

Would you please send me C.O.D.;

1. A rule book explaining Goal-Hi.

2. A rule sheet containing various other games that can be played using a Goal-Hi basket.

3. A pamphlet containing a description of the Goal-Hi basket.

Cordially yours,
L. Blinn

April 3, 1941

Miss Rose F. Santera
Old Greenwich School
Old Greenwich, Connecticut

Dear Miss Santera:

We have been informed by Dr. Forrest C. Allen, Athletic Director at the University of Kansas of your interest in Goal-Hi. We are enclosing with this writing a catalog illustrating, describing and pricing this equipment.

Only one piece of inexpensive equipment and a ball are required to play Goal-Hi. A complete official Goal-Hi Rules Book is furnished with each order for Goal-Hi equipment.

All prices shown in the catalog are net prices (subject to no discount) delivered to your nearest freight station.

For your convenience place your order through your local dealer. If, for any reason, he is not in a position to furnish you with our merchandise, write us!

Yours very truly,

FRED MEDART MANUFACTURING CO.

Merchandising Division

F.Medart/S

CC: R.W.Higgins

CC: Forrest C. Allen

COPY

April 5, 1941

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

Dear Roy:

I am editing and returning to you the copy of the suggested article. I trust that it will be entirely satisfactory. It is something that I believe should be called to the attention of the buying public.

I am sorry that I did not get to see you and Mr. Medart in Kansas City but we were with Dr. DonCarlos Peete, a physician whom you met. I was with Dr. DonCarlos Peete and his family and it was not possible for Mrs. Allen and I to locate you.

My kindest regards.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball and Baseball Coach

FCA:mh
Enc.

FRED MEDART MANUFACTURING CO.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, MO.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

April 3, 1941

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear "Phog":

Many thanks for the tickets which you arranged for us for the Saturday night's game, which I enjoyed thoroughly. The tickets were very good and Mr. Medart appreciates your efforts in our behalf. We were sorry that we did not get to see you.

I am enclosing layout and copy for the suggested article I mentioned in a previous letter that we want to distribute over your signature in an attempt to offset certain competitive Goal-Hi standards which are on the market. I refer particularly to a cheap outfit that Rawlings and Wilsons are cataloging.

Please edit this, "Phog," and return it to me at your early convenience so that we can get this punch working throughout the country.

Kindest regards,

Roy

~~Sales Promotion Manager~~

REW:jc

FRED MEDART
MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, MO.

R. W. HIGGINS
MANAGER APPARATUS AND
GYM SEAT DIVISION

July 21, 1941

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

We have sold one of our basketball scoreboards to the Army at Scott Field, Illinois, and there seems to be some question as to whether the clock slide should provide for ten minute quarters or twenty minute halves.

Our customer is most anxious that their equipment comply with college regulations and since it has been our experience that both ten minute quarter and twenty minute half clocks are used in college play, we cannot conscientiously advise our customer one way or the other.

It has been suggested that we inquire of you as to which seems to be the most popular in college circles, the ten minute quarter or twenty minute half, and if there seems to be a trend toward one or the other. Will you be so good as to let us have your comments?

Cordially yours,

FRED MEDART MANUFACTURING CO.

R. W. Higgins

Manager,
Apparatus & Gym Seat Division

RWH:jc

Goal-Hi

July 31, 1941.

Mr. Roy Weinzettel,
Fred Medart Manufacturing Co.,
St. Louis, Missouri.

Dear Roy:

I have received a letter from our friend Lopez Reboledo, Montevideo, Uruguay, and am enclosing a copy of the translation together with the picture that he sent me.

I am wondering if you would want to get in touch with some of these people. They are talking about fabricating their own Goal-Hi down there. Maybe your agent there could call on those people and see if the field is a productive one.

In the picture which he sent it looks as if they are using the original Goal-Hi that was purchased in America.

If they are manufacturing the equipment there against any patent rights I certainly wouldn't want to embarrass my friend by using his correspondence in the wrong way. I am naturally interested and want to do everything in harmony with the good will that I have with the Medart people.

With all good wishes, I am

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach.

FCA:AH
Enc.

January 10, 1941

Mr. Harold Claassen
The Associated Press
Star Building
Kansas City, Missouri

Dear Spike:

Congratulations on the swell yarn regarding Goal-Hi. You have done a swell job and I will be glad to do everything I can to help you along.

All of the negatives on Goal-Hi are in possession of the Fred Medart Manufacturing Company, manufacturers of the Goal-Hi equipment. I am writing Roy Weinzettel, Sales Promotion Manager of the Medart Company, and sending him your correspondence and asking that he send you the picture you request.

I am sure you will hear from Mr. Weinzettel in a very short while.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

COPY COPY

THE ASSOCIATED PRESS
Star Bldg.
Kansas City, Mo.

Jan. 8, 1941

Dr. F.C. Allen
"Inventor of Goal-Hi"
University of Kansas
Lawrence, Kansas

Dear Phog:

Here is the carbon of the requested feature on Goal-Hi. I hope that it sells both Goal-Hi standards and some papers.

To dress up the feature in print, could you mail us either a negative or a print of the picture enclosed or a similar one? To be both perfectly frank and professional about it, a picture of girls playing the game will get the biggest "play."

Sincerely yours,

Regional Sports Editor

Harold Claassen

Day General

Goal-Hi Feature (requested)

By Harold Claassen

Lawrence, Kas., Jan.,_____-(AP)-Dr. James A. Naismith tacked up two peach baskets and invented basketball. Dr. F.C. Allen, the University of Kansas coach of that sport and Naismith's most constant disciple, rigged up one basket on a pole and got "Goal-Hi."

The new game serves as a brake for basketball minded but bulging businessmen and as developer for growing boys and girls who want to become future athletic heroes.

It provides every play known to basketball but eliminates the charging back and forth from one hoop to the other. That makes it possible to use the haymow, an empty building or the backyard as the court. It is especially adapted to playgrounds and private gymns.

Educators and physical training instructors recommend it because the lack of constant running makes it easier on young hearts or those grown a bit weak through years of use.

The basket, in reality a ring with an 18-inch diameter, is fastened to a pole by three curved prongs. The pole can be shortened to eight feet for children, raised to nine for the high schoolers or to 10 feet if Dad and the grown members of the family want to try their hand.

Interlacing the prongs where they join the pole are three "tongues" which force the ball----a regulation basketball is used----back into the field of play at surprising angles.

Officially, the court has a maximum 30-foot radius for outdoor play and one of 25 feet for indoors. Surrounding the base of the standard is a four-foot radius restraining circle to eliminate congestion under the basket and possible injuries from bumping into the goal.

Another circle, one-half the outer radius, divides the space

Goal-Hi Feature (requested)

x x x x free throws one.

into an inner and outer court and serves as the free-throw line. Baskets scored from the outer circle count three points, those from the inner two and free throws one.

The device may be used "solo" for basket shooting or teams of as many as 10 players to a side can be stationed in the court.

On the playground Dr. Allen suggests a referee be added equipment. A player could be ejected from the lineup after his fourth personal foul or the penalty box system, as provided in hockey, could be used. In that plan the offending player would be sent to the bench for a minute and his mates be short that period of time.

In each instance the offended player would be allotted free throws.

Spike-2:16 Post-Allen

January 9, 1941

Mr. Roy E. Weinzettel
Sales Promotion Manager
Fred Medart Manufacturing Company
St. Louis, Missouri

Dear Mr. Weinzettel:

I am sending you the original copy of a letter from Mr. Russell L. Durgin, Honorary Secretary, Young Men's Christian Association, 7 Mitoshiro-cho, Kanda, Tokyo, requesting information concerning the equipment and rules for Goal-Hi.

I trust that you will take care of this request at your earliest convenience.

With kindest regards, I am,

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg
Enc.

January 9, 1941

Mr. Russell L. Durgin
Young Men's Christian Association
7 Mitoshiro-Cho
Kanda, Tokyo

Dear Mr. Durgin:

This will acknowledge receipt of your letter of December 13 requesting information concerning equipment and rules for the mass basketball game, Goal-Hi.

The Fred Medart Manufacturing Company of St. Louis, Missouri are the manufacturers of this equipment as well as the possessors of the rules. I am writing them today, in care of Mr. Roy E. Weinzettel, asking that he write you at once giving you full information.

I am sure you will hear from them very shortly.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

TOKYO
YOUNG MEN'S CHRISTIAN ASSOCIATION
7 Mitoshiro-Cho, Kanda, Tokyo

December 13, 1940

Dr. F.C. Allen
University of Kansas
Lawrence, Kansas.

Dear Dr. Allen:

My attention recently has been called to a new recreational game devised by you and called "Unigoal" or "Goal-Hi." I have no idea where I could get any account of the equipment necessary for this game, or the rules covering it. I would greatly appreciate it if you could let me know, or better still ask the manufacturers of this equipment to send me the details about it.

Thanking you for your kind attention to this request, I remain

Sincerely yours,

Russell L. Durgin

RLD:ak

January 24, 1941

Mr. Roy E. Weinzettel
Fred Medart Manufacturing Company
St. Louis, Missouri

Dear Roy:

Thank you for your letter of the 23rd instant. I am very happy to cooperate with you and am enclosing a carbon copy of the letter I have written Commander Gene Tunney.

As soon as I have word from Commander Tunney I will communicate his reply to you at once.

With all good wishes, I am,

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg
Enc.

FRED MEDART MANUFACTURING CO.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, MO.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

January 23, 1941

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear "Phog":

As you may have noted in your local papers, the ex-heavyweight boxing champion, Gene Tunney, has been made a Lieut. Commander in the Navy, in charge of recreation for several of the Air Stations.

We believe it would be a good idea to have Tunney play around with the Goal-Hi standard, and the thought comes to us that you would be the one to make the presentation.

In other words, "Phog", we would like for you to write Tunney, saying that you note in your recent papers that he is in charge of recreation for the Navy pilots and that you would like for him to accept, with your compliments, an official Goal-Hi standard used in playing the game you developed a year or so ago. You can go on to say that you are instructing the manufacturer who is authorized to fabricate the official equipment to forward a No. 907 standard direct to him.

Inasmuch as I believe you will fall in line with this suggestion, I give you herewith Tunney's address and also a catalog, playgame folder, and rules book, which I suggest you send along with your letter to him.

In any event, we don't want to appear in this picture other than as your source of supply for the equipment, and we, of course, will arrange to send one of these 907 standards to him just as soon as we hear from you, with a copy of the letter you write.

Tunney's address is as follows:

Lieut. Commander Gene Tunney
U. S. N. R.
United States Naval Air Station
Pensacola, Florida

Please let me hear from you, "Phog", in connection with this request, at your early convenience.

Yours very truly,

REW:jc

STEEL LOCKERS___STEEL WARDROBES___STEEL SHELVING___GYMNASIUM APPARATUS___GYM SEATS___BASKETBALL BACKSTOPS___PLAYGROUND APPARATUS

January 31, 1941

Lt. Comdr. Gene Tunney
U.S.N.R.
U.S. Naval Air Station
Pensacola, Florida

Dear Mr. Tunney:

I acknowledge receipt of your favor of the 28th instant and I am instructing our manufacturer, the Fred Medart Manufacturing Company of St. Louis, to fabricate and ship to you at once one complete Goal-Hi Standard, together with the rules and all the necessary appurtenances.

We are instructing the Fred Medart Company to ship the Standard to Engisn J.W. Stack, Jr. at your station.

With all good wishes, I am,

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

cc: Weinzettel