

IN REPLY REFER TO

NO. ....

U. S. NAVAL AIR STATION  
PENSACOLA, FLORIDA

February 25, 1941.

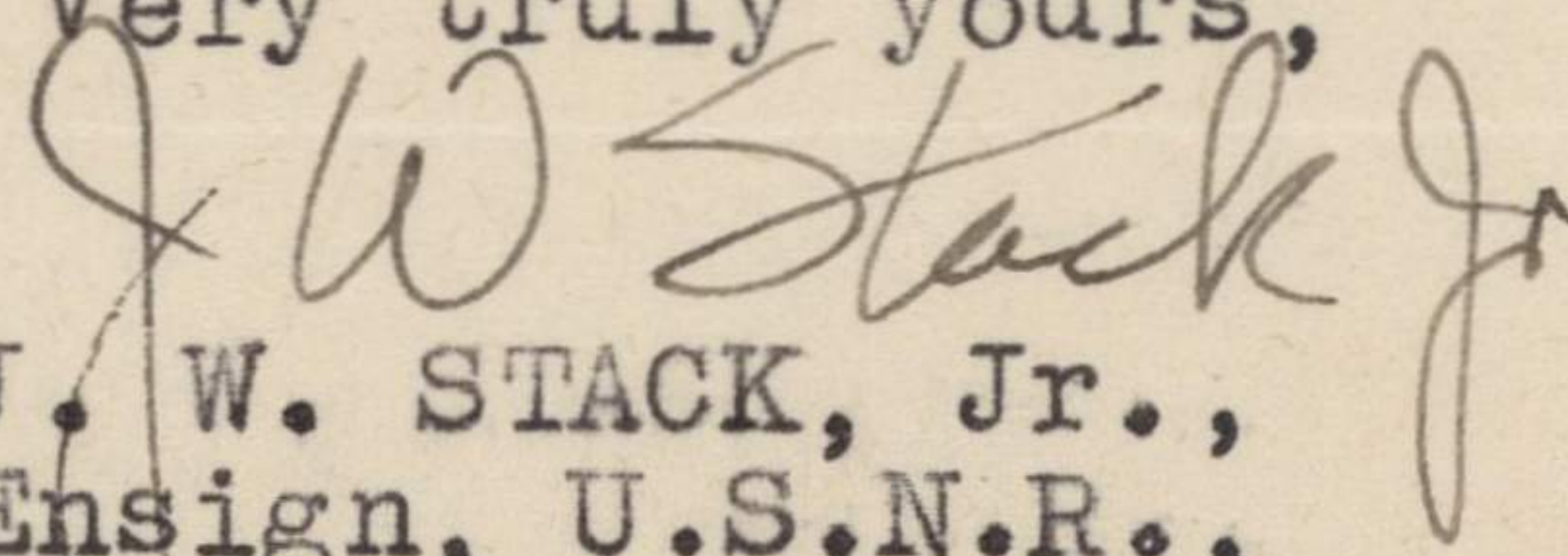
Dr. Forrest C. Allen,  
Director of Physical Education,  
University of Kansas,  
Lawrence, Kansas.

Dear Dr. Allen:

The Goal Hi equipment had arrived at the station during an unexpected trip I was ordered to take to Washington. In view of the fact that I have just returned we have not had any opportunity to try it out yet, but we already have a group of men scheduled to try it this afternoon. As soon as we have given your game a fair trial, I'll communicate with you.

Many thanks for your cooperation.

Very truly yours,

  
J. W. STACK, Jr.,  
Ensign, U.S.N.R.,  
Asst. Athletic Officer.

JWS/egb



February 27, 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. Louis Gans, Recreation Director, The Southard School, 2221 West  
Sixth Avenue, Topeka, Kansas, requesting information about Goal-Hi.

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

With kindest regards, I am,

Sincerely yours,

FCA:lg:mln  
Encl.

Director of Physical Education and Recreation  
Varsity Basketball Coach



February 27, 1941

Mr. Louis Gans  
Recreation Director  
The Southard School  
2221 West Sixth Avenue  
Topeka, Kansas

Dear Mr. Gans:

This will acknowledge receipt of your letter of February 24 requesting information about the mass basketball game, Goal-Hi.

The Fred Medart Manufacturing Company of St. Louis are the manufacturers of this equipment as well as the possessors of the rules. I am writing them today, attention 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,

FCA:lg:mln

Director of Physical Education and Recreation  
Varsity Basketball Coach



February 28, 1941

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

Dear Roy:

I am sending you another letter from Mr. Ramon Azcarate together with rules he forwarded to me.

I have put my o. k. on all the rules and you may forward one copy on to Mr. Azcarate. I think he is doing a good piece of work.

As you see from my enclosed letter to Mr. Azcarate I would appreciate it if you would correspond with him directly.

Sincerely yours,

FCA:lg:mln  
Encl.

Director of Physical Education and Recreation  
Varsity Basketball Coach



February 28, 1941

Mr. Ramon Azcarate  
Calle Tejar #619  
Departo Lawton  
Havana, Cuba

Dear Mr. Azcarate:

We wish to acknowledge receipt of your letter of February 7 enclosing rules for the game of Goal-Hi.

I am putting my o. k. on the rules and am forwarding them on to Mr. Roy E. Weinzettel of the Fred Medart Manufacturing Company, St. Louis, Missouri. As I stated in my previous letter, the Fred Medart Company has the power to outline policies concerning Goal-Hi. You will hear from Mr. Weinzettel within a short time, I am sure.

Again I congratulate you on your fine work. With best wishes, I am,

Sincerely yours,

FCA:lg:mln

Director of Physical Education and Recreation  
Varsity Basketball Coach



CC: Forrest C. Allen  
University of Kansas  
Lawrence, Kansas

March 3, 1941

Mr. Louis Gans, Recreation Director  
The Southard School  
2221 West Sixth Avenue  
Topeka, Kansas

Dear Sir:

We have been informed by Mr. Forrest C. Allen of the University of Kansas, Lawrence, Kansas of your interest in Goal-Hi and we are mailing you, enclosed 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 we suggest that you place your order with your local dealer. If 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



March 3, 1941

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

Dear Mr. Weinzettel:

For your information I am enclosing a copy of a letter I have recently received from Ensign J.W. Stack, Jr. of the U.S. Naval Air Station, regarding the Goal-Hi Standard.

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. W. HIGGINS  
MANAGER APPARATUS AND  
GYM SEAT DIVISION

March 4, 1941

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

Dear Dr. Allen:

We have forwarded approved rules, as developed by Mr.  
Azcarate, to him as requested by you.

Cordially yours,

FRED MEDART MANUFACTURING CO.

*R. W. Higgins*  
Merchandising Division *CV.*

RWH:jc



March 10, 1941

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

Dear Comdr. Tunney:

I was delighted to learn that Ensign J. W. Stack reports that Goal-Hi is meeting with a favorable response. I bet if you took a couple of shots at the basket you hit at least one of them. Your sense of timing and marksmanship has always been good.

In regard to your second paragraph, I am sending your letter to Mr. Roy E. Weinzettel of the Fred Medart Manufacturing Company, St. Louis, the firm which fabricates our Goal-Hi, suggesting that they get in touch with Lt. Comdr. Edward Mahan of the Naval Air Station at Jacksonville, Florida and supply him with one of our Goal-Hi Standards.

We appreciate your kind consideration and assure you we want to do our part in giving the boys an opportunity for wholesome recreation and fun.

With all good wishes, I am,

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach

FCA:lg

cc: Mr. Weinzettel



March 10, 1941

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

Dear Mr. Weinzettel:

Please find enclosed a copy of a letter I have received from Mr. Hopez Reboledo, J.M. Blanes, 869 Apto. 4, Montevideo, Uruguay, regarding basketball and Goal-Hi in Uruguay. This is for your information.

I recently wrote a column for Sgt. E.A. Fetting, Office of G-2, 9th Division, Fort Bragg, North Carolina. Doubtless it would be possible to have several Goal-Hi's placed down at Fort Bragg and at other camps. What do you think?

I am also enclosing a copy of the article I wrote for Sgt. Fetting.

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach

FCA:lg  
Encs.



March 10, 1941

Mr. H. Lopez Reboledo  
J. M. Blanes, 869 Apto. 4  
Montevideo, Uruguay

Dear Mr. Reboledo:

I am in receipt of your letter of September 2 telling me of the popularity of basketball in your country.

I trust by now you have received the Goal-Hi standard from the Fred Medart Manufacturing Company and have put it to use. I shall be interested to know how it is accepted.

Thank you very much for writing me. It is always a pleasure to hear from you and to learn of your progress.

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach

FCA:lg

cc: R. Weinzettel

P.S. I am sorry that my basketball schedule has been so full of trips and games that it has been impossible for me to answer your valued letter sooner.



2/14/41

Dr. Allen:

Miss Elliott translated this letter for us.

She said she could see you anytime in the afternoon or from 8:30 to 9:30 in the morning (You recall you put a note on the letter we wrote to Miss Elliott saying, "Thanks a thousand. Sometime soon I want to see you and talk with you")



THE UNIVERSITY OF KANSAS  
LAWRENCE

Department of Romance Languages  
and Literatures

Montevideo  
2nd of September

My highly esteemed Doctor Allen:-

With this letter, I send you some newspaper clippings which I hope will give you <sup>letter</sup> an idea of the development and importance of basketball that I have given you in a previous letter which I trust you have received <sup>ery</sup> air mail.

In this capital it is one of the most popular sports and they play two similar sports altho with much less fervor, that is, "peloteros" and "pelota al cesto" (ball to the basket). Peloteros was invented <sup>ery</sup> a Uruguayan sportsman and in it the baskets are replaced by ~~holes~~ holes made directly in the wood backboard; one in the center and the other two on the <sup>boards</sup> sides at about 45 degree angles; besides this, in the four corners of the court are boards with holes at the same height from the floor where the players can also make points. The game of "pelota al cesto" which is played more in Argentina is similar to "Goal-Hi" as you can understand from the pictures which I enclose with the clippings.

I hope that within about a month from now



I shall be able to have installed the first equipment  
for "Goal-Hi" - ordered from Fred Medart Mfg. Co. (There  
was a small difficulty about the payment of the freight.  
At this time of year extensive activity in outdoor sports  
is enjoyed and it will be the best opportunity for  
introducing it and giving it a good start. I shall exert  
all my efforts in this direction.

Accept the greetings of your great admirer  
and your servant,

H. López Reboledo.



H.LOPEZ REBOLEDO

Montevideo.-----

MONTEVIDEO, 2 de Setiembre de 1940

Señor Doctor FORREST C. ALLEN  
Universidad de Kansas  
Lawrence

Mi estimado Doctor Allen:

Adjunto le envío algunos recortes periodísticos que espero le servirán para complementar la idea que sobre el desarrollo e importancia del basquetbol he querido darle en una correspondencia anterior, que espero habrá recibido por vía aérea.-

En esta capital es uno de los deportes más populares y se practican dos deportes similares aunque con mucho menor intensidad, a saber: el "pelotarco" y "pelota al cesto".- El "pelotarco" fué creado por un deportista uruguayo y en él los canastos son sustituidos por agujeros hechos directamente en el tablero; uno en el centro y otros dos en alas de más o menos 45 grados; además en las cuatro esquinas de la cancha hay tablas con perforaciones a la misma altura del piso donde también los jugadores pueden marcar puntos. El juego de "pelota al cesto" que se practica más en la Argentina es de cierta similitud con el "GOAL-HI" según podrá apreciarlo en el grabado que incluyo también entre los recortes adjuntos.-

Espero que más o menos dentro de un mes desde esta fecha podré tener en ésta instalado el primer equipo de "GOAL-HI" encargado a la casa FRED MEDART Mfg.Co., pues hubo una pequeña dificultad en el pago de flete. En esa época se realizan aquí vastas actividades deportivas al aire libre y será la mejor oportunidad para darle el primer impulso, en el que pondré todos mis esfuerzos.-

Acepte los saludos de su admirador y S.S.,

*H. Lopez Reboledo*  
H. López Reboledo

Calle Juan M. Blanes, 869 Apto. 4  
Montevideo - Uruguay





Las a  
sica  
regio  
comp  
la e  
fisica

Se produce un tanto durante la disputa de un partido de pelota al cesto, deporte cuya práctica figura en el extenso programa oficial del Instituto. Las aspirantes a profesoras cumplen ejercicios de entretenimiento que tienen suma utilidad.

Desde la... todos son



# ...RAN EL DOMINGO POR EL TORNEO ARGENTINO

Figuras jóvenes dan nuevo impulso a la moderna técnica del basquetbol



En la precedente composición gráfica aparecen varios de los más destacados elementos nuevos surgidos en el transcurso del Campeonato Invierno de basquetbol, actividad con que la Federación de dicho deporte comienza su temporada de 1940. Se trata de muchachos jóvenes dotados en general de un concepto nuevo respecto de la técnica del hermoso deporte de origen norteamericano. Su presencia importa no solamente una variación interesante dentro del espectáculo deportivo para el espectador aficionado, sino en un aspecto más importante para el progreso del deporte significa dotar a la renovación que desde cierto tiempo se viene operando de un impulso mayor y más efectivo, puesto que ya no se trata de valores conocidos que modifican su propio juego, sino de jugadores encaminados desde sus primeros pasos y dotados

de cierta personalidad probablemente destinada a adquirir relieves firmes en un futuro sumamente cercano. Aparece en el grabado, de izquierda a derecha, Langlade (Trouville), Barone (Sporting), debajo de éste García (Bohemios), Fernández (Sud América), Diab (Atenas), debajo de éste Clavarés (Neptuno) y Magariños (Trouville). Hay "backs", delanteros y centros entre ellos y hay hoy en todos los clubes de nuestra primera división algún elemento más para engrosar las filas de esa nueva generación que esta temporada es una realidad interesante en el número y en la calidad, seguramente como consecuencia de la popularidad que ha alcanzado últimamente el basquetbol entre nosotros y de los éxitos logrados en el campo de las competencias internacionales, donde se ha reconquistado últimamente el cetro continental.



# ANTONIO CHEBI



Comunica a su distinguida  
clientela que a partir de la  
fecha dirige personalmente

## PEINADOS CHEBI

**GRAN RECLAME:**

Ondulación permanente desde \$ 2.50

Abonos de 3 servicios . . . \$ 1.30

EL PEINADOR RAMIREZ  
ACTUA EN NUESTRA CASA

Esperamos y agradecemos su grata visita

18 de JULIO 1232

U. T. E. 85915



March 14, 1941

Miss Helen C. Coburn  
Hannah More Academy  
Reisterstown, Maryland

Dear Miss Coburn:

I am in receipt of your post card of recent date making inquiry regarding the possibility of securing a copy of the rules for Goal-Hi.

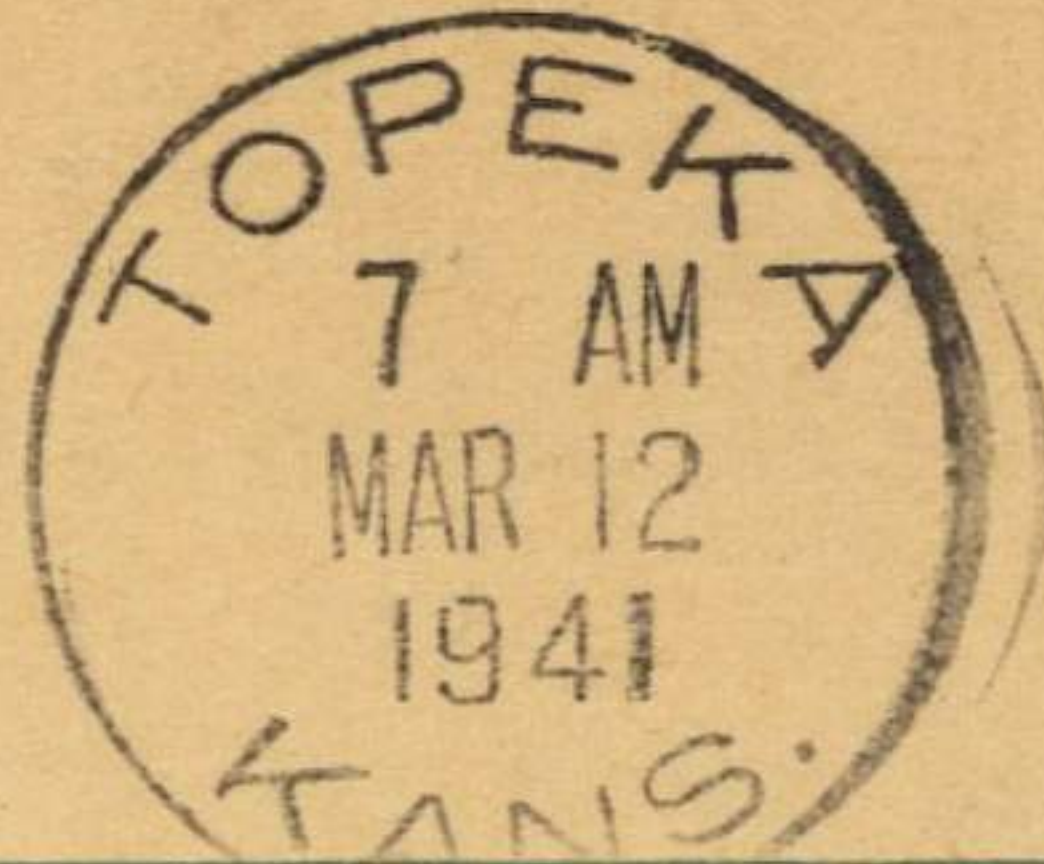
I would be glad to send you a copy of the rules upon receipt of \$1.00, which is the regular price for the book of rules.

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball Coach

FCA:lg





THIS SIDE OF CARD IS FOR ADDRESS

Dr. F.C.Allen

University of Kansas

~~Topoka~~ Lawrence

Kansas



Dear Dr. Allen:

Is there anyway I may get a copy of the rules for Goal-Hi without buying the standard? I should appreciate a reply to this as soon as possible.

Yours truly,

*Helen C. Coburn*

Helen C. Coburn

Hannah More Academy

Reisterstown, Md

*1 1/2 2 - 01 1/2 1/2*



March 18, 1941

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

Dear Roy:

I think your letter outlining the thought to Lt. Com. Gene Tunney regarding Goal-Hi is very well gotten up, and we are sending you a carbon copy of the letter we have written him.

If there is anything further you wish me to do I will be happy to respond.

Sincerely yours,

Director of Physical Education and Recreation  
Varsity Basketball and Baseball Coach

FCA:lg  
Enc.

P.S. Dr. Allen signed the letter addressed to Lt. Com. Gene Tunney, but had to leave the office before this letter was written and asked that I sign this and forward the same on to you.

Secretary to Dr. Forrest C. Allen



March 18, 1941

Lt. Com. Gene Tunney  
U. S. Naval Air Station  
Pensacola, Florida

Dear Com. Tunney:

Since writing you under date of March 10 acknowledging your letter of March 7, I am in receipt of word from the Fred Medart Manufacturing Company of St. Louis, the firm which fabricates our official Goal-Hi standards, advising that a No. 907 standard, the same as was shipped to Pensacola, is being forwarded without cost and with freight prepaid to Lt. Com. Mahan of the Jacksonville Naval Air Station. I am enclosing a copy of Mr. Weinzettel's letter, from St. Louis, directed to Com. Mahan, covering this shipment.

In your letter of March 7, you directed my attention to the valuable advertising that might be anticipated as a result of my game being played at the Naval Training Station. I agree with you heartily, but I am wondering just how I could make the most use of the opportunity you mentioned. Naturally, I am anxious to see my game publicized as much as possible. The thought arises that if it were possible to bring a photographer or a camera on the Naval Reservation that I might find it possible at the close of the basketball season to come down and meet you at either Pensacola or Jacksonville, at your convenience, and thus obtain some very valuable advertising assistance and at the same time give the boys the benefit of my experience with Goal-Hi since its inception.

I shall welcome your advice concerning this suggestion and with all good wishes, I remain

Sincerely yours,

Director of Physical Education  
and Recreation  
Varsity Basketball and Baseball Coach

FCA:gd



# FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

March 14, 1941

SUGGESTED LETTER FOR DR. ALLEN  
TO WRITE LT. COM. GENE TUNNEY

Lt. Com. Gene Tunney  
U. S. Naval Air Station  
Pensacola, Florida

Dear Com. Tunney:

Since writing you under date of March 10 ~~and~~ acknowledging your letter of March 7, I am in receipt of word from the Fred Medart Manufacturing Company of St. Louis, the firm which fabricates our official Goal-Hi standards, advising that a No. 907 standard, the same as was shipped to Pensacola, is being forwarded without cost and with freight prepaid to Lt. Com. Mahan of the Jacksonville Naval Air Station. I am enclosing a copy of Mr. Weinzettel's letter, from St. Louis, directed to Com. Mahan, covering this shipment.

In your letter of March 7, you directed my attention to the valuable advertising that might be anticipated as a result of my game being played at the Naval Training Station. I agree with you heartily, but I am wondering just how I could make the most use of the opportunity you mentioned. Naturally, I am anxious to see my game publicized as much as possible. The thought arises that if it were possible to bring a photographer or a camera on the Naval Reservation that I might find it possible at the close of the basketball season to come down and meet you at either Pensacola or Jacksonville, at your convenience, and thus obtain some very valuable advertising assistance and at the same time give the boys the benefit of my experience with Goal-Hi since its inception.

I shall welcome your advice concerning this suggestion and with all good wishes, I remain

Sincerely yours,



# FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

March 14, 1941

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

Dear "Phog":

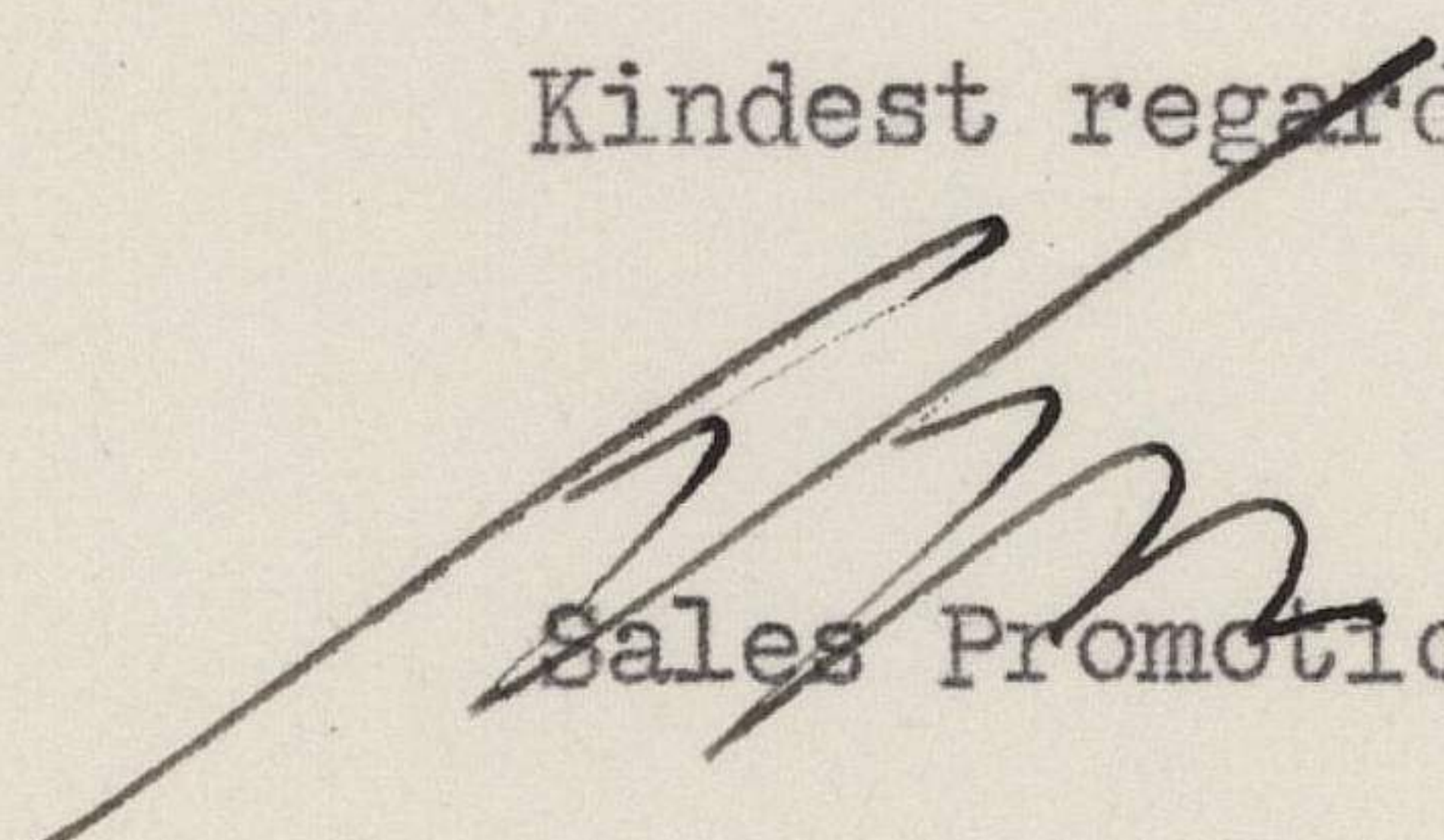
We have your several letters from Gene Tunney with reference to Goal-Hi at the Navy Air Training Bases and I have written Lt. Com. Edward Mahan, Athletic Director at the Jacksonville Naval Air Station, per attached two copies. I suggest you keep one of these copies for your records and that you enclose the second copy in a letter that I suggest you write Gene Tunney.

Incidentally, for your records, I am attaching a copy of Tunney's letter to you of March 7, retaining the original that you sent to me for our files. I think you should have this copy, because I believe Tunney's letter is just what we want to open the door for us down there to get some high powered publicity in support of Goal-Hi.

You will note that Tunney concludes his second paragraph by saying, "and in addition, the valuable advertising that goes with their being erected at this Station."

I don't want to appear presumptuous by telling you what to write Gene Tunney because I am sure that you can do this better than I, but so that you can gain a full appreciation of my thought in the matter, I am going to draft a suggested letter for you to write Tunney and ask that you please write a similar letter to him, and we will see what we can do toward bringing the question of publicity to a head with the desired results for all of us.

Kindest regards,



Sales Promotion Manager

REW:jc



HOTEL WINDSOR  
JACKSONVILLE, FLORIDA

March 7, 1941

Dr. F. C. Allen, Director  
Physical Education & Recreation  
University of Kansas  
Lawrence, Kansas

Dear Dr. Allen:

Ensign J. W. Stack reports that the Goal-Hi is working extremely well. I took a couple of shots at the Goal-Hi Basket myself and think that it has splendid possibilities. As a matter of fact, we are thinking of ordering some more.

If you care to take another chance with another stand, I would suggest you send one here to Lt. Comdr. Edward Mahan, Athletic Director of Jacksonville Naval Air Station. I feel certain you will get a number of repeat orders, and in addition, the valuable advertising that goes with their being erected at this Station.

Thanking you for your letter, believe me

Sincerely yours,

Gene Tunney (sgd.)

GT:jb

C  
O  
P  
Y



March 14, 1941

Lt. Com. Edward Mahan  
Athletic Director  
Jacksonville Naval Air Station  
Jacksonville, Florida

Dear Sir:

We are shipping you via prepaid freight one No. 907 official Goal-Hi standard, illustrated and described in the enclosed catalogue, with the compliments of Dr. Forrest C. "Phog" Allen, Basketball Authority and Coach at the University of Kansas, Lawrence, Kansas.

Dr. Allen, or as he is better known—"Phog" Allen, was the originator of the popular new play-game "Goal-Hi" and has been in communication with Lt. Com. Gene Tunney, who is using Goal-Hi at the Pensacola Station and has suggested to Dr. Allen that this unit be sent to you in Jacksonville for use by the personnel.

We are enclosing a Goal-Hi rules book, written by Dr. Allen, as well as a play-game folder and direct particular attention to the fact that Goal-Hi can be played by large groups as well as by the small formal teams of five players each. In many schools throughout the country Goal-Hi is played by entire playground or gymnasium classes and we certainly hope that you will give Goal-Hi a thorough workout. We feel confident that you will find such opportunity for use of the equipment being shipped to you in your recreation program. Lt. Com. Tunney advises that Ensign J. W. Stack, of the Pensacola Station, reports that the Goal-Hi is working extremely well and that it has splendid possibilities.

If you have any questions concerning this equipment or the game, please feel free to write us, or address your communication to Dr. Allen at the University in Lawrence, Kansas.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW:je



# FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

March 19, 1941

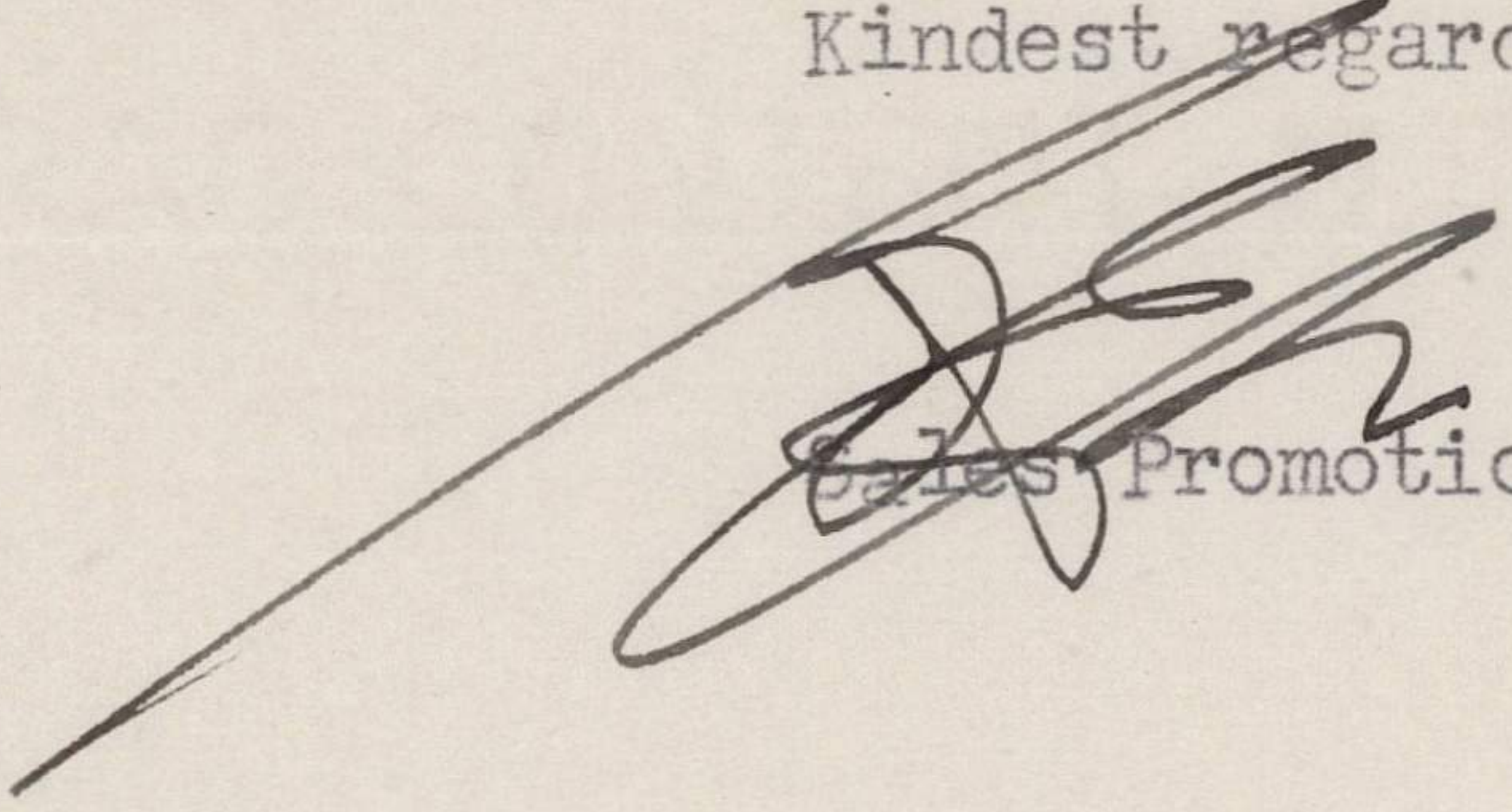
Dr. Forrest C. Allen  
University Of Kansas  
Lawrence, Kansas

Dear "Phog":

I have your letter of the 18th, together with copy of letter you wrote Lt. Com. Gene Tunney, and believe that we might expect something favorable from him as a result of this attempt to obtain his permission and cooperation for a little advertising.

Just as soon as you hear anything from him, please let me know so that we can make whatever plans are indicated as quickly as possible. I have several trips scheduled during the next forty-five days but would not want to let anything stand in our way of capitalizing on a combination of "Phog" Allen, Gene Tunney, and Goal-Hi which has a great potential news value, as you will appreciate.

Kindest regards,



Sales Promotion Manager

REW:jc