January 31, 1941 Mr. Roy E. Weinzettel Sales Promotion Manager Fred Medart Manufacturing Co. St. Louis, Missouri Dear Roys I am enclosing a communication from Lt. Condr. Gene Tunney, U.S.N.R., U.S. Naval Air Station, Pensacola, Florida which is self-explanatory. I expect you to do your stuff now. Sincerely yours, Director of Physical Education and Recreation Varsity Basketball Coach FCA:1g Encso

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

Dear Roy:

"Friday" has been received but I have not had a chance to read it carefully.

As soon as time permits I will study the material a little more thoroughly.

I can see your angle and I think it would be a good stunt to endeavor to stimulate Life to get behind something which you suggest. Do you not think it is rather difficult for me to approach Life? If someone in St. Louis, say someone who you know is interested in sports, could write the magazine Life and suggest that Phog Allen originated the game Goal-Hi which has all the good features but none of the bad ones of "mankiller" basketball, then that would give me entree. That would not be putting it as brusquely as if I had contacted Life myself. After the contact has once been made, then, of course, I could play my part much better.

Yes sir, you can count on my cooperation 100%. I recognize the difficulty that we will have in continuing the sale of Goal-Hi on the same high level that you have achieved in the past year.

If there is any way that I can cooperate with you by conferences, communication or by mail, I will more than do my part, I assure you. I recognize my responsibility in doing all that I can to stimulate a substantial volume of Goal-Hi business and I appreciate more than you know the fine efforts of you and your firm.

I am just a little reticent, however, in my making the first move with Life. Could you figure out some clever way that this can be brought to the attention of Life, and then I will do the job and go all the way.

I am rushing my reply to you so that you may come back and tell me some of your versatile ideas about making the proper contact.

With all good wishes, I am,

Sincerely yours,

Director of Physical Education and Recreation Varsity Basketball Coach

FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

January 28, 1941

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

Dear "Phog":

Under separate cover, I am sending you a copy of the current issue of "Friday", which publication appears to lean toward the radical side. Be that as it may, I note you are quoted in this publication, concerning the high speed of today's type of basketball.

After reading this article, my thoughts for 1941 as concerns Goal-Hi have more or less crystallized and I want to discuss them with you at this time.

Our sales have taken a decided slump, which we believe is largely due to the time of the year. However, we want to revise and stimulate them for spring and we hope to be able to accomplish that objective. However, I think that it is going to take the best efforts of all of us to realize a substantial volume of Goal-Hi business this year, and I know, without question, that you are anxious to cooperate.

In view of the controversial nature of the article I am sending to you, I wonder whether we could not get some real publishing company, like the Life organization, to get behind Goal-Hi. I think that there may be a tie-up between this "Friday" article and a further stand by you (inasmuch as you have already gone on record as stating the present game is too fast), and I believe further that Life might be approached by you with the idea in mind that even though present day basketball is not "all good", neither is it "all bad", i.e., that basketball is a good game for a few super-athletes and that basketball has many desirable features for the masses who are not in a position to play the game on a big time team. In other words, you could lead up to Goal-Hi as the answer in that it retains all the good of basketball, but none of the super-strenuous features. You get that angle all right, I am sure, "Phog". The next step would be to attempt to get Life to give a good feature story on Goal-Hi as the game that retains the good of basketball for the masses and by having a feature writer and a photographer come out to Lawrence, between you and me, we could set up a pretty good piece of powerful publicity.

As you know, we have dumped a lot of money into Goal-Hi during the last

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Dr. Forrest C. Allen
Lawrence, Kansas

years sales drive, and I want to do everything possible to realize another big year in 1941.

I hope I have made myself clear in the foregoing, "Phog". It seems to me that you might take the position (to repeat myself), if you are agreeable to approaching Life, that you have been quoted in this paper "Friday" and would like to clarify the whole question and are prepared to do so with a solution for the masses to play or enjoy a game similar to basketball, meaning, of course, Goal-Hi. I have an idea that you might get these publishers interested and the result would be a tremendous stimulant for you and for us in the way of increased Goal-Hi sales for 1941.

Without this kind of opening shot for the 1941 season, I am a little bit doubtful as to what we are going to accomplish. The time is ripe to begin thinking along the above lines, with a determined effort, if we are agreed, to be made within the next ten days to two weeks.

Please let me hear from you at your early convenience.

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Kind regards,

REW: jc

I am sending you the original copy of a letter from Mr. N. H. Bell, Superintendent, Atkins Public Schools, Atkins,

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

Pobruary 1, 1941 Mr. M. H. Bell, Superintendent Atkins Public Schools Atkins, Arkansas Dear Mr. Bell: This will acknowledge receipt of your letter of January 28 requesting a set of rules for the mass basketbell game, Gosl-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. Sincorely yours, Director of Physical Education and Pecreation FCA:lg:mln Tersity Basketball Coach

RAYMOND BURNETT
Principal High School
ROY J. TAYLOR

Vocational Agriculture

Atkins Public Schools

N. H. BELL, Superintendent

ARDIS TYSON
President School Board

R. S. HUGHEY Secretary School Board

ATKINS, ARKANSAS January 28, 1941

Mr. Forrest C. Allen, Coach, University of Kansas, Topeka, Kansas,

Dear Sir:

Please send me a copy of rules for Goal-Hi. I am not sure about the price. If you will forward the bill, I shall send the check by return mail. If this is not satisfactory, you may send it C. O. D.

Yours very truly,

N. H. Bell

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

I am sending you a copy of a letter from Mr. M. R. Bichler, publicity director of the magazine, Friday, together with my reply.

I thought this might get something done in the way of publicity you desire if you don't hit Life.

Sincerely yours,

FGA:lg:mln Encl. Director of Physical Education and Recreation Varsity Basketball Coach

February 3, 1941

N. H. Bell, Supt. Atkins Public Schools Atkins, Arkandas

Dear Sir:

We have been advised by Mr. Forrest C. Allen of the University of Kansas, Lawrence, Kansas of your interest in Goal-Hi. We are mailing you, under separate cover, sacatalog illustrating, describing and pricing this equipment, accompanied by a set of Goal-Hi rules.

Only one piece of inexpensive equipment and a ball are required to play Goal-Ni. A complete official Goal-Ni Rules Book is furnished with each order for Goal-Ni 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, for any reason, he cannot furnish the merchandise you require, write us

Tours very truly,

FRED MEDART MANUFACTURING CO.

Merchandising Division

F.Medart/S

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

FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL SALES PROMOTION MANAGER

February 3, 1941

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

Dear "Phog":

Enclosed find correspondence between this office and Pensacola, Florida, in connection with Gene Tunney's acceptance of your offer of a No. 907 Goal-Hi standard.

If you hear anything further from them, let me know, as I believe that this Gene Tunney tie-up with Goal-Hi might be just the angle we need to interest Life in Goal-Hi in connection with our 1941 promotion plan.

Incidentally, I want to acknowledge receipt of your letter concerning the idea of getting Life interested in our game and I will see what we can cook up at this end in the way of getting this publishing company to give us a featured write-up.

Kindest regards,

sales Promotion Manager

REW: jc

Dr. Forrest C. Allen University of Kansas Lawrence, Kansas February 3, 1941 Ensign J. W. Stack, Jr. U. S. Haval Air Station Pensacola, Florida Dear Sir: Dr. Forrest C. "Phog" Allen, famous basketball coach at the University of Nebraska and founder of the new play-game Goal-Hi, recently offered Lt. Comdr. Tunney, of your Station, a complimentary Goal-Hi standard for use at the Station in gaining an appreciation of the many desirable features of his game. As may have been reported to you, Commander Tunney accepted the offer and we now have word from Dr. Allen, instructing us to make this shipment direct to you. We will send you copy of the rules book for playing the game formally and informally; and if you have any questions, we shall welcome an opportunity of giving you the desired information. Suggest that you either write us direct at St. Louis, or forward your inquiry to Dr. Allen at the University of Kansas, Lawrence, Kansas. Cordially yours, PRED MEDART MANUFACTURING CO. Sales Promotion Hanager REW: jc

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

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Or . Advisor C. "Plog" district the backethall coach at the Universion of Rebrashs district of the new ploy-game Coal-Hi, recently to ad Ly. Comdr. Tunney, of your Station, a complimentary Coal-dir search of for use at the Station in gaining an appreclation of the many desirable features of his game.

As may have been raported to you; Chimande, Tunney accepted the offer and we now have word from Dr. Alley, maturating us to make this shipment direction you.

No will send you copy of one rales over for playing the game formally and informally; and if on two any questions, we shall welcome an opportunity of giving you the desired information. Suggest that you sither write as direct a St. Louis, or forward your inquiry to Dr. Alien at the University of Kansas, Lawrence, Kansas.

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cc: Dr. Forrest C. Allen University of Kansas Lawrence, Kansas February 3, 1941 Lt. Comdr. Gene Tunney U. S. Haval Air Station Pensacola, Florida Dear Sira We are in receipt of word from Dr. Forrest C. Allen, University of Kansas, instructing us to forward to you, without cost, one of the No. 907 Goal-Ili standards, manufactured by us under agreement with Dr. Allen, for playing his popular new play-game, Goal-Hi. We are pleased to follow these instructions and are arranging to send immediately via prepaid freight the above standard direct to Insign J. W. Stack, Jr., care of the Pensacola Station, as mentioned in your letter of January 23 to Dr. Allen. We believe you will find this stimulating game a welcome addition to your recreation program. Goal-Hi has been extremely well received throughout the United States and is being widely played in elementary schools, high schools, and universities by boys and girls, and men and women of all ages. One of the most important features of this game is that it is not limited to formal play of a few players per team, but large gymnasium classes or recreation groups with as many as twenty players on a team can engage in Goal-Hi without sacrifice of exercise value, competition, or all around fun. We shall welcome word from Ensign Stack or from you concerning your opinion of this game, after you have had an opportunity to test it through actual play. Cordially yours, FRED MEDART MANUFACTURING CO. Sales Promotion Manager REW: je

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

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He are a receipt of more receipt for Forrest C. Allen, University of Lanses, the Contacting of to forward to you, without cost, one of the No. 907 contacting the standard to you, without cost, one of the No. 907 contacting the standard to you, without cost, one of the No. 907 contacting the standard to you, without cost, one of the No. 907 contacting the standard to you, without cost, one of the No. 907 contacting the standard to you, without cost, one of the No. 907 contacting the standard to you, without cost, one of the No. 907 contacting the standard to you, without cost, one of the No. 907 contacting the standard to you, without cost, one of the No. 907 contacting the standard to you.

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We shall melcome word from Ensign Stack or from you concerning your optation of this game, after you have had an opportunity to test it through actual play.

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BEE #10

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

Dear Roy:

I am enclosing "The Big Six Sportseye"
column clipped from the Ranas City Star, which
contains a short write-up regarding Lieut. Com.
Gene Tunney and Goal-Mi.

I thought you might be interested in
seeing this.

Sincerely yours,

Director of Physical Education and Recreation

Varsity Basketball Coach

FCA:1g

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 Mrs. John Weilson, Box 36, New Boston, Texas, requesting a set of 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,

FCA:lg:mln. Encl. Director of Physical Education and Recreation Varsity Basketball Coach

February 11, 1941 Mrs. John Weilson Box 36 New Boston, Texas Dear Mrs. Weilson: This will acknowledge receipt of your letter of February 8 requesting a set of rules for the mass basketball game, Goal-Hi. The Fred Medart Menufacturing 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. Poy 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 FCA:lg:mln Varsity Basketball Coach

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

Dear Roys

I have just received an advance copy of an article entitled "Mayhew at the Box Office" which will appear in the March issue of Esquire. A large part of this article is devoted to the strenuousity of basketball on the players, and I am quoted at length.

I thought perhaps you might like to get a copy of this article when the March issue of Esquire appears. Do you think we could get Esquire to run something on Goal-Hi? Mention could be made of the fact that the game is a lead-up to basketball and it reduces the strenuous activity on the players.

I am writing you this letter with the idea that you might be able to get a jump on the Goal-Hi promotion, and perhaps get into Esquire the feature story you are trying to get into Life.

I understand that last week's Time magazine carried a story on me; however I have not seen it as yet.

I should be glad to hear from you regarding this matter.

Sincerely yours,

Director of Physical Education and Recreation Varsity Basketball Coach CC: Forrest C. Allen University of Kansas Lawrence, Kansas

February 13, 1941

Mrs. John Neilson Box 36 New Boston, Texas

Dear Mrs. Meilson:

We have been advised by Mr. Forrest C. Allen, Basketball Coach at the University of Mansas, Lawrence, Kansas, of your interest in Goal-Hi. We are mailing you, under separate cover, a catalog illustrating and describing official Goal-Hi equipment and outlining the many opportunities for health, fun and exercise this new play-game offers.

Only one piece of inexpensive equipment and a hall 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 and prompt attention we suggest that you place your order with Mr. W. C. Hixson, located at 1610 Bryan St., Dallas, Texas.

Yours very truly,
FRED MEDART MANUFACTURING CO.

Merchandising Division

F. Medart/S

Pobruary 22, 1941 Lt. Comdr. Gene Tunney U.S.H.R. U.S. Maval Air Station Pensacola, Florida Doar Mr. Tumey: I am wondering if you or your assistant, Ensign J.W. Stack, Jr., have had an opportunity to put the "Goal-Hi" standard to work. A couple of years ago we checked every boy who entered the University of Mansas and found that every able-bodied boy had played basketball during his high school days. Therefore, I have a feeling that this mobile standard of Goal-Hi will appeal to many of the men at Pensacola. They have nearly all had a background experience in basketball. The fact that there are no backboards to bother with, and wind currents raise havoe with the installation of such things, this Goal-Hi standard could be put in any small area for an informal game, free throwing and individual goal-shooting or even a pick-up game on the spur of the moment. Last week I had a request from Sergeant B.A. Fetting, Office of G-2, 9th Division, Fort Bragg, North Carolina, to contribute to his "guest" column and I wrote a short article regarding basketball. I am sure that where men are aggregated in large camps, there is ample opportunity to play basketball and an interest manifested in basketball. Trusting that your boys are enjoying the game and thanking

you for your trouble to reply, I am,

Sincerely yours,

Director of Physical Education and Recreation Varsity Basketball Coach

FCA:1g

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

Dear Roy:

I have just returned from Columbia, Missouri after meeting the Tigers, and I am answering your letters of the 15th and 19th.

I see your angle and I believe it is a good one. Anyway that I can cooperate with you and your firm will be a pleasure.

Sincerely yours,

Director of Physical Education and Recreation Varsity Basketball Coach

FCA:mh

FRED MEDART MANUFACTURING CO.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL SALES PROMOTION MANAGER

February 19, 1941

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

Dear "Phog":

I have your letter with reference to the question of whether we could get "Esquire" interested in a feature story on Goal-Hi and have given your thoughts considerable attention.

There is a very promising angle to this hookup with Gene Tunney that is receiving our consideration at this time, together with your thought, and I will not be able to give you anything definite for about ten days as I am leaving tomorrow for about a week or more on a trip East, and I want to discuss the thought that I have with Mr. Medart and following that discussion, I will write you in full.

At the moment, my only negative reaction to your excellent suggestion is that "Esquire", unlike "Life", goes to press several months in advance and if we succeeded in gaining their interest, it would be the beginning of summer before we might expect the article to appear. What I would like to do is get "Life" to run something within the next thirty to forty-five days at the outside. That is merely a thought on my part at this moment, but getting back to my letter to you of several days ago, I hope that you have followed my suggestion and have written Gene Tunney in Pensacola, asking him what has been accomplished in the way of playing Goal-Hi. I think this is extremely important, "Phog" and it should be done by all means. The thought behind writing him is that we would like to encourage an exchange of correspondence between Tunney and yourself so that if the thought I have in mind is sifted down and approved, we could possibly arrange to meet with Tunney in Pensacola and believe me, the tie-up of Gene Tunney and "Phog" Allen, the Naval Air Station, and Goal-Hi would be a 100% attraction to any newspaper or magazine publisher in the country. I think you get my idea from these few remarks. At any event, I am anxious to have an exchange of correspondence between you and Tunney at this time so that when, and if, we go through with this thought, we will have prepared the way in advance and would not be further delayed in putting the suggestion to him that we meet in Pensacola for the purpose of giving him the benefit of your knowledge of Goal-Hi as a play-game. Understand, "Phog," I don't want you to mention anything about a meeting in your letters and not until I write you further. The thought now is merely to shorten the miles between you and Tunney against the possibility of

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Dr. Forrest C. Allen Lawrence, Kansas

our putting the next suggestion before him.

If you think well of this idea, write to me in care of the Ambassador Hotel, Atlantic City, where I will be from next Friday through the following Thursday, and I may meet Mr. Medart there (he is in the East now), and I want to waste no time in putting this suggestion to him, as I believe we have an unusually good angle here that should give us the desired national publicity both of us want to support Goal-Hi in 1941.

Kindest regards,

REW:jc

FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL SALES PROMOTION MANAGER

February 15, 1941

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

Dear Phog:

Some time ago you sent me a couple of the prints of you (photographs) for use in making cuts, etc. The last one of these was destroyed the other day, and we are in immediate need of another copy for somefresh advertising we are preparing. Will you please send me two or three of your photographs, for my file?

Incidentally, I am wondering if it would not be smart to approach Gene Tunney now or within the next week and ask him whether he has had an opportunity to put the Goal-Hi standard we sent him, with your compliments, to work. I am anxious to get some expression from him, and maybe we can arrange some kind of a build-up of the game being played at the Pensacola Air Station, in advance of an attempt to interest "Life", as mentioned in my previous correspondence.

Cordially yours,

FRED MEDART MANUFACTURING CO.

REW:D

Sales Promotion Manager

February 22, 1941 Mr. Roy Williams Sherman Institute Riverside, California Doar Mr. Williams: I am sending you one of my Official Rules Book for the game of "Goal-Hi." Trusting that the rules will enable you to use this diversified game for your student body, I am Sincerely yous, Director of Physical Education and Recreation Varsity Basketball Coach FCA:mh Inc.

Sherman Institute Riverside, California February 19, 1941

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

Enclosed please find a Postal Money Order for one dollar (\$ 1.00) for one copy of your Official Rules Book for the game "Goal - Hi".

Thank you,

Roy Williams

Sherman Institute

Riverside, California

Mr. Forest C. Allen University of Kansas Lawrence, Kansas

Dear Mr. Allen:

Thank you very much for your kind letter of January 6 and for having sent to me a copy of the catalog from the Fred Medart Manufacturing Company. This came this morning, and I have been very much interested in looking it over.

With best wishes to you in your work, I remain

Sincerely yours,

Russell L. Durgin

RLD: ak