

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 a sport

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