October 15, 1940 Mr. Giffy O'Dell Basketball Coach & Director of Physical Education Rochester City Schools Rochester, Minnesota Doar Mr. O'Doll: On September 16 I received a request from the Fred Wedart Manufacturing Company, St. Louis, that I write you and give you a good sales story on Goal-Hip so that you might use for the physical education meeting in St. Paulo Year before last I spent several weeks in St. Louis working on the rules and material for pamphlets that would serve as good arguments as to the versatility of Goal-Hi. I notice that the Medart Company has sent you the playgame folders and other valuable data that should give you sufficient information. If, however, this does not cover the situation, will you please write to me and I will be glad to give you any additional information that you may be in need of. It is a pleasure for me to cooperate with you. Very cordially 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

September 16, 1940

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

Dear "Phog":

Attached find copy of letter received from Giffy O'Dell of the Rochester City Schools, Rochester, Minnesota, and copy of my reply.

I am sure you will be glad to write him and give him a good sales story on Goal-Hi that he can use before the physical instructors in the State of Minnesota.

I am enclosing one of the Play Game folders, describing Goal-Hi as an informal game, which you will probably want to add to your letter when writing to Mr. O'Dell.

Kindest regards,

FRED MEDART MANUFACTURING CO.

REW: jc

THE ROCHESTER CITY SCHOOLS ROCHESTER, MINNESOTA

Sept. 13, 1940

Fred Medart Mfg. Co. St. Louis, Mo.

Dear Mr. Crosnoe:

On Oct. 24, I am to give a talk at the physical education meeting in St. Paul at the St. Paul Hotel on the Goal-Hi.

I should appreciate any information that you would give me that willhelp sell the game to physical instructors in the state of Minnesota. I am aware of some of the possibilities of the game, but I would like to have you send me some additional information.

I would like to know some of the games that can be played; the aims and objectives of the Goal-Hi; the place that it may have in the physical education class room; the place it may have in the recreational interscholastic competition in basketball; and anyother information that you may pass on.

Thanking you in advance for this information, I am

Sincerely,

Giffy O'Dell (sgd.)

Basketball Coach and Physical Education

g:c

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PY

Mr. Giffy O'Dell, Basket-Ball Coach & Director of Physical Education, Rochester City Schools, Rochester, Minnesota.

Dear Mr. O'Dell:

Many thanks for your letter of September 13th, advising of your program which will feature Goal-Hi at the St. Paul meeting on October 24th.

We noted carefully what you request in the way of information and believe it best to forward your letter to Dr. Forrest C. Allen, University of Kansas, Lawrence, Kansas, the originator of Goal-Hi, who is better able to give you a lot of good information than are we. Obviously, Dr. Allen has the functional features of Goal-Hi well in mind and we are sure he will be glad to supply the required information.

We shall be glad to hear from you after your meeting, if you care to advise how the Goal-Hi game was received by the physical instructors.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager.

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

October 15, 1940 Mr. Roy E. Weinzettel Sales Promotion Manager Bodart Hanufacturing Company St. Louis, Missouri Dear Roys I am sending you a request for a set of rules for Goal-Hi and other information, from Raymond G. Frye, South Haven Future Parmers of America, South Haven, Mansas. I trust 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 FCAolg Eno.

October 15, 1940 Illra Baymond G. Frye Future Farmers of America South Haven, Ransas Door Mr. Pryor This will acknowledge receipt of your card of recent date concerning rules for the mass basketball game, Goal-Hi, and other information. The Medart Hanufzeturing 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 B. 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:1g oc: Mr. Weinzettel COPY COPY

Dear Sir;

Our chapter of the Future Farmers of America is interested in your new game "Goal-Hi", for chapter member recreation and would like very much to get more information such as rules, how goal is made, court measurements, balls, etc.

We shall be pleased to receive any information you have on same.

Thanks.

Raymond G. Frye South Haven FFA South Haven, Ks.

FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

October 17, 1940

G. W. CROSNOE, MANAGER MERCHANDISING DIVISION

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

Dear Dr. Allen:

We received your correspondence of October 12, informing us that Mary Belle Montgomery of Mexia, Texas, and Muriel T. Barber, Girls' Director, Department of Health and Physical Education, Lawrence High School, Lawrence, Long Island, were in need of the rules for Goal-Hi.

Attached to this letter you will find a copy of our correspondence to Miss Barber indicating that we are forwarding the rules as requested, and in the case of Miss Mary Belle Montgomery, we have referred her inquiry to our Dallas Office, and you may be assured that it will be handled in a proper manner.

Yours very truly,

FRED MEDART MANUFACTURING CO.

F. E. Medart

Merchandising Division

F.Medart/MFZ

October 17, 1940

Muriel T. Barber, Dept. of Health & Physical Education, Lawrence High School, Lawrence, Long Island.

Dear Miss Barbers

Your correspondence directed to Dr. Allen at the University of Kansas, requesting the rules for Goal-Hi has been directed to our attention.

At the request of Dr. Allen, we are forwarding to you, under separate cover, a copy of the official Goal-Hi rules book.

fours very truly,

FRED MEDART MANUFACTURING CO.

Merchandising Division,

F.Medart/MFZ

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

October 21, 1940

Raymond G. Frye South Haven Future Farmers of America South Haven, Kansas

Dear Sir:

We have been advised by Dr. Allen of your interest in Goal-Hi and we are mailing you, at his request, 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 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 as shown in the catalogs are net prices (subject to no discount) delivered to customer's nearest freight station. Our terms are 30 days net cash, or 2% discount allowed if cash accompanies order.

For your convenience we are enclosing an order blank with the Goal-Hi datalog. We guarantee complete satisfaction or your money refunded. Your order will be appreciated.

Yours very truly,

FRED MEDART MANUFACTURING CO.

Merchandising Division

F. Medart/S

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

Dear Roys

I have your letter of the 18th instant and, of course, am very much interested in the possibility of promoting the sale of Goal-Hi to large city school systems.

I know the Director of the Cleveland Schools, Floyd Rowe, very well, and of course, I am well acquainted with Anderson of the St. Louis Schools. I also know the Chicago Director, but I am not sure about New York, Los Angeles and San Francisco. If you could give me the names of the directors of the large city schools as a starter, then I could study over a scheme that might bear fruit.

I can tell you one reason why you have not sold the large city schools, and that is on account of their budgetary allowances. You see, they have to plan a year ahead for this thing and sometimes two years. A large number of these goals would run into such money that it would more than take up their reserve, and they perhaps just nibble on the thing as a try-out.

If we could see what they did with the 20 Goal-Hi's purchased at Omaha, and could secure a lot of statistics and a study on this, we could perhaps use this data as a basis for encouraging the sale to other large schools.

I recall when we discussed changing the backboards, Floyd Rowe and Harold Porter said that it would wreck the budgets of the large city schools; that they had to buy 50 to 100 sets. The reason we made it optional was to give the directors of the budgets of the larger schools an opportunity to replace a few at a time and not hit them all at once. Doubtless you can see that this has much to do with keeping the larger city schools from purchasing the equipment.

I realize emphatically the cost has to be within reasonable balance with the potential volume of sales. I also see clearly that the ordinary advertising and letter writing will not do much business with

FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL SALES PROMOTION MANAGER

October 18, 1940

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

Dear "Phog":

While we have enjoyed a fairly satisfactory volume of business on Goal-Hi, it is a noticeable fact that we have not succeeded in getting this new game adopted by the large city school systems. I think the largest order we have ever had was twenty for Omaha. I believe we succeeded in selling about five in Cleveland. However, other large cities like New York, Chicago, St. Louis and Los Angeles, and even the smaller cities of from 350,000 to 500,000 population have not, as yet, adopted the game of Goal-Hi.

Undoubtedly, the reason lies in our not having properly promoted it, and the natural question is whether we could afford to make some special effort to get Goal-Hi adopted by the larger cities. Undoubtedly, if we could get it into two or three of the larger school systems, that would be the entering step to other large cities.

The question is what type of promotion might be done. Of course, the cost has to be within reasonable balance with the potential volume of sales. I am of the opinion that ordinary advertising, ordinary letter-writing or ordinary sales calls have been futile. The thought occurred to me that maybe some arrangement might be made with you to devote a month or so of your vacation period to a special effort to promote the idea of the game of Goal-Hi in some of the larger cities. If this would appeal to you, the question is how would you go about it.

I thought maybe you might have some ideas on the subject which, of course, is naturally interesting to both of us.

With kind regards, I remain

Sincerely,

Sales Promotion Manager

REW: jc

October 25, 1940 Rev. Ervin C. Tipton 1216 South Street Corning, California Dear Rev. Tipton: This will acknowledge receipt of your favor of the 16th instant concerning rules and other information regarding the mass basketball game, Goal-Hi. The 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, Director of Physical Education and Recreation Varsity Basketball Coach FCA:1g cc; Mr. Weinzettel

regarding the mass basketball game, Gosl-Hi.

The Medart Manufacturing Company of St. Louis ere 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,

Director of Physical Education and Pecreation Versity Basketball Coach

FCA: 16

oo: Mr. Woinsettel

Mr. Roy B. Weinzettel

Sales Promotion Manager

Medart Manufacturing Company
St. Louis, Missouri

Door Roys

I am sending you the original copy of two lotters requesting a set of rules for Goal-Hi; one from Rev. Russell G. West, 709 North Frost Street, Pampa, Texas; and the other from Principal J. Darrell Timmons, Henderson City Schools, 312 Third Street, Honderson, Kentucky.

I trust you will take care of these requests at your earliest conveinence.

With kindest regards, I am,

Sincerely yours,

Director of Physical Education and Recreation Varsity Basketball Coach

FCA:15
Bno.

October 28, 1940 Principal J. Inrell Timons Seventh Street School Henderson, Hentucky Door Mr. Timpons: This will acknowledge receipt of your favor of the 17th instant concerning rules for the mass basketball game, Goal-Hi. The 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. Noy 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:15

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

October 29, 1940

Rev. Ervin C. Tipton 1216 South Street Corning, California

Beverend Tipton:

We have been advisedby Dr. Allen of your interest in Goal-Hi and we are mailing, at his request, 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 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 as shown in the catalogs are net prices (subject to no discount) delivered to customer's nearest freight station. Our terms are 30 days net cash, or 2% discount allowed if cashaccompanies order.

For your convenience we are enclosing an order blank with the Goal-Hi catalog. We guarantee complete satisfaction or your money refunded. Your order will be appreciated.

Tours very truly,

FRED MEDIARY MANUFACTURING CO.

Herchandising Division

F.Medart/s

CC: Forrest C. Allen
Varsity Basketball Coach
University of Kansas
Lawrence, Kansas

October 29, 1940

Miss Ruth M. Ekblad Teadher, Colvill School R. 2 #166 Red Wing, Minn.

Dear Miss Ekblad:

We have been advised by Dr. Allen of your interest in Goal-Hi and we are mailing you, at his request, 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 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 as shown in the catalogs are net prices (subject to no discount) delivered to customer's nearest freight station. Our terms are 30 days net cash, or 2% discount allowed if cash accompanies order.

For your convenience we are enclosing an order blank with the Goal-Hi catalog. We guarantee complete satisfaction or your money refunded. Your order will be appreciated.

Yours very truly,

PRED MEDART MANUFACTURING CO.

Herchandising Division

F.Medart/S .

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

October 30, 1940

Rev. Russell G. West Church of the Brethren 709 Worth Frost Street Pampa, Texas

Reverend Sir:

We have been advised by Dr. Allen of your interest in Goal-Hi and we are mailing you, at his request, 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 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 as shown in the catalogs are net prices (subject to no discount) delivered to customer's nearest freight station. Our terms are 30 days net cash, or 2% discount allowed if cash accompanies order.

For your convenience we are enclosing an order blank with the Goal-Hi catalby. We guarantee complete satisfaction or your money refunded. Your order will be appreciated.

Yours very truly,

PRED HEIMRY HANTING CO.

Merchandising Division

F.Medert/S

November 13, 1940 Mr. Roy E. Weinzettel Sales Promotion Manager Fred Medart Manufacturing Company St. Louis, Missouri Dear Roys I am sending you the original copy of a card requesting a set of rules for Goal-Hi from Mrs. G.W. Hirsh, Partridge, Kansas. I trust you will take care of this request at your earliest convenience. With kindost rogards, I am, Sincerely yours, Director of Physical Education and Recreation Varsity Basketball Coach FCA:1g Encs.

November 13, 1940 Mrs. G.W. Hirst Partridge, Kansas Dear Mrs. Hirst: This will acknowledge receipt of your card of recent date concerning rules for 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:1g

cc: Mr. Weinzettel

Director of Physical Education and Recreation

Varsity Basketball Coach

An article about Goal-Hi - the new form of Basket Ball appeared in November No. of Farm Journal. It connected your name with the game, as its originator.

Could we learn more of this game and how? Could we get a set of rules?

Mrs. G.W. Hirst

(Partridge, Kansas)

November 18, 1940

Partridge,
Kansss

Dear Brs. Birsh:

We have been advised by it. Allen of your interest in Goal-Hi and we are mailing you, at his request, under separate cover, a catalog illustrating, describing and pricing Goal-Hi equipment.

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

All prices as shown in the causlogs are not prices (subject to no discount) delivered to your mearest freight station.

for your convenience we suggest that you place your order through your local dealer. If he cannot furnish the merchandise you require, write us.

Jours very truly,

FINAL MARITAGING OF.

Merchandising Division

F. Modert/In

CC:

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