Mr. R. H. Weinzettel, Medart Manufacturing Co., St. Louis, Missouri.

Dour Roys

We are sending in a requisition for one Goal-Hi standard equipment for our summer recreation playground here. It may take a little while to get the requisition through, but it is on its way.

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Roy, I am enclosing a letter from Dr. R. G. Clapp for your confidential inspection. I would not want you to write Dr. Clapp until he can reply to me giving permission, but I do want you to know that Dr. Clapp is a Yale University graduate, a man of very high educational qualifications and one of the most intelligent men that I know. He was pole vault champion at Yale in his undergraduate days.

You can see from my reply to his letter that I believe definitely that you people are doing the very best you can to keep the price at the minimum.

You spoke to me about having a cheaper Goal-Hi standard in the morgue and that you were hoping to bring it out sometime. Why would it not be a good idea to bring that single standard out soon - a standard that could be set in concrete? There are many people like Dr. Clapp who do not appreciate the cost involved in this fine piece of equipment.

With all good wishes, I em

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Baskethall Coach.

FCA : AII

Dr. R. G. Clapp.
Chairman, Department of Physical Education,
University of Nebrasha,
Lincoln, Nebrasha.

Dear Dr. Clapps

of June 6. I have known you for so many years that when you speak out, as you did in this case, I know that you are forcibly impressed and honestly believe what you say.

I have taken up the price with the Medart Manufacturing Company a couple of times and they state that they can make a goal with a single standard very much cheaper. The Goal-Hi has an adjustable standard and there is a large steel come, a separate piece of equipment, in the bottom of the basket which deflects the ball in different directions. In fact, there are several innovations on this goal that make the price run up quite a bit higher than I, as a layman, could enticipate.

You will understand that I was not in a position to name facture these and arranged with the Medart Manufacturing Company as the outstanding manufacturers of gymnastic supplies to do the job.

Some high schools have undertaken to make these in their momeal training shops and from all reports that I get they find it is more than a man-sized job. These shop workers have deviated much from many of the fine innovations tint this Goal-Ill equipment has. There is a heavy circular base which stabilizes the Goal-Hi standard which runs into quite a bit of money. The Medart people have taken all of the bugs out of the thing. I was down at their factory two or three days last year and labored long and hard aiding them in the elimination of the above-mentioned bugs. One, I remember, that caused more trouble than anything else, was to keep the ball from rebounding out of the basket after it struck this deflective come. Had I not worked so diligently with these people on this thing I would be more in a mood to agree with some of your statements, but I still presented my thought that the price seemed too great. The president of the firm,

Mr. Edward Medart, and I had several conferences and he showed me the cost of production, of overhead, of advertising, of salesmens' commissions, and all of the many expenses that a large corporation faces. After going over these items I was much the wiser. But the Medart people did state to me that they were working on a Goal-Hi with a single standard and less expensive equipment that could be set into the earth, which would sell much cheaper. But of course it could not be moved from outdoors into the gymnasium with the rubber protective device to save the floor as we have on the present equipment.

I would like to have your permission to send your letter to the Medart Manufacturing Company, stating that you and I are very good friends, that you wrote the letter to me in a personal and confidential manner rather than to criticize their corporation. I can assure them that you are fearless enough to tell them what you had in mind, but I went them to have the benefit of any criticism so that they can re-investigate this price with due diligence and care. And I am very sure that this will cause a rechecking of the cost plus item at their factory.

Doubtless you have been impressed, as I have, with the apparent high cost of all gymnastic equipment. For years I have bought Medart and Marragansett equipment, and for the life of me I could not understand why the stuff was so expensive, but after going through the factory a number of times and observing the set-up there I began to appreciate more fully the outlay involved.

Ompany I wrote the set of rules to apply to Goal-Hi, to be played in a circular court. In fact, we wrote a set of rules for physically handicapped children who might play this game without the contact in basketball. The printing of these rules in a special edition also mounts the cost. This is not just a piece of equipment, but a complete set of rules together with the game.

Years ago when the Service Rubber Company of Rock Island made a shoe that I designed I learned that every little addition or change cost money, and for that reason I disqualify myself to pass on a manufacturer's price.

It was good to see you at the Big Six president and faculty members meeting last month. I enjoy the many pleasant contacts that we have had through the past thirty years, and my only regret is that we do not have more of them. Please remember me to Mrs. Clapp and your fine daughters.

Very cordially yours,

THE UNIVERSITY OF NEBRASKA DEPARTMENT OF PHYSICAL EDUCATION AND ATHLETICS

LINCOLN

June 6, 1940

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

My dear Dr. Allen:

Our instructor in general practical Physical Education and playground work has requested me to order a "Goal-Hi" standard as he wishes to include this in his program. I have ordered the same for him. I am writing you regarding this to let you know that I think the price which the Medart Mompany charges for this movable and adjustable standard is a "damned holdup" and I believe you would be smart to try to get them to cut that price about in half as I believe the price will generally be considered an imposition and people will refuse to pay that amount. It is my frank opinion that that standard could be made for five dollars and, under present conditions, if I had inquiries coming to me from the schools in the state regarding this my recommendation to them would be that they improvise a standard and save about twentyfive dollars. From what little I know of the game it seems to me that it should go over big as an addition to either an outdoor or indoor recreative program but I do believe this price for goal is going to pull down the sales tremendously. Of course you will take my criticism for what you think it is worth but I felt that I should let you know frankly my reaction.

With kindest regards and wishing you a pleasant summer, I am

Very sincerely yours

R. G. Clapp, M.C.

Chairman Physical Education for men-

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

Dear Roys

Thank you very much for your very nice letter in answer to Dr. Clapp's comment.

You may rest assured that I will deliver your message to Mrs. Allen, anthough it will not be necessary because she recognizes how busy you have been and I am sure that she does not expect a reply. She mentions your name very often - in one connection that is not entirely pleasing to me because she reminds me of the bet that I had with you and with her regarding Franklin D.'s third term. She reminds me that F.C.A. will have to pay R.E.W. and B.E.A. a tidy sum if Franklin D. takes a third term. And I will admit it looks rather tough for the head of the house, if that is F.C.A.! I would be willing, however, to pay the two bets so that we would not be forced to swap horses in the middle of the stream.

I heard his broadcast Wonday afternoom and I wanted to knock that big, fat Dago over in Rome clear back in the gutter. The knife in the back declaration was about one of the strongest that I have ever heard made by a President of the United States, and I was glad that he made it. Those Dagoes haven't the nerve to fight except when they think they have get some fellow half-way or wholly defenseless. But I am staking my money on the Allies and their allies. I never have been a pacifist; in fact, I don't think anyone has ever accused me of being one, but I still like to declase myself.

Anyhow - off of that for a while, and back to business. I am very happy to know that you will have an agreeable surprise for the family. My, how expensive families are! Jane is going to enroll at Chicago Art Institute this year where the tuition is especially high, but where we believe she will get much additional knowledge to carry her on to the goal that she hopes to attain. Hilton and his family from Ellimwood have moved back to Lawrence where Milton will take his second degree, he hopes, from the University - his law degree. After being in the field of the Stanolind Oil Company, a subsidiary of Standard, at Russell and Ellimwood, six months ago Milton was promoted to a personnel assignment job in the office. While there he felt the added used of legal training, and since he had taken his pre-law work when he graduated from the School of Business, he now wants the LL.B.

Mrs. Allen bought a home just six houses south of us in our block. She painted it and remodeled it, and has a lovely home there, and Milton and his wife and little red-haired two-year-old daughter moved in last week. So with three sumer sessions and two regular academic years he will get his other degree and we hope he will branch out into even greater possibilities than we think he now has.

Bobby will be a senior in school next year. He will take his A. B. degree before he starts on his medicine, although most of the work he is now taking is pre-medicine worke And with Eleanor next year a sophomore we will have four youngsters in school.

So the goal that we work with may be called Goal-Hi, but it is a high goal of financial achievement that we will have to mount when we take care of the expenses of four youngsters in school. The Goal-Hi will take care of the "high goal".

Your explanation regarding the cheaper goal is entirely satisfactory to me. In fact, I quite concur in the findings that you have set forth, and if you never make a cheaper goal it will be agreeable to me.

Give my kindest regards to the office force and your good boss.

Very cordially yours,

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FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL SALES PROMOTION MANAGER

June 10, 1940

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

Dear Phog:

It was good to receive your letter of June 7 after several weeks of no word from you. After reading your reply to Dr. Clapp's comment, I think you belong in the Sales Department. You certainly did a good job, Phog, of supporting our price structure, which is not out of line. I make that statement with about six or eight months of Goal-Hi production under our belt and I know now just where we stand. I am not going into a great deal of detail in this connection as I think you have very adequately covered Dr. Clapp's protest. He is very much mistaken in his statement that the cost of manufacture alone (not including advertising, selling commission, overhead burden, and the thousand and one things that must be taken into consideration), is around \$5.00. Actual cost is about twice that amount.

In any event, Phog, you may rest assured that I will not reply to his letter until you hear further from him, and will then be governed by a desire to pacify him without conceding that he is correct in his opinion.

I am glad to note the requisition for a price quotation from the University of Kansas. Guy Crosnoe, who now heads up our Merchandising Division, will fill in this requisition and return it immediately.

So much for business. I wonder if you will act as a messenger between Mrs. Allen and me. Please tell her that I have a big stack of mail on my desk and right at the top of this stack is her nice personal letter, shortly after the Kansas City meeting. I have delayed acknowledging this letter, intending to do so on or about June 30, the end of the second quarter, when I believe we will have an agreeable surprise for her - and you.

Returning to your letter for a minute, I note your suggestion that we turn out a cheaper Goal-Hi standard, such as I mentioned to you previously. We have this standard fairly well developed but do not see it as a school play-ground device but, to the contrary, as something that department stores will sell for use in back yards. We are not inclined to favor your suggestion of producing this cheaper standard, even for the department store field. By this I mean that we have questioned whether we would be wise in putting out this low priced item for home use because we could not very well decline to sell any one of our four hundred sporting goods dealers who have been lined up since the first of the year, if we had this cheap item in our line, and, as you know, there are always weak sisters in a sales organization that would

#2 Dr. Forrest C. Allen Lawrence, Kansas

ignore the heavy-duty equipment in preference to the light weight item merely because of the difference in price, and frankly, Phog, the light weight item would not be satisfactory for every day use in a school.

Be that as it may, we are planning to go to New York (E.J. Medart and I) about the end of this month, and expect to go into this question of merchandising a junior Goal-Hi for home use with some of the large sales outlets that solicit department store business in New York, at that time. Regardless of what may develop, we would not attempt to market the cheaper item through department stores until the next summer season.

Thought you might be interested in the foregoing because it will bring you up to date and tell you that we have not gone to sleep on this possibility.

Kindest personal regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

REW/AC



GOAL-HI

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	10	Thank you in advance for giving us the information requested below.
	61.	Your name
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10	7/2.	Title
	3.	Your business connection (School, Club or other connection)
7	17	
No.	34.	Address
N N	35.	of gridsest of bis bruor'-rest s in-leof rebishes not not the City City Sales of regular estate to future basketball players? City City Sales of regular estate to future basketball players?
Mary of	O.	If connected with school, check type University : Senior High : 81 Junior High : Elementary :
Select of the se	7.	Do you play Goal-Hi (1) Indoors ; (2) Out-of-doors ; (3) Both Indoors and out-of-doors
3 6	9.	In your estimation, does Goal-Hi appeal most to (1) Boys ; (2) Girls ; (3) Has equal appeal .
10 m	10.	Are girls in your State forbidden to play regular basketball because of the strenuous nature of that game? Yes . No .
No No	11.	Do you play Goal-Hi as:
0 0		(1) A strictly formal game or sport, i.e., with 5 players on a team and according to the Official Goal-Hi Rules ; or
		(2) As an informal play-game with large teams of any number of players and with simplified rules .
Marile 1	12.	If you play Goal-Hi as an informal play-game (rather than a formal sport) what is the largest number of players, per team, that you have observed?
	13.	If you play Goal-Hi as:
MIN MAN		(1) A formal sport, do you use (1) A referee; (2) Scorekeeper; (3) Timer Yes-No Yes-No
Y		(2) An informal game, do you (1) Provide an adult to officiate ; or (2) Permit the players to play without supervision .

Do different age groups use your Goal-Hi equipment? If so, do you
consider a height adjustment feature (that permits the basket to be raised
or lowered from 8' to 9' to 10', an asset?
Have you laid out a playing field according to the diagram supplied you in
the Goal-Hi Rules Book? If so, is it indoors [], or out-of-doors []
Do you have any questions concerning the Goal-Hi Rules? If so, list them
below and we shall be glad to refer them to the originator of Goal-Hi, Dr.
Forrest C. "Phog" Allen, for an official ruling.
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ement thou . I do
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3. Your business connection (School, Club or other connection)
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In your opinion, do you consider Goal-Hi a year-'round aid to teaching the
fundamentals of regular basketball to future basketball players?
Have you any pictures (snapshots) of Goal-Hi being played in your community?
If so, we would greatly appreciate the privilege of seeing them
and guarantee safe and prompt return of same.
7. Do you play Goal-Mi (1) Indoors [(2) Out-of-doors []; (3) Both Indoors 10. Out-of-doors []; (3) Both Indoors []; (4) Both Indoors []; (5) Both Indoors []; (6) Both Indoors []; (7) Both Indoors []; (8) Both Indoors []; (9) Both Indoors []; (1) Both Indoors []; (2) Both Indoors []; (3) Both Indoors []; (4) Both Indoors []; (5) Both Indoors []; (6) Both Indoors []; (7) Both Indoors []; (8) Both Indoors []; (9) Both Indoors []; (1) Both Indoors []; (2) Both Indoors []; (3) Both Indoors []; (4) Both Indoors []; (5) Both Indoors []; (6) Both Indoors []; (7) Both Indoors []; (8) Both Indoors []; (8) Both Indoors []; (9) Both Indoors []; (9) Both Indoors []; (9) Both Indoors []; (1) Both Indoors []; (2) Both Indoors []; (3) Both Indoors []; (4) Both Indoors
Have you any suggestions for variations in playing the game that would be of
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Mr. R. E. Weinzettel.
Medart Manufacturing Co.,
St. Louis, Mo.

Deer Roy:

I am returning the post card from Mr. N. McElroy which was dated May 17th. I will send you a carbon copy of the letter that I have written to him in reply to his letter to me so that you may have all the facts in the case.

After reading his letter over I believe it would be a wise sugge suggestion for me to write something about the one bounce dribble and use the segmented court for girls' rules. If you would like me to do this then you could print a sheet as an insert with a bit of gum sticker and add it to the rule book.

I think Hr. McElroy has something there.

Regarding his first suggestion, I do not believe that you will want to put out a mimeographed sheet showing the difference because you will remember that the very reason we wrote the rules was to make the rule book a part of the game. I believe that it would weaken your patent right and also the salability of the goal to say that there was very little difference between the two rules.

Very sincerely yours.

FCA:AH
Duc.

Mr. H. H. McElroy, Director of Physical Education, Oyster Bay High School, Oyster Bay, New York.

Dear Hr. Mondroys

I feel very apologetic in not answering your valued correspondence of May 17th regarding Goal-M. equipment. Indeed I am interested in the suggestions that you make.

May I state that your letter arrived just at the time that I was in the midst of commencement address out over the state. Our Conference Meet was at Lincoln, Nebraska, one week-end and then I had about seven commencement addresses that took me away from my desk, and that coupled with examinations and so forth procluded the possibility of my answering your letter when I should.

Tour suggestion that we put out a mimeographed sheet with the rule book listing the difference between Goal-Hi rules and regulation baskethall has been sent to the Fred Medart Manufacturing Company of St. Louis, Missouri. It was our feeling when we wrote the book that so many youngsters fail to purchase rule books. Special rules were written for this game to provide these youngsters with this book. I know hundreds of high school basketball players who played through their four years of high school and have never read a rule book. Our thought was that if we furnished these books with the Goal-Hi equipment the coaches would easily recognize what few differences existed, but for the youngsters we thought it would be a good thing for them to read the rules.

Since the Medart Manufacturing Company is making these goals and handling the distribution of information on the rule books I am happy to pass this suggestion on to them.

I agree with you, Mr. McElroy, that it represents a service which doubtless they will want to incorporate. However, I found that there were so many changes when the two books were compared that the Goal-Hi rule book was a good instrument to have. I am sorry that this caused you so much inconvenience and loss of time in ferreting out the differences.

Your second suggestion is a very valuable one. I list a game with rules for the segmented court. Where the girls' rules are played with one bounce dribble and two or three division court, this segmented game could be applied. Out west here the girls play with no limitations. It is a little too stremuous for women, I think, but the western coaches think otherwise.

I want to thank you for your very kind suggestions and assure you that I appreciated your writing more than my belated response showed. I am writing the Medart people suggesting that we do set forth some suggestions for girls' bashetball, especially for the one bounce dribble and the three division court. I quite agree with you that unless we do this it will injure the introduction of our game in the east among girls.

With appropiation, I em

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Rasketball Coach.

FGA LAIT

Contract Andrew

THE RESERVE THE PROPERTY OF THE PARTY OF THE

H. N. MCELROY, DIRECTOR May 17 1940 My dear Mr. allen Ces a recent purchaser of Toal - Hi equipment I thought I you might be interested in two suggestions that I have to make about the rules. 1st fut out a mimeograph sheet with your rule book listing the differences between Goal-Ki rules and regulation basketball rules. Most coaches and players are familiar with basketball. rules and the few differences between the two sets of rules could be seen at a glance under be seen at leave suggested. It the slaw I have suggested. It represents a service That Should go with your game so as not to make it necessary to gothern the Goal-Hi rule!

OYSTER BAY HIGH SCHOOL

DEPARTMENT OF PHYSICAL EDUCATION

took to pick-out these. Sifferences. Twasted a Set of time doing this before presenting this new and valuable addition to our I fou advertise the grune as Isintable for girls
but list no different rules, Here in the East all girls toams play the special girls rules with the one bounce dribble and Zor 3 division count, Mosto the women physical education teachers are opposed to girls. playing basketball under boys rules and it will hurt the introduction of your game ceuless girls rules are presented

Dr. R. G. Clapp,
Department of Physical Education,
University of Hebrasha,
Lincoln, Hebrasha,

Deer Dr. Clapps

Thank you for your note of the 10th instant.

I am sending your letter on to the Fred Medart Munificturing Company of St. Louis. I am sure they will profit by your suggestions.

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大致文化,自身有效的重要,但是有关的企业,但是一个企业,但是一个企业,这个企业,但是一个企业,但是一个企业,但是一个企业,但是一个企业,但是一个企业,但是一个企

Very sincerely yours,

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THE RESIDENCE OF THE PARTY OF T

Director of Physical Education and Regreation, Varsity Basketball Coach.

UNIVERSITY OF NEBRASKA Lincoln

June 10, 1940.

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

My dear Dr. Allen:

I thank you for your favor of June 7th.

Feel free to use my letter in any way you see fit. I think you know that I stand behind my convictions even though my position may not be a popular one.

I have read your letter carefully and with much interest and perhaps I am all wrong in my feeling that this price is out of all reason. I am not from Missouri but still I want to be shown that I am wrong.

With best wishes for the coming summer, I am

Sincerely yours,

(Signed) R. G. Clapp, M.D.

Mr. R. B. Weinzettel, Medart Manufacturing Co., St. Louis, Missouri.

Dear Roy:

I ame nolosing the note I have just received from Dr. Clapp, of the University of Nebraska, which refers to his letter that I sent you. Perhaps you will want to write him regarding the cost of production of Goal-Hi equipment.

Sincerely yours,

Mr. J. R. Campbell, Community Secretary, Y.M.C.A., E. Washington Blvd. & Barr Ste, Fort Wayne, Indiana.

Dear Mr. Campbells.

There your inquiry of June 14th regarding the Goal-Hi rule book. I regret that I do not have copies of the rule book here for distribution, but I am sending your letter on to the Fred Medart Manufacturing Company, of St. Louis, Missouri, for their early attention. This company makes the Goal-Hi equipment and handles the distribution of the Goal-Hi rule book.

Very sincerely yours,

Athletic Director, Co. 909, CCC, Highland, California.

Dear Mr. Simons

I am very happy to know of your interest in our new game, Goal-Hi.

The Goal-Hi standard is made by the Fred Medart Manufacturing Company, of St. Louis, Missouri. I am sending your letter on to this firm and I am sure that they will communicate with you in a very short time.

The game is making wast strides in popularity, and I trust that you will find it adaptable to your needs.

Very simoerely yours.

MARAIN

Mr. Maurice Hughes, R. R. #6, 33rd Blue Ridge Blvd., Kansas City, Missouri.

Dear Maurices

I find that I can get one of the Goal-Hi, which cost \$29.50, for the cost to me with my discount, which would be \$20.65. If you would like to have one, let me know at any time and I will have it so that you can haul it in your car. It is an easy matter to assemble.

I am very sure that you will like this piece of apparatus at your home.

Bess mentioned at the dinner table that you had left your hat at Milton's, and Milton reports that it is at his house. Doubtless this letter may beat the post card to you, but I am like you - if I lose a hat I like to know where it is.

I trust that you and your family are feeling well and happy.

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coache

FCASAII

Mr. R. E. Weinzettel.

Medart Manufacturing Co.,

St. Louis, Missouri.

Deer Roys

I am emolosing herewith a letter from Mr. Floyd Currier, of Abilene, Kansas, who tells of using Goal-Hi in his swimming pool there this summer.

I would appreciate it if you would write him at your early convenience.

Cordially yours,

FUA:MI DOO

Mr. S. Floyd Currier.

Immager, Municipal Swimming Pool,

Abilons, Manuas.

Dear Mr. Gurriers

I am very happy to have your letter of the 9th instant telling of your use of Goal-Hi in your swimming pool. I was much imbrested in what you had to say regarding the rules and the way you manage the game.

the gamesium, and have covered the base with rubber so that there is less danger of it slipping around in the pool.

I am taking the liberty to send your letter on to the Roy E. Weinzettel, of the Fred Medart Hanufacturing Conpany, of St. Louis, Missouri, manufacturers of Goal-Hi equipment. I am sure that im, too, will be much interested in your letter.

With best wishes for your continued success, I em

Tory cordinally rours,

Director of Physical Education and Recreation, Varsity Basketball Conch.

TICA *AH

Mr. Maurice Hughen 33 and Blueridge Blvd. Kansas City, Missouri

Door Baurices

July 15. Thanks for the check of \$20.65 in your letter of

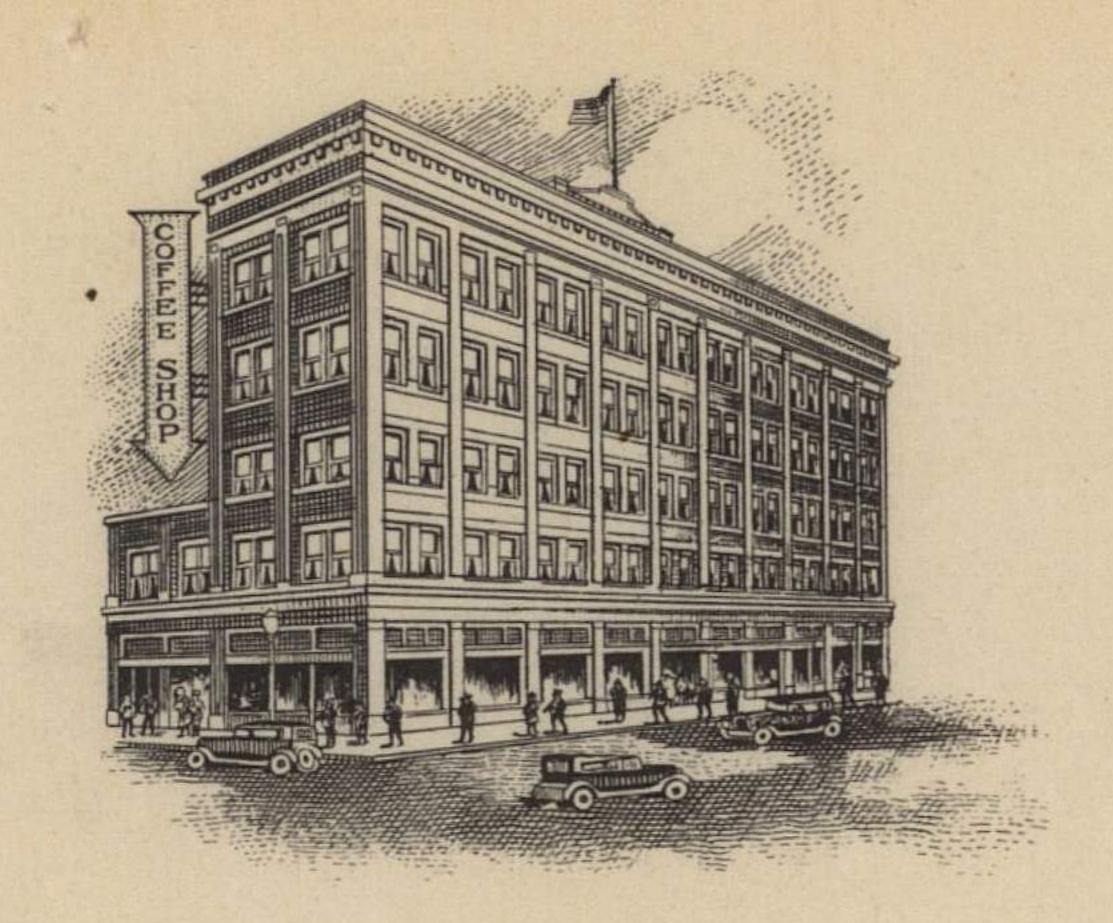
on account of several factors. It would not be possible to ship the Goal-Hi to you as an individual because Medarts are very particular about handling them through their dealers. However, I will have it here, disassembled for you, and you can put it in your car in this form very nicely. While it looks like quite an apparatus, the Medart people assemble them in an uncamy fashion and you will have no difficulty in hauling it in the car. I will explain the details to you when you come to Lawrence.

Please write me ahead of time, two or three days, and let me know when you will be here; and also the time, so that I will have the Goal-Hi all ready for you, wrapped in such a way that it will not injure your car. When you come to take your second treatment from Ir. Owen, or another treatment, let me know and we can work this in the schedule so that you can haul it back without making a special trip.

I am sure that you will find the treatment very beneficial and I know that you want the Goal-Hi as soon as possible. So anytime that you drive over we will have it waiting for you. I am ammious the boys have it.

are well, I am,

Very cordially yours,



NorthAmericanHotel

100 FIRE PROOF ROOMS
TUB AND SHOWER BATHS
RATES: \$1.25 TO \$2.25

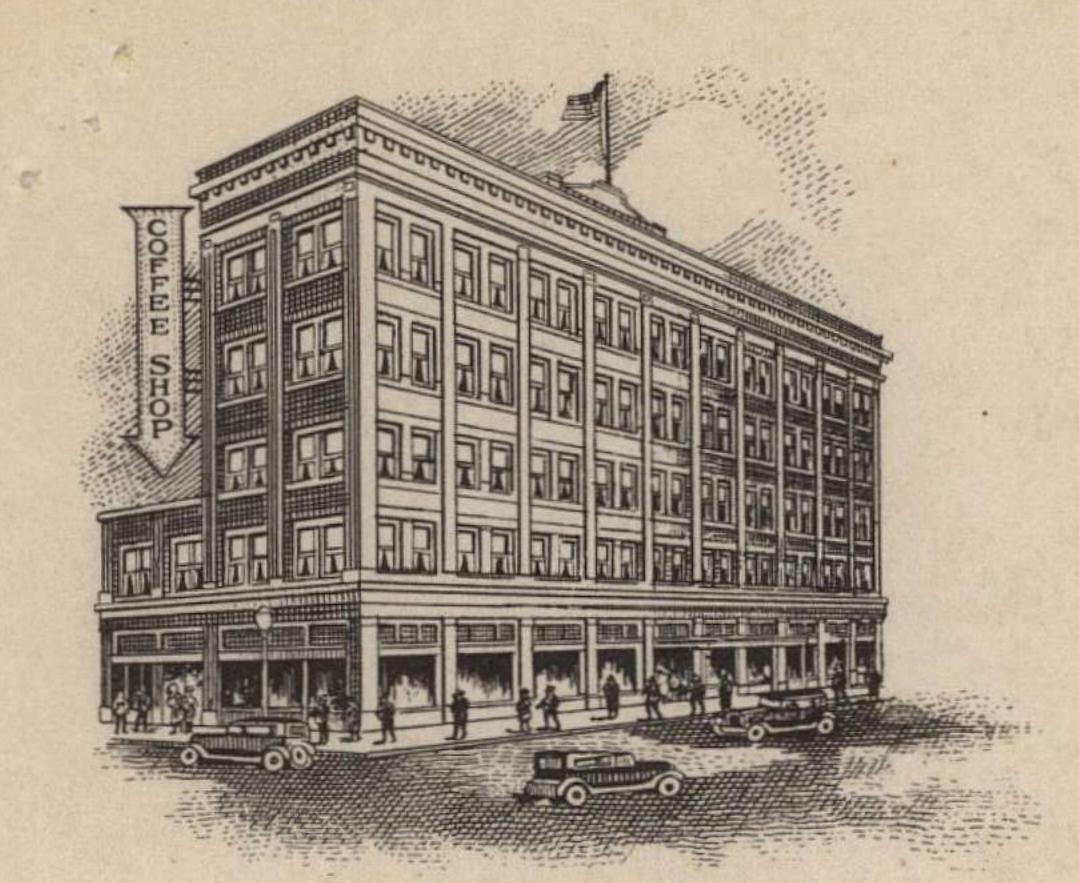
Ottawa, Kansas

Kausar Cety- 716. July 15-1940

Dr Forrest C. Allen. Laurence - Kansas.

Dear Forrest.

Thauses very much for your letter of July 13th. Blad to learn you will purchase a Doal-His for our boys. Thanks too about telleny the where to find my hat. We were levery looking at mitts new house and I berline I entered The growt thoo and legt by The back door. however their in the first Tennie I have wer but my lat. torrest you will find My Chuer \$20,65, If you care, Ship the Goal-Hie to Ludependence - Mo. Via The Musouri Paigni RR. This will save a late of hauling, If This does not sent



North American Hotel

100 FIREPROOF ROOMS
TUB AND SHOWER BATHS
RATES: \$1.25 TO \$2.25

Ottawa, Kansas

let it conne on to Lawrence and I will piek it up There. I apprierate Thir special price.

The treatment I

Recuire from Or Oweres Seems to

heep a lot will Take another treatment

The first opportunity I have. Thanks to

you for heeping me in this mather.

druie in and see us -

yours very truly

FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

dente de la constitución de la c

July 22, 1940

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

Dear Phog:

We are in receipt of a letter from our Kansas representative, Thacher, Inc., Topeka, Kansas, a copy of which I hand you in strict confidence. We think you might be interested in that it concerns you personally and I believe you will keep this information in the confidence that is indicated.

It so happens that we sent out to Denver, for a Coaching School at the University of Denver, a sample of the flat modified backboard and the new goal necessary to use with the cut-away board, and I am going to try to get that sample back to Topeka in time for the Kansas Coaching School. The Denver School opens around August 1 and we may not be able to make it, but I am going to try to get this sample to Kansas.

For your information, Phog, and I know you will be glad to put a plug in for us over Schutt, the board that is now in Denver and which we hope to have in Topeka is made of wood. It is a hand-made board that was used here for certain factory problems. However, please note carefully that we are not going to offer a wood board of the new shape but have gone to a very substantial expense to have dies and machinery available to stamp out a one-piece steel board that will be superior to anything we have ever offered. As a basketball coach I believe you, as well as Porter and others with whom I have discussed our plans for the new board, will agree that a steel board is superior to a wood board in many ways, and if we can offer a steel board with the side flanges part of the banking surface (no raw seams at the junction of the flanges and the banking surface) at a price comparable to a first-class wood board, we will certainly be doing something for the good of the game. That is exactly what we are going to do, Phog, and I want to tip you off in advance so you will know that Medart is about to break loose with some really sensational news for the basketball world.

I note that Mr. Porter will be present during the Kansas meeting and no doubt he will be interested in our sample as well as the new goal that we have developed. Certainly hope I can get that sample from Denver back to Topeka in time for you to give us a little boost.

Kindest regards.

Cordially yours,
FRED MEDART MANUFACTURING CO.

Bales Promotion Manager

REW/AC

STEEL LOCKERS___STEEL WARDROBES___STEEL SHELVING___GYMNASIUM APPARATUS___GYM SEATS___BASKETBALL BACKSTOPS___PLAYGROUND APPARATUS