

# THE ATHLETIC JOURNAL

6858 GLENWOOD AVENUE  
CHICAGO, ILL.

March 5th, 1940.

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

Dear Dr. Allen:

Under separate cover I am sending you a copy of  
Youth Today in which your article on Goal-Hi appears.

With kind personal regards, I am

Most cordially yours,

*John L. Griffith, Jr.*  
John L. Griffith, Jr.

JLG-MC



March 11, 1940.

Mr. E. V. Hallook,  
Volin Public Schools,  
Volin, South Dakota.

Dear Mr. Hallook:

I am glad to know of your interest in our new game, Goal-Hi, and am sorry that I do not have a supply of the rule books here so that I might send you a copy.

The equipment for Goal-Hi is made by the Fred Medart Manufacturing Company, of St. Louis, Missouri, and they have also published the Goal-Hi Rule Book which we wrote last summer. I am sending your inquiry on to this firm, and I am sure that you will hear from them in a very short while.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



March 11, 1940.

Mr. Junior Roy,  
Tescott, Kansas.

Dear Junior:

The Goal-Hi equipment is made by the Fred  
Medart Manufacturing Company, of St. Louis, Missouri,  
and they have also published the Goal-Hi Rule book  
which we wrote last summer.

I am sending your inquiry on to this firm,  
and I am sure they will send you the detailed information  
you desire.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



March 11, 1940.

Mr. H. R. Bohannon,  
Athletic Coach,  
Clayton Public Schools,  
Clayton, Oklahoma.

Dear Coach Bohannon:

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

The equipment for Goal-Hi is made by the  
Fred Modart Manufacturing Company of St. Louis, Missouri.  
They have also published the Goal-Hi Rule Book, which we  
wrote last summer. I am sending your inquiry on to this  
firm, asking them to get in touch with you at once.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



# FARM JOURNAL

AND  
Farmers' Wife

>> WORLD'S LARGEST RURAL MAGAZINE <<

WASHINGTON SQUARE  
PHILADELPHIA, PENNA.

March 13, 1940

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

Dear Dr. Allen:

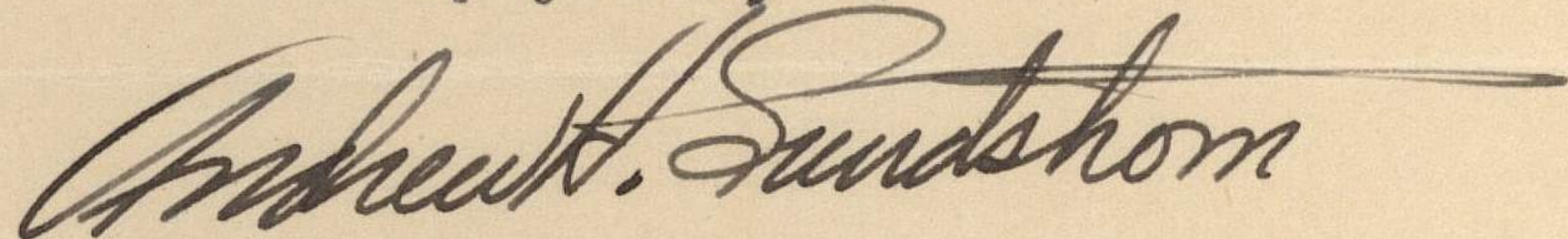
Just a note to express my appreciation for your prompt reply to my request for information about "Goal-Hi".

I have today written to Mr. R. E. Weinzettel of the Fred Medart Manufacturing Company asking him for pictures and any additional information he may have about the general acceptance of the game.

I hope that we can run a story doing justice to the splendid sport you have created.

My best wishes for your continued success, as a coach and an inspiration to boys.

Sincerely yours,



Andrew H. Sundstrom  
National Service

AHS:EJD



March 15, 1940.

Mr. Leonard Joseph,  
535 West 110th St.,  
New York City, N.Y.

Dear Mr. Joseph:

I am very glad to have your note of recent date and to know of your interest in our new game, Goal-Hi.

The equipment for Goal-Hi is made by the Medart Manufacturing Company, of St. Louis, Missouri. They have also published a complete book of rules which we wrote last summer. I am sending your inquiry on to this firm, asking them to send you detailed information at once.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



Lawrence, Kansas  
March 20, 1940.

Mr. W. A. Robinson,  
Manager, Merchandising Division,  
Fred Medart Manufacturing Co.,  
St. Louis, Missouri.

Dear Mr. Robinson:

Your letter of March 19th addressed to Dr. Allen has been received in his absence. However, I am today mailing a photograph of Dr. Allen to Mr. Sundstrom, of the Farm Journal, and am also sending an extra one to you for your files.

Sincerely yours,

Secretary to Dr. F. C. Allen.



Lawrence, Kansas  
March 20, 1940.

Mr. Andrew H. Sundstrom,  
Associate Editor,  
The Farm Journal,  
Washington Square,  
Philadelphia, Pa.

Dear Mr. Sundstrom:

Mr. W. A. Robinson, of the Medart Manufacturing Company, of St. Louis, Missouri, has asked me to mail you one of my photographs for use in connection with your article on Coal-Hi. I am very happy to send it herewith. Mr. Robinson tells me that the other photographs are going out from his office.

Very sincerely yours,

Manager, N.C.A.A. Basketball Tournament.



FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

W. A. ROBINSON, MANAGER  
MERCHANDISING DIVISION

March 19, 1940

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

Dear Doc:

We have a letter from Farm Journal, Washington Square, Philadelphia, Pennsylvania, asking us to furnish photographs to be used with an article they are going to run in their publication, and these are going forward from this office today. However, they ask for one of your photographs, and since we only have one we hesitate to send it to them because we have uses for it every day - and we therefore ask that you please send them one direct. I think you have a number of these prints around your office.

We would certainly appreciate it if you would send this on to them and sometime when you think about it you might send us another copy here in St. Louis just in case the one we have is misplaced.

When you send this to the above, addresse it to the attention of Mr. Andrew H. Sundstrom, Associate Editor.

Yours very truly,

FRED MEDART MANUFACTURING CO.



Manager, Merchandising Division

WAR/AC



# GOAL-HI

## *America's New, Mass Play-game*

The new, original, game developed by Dr. Forrest C. "Phog" Allen, famous basketball coach. Write for catalog completely describing this popular game (not a high-geared sport).

A YEAR 'ROUND GAME

AN INDOOR AND OUTDOOR GAME

FOR BOYS AND GIRLS OF ALL AGES

IT COSTS LITTLE TO PLAY "GOAL-HI"

Only one piece of inexpensive equipment required to play Goal-Hi. May be used indoors and out-of-doors. Write for complete details.





The swing seat is of oak with cadmium-plated steel brackets. The cadmium-plated steel horizontal bar is of oak with cadmium-plated steel brackets.

### YOUR NET COST, POPULAR PRICE LINE

No. J225—12' long, 6½' high, Maple Bedway .....	\$28.00
No. J235—14' long, 7½' high, Maple Bedway .....	\$32.00
No. J240—16' long, 8' high, Maple Bedway .....	\$49.00

### YOUR NET COST, HEAVY DUTY LINE

No. 510—16' long, 8' high, Maple Bedway .....	\$87.00
No. 1510—16' long, 8' high, Galvanized Steel Bedway .....	\$89.00

Above prices are net delivered to your Nearest Freight Station.

*All equipment listed, manufactured and guaranteed by*

**FRED MEDART MANUFACTURING CO.**

Potomac and De Kalb Streets

Saint Louis, Mo.

Since 1873



April 5, 1940.

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

Dear Mr. Weinzettel:

We have two Goal-Hi standards in our gymnasium,  
and only one copy of the Goal-Hi rules. I wonder if  
you would be kind enough to send us another copy, so  
that we will have one for the boys and one for the  
girls.

Thank you very much.

Sincerely yours,

Secretary to Dr. F. C. Allen.



April 8, 1940.

Mr. J. Roy Brooks,  
Recreation Director,  
611 Fifth Street,  
Donora, Pa.

Dear Mr. Brooks:

Thank you for your inquiry about our new game,  
Goal-Hi. I am referring your inquiry to the Fred Medart  
Manufacturing Company, of St. Louis, Missouri, the manu-  
facturers of the Goal-Hi equipment. I am sure that they  
will get in touch with you at a very early date, giving  
you all the available information on this playground game.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



April 8, 1940.

Mr. Andrew Coliny,  
Box 113,  
Dunbar, Pa.

Dear Mr. Coliny:

I am glad to know of your interest in our new game, Goal-Hi. I do not have any copies of the rules here, but am referring your letter of April 6th to the Fred Medart Manufacturing Company, of St. Louis, Missouri, the manufacturers of the Goal-Hi equipment. They have published the Goal-Hi rule book, which we wrote last summer, and I am sure that they will send you all the information you desire in a very short while.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



April 8, 1940.

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

Dear Roy:

Pursuant to our conversation when we met in Kansas City during the basketball tournament, I am sending you the address of Mrs. H. Leigh MacCurdy (nee Elizabeth Dunkel). I desire to present her personally with one of my new Goal-Hi standards. Her address is Apartment 5-G, 25 Parkview Avenue, Bronxville, New York.

Mrs. MacCurdy was formerly a member of our Department of Physical Education, and you doubtless remember her as the very personable and good-looking teacher of the dance who was always interested in any new adjuncts of physical education when they concerned rhythm and coordination.

I will appreciate it if you will pass on my thanks to your superiors and to my beneficiaries, the Medart Company, for sending this equipment to Mrs. MacCurdy. I am sure that she, being an officer in the P.T.A., will do a great deal of good for Goal-Hi. While she wasn't asking for this as a gift, I would personally like to present it to her. I am sure, of course, that she will expect to pay for the freight. If you will write her I am sure that she will appreciate it.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



April 11, 1940.

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

Dear Roy:

I have received eight copies of the Goal-Hi rule book from our local postmaster. The package was sent to him from the postoffice at Pittsburgh, Pa., apparently unaddressed.

I wondered if these copies were originally mailed from your office to your branch in Pittsburgh. I shall be glad to send them on if you will inform me where they should be sent.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

W. A. ROBINSON, MANAGER  
MERCHANDISING DIVISION

April 15, 1940

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

Dear Doc:

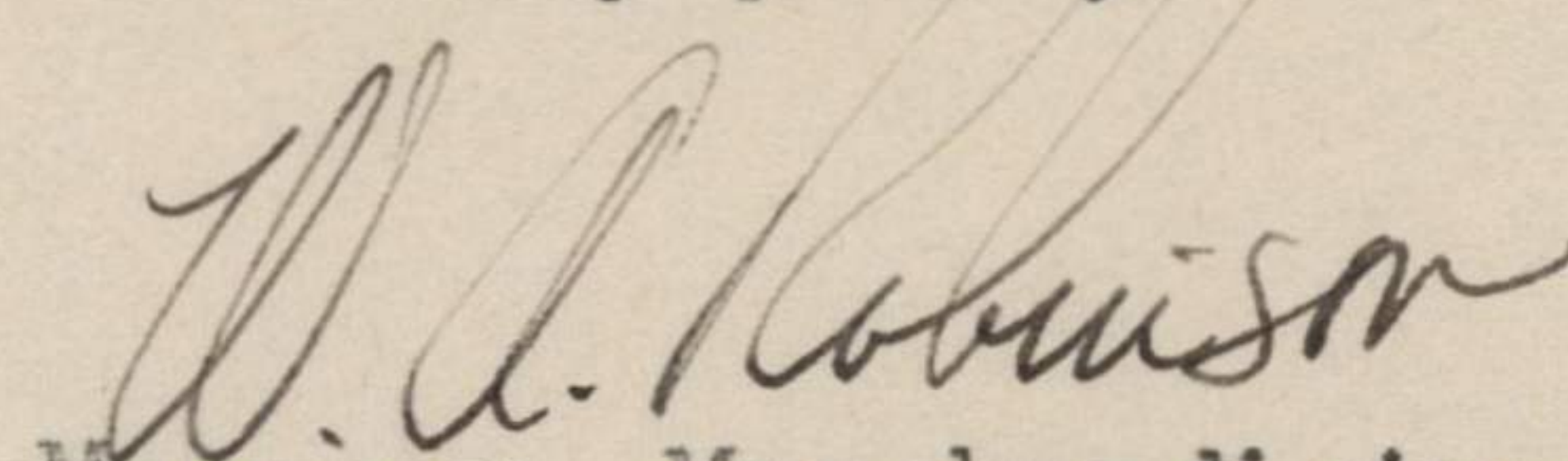
We have your letter of April 11 addressed to Roy Wein-  
zettel with regard to eight copies of the Goal-<sup>Hi</sup> rules  
book which you received from your local postmaster. We  
are unable to determine just how this package happened  
to go out of here without a label.

We sent a quantity of rules books to the Lowe & Campbell  
Sporting Goods Store in Pittsburgh a few days ago and no  
doubt this was the shipment that came to you.

We are arranging to send them another supply and suggest  
that you keep the eight copies of the rules book which  
you have, for any of your future needs.

Thank you very much for calling this to our attention.

Sincerely yours,



Manager, Merchandising Division

WAR/AC



April 17, 1940.

Mr. R. W. Markiewitz,  
7900 Sunset Drive,  
Elmwood Park, Illinois.

Dear Mr. Markiewitz:

Mr. Tom Bowlus has turned over to me your letter to him of April 9th expressing interest in our new game, Goal-Hi.

The equipment for Goal-Hi is made by the Fred Modart Manufacturing Company, of St. Louis, Missouri. They have also published a Goal-Hi Rule Book which we wrote last summer. I am sending your inquiry on to this firm, asking them to communicate with you at once. I am sure you will hear from them very shortly.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



April 17, 1940.

Mr. R. E. Canavan,  
2512 Washington Road,  
Kenosha, Wisconsin.

Dear Mr. Canavan:

It was a pleasure to hear from you again, and  
to know of your interest in our new game, Goal-Hi.

The equipment for Goal-Hi is made by the Fred  
Medart Manufacturing Company, of St. Louis, Missouri.  
They have also published a Goal-Hi Rule Book which we  
wrote last summer. I am sending your inquiry on to this  
firm, asking them to communicate with you at an early  
date. I am sure you will hear from them very shortly.

With best wishes, I am

Very sincerely yours,

NCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



April 19, 1940.

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

Dear Roy:

I am enclosing an inquiry from Mr. M. F. "Mike" Ahearn, Director of Athletics at Kansas State College, regarding Goal-Hi. This must be for the Department of Physical Education. It will be a good boost to get the game into their department. I trust you will get in touch with Mr. Ahearn at your early convenience.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



April 19, 1940.

Mr. M. F. Ahearn,  
Director of Athletics,  
Kansas State College,  
Manhattan, Kansas.

Dear Mike:

I was happy indeed to hear from you and to know that you are interested in two things that old man Allen is interested in - golf and Goal-Hi.

The Goal-Hi equipment is made by the Fred Medart Manufacturing Company of St. Louis, Missouri. I am asking them to communicate with you at once. I spent quite a bit of last summer writing a complete set of rules for the game. These rules accompany the equipment.

I think it is a corking good game because the focus of activity is the goal. The ball doesn't go out of bounds, and the youngsters receive the value of basketball fundamentals without the shuttling back and forth.

I am looking forward to seeing you at the Relays tomorrow.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



April 19, 1940.

Mr. H. V. Duffont, Superintendent,  
Department of Buildings and Grounds,  
Rensselaer Polytechnic Institute,  
Troy, New York.

Dear Mr. Duffont:

I am very happy to have your inquiry regarding  
our new game, Goal-Hi.

The equipment for Goal-Hi is made by the Fred  
Medart Manufacturing Company, of St. Louis, Missouri.  
They also have published the Goal-Hi rule book which  
we wrote last summer. I am writing to this firm at  
once asking them to communicate with you, and I am  
sure you will hear from them at a very early date.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



May 27, 1940.

Miss Dorothy Meller Jakob,  
Girls' Work Secretary,  
Y.M.C.A.,  
46 Delaware Avenue,  
Marcus Hook, Pa.

Dear Miss Jakob:

This will acknowledge receipt of your letter of May 21. I am glad to know of the fine work you are doing for the underprivileged children of Marcus Hook, and of your interest in our game, Goal-Hi.

I regret that I have nothing to do with the distribution of the Goal-Hi rule book, as that is considered a part of the regular Goal-Hi equipment. However, I am sending your letter on the Hedart Manufacturing Company, of St. Louis, Missouri, who make this equipment, and I trust they will be able to cooperate with you.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



# FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

Please forward this letter to the Director of Physical Education or to whomever is responsible for using the Goal-Hi equipment you recently purchased from us. Thank you.

- - - - -

May 28, 1940

Greetings:

Frankly, we need your help!

As the owner of official Goal-Hi equipment, you undoubtedly have certain data concerning this new game that we are anxious to (1) obtain, (2) combine with the reports of other users, (3) analyze and (4) pass on back to our customers such findings as are likely to add to the value of Goal-Hi to them.

Will you co-operate by filling in your answers to the questions on the enclosed quiz sheet? The return envelope requires no postage.

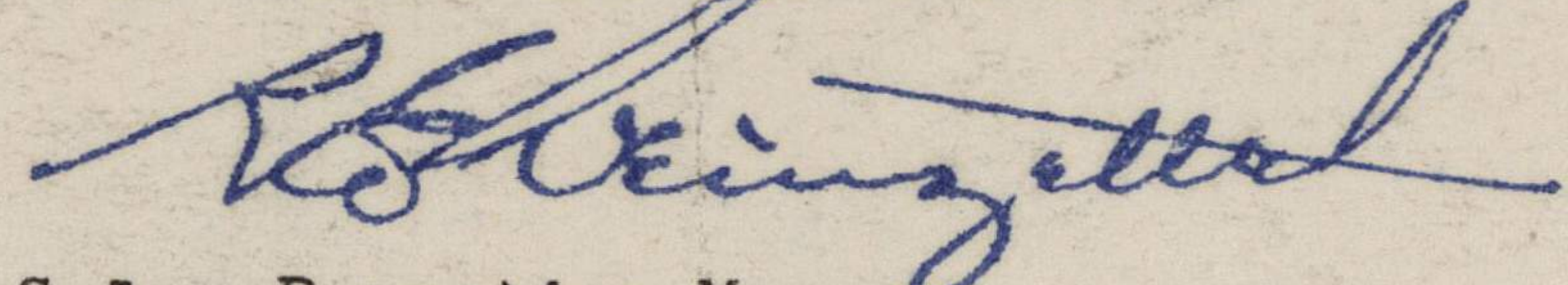
You may be interested in learning that Goal-Hi, in the few months that it has been available, has been adopted by school systems, playground boards, etc., to a degree far in excess of our most optimistic expectations. Apparently there has been a long-standing need in the recreation field for a new mass play-game, and Goal-Hi fills that need.

As a token of our appreciation for your co-operation, we ask that you accept with our compliments the enclosed leather memo book.

Thank you.

Cordially yours,

FRED MEDART MANUFACTURING CO.



Sales Promotion Manager

R.E. Weinzettel/MR





# GOAL-HI

## USER QUIZ



Thank you in advance for giving us the information requested below.

1. Your name \_\_\_\_\_
2. Title \_\_\_\_\_
3. Your business connection (School, Club or other connection) \_\_\_\_\_  
\_\_\_\_\_
4. Address \_\_\_\_\_
5. City \_\_\_\_\_ State \_\_\_\_\_
6. If connected with school, check type - - University ☐; Senior High ☐;  
Junior High ☐; Elementary ☐.
7. Do you play Goal-Hi (1) Indoors ☐; (2) Out-of-doors ☐; (3) Both Indoors  
and out-of-doors ☐.
8. Is Goal-Hi played by (1) Boys ☐; (2) Girls ☐; (3) Both Boys and Girls ☐
9. In your estimation, does Goal-Hi appeal most to (1) Boys ☐; (2) Girls ☐;  
(3) Has equal appeal ☐.
10. Are girls in your State forbidden to play regular basketball because of the  
strenuous nature of that game? Yes ☐; No ☐.
11. Do you play Goal-Hi as:  
(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 ☐.
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:  
(1) A formal sport, do you use (1) A referee \_\_\_\_\_; (2) Scorekeeper \_\_\_\_\_  
(3) Timer \_\_\_\_\_ Yes-No Yes-No  
Yes-No  
(2) An informal game, do you (1) Provide an adult to officiate ☐; or  
(2) Permit the players to play without supervision ☐.

=OVER=



14. 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? \_\_\_\_\_
15. 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 ☐
16. 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.

17. In your opinion, do you consider Goal-Hi a year-'round aid to teaching the fundamentals of regular basketball to future basketball players?
18. 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.
19. Have you any suggestions for variations in playing the game that would be of interest to others? (We intend to acquaint the thousands of Goal-Hi Customers with what you and others tell us in this connection).

20. What is your personal opinion of Goal-Hi?

Thank you again for your valued co-operation.

FRED MEDART MANUFACTURING CO.  
St. Louis, Missouri