FRED MEDART
MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, MO.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

January 10, 1940

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

Dear Phog:

As recently promised, I am enclosing our check in the amount of $42.27 covering royalty due you on the sale of Goal-Hi equipment prior to January 1, 1940, as per the list of individual sales attached.

I am extremely pleased to forward our check to you and am sure this will be the forerunner of a check at regular intervals, each quarter throughout this year and the years to come. I am confident these checks are going to grow into healthy proportions without a great deal of delay as the attached royalty statement represents sales made as a result of only very limited sales effort.

You understand, of course, that our method of computing the net sales is on an f.o.b. St. Louis basis, which accounts for the difference in some instances between the various prices quoted, and further, in some cases we sold more than one of the standards to a customer.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC
Enc.

# GOAL-HI - ROYALTY STATEMENT

## To December 31, 1939

| Date Shipped | Customer | Net f.o.b. St. Louis Price |
|---|---|---|
| 11/20 | Board of Education, Monmouth, Illinois ..... | $27.62 |
| 11/22 | Walter R. Mayne, St. Louis, Missouri ..... | 18.77 |
| 11/27 | Leacock Sporting Goods Co., St.Louis, Mo. ... | 18.36 |
| 12/7 | Flowers School Equipment Co., Richmond, Va... | 18.36 |
| 12/7 | Board of Education, New Albany, Indiana ..... | 27.03 |
| 12/13 | Flowers School Equipment Co., Richmond, Va... | 18.36 |
| 12/13 | Flowers School Equipment Co., Richmond, Va... | 18.36 |
| 12/13 | Board of Education, Evansville, Indiana ..... | 54.82 |
| 12/14 | Board of Education, Raymondville, Texas ..... | 18.77 |
| 12/14 | Board of Education, Pearsell, Texas ..... | 18.77 |
| 12/14 | Board of Education, Andrews, Texas ..... | 18.77 |
| 12/14 | Board of Education, Anahuac, Texas ..... | 18.77 |
| 12/15 | Board of Education, Mauriceville, Texas ..... | 18.77 |
| 12/15 | Board of Education, Marshall, Texas ..... | 27.62 |
| 12/15 | Board of Education, Daingerfield, Texas ..... | 27.62 |
| 12/15 | Board of Education, Castalia, Ohio ..... | 27.03 |
| 12/15 | Board of Education, Monroeville, Alabama .... | 27.62 |
| 12/19 | Board of Education, Corpus Christi, Texas ... | 27.62 |
| 12/19 | Board of Education, Stephenville, Texas ..... | 18.77 |
| 12/20 | Board of Education, Bellville, Texas ..... | 18.77 |
| 12/20 | Board of Education, Gaston, Texas ..... | 18.77 |
| 12/20 | Board of Education, Gatesville, Texas ..... | 37.54 |
| 12/20 | Board of Education, Kilgore, Texas ..... | 18.77 |
| 12/20 | Board of Education, New London, Texas ..... | 18.77 |
| 12/21 | Board of Education, Castalia, Ohio ..... | 54.06 |
| 12/21 | Board of Education, Longview, Texas ..... | 18.77 |
| 12/22 | St. Mary's Academy, Marshall, Texas ..... | 18.77 |
| 12/26 | American Youth Foundation, St. Louis, Mo. ... | 56.31 |
| 12/26 | Y. M. H. A., St. Louis, Missouri ..... | 18.77 |
| 12/26 | Board of Education, Anniston, Alabama ..... | 27.03 |
| 12/26 | Board of Education, Glendale, Ohio ..... | 27.62 |
| 12/27 | Mrs. S.Roos, St. Louis, Missouri ..... | 27.03 |
| 12/27 | Board of Education, Refugio, Texas ..... | 14.25 |
| 12/27 | Flowers School Equipment Co., Richmond, Va... | 18.36 |
| | Total Net Sales f.o.b. St. Louis, Mo. - - - - | $845.40 |
| | Royalty, 5% ..... | $42.27 |

January 3, 1940.

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

Dear Roy:

I have your letter of January 4th concerning the article in this week's Saturday Evening Post, but haven't had an opportunity as yet to read it.

Roy, as you doubtless know, all these articles are "put to bed" six months or a year in advance of their actual publication. It is really too late now to try to write a basketball article for any of the larger magazines. I have had that experience and know that when they want you to write one they will take it up in April, and get it in by May or June at the latest for winter publication.

Here is another thing, Roy. It has always seemed to me that we should boost this Goal-Hi game from a playground and community recreation angle more than trying to boost it to take the place of the game of basketball. Of course, all the small country schools should definitely go for this Goal-Hi a lot stronger than they should for the outdoor two-goal game of basketball, but the indoor game must of necessity always be the two-goal game. For girls intramurals and small youngsters intramurals I think Goal-Hi is the game.

I boosted so strongly for the 12-foot basket and for the convex backboard that I am stepping aside now and letting some of the other boys go to bat. I notice that when Henry "Hank" Iba, of Oklahoma A. and M. College, was in New York he came out strongly for the 12-foot basket, so I believe it is better to let some of the other fellows do something. Do you not agree with me?

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

FRED MEDART
MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, MO.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

January 4, 1940

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

Dear Phog:

No doubt the article in this week's Saturday Evening Post, entitled "Take Away The Backboards" has come to your attention.

Undoubtedly this is the article that was reported to you by Tom Bowlus, which does not mention Goal-Hi, but when you take away the backboard you certainly are flirting with Goal-Hi. As written you by your good friend Bob Reid, this is certainly a controversial article, and it looks to us to be an excellent opportunity for someone to step into the breach and open up a good whole-hearted discussion as to the merits of eliminating the backboard. Why cannot this be you? You will appreciate, I am sure, what would happen if the backboard was eliminated as suggested by the writer of the Post article. I imagine that about nine out of every ten shots would be out of bounds, and besides, how would that goal be suspended without some type of bracing to eliminate backlash and side sway.

It looks to me as though this Post article could be used to good advantage in a round-about way to give Goal-Hi a real boost. In other words, exceptions could be made to the statements contained in that article as I have outlined above, and then, in a diplomatic way, swing around to Goal-Hi as the game without a backboard and one that calls for accurate shooting rather than depending on the board for a billiard shot into the basket as seems to be part of the complaint contained in this article.

In any event, Phog, I believe there is a good chance for some rebuttal to this controversial article and it appears to us that you are the logical man to make that play. What do you think of the idea? If you agree with us, let's get started and see what we can do toward getting some publicity supporting Goal-Hi, as a result of this Saturday Evening Post write-up.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC

January 17, 1940.

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

Dear Roy:

I am just leaving for Columbia tonight, but upon my return I will write you more about the possibility of being in St. Louis on February 27th. I will make every effort to be there, but will write you more fully within a few days.

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.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

January 15, 1940

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

Dear Phog:

In reply to your letter of January 11 with further reference to the possibility of you joining us during the N.E.A. Convention in St. Louis, will say that we have given a lot of thought to this matter and it seems to us that it would be to the advantage of both of us for you to be present one of the days that our key sales representatives are here.

In other words, if you cannot get to St. Louis until 1:20 P.M. Tuesday, the 27th, why not let us definitely plan on your arriving then and I will see to it that we have a dinner Tuesday evening, at which time we will present you as the principal speaker.

Don't let that "principal speaker" suggestion frighten you, Phog, as we would not have any long sales session as all that sort of thing will be taken care of the preceding Sunday, but I am convinced that it would do the boys a lot of good to have you give them one of those rousing sales talks on Goal-Hi, following what we will give them in the day-long session Sunday, the 25th.

If this plan meets with your approval, you and I could spend some time together during the afternoon of that Tuesday and discuss some things which I am very anxious to bring before you. I am thinking primarily of the Basketball Rules Committee meeting in Knasas City, and I want to know just where we are going, or, in other words, leave nothing undone that could accomplish what we hope to see take place during that session.

Returning again to the N.E.A. Convention, you and I want to do everything we can to get this 'ball to rolling'. Unless I am more mistaken than I have ever been in my life, Goal-Hi is well on its way, and with the little added push that you would give it, we would get things moving just that much faster.

Please let me hear from you at your early convenience regarding this suggestion as I want to schedule our few available hours that week, accordingly.

Kindest regards.

Cordially yours,
FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC

Mr. Cote says there are no other train connections to St. Louis from towns near Des Moines or Ames.

FRED MEDART
MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, MO.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

January 10, 1940

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

Dear Phog:

Have your letter of January 8 with further reference to the article appearing in the Saturday Evening Post, and if you haven't read it I urge that you do so.

I fully appreciate the fact that articles of this kind are "put to bed" as you say, quite a number of months in advance, but the thought comes to my mind that other publishers who do not have a long of span between the make-up of the issue and the publication of it, might be vitally interested in a rebuttal to the idea of doing away with backboards, and inasmuch as your name is mentioned in this controversial article, it might be in order to take a stand in the matter.

That was just a thought on my part but in any event it seems to me that basketball without a backboard of some kind would be a crazy game.

Concerning Goal-Hi as mentioned in the third paragraph of your letter, please understand, Phog, that we are in no way attempting to sell Goal-Hi as a substitute for basketball. In all of our State Conventions where I have been in attendance, we have suggested that the game be played informally and as a playground or gymnasium class game rather than a sport. That is also our story as concerns the game as an outdoor summer activity. In other words, we quite agree with you that it would be foolish to attempt to substitute Goal-Hi for basketball. However, both in Texas and New York State I had quite a few school officials tell me that basketball had been ruled out as a game for girls in their respective schools and that girls were protesting this decision. These people, without exception, went on to say that it looked like Goal-Hi was the answer as it was less strenuous. I don't know what this move to bar girls from playing basketball is all about "Phog" but apparently the thought is not isolated to any one locality.

It is amazing to me how many school people recognize the need for a mass play-game in their school and how easy it is to get them to begin shaking their head in agreement with everything our exhibit staff tells them along the above lines. In other words, I believe it is not necessary for us to create a demand for Goal-Hi as much as it is our problem to

#2
Dr. Forrest C. Allen
Lawrence, Kansas

acquaint school officials with the fact that we have a game and a piece of equipment that fills a need they already recognize.

I will go over this more thoroughly with you when we meet - I hope - in St. Louis during the N.E.A. Convention.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC

February 26, 1940.

Mr. Charles E. Ballan, Supt.,
Platte Center Public Schools,
Platte Center, Nebraska.

Dear Mr. Ballan:

Thank you very much for your kind letter of the 22nd instant, asking about our new game, Goal-Ki.

The equipment for Goal-Ki is made by the Fred Medart Manufacturing Company, of St. Louis, Missouri. They also have the rule book which we wrote last summer. I am sending your inquiry on to this firm, asking them to communicate with you at once.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

January 24, 1940.

Mr. D. Keedy Campbell, President,
Love & Campbell Athletic Goods Co.,
1609 Baltimore Avenue,
Kansas City, Missouri.

Dear Keedy:

I have a letter from my firm which is manufacturing Goal-Ki, namely the Fred Medert Manufacturing Company, of St. Louis, Missouri, stating that they have information to the effect that Love & Campbell are going to capitalize on our advertising and the publicity that has been given Goal-Ki to boost your firm's sales of Uni-goal.

I hope I am wrong, because I have always believed that a firm of your high standing would not be happy to unethically permit one outfit to pay the advertising freight for the other.

I might say that our Goal-Ki is a real game and not a piece of apparatus. I spent last summer in writing three different sets of rules in this game which conform to all modes of activity of youth. I have even written a set of rules to apply for crippled children, and it is a real game - something that a handicapped child would revel in. The fact that it is parallel to the game of basketball is more appealing to the youngster than if he were forced to play some game.

The fact that our Goal-Ki has adjustable standards, giving the elementary, the junior high school, and the high school game level heights for goals is another feature that the other people do not have.

I would like to discuss with you the possibilities of your firm doing a lot better by getting behind an educational game with versatile equipment rather than endeavoring to sell a piece of apparatus. We are also planning to have a Junior Goal-Ki for home use in the backyard, and this will be a wow! Let me know when I can talk to you, Keedy, and I will arrange to come over.

By the way, Keedy, I had the delightful pleasure of having your daughter, Dorothy Jean, come in to visit me last week. She was having sciatic rheumatism and a bad case of lumbago, so

she wanted some advice. I was indeed happy to see her and took her over to the women's department where we corrected a sacro-iliac subluxation. Now, that is an easy thing for you to figure out! Anyhow, she said she felt better, and I was glad to do it.

Gee, how time flies! I can remember when she and her brother were little tiny tots, and now she is a young lady. Say, Reed, when are you going to have your beard cut off? You're getting old.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

January 24, 1940.

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

Dear Roy:

I am sending you a carbon copy of the letter that I have written the boss regarding my possible trip to St. Louis. I am not at all sure that these trains will make the proper connections. I have had many disappointments here of late and am afraid that with a close connection like this, with no alternative of getting to St. Louis should the southbound train fail to arrive, I might be unable to make it. Let me know what you think.

I am also enclosing a copy of my letter to Mr. D. Keedy Campbell, president of Love & Campbell.

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH
Enc.

FRED MEDART
MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, MO.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

January 23, 1940

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

Dear Phog:

I know you are constantly traveling these days in connection with your basketball schedule and a situation has developed in Kansas City, or rather I should say a situation that concerns Lowe & Campbell of Kansas City has come up and I intend tobe over there one of these days to try to gain their support to Goal-Hi.

However, in discussing this with Mr. Medart we believe it would be a good idea if when you are next in Kansas City that you call on Mr. Carl Royer, Merchandising Manager of Lowe & Campbell and just talk Goal-Hi over with him in a general way. You might uncover some information that would be valuable for me when I make the contact later.

The way this thing came to a head was as follows: Our Chicago Office Manager was in St. Louis last week in connection with Goal-Hi and his dealer set-up throughout his territory and after returning to Chicago he contacted Lowe & Campbell and they suggested that Medart get in touch with the Kansas City Office as deals of this sort would have to be approved by Royer. The Chicago office of Lowe & Campbell also volunteered the information that Lowe & Campbell were preparing some special circulars on Uni-Goal in an attempt, obviously, to cash in on the publicity and advertising we are doing on Goal-Hi.

Understand, Phog, we are not suggesting that you do a selling job that any one of us will take in our usual stride, but thought it might be in order for you to drop around and discuss Goal-Hi with these fellows and work on the premise that you are wondering why they have not seen fit to get behind this grand new game of yours, which you have been playing with for five or six years. If they mention price to you it is best to avoid a discussion of price except to state that we have the official game and our prices are not out of line when compared with Uni-Goal, which is just a piece of inferior equipment. Further, you might add that you understand we have a junior Goal-Hi for home use, in the making, which will knock Goal-Hi prices out of the window. In other words, the idea would be to see what kind of reaction we might expect from Lowe & Campbell when we contact them in the near future.

FRED MEDART MANUFACTURING CO.

#2
Dr. Forrest C. Allen
Lawrence, Kansas

I understand you know most of these fellows and this suggestion should not be a difficult one to carry out.

Please let me have your reaction to this, Phog, and again, here's hoping you can get down to St. Louis for the N.E.A. Convention.

Kindest regards.

Yours very truly,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC

January 24, 1940.

Mr. Edward J. Medart, President,
Fred Medart Manufacturing Co.,
St. Louis, Missouri.

Dear Mr. Medart:

Your very good letter of the 23rd has just been received. I was happy to hear from you.

I am delighted to hear the progress report in regard to Goal-Hi. I am writing Mr. D. Keedy Campbell, president of Lowe & Campbell, today, and am endeavoring to make an appointment with him in the very near future so that I may present the matter of their illegitimately capitalizing upon our advertising. I have known this firm very intimately and I believe that I can do some good.

I assure you that I will be politic about the matter and cause no ill feelings, yet I believe that I can say some things to them that they will definitely understand. For years they sold the "Phog" Allen basketball, the "Phog" Allen goal, the "Phog" Allen shoe, and the "Phog" Allen rule book, as well as the "Phog" Allen war bag (medicine kit). Lowe & Campbell are merchandisers of the extraordinary variety, and of course what they are primarily interested in is the profit. I am sending you a carbon copy of my letter to them and will make a progress report as things materialize.

I am very anxious to be with you in St. Louis for a part of the day, at least on Tuesday, February 27. We play Nebraska at Lincoln on Saturday night, February 24, and we play Iowa State College at Ames on the 26th. We play Missouri in Lawrence on March 1. So I would have to leave St. Louis on the night of the 27th to meet my squad here the 28th and 29th. I have withheld my final statement to Roy as to my definitely coming because I was afraid I might neglect my work here at the University by agreeing to come at a time when my leaving might be misconstrued. And too, I am having difficulty in making any sort of a train connection. Ames, Iowa, is 30 miles from Des Moines, and the only train from Des Moines to St. Louis leaves about 9 o'clock, which would prohibit my catching it because the game would not be over until nearly 9, and we are 30 miles away.

The next alternative would be to come to Kansas City either on the Great Western or Rock Island, and those southbound trains to Kansas City from the north are generally late. They are due to arrive in Kansas City at 7:30, and the Alton Burlington and the Missouri Pacific leave at 8:10 a.m. for St. Louis. The Wabash leaves at 8:20. The Alton Burlington is a streamliner and gets into St. Louis at 1:20 p.m. If these trains out of Des Moines should be late then it would not be possible to catch the train to St. Louis. So you see I am working on a very thin margin and I am just wondering what to do about it. I might leave it this way - I would endeavor to come, but if the train was late out of Des Moines I would be forced to wire you from Kansas City that it would be impossible to make the connection.

Will you please talk it over with Roy and see what your combined verdict is? I am sending Roy a carbon copy of this letter so that he will have the data before him.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

FRED MEDART
MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, MO.

E. J. MEDART
PRESIDENT

January 23, 1940

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

Dear Dr. Allen:

I saw a letter in here today from our Chicago Office, to the effect that Lowe and Campbell are going to capitalize on our advertising and the publicity that has been given "Goal-Hi" with the "Uni-Goal".

I think Roy is going to write you, suggesting that you see Lowe and Campbell in Kansas City, which, of course, as you know, is their home office, and I think you are acquainted with most of the officials. I do not know that we can stop them from doing this, but you may be able to sell them the idea that a firm of their high standing can hardly afford to be a pirate in this field and that they can probably do a lot better by getting behind the legitimate equipment for the new game which you have ~~augmented.~~ invented

I think as time goes on we are going to call on you for more service of this kind, and in that connection I wonder if you really appreciate the magnitude of this sales potentiality. I saw a letter from you some months ago in which you exhibited some impatience about our not making an individual sale and in which you talked about our spending $200.00 for printing of the Rules Book.

I have just authorized an appropriation of $40,000 for advertising and promoting "Goal-Hi". Now, that means that we will have to sell 10,000 of these units during 1940 to break even. But I am not concerned about our ability to do that if we can maintain more or less of a monopoly on the apparatus used for this new game, and I think we can with your help.

You may think we have been a little slow in getting started, but to work out a plan of this kind for all that there is in it we have to get our sales work thoroughly systematized. Our work during the past few months has been the appointment of district managers to cover the whole United States. These district managers will have charge of a territory in which they will appoint as many sales agents as possible, in addition to dealers, and when the ball starts rolling it will go pretty fast.

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

January 23, 1940



We could have gone at this in a sort of haphazard way and been satisfied with an average amount of sales, but I have seen that this game had much bigger possibility than probably you or anyone else has perhaps visualized, and for that reason I felt that to get all there is out of this we have to be thoroughly organized and systematized.

We have already had a large number of men come into St. Louis, and we are having several of them in every week, for district manager appointments; and we will have a large number of them in during the N.E.A. Convention, and, of course, all of this is costing us a large sum of money. I think Roy suggested that you try to spend a day with us during the N.E.A., and I believe that would be a very good idea if you could possibly make arrangements to do that.

Anyway, I wanted to let you know in a letter direct from me that we are going into this thing in a big way, and after we get our sales work systematized and organized, I think you will find commission checks coming into you, far beyond any previous expectations.

Yours very truly,

Edw. J. Medart

President

Edw.J.Medart:D

February 12, 1940.

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

Dear Roy:

I think we have something in this Extra-curricular Activities Association of the state of Texas. Won't you write this gentleman and make all the necessary contacts, because I remember on our previous correspondence you planted some definite germinal sales seed in Texas. This upon the occasion of your visit down there at the State Teachers Association.

Let me hear how you progress, because this fellow is very friendly to me and I am sure we can do some good work.

Also, please keep me definitely advised when you call upon Lowe & Campbell. I want to know what comes of this. I believe if we handle it correctly we can do some business. Of course, it is needless for me to ask you to keep information that I pass on to you regarding Lowe & Campbell very confidential.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH
Enc.

February 12, 1940.

Mr. R. J. Kidd,
Athletic Director,
Bureau of Public School Extracurricular Activities,
University of Texas,
Austin, Texas.

Dear Mr. Kidd:

Yes, I do remember you very well. You had quite a job in seeing that those who wanted credit and attended their classes got that credit. Some fellows weren't sure that they wanted credut just then, but might want it later. That is the attitude of so many indecisive young men who are not sure just what they want at the moment.

Yes, I remember Mr. Henderson and regret to learn of his passing. I had heard it heretofore, but I did not learn the cause.

We are very much pleased that you are interested in this new game, Goal-Hi. It is a marvelous game for all ages because we have the goal built on an adjustable standard whereby you can adjust it to 8, 9 or 10-foot levels with the slightest difficulty. I have written rules for crippled children and think this will prove to be a great stimulus to the youngster that is impeded in his physical progress. The rule book for all of the three possible games under this new arrangement is printed in a booklet which we wrote last summer. Rules go with the purchase of the Goal-Hi equipment.

You certainly have a very large enrollment. Texas is a great state and I know how proud Texans are of their state. We were down there playing last year, and if you find a Texas who doesn't believe that Texas is the best state in the union - well, he has just been shipped out of Texas because they won't have him around.

I agree with you that it would be a marvelous thing if we could interest your organization in Goal-Hi in Texas. It certainly would put it on the map. However, I want you to know that it is going in a big way now all over the country and we believe that the future possibilities of this game have only been touched. For playgrounds, country schools, girls and boys intramural games, this game is tops. For the little youngsters who have to shuttle back and forth between two goals it is not only too strenuous, but the skill of handling the ball is much abused by the desire to hurry back and forth from one goal to the other.

The basket in this game is the focus of activity. Therefore, many shots that are made at the basket in the present game of basketball go out of bounds. But in Goal-Hi the game is constantly kept in bounds with the result that the fundamental skills are much improved, all because the ball is constantly in action and yet the fatiguing effect of the game is nothing in comparison to the fire-engine type of basketball now being played.

I am writing the Medart Manufacturing Company, of St. Louis, Missouri, the manufacturers of the Goal-Hi equipment, asking that they communicate immediately with you and if possible to have their representative get in personal contact with you at the earliest possible moment.

Thanking you for writing me and assuring you that I recall with pleasure our previous meetings, I am

Very sincerely yours,

ECA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

THE UNIVERSITY OF TEXAS
DIVISION OF EXTENSION
AUSTIN

OFFICE OF
BUREAU OF PUBLIC SCHOOL EXTRACURRICULAR ACTIVITIES

February 8, 1940

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

Dear Mr. Allen:

I am sure that you will not remember me, but I happened to be associated with you in the Huntsville State Teachers College Coaching School. I was in charge of the responsibility of seeing that those who wanted credit in the course attended the classes. At that time I was on the faculty of Southwestern University at Georgetown. I am now Athletic Director for the University Interscholastic League, and have had that position since the passing of Mr. Roy B. Henderson. You will remember Mr. Henderson was also in attendance at the Coaching School that summer.

We are interested in this new game that you have devised, called Goal-Hi. The League is always interested in introducing new activities that would meet the needs of the boys and girls in the smaller schools. As you know, we have about 5000 schools participating in the League. There are 1500 now engaged in our statewide basketball play-off. We had 754 football teams participating this past fall. If we take on this Goal-Hi in Texas it will put this new game on the map.

Any information that you can furnish me in regard to this new contest I should appreciate it.

I am yours truly

R. J. Kidd

R. J. Kidd
Athletic Director

RJK-M

Dear Mr. Allen:

February 23, 1940.

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

Dear Roy:

Thanks for your letter of the 22nd instant enclosing the Lowe & Campbell bulletin. I am glad that they have definitely added Goal-Hi to their line.

We are leaving for Lincoln and Ames tonight, and I, too, think it best that we forget about the trip to St. Louis on the 27th. Perhaps we can get together some time in the near future.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH
Enc.

FRED MEDART
MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, MO.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

February 22, 1940

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

Dear Phog:

We have decided to take several ads in your friend Dwight Keith's publication "Southern Coach and Athlete" as covered in your letter of February 14.

A review of your letter indicates you owe me a half dozen drinks - make mine milk...I'm on the wagon - because we have certainly lined up Lowe & Campbell the way you would want us to do so. I am enclosing Bulletin No. 3 from Lowe & Campbell's Kansas City headquarters to each of their Branch Managers (this bulletin came to me via the grape-vine route) which I think tells the story. Please return this bulletin to me, Phog, as I want to add it to my Lowe & Campbell file.

We are going to have 175 Lowe & Campbell salesmen selling Goal-Hi. We didn't give them any extra discount, and they are going to feature Goal-Hi in their monthly paper "The Coach" which goes to over 50,000 prospects and customers. All in all I think we have their full co-operation.

Concerning the St. Louis meeting on next Tuesday, I would suggest that we drop this matter as we cannot be certain you would be here and I would have to know definitely in order to round up our gang and have them available on the night of the 27th. Consequently, let's forget about the matter.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC

# TABULATION OF "GOAL-HI" INQUIRIES

By States

**Alabama**

Birmingham
Decatur
Ozark
Rogersville
University

**Arkansas**

Little Rock

**California**

Los Angeles
Oakland
San Jose
Santa Ana
Redlands

**Colorado**

Pueblo

**Kansas**

Anthony
Council Grove
Edgerton
Fort Scott
Hamlin
Manhattan
Piper
Almena

**Georgia**

Athens
Atlanta
Macon

**Illinois**

Champaign
Highland Park
Libertyville
Monmouth
Springfield

**Indiana**

Goshen
Sidney
Terre Haute

**Iowa**

Dubuque
Neola
Toledo

**Louisiana**

Bogalusa

**Maryland**

Baltimore

**Massachusetts**

New Bedford
Newton Centre

**Michigan**

Battle Creek
Bronson
Detroit

**Missouri**

Fayette
St. Joseph
St. Louis
Liberty

**Nebraska**

Omaha
Platte Center
Beatrice

**Nevada**

Alamo

**New York**

Briarcliff Manor
Morris
New York City

**Ohio**

Cincinnati
Hamilton

**Oklahoma**

Nowata
Oklahoma City

**Pennsylvania**

Philadelphia
Catasauqua
Cresco
Easton
Knoxville
Lititz

**Rhode Island**

Hope

**Texas**

Alvord
Paris
Plemans
Qualo
Sunray
Weinert

**Washington**

Spokane

**Wyoming**

Cheyenne

| | |
|---|---|
| Number of different states represented in inquiries | 24 |
| Total "GOAL-HI" inquiries | 73 |

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