

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