Mr. Dwight Keith, Editor, The Southern Coach & Athlete, 751 Park Drive, N. B., Atlanta, Georgia.

Door Ir. Keith:

It would be a pleasure for me to write the liedert people concerning your advertising rate.

Mr. Roy E. Weinzettel, sales promotion manager, is a very good friend of mine and I am writing him personally. I am enclosing a carbon copy of the letter I have written to him. I am sending Mr. Weinzettel the advertising rate of your magazine.

Math all good wishes, I on

Very sincerely yours,

FCALAH

Mirector of Physical Education and Recreation, Varsity Basketball Coach. THE SO UTHERN COACH & ATHLETE

Atlanta, Georgia

February 13, 1940.

Coach Forrest C. Allen University of Kansas Lawrence, Kansas

Dear Coach Allen:

I have mailed you the extra copies of the issue which you requested. We will be glad to send you extra copies each month if you desire them.

We have taken up the matter of advertising with Medart Company through Mr. Murray here in Atlanta. He has written the head office and they have the matter under advisement. I am sure a suggestion from you will be a deciding factor, and if you will do this for us it will be greatly appreciated, I assure you. Since our publication has been officially adopted by the coaches associations of the Southern States and goes to all the schools and colleges, both large and small, I am sure it will prove a most effective medium.

Thank you for your many kindnesses and wishing you continued success, I am

Very sincerely yours,

Dwight Keith, Editor

(Original sent to Mr. Weinzettel)

Mr. E. C. Frazier, District Hanager, A. G. Spalding Bros., 737 Spring Street, N.W. Atlante, Georgia.

Dear "mule":

of your interest in our new game, Goal-Hi. There is a great interest in this game all over the country, and I believe we have only touched on its possibilities.

Goal-Hi equipment is made by the Fred Medart
Mamufacturing Company, of St. Louis, Missouri. They
have also published a rules book for Goal-Hi which I
wrote last summer. I am sending your inquiry on to
the Medart Company, asking that they have their representative get in touch with you immediately.

I, too, am sorry that we didn't have an opportunity to play golf together when I was in Atlanta last summer, but I hope some time in the future we may have that pleasure.

with all good wishes, I am

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Dasketball Coach.

FCA :AH

Mr. Karl Royer, Lowe & Campbell Athletic Goods Co., 1509 Baltimore Avenue, Kensas City, No.

Dear Karls

I am glad to know that you and Mr. Roy Weinzettel got together on Goal-Mi, and I assure you it will be a pleasure for me to stop in and have a discussion with you in the very near Adure.

cause we have used it here for quite some time and the surprising fact is that I find all the girls in the University would much rather play this game for their intramurals than the two-goal game. It saves the physical strain of shuttling back and forth from one goal to the other. The ball handling skills are fairly well developed, but it is when the individual starts to run from one end of the court to the other and then handle the ball that the play suffers. So do the physiques.

We have a Goalest standard here in the gymnasium, and you will be surprised at the spontaneous play that this gene generates. Since the basket is the focus of activity, instead of going out of bounds like the two-goal gene every time you shoot at the basket, you are bringing the ball further every from the circular side or and line, if circles can have side and end lines. This is a figurative expression. I feel that we have only touched on the possibilities of the gene, and that it has a great future.

I will be glad to see you same time soon.

Very cincerely yours.

Director of Physical Education and Recreation, Varsity Dasketball Coache

FCA:AH

KANSAS CITY, MO.
MINNEAPOLIS, MINN.
CINCINNATI, OHIO
PHILADELPHIA, PA.
PITTSBURGH, PA.
WASHINGTON, D.C.
KANSAS CITY, KANS.
CLEVELAND, OHIO
DES MOINES, IOWA
WORCESTER, MASS.



BOSTON, MASS.
DALLAS, TEXAS
CHICAGO, ILL.
ST. PAUL, MINN.
ST. LOUIS, MO.
DETROIT, MICH.
DENVER, COLO.
SYRACUSE, N.Y.
NASHVILLE, TENN.
CHARLOTTE, N.C.

1509-11-13 BALTIMORE AVE.,

KANSAS CITY, MO.

February 14,1940

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

Dear Dr. Allen:

Mr. Roy Weinzettel of the Fred Medart Company was in Monday afternoon going over your Goal-Hi Game with us.

We are planning on taking it on, advertising in our publication "The Coach", as well as sending out about 25,000 circulars, and have hopes of securing a good number of sales.

Next time you are in Kansas City will be happy to have you drop in, and if you have the time we can discuss this matter a little further. There are some additional angles to it as far as we are concerned.

Very truly,

LOWE & AMPBELL

Karl H. Royer

Merchandise Manager

KHR/rw

Mr. Roy Weinzettel, Medart Manufacturing Co., St. Louis, Missouri.

Dec.r Roys

I'll not only buy you two drinks - but I'll double that. I'll buy you four drinks!

Cordially yours,

FCA:AH

Director of Physical Education and Recreation, Varsity Basketball Coach.

KANSAS CITY Horida Special Between KANSAS CITY -and FLORIDA En thoy that you aws men two drinks! groundoy and lived am left for kalional Support of Shal-Hi mith your friends tends Campbell Dist regarlo -

Hr. W. F. Murdock, Splinterville School, Edgerton, Mansas.

Dear Mr. Murdocks

Thank you for your inquiry of the 15th instant. 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 Hammacturing Company, of St. Louis, No. They also have published a rule book for Goal-Hi which we wrote last summer.

I am forwarding your inquiry to the Medart firm, asking them to send you detailed information about the equipment and rules for this game. I am sure you will hear from them in a very short while.

Very sincerely yours,

Director of Physical Education and Recreation. Varsity Basketball Coach. Mr. R. B. Weinzettel.

Medart Menufacturing Co.,

St. Louis, Missouri.

Dear Roys

I am not sure whether you still want me to try to get to St. Louis on the 27th, or whether it will be possible for me to make train connections. We are leaving tomorrow night for Lincoln where we play Saturday night, then we go on to Ames and play there Monday night.

We leave Ames at 10:20 Monday night, arriving in Kansas City at 7:30 a.m. Tuesday, the 27th.

If you should desire to get in touch with me I will be at the Hotel Lincoln in Lincoln, Nebraska, on Saturday, and at the Hotel Sheldon-Mann in Ames, Iowa, on Sunday and Monday.

If I go to St. Louis this will give us an opportunity to discuss many of the matters which we have mentioned in our correspondence.

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coach.

FCA:AH

Mr. R. M. Weinzettel, Medart Manufacturing Co., St. Louis, Missourie

Dear Roy:

I have your favor of the 20th instant and assure you of my hearty cooperation in helping put the information before the people that would help your company with the convex backboard.

You will remember that I wrote you and Mr. Medart about this very thing. I thought that it might be possible that I could assist as a technical advisor in aiding you legitimately without using pressure on anyone in helping present this convex board in a most efficient manner. Since you were in business I thought I was writing a business letter, but apparently it was misunderstood by Mr. Medart.

Since that time I have decided that you did not need the contemplated help, that you could engineer it from your own firm, and while I have cooperated one hundred per cent with you, I have not gone out of my way as I did heretofore in fighting to put across this board for you. I thought your firm possessed all of the talented men necessary for this work. If I am in error I will be glad to have you correct me.

Hith all good wishes, I am

Very cordially 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

February 20, 1940

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

Dear Phog:

Many thanks for your letter of February 19 with copy of letter you received from Edward J. Hickox of Springfield College, Springfield, Mass.

We are naturally arranging to send a convex basketball demonstration backboard to him without delay. And this leads up to this whole question, Phog, which is of more than ordinary importance to us.

I am extremely anxious that you and I discuss this convex backboard question prior to the Rules Committee meeting as we are very hopeful the favorable reaction we have brought to light in the past 12 or 15 months will be presented to the Committee so this type board can be adopted for optional use.

We don't want to leave a single stone unturned that would enable us to realize this objective. Please understand, Phog, that I realize I am letting down my hair in telling this to you, but after all, I feel I can talk to you this way and that you will understand I am speaking strictly from the standpoint of the Company's interests which, after all, are commercial, as that is the only reason that justifies us being in business.

After all, we had certain ideas about this convex backboard and went a long way toward determining whether or not we were right. The fact that so many coaches voted in favor of the board seems to prove we were right and I believe we are not out of step when we make the above statement that would enable us to realize some business as a result of developing this idea. I want to set these facts squarely before you, Phog, and want you to know also that we want to do whatever is indicated between now and the time of the Rules Committee meeting to swing as many votes in favor of this board as possible. In other words, if there is certain information that the Rules Committee is apparently not in possession of, and we have such information, I most certainly want to pass it on.

Kindest regards.

Cordially yours,
FRED MEDART MANUFACTURING CO.

REW/AC
TEEL LOCKERS___STEEL WARDROBES___STEEL SHELVING___GYMNASIUM APPARATUS___GYM SEATS___BASKETBALL BACKSTOPS___PLAYGROUND APPARA

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

February 20, 1940

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

Dear Phog:

Thank you for your letter of February 12 containing the enclosure covering the correspondence between you and Mr. R. J. Kidd, Athletic Director of the University of Texas, Austin, Texas, with reference to Goal-Hi as a possible addition to the Interscholastic League in that State.

I am immediately passing this correspondence over to our Dallas, Texas representative for prompt attention and you may rest assured that they will get busy without delay. Will advise you of developments as they occur.

Yours very truly,

FRED MEDART MANUFACTURING CO.

eles Fromotion Manager

REW/AC

Miroctor of Recreation.
CO Min Street.
Itario, Tours.

Don't be included

I am very glad to have your letter of the 19th instant enling about our new game, Goal-III.

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

Very chronely yours.

Director of Physical Education and Recreation, Versity Basketball Coache Mr. Gorald W. Mallecce, Dubuque Migh School, Dubuque, Iowa.

Dear Coach McAleoco:

Thank you very much for your kind note of the 27th instant. I on glad to know of your interest in our new gome, Goal-Hi. I think you have the right idea in endoavoring to develop basksthall technique in the youngstors by using this game.

The equipment for Goal-III is made by the Fred Modart Manufacturing Company, of St. Louis, Missouri. They have also published a rule book which we wrote last summer.

I on souding your inquiry on to this firm, asking them to communicate with you at once. I on sure that you will hear from them immediately.

Your kind words in regard to our basketball texts are greatly appreciated.

With best wishes, I am

Vory sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coach.

FOATAH

Fr. Harold Crawford, Supervisor, Recreation Department, 306 City Habbi Omaha, Nebrasha.

Does Me CrawCords

I am glad to know of your interest in our new game, Goal-Hi, and regret that I do not have the Goal-Hi Rule Books here for distribution. These books are handled by the Fred Medart Manufacturing Company, of St. Louis, Missouri, the manufacturers of Goal-Hi equipment.

I am sending your inquiry on to this firm, asking them to communicate with you at once, and I am sure you will hear from them soon.

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coach: Mr. Marry E. Miller, 5509-11 Markot St., Miladelphia, Pa.

Door Me miliors

I have received your letter of February 24th in regard to the equipment for our new game, Goal-ill.

As you know, this equipment is manufactured by the Fred Medart Manufacturing Company, of St. Louis, Missouri, and I feel that your inquiry should be sent on to them. I trust that you can make some arrangements with them as to sale of the equipment.

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coach. Director of Physical Education, School Matrict //L, 1915 North Main Ste, Pueblo, Colorado.

Donr Mr. Kottorings

I am glad to have your inquiry of Harch 1st, 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 the Goal-Hi Mule Book.

I om sending your inquiry on to this firm at once, asking them to communicate with you. I am sure that you will hear from them immediately.

Very sincerely yours.

Director of Physical Education & Recreation, Varsity Basketball Coach. Miss Marjorie Bettermier, Instructor in Physical Education, Redlands Junior High School, Redlands, California,

Dear Miss Bettemier:

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

The Fred Hedart Hamifasturing Company, of St.
Louis, Missouri, makes the Goal-Hi equipment and they
also have published the Goal-Hi Mule book. I am sending
your inquiry on to this firm. I am sure that you will
hear from them in a very short while.

Very sincorely yours,

Director of Physical Education & Recreation, Varuity Basketball Coach. Mr. Millott C. Spratt.
Millyard Sales Company.
St. Joseph. Missouri.

Dear He Spratt:

Thank you for your mote of the 4th instant expressing interest in our new game, Goal-Hi.

I am sending your inquiry on to the Fred Medart Manufacturing Company, of St. Louis, Missouri, asking them to send you the information you desire. They make the Goal-Mi equipment and have also published the Goal-Mi rule book which we wrote last summer. I am sure that you will hear from them in a very short while.

Hidi bout wishes, I am

Tory simoroly yours,

Director of Physical Education and Recreation, Varsity Dashatball Coach.

ITCA : AII

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

Dear Mr. Sundetrun:

I am very happy to know of your interest in our new game, Goal-Hi, and thank you for your nice compliments.

Goal-Hi is not a "patented game", although the Medart people have a patent on the standard that is used for the game. I do not believe that this firm would have any stremuous objection to a school making their own goal if they so desired. Hasisell Institute, here at Lawrence, made their own goal in the workshop, and I believe that at Lawrence High School they are planning to make their goal. As you say, most schools would prefer to buy standard equipment, and I do not believe there would be many sales lost.

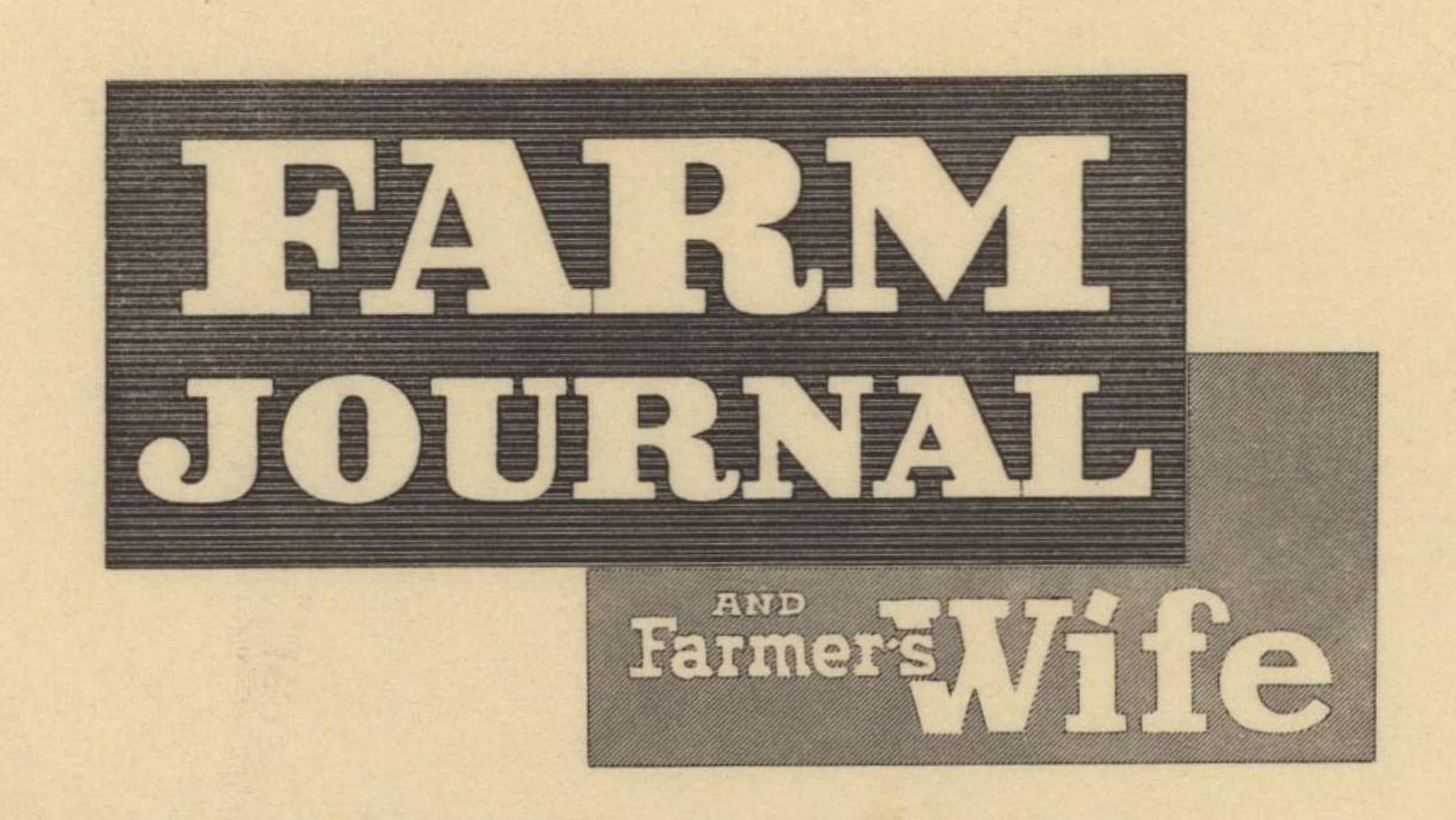
I do not know that any Goal-Hi leagues or conferences have been organized as yet.

Last summer we had a number of pictures taken here showing groups playing on the playground, and others receiving instruction. The Medart people have these pictures and I believe if you would write to Mr. R. H. Weinzettel, of that firm, that he would be glad to send you some of them.

If you desire any further information I shall be glad to serve you in any way possible.

Very sincerely yours,

Director of Physical Education and Recreation, Versity Basketball Coach



DESTRURAL MAGAZINE (

WASHINGTON SQUARE PHILADELPHIA, PENNA.

March 6, 1940

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

Dear Doctor Allen:

Congratulations on the new game "Goal-Hi". Since the articles appeared in the Athletic Journal, Nation's Schools, Sporting Goods Journal and Youth Today, I have received a number of inquiries from rural schools asking for more information about the game.

I have written to the Fred Medart Manufacturing Company and they have supplied considerable information and material. However, I believe an article in the Young America Department of Farm Journal and Farmer's Wife would help a lot in suggesting a solution to the recreational program in rural schools where lack of money handicaps the provision of suitable equipment.

After having studied "Goal-Hi" closely I am convinced that you have found the answer. However, there are a few questions I would like to have cleared up. Is "Goal-Hi" a patented game, requiring the use of authorized equipment or could schools or boys make their own goal and use a basket ball. In this connection I personally feel that it would be too bad if boys could not play the game simply because of the inability to raise \$21.75 up to \$30.00 for a goal as quoted in the Medart circular on "Goal-Hi" equipment. Most schools would prefer to buy the standard equipment, therefore, there would be little lost in sales by withdrawing such a restriction if one exists.

Have any school "Goal-Hi" Leagues or Conferences been established as yet.

If so, where and how many?

I would appreciate receiving a photograph of yourself instructing some high school boys on the fundamentals of "Goal-Hi" if you happen to have such a picture. I would be glad to pay for it and some additional for the information which I have asked of you.

I am enclosing an air-mail stamped envelope for your reply and hope that we may hear from you shortly as I would like to have the article in shape for an early summer issue.

Thanking you in advance, I am

Sincerely yours

Andrew H. Sundstrom

Associate Editor

AHS:EJD

Mr. John L. Griffith, Jr., The Athletic Journal, 6858 Glenwood Ave., Chicago, Illinois.

Dear Mr. Griffith:

Thank you very much for your kindness in sending me your copy of Youth Today which contains our article on "Goal-Hi". I greatly appreciate your thought-fulness.

Sincerely yours,

FCA:AH

Director of Physical Education & Recreation, Varsity Basketball Coach. Mr. R. E. Weinzettel, Medart Manufacturing Co., St. Louis, Missouri.

Dear Roy:

I have just had a talk with our swimming instructor who suggested that we use one of the new Goal-Hi goals down in the swimming pool for water basketball. This thought occurred to me - why would it not be possible with this adjustable standard to fix some sort of a suction arrangement at the bottom of the standard that would anchor it to the bottom of the pool, and have water polo or water basketball using the Goal-Hi as the single goal.

where we have baskets at each end of the pool the swimming back and forth is so strenuous and the play is not rapid enough to hold the interest. If we would have a single goal in the center of the pool I believe that the interest in this game would be greatly increased. We would play "Goal-Hi Water Basketball", and this would definitely give us altogether a new game. I believe it would enable you to sell a lot of goals to athletic clubs and Y.M.C.A.'s for use in their swimming pools. It would not only be a new game, but it would catch the fancy of a lot of swimmers.

We could have a rule that any of the swimmers touching the standard would be penalized by giving the opponents a free throw at the goal from ten feet out. The points would be scored just as they are now in Goal-Hi - 3 for one.

I am writing to ask you how you think a goal could be anchored in place in the center of the pool without injury to the tile or cement surface at the bottom. I will be glad to have your reaction.

Sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coach. Mr. R. E. Weinzettel, Medart Manufacturing Co., St. Louis, Missouri.

Dear Roy:

I have been thinking of the possibility of a 12-foot Goal-Hi for the taller players. I am wondering if you would work on that scheme. Would the base have to be any more secure to keep the standard from toppling over?

I would like for you to build a goal at 12 feet and ship it to me for some research work. I think it has definite possibilities. I would use it not only indoors this spring, but I expect to use it this summer on the playground for games for the taller fellows.

I am going to answer you fully in regard to the Uni-goal proposition in a short time.

Sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coache

FCA :AH

the

nal

ure

in-

e of

pic-

ked

-it

of

be

Ne-

un-

was

ace.

un-

dn't

this

RT

ind.

t of

au-

t to

-for

1S-

ill'

an

er's

tu-

AY

on

his

in

be



Gentlemen:

In your issue of November 14, 1939, you refer to the recent invention of a new game called "Goal-Hi" purported to have been introduced by Dr. "Fog" Allen, basketball coach of the University of Kansas.

I am sure that it is very commendable of you to bring new developments in sports to the attention of the public. However, I am inclosing three pictures showing a game invented by Mr. William A. Schutt, a manufacturer of sporting goods, at Litchfield, Illinois, which has been played throughout all sections of the country for the past four years.

It is called "Uni Goal." Hundreds of Mr. Schutt's apparatus have been sold. It is listed for sale in the various sporting goods magazines, and the inclosed pictures were taken in 1937.

With "PIC's" usual attention to fairness, I am sure that you will want to use these pictures of the identical game reported to have been invented by Dr. Allen.

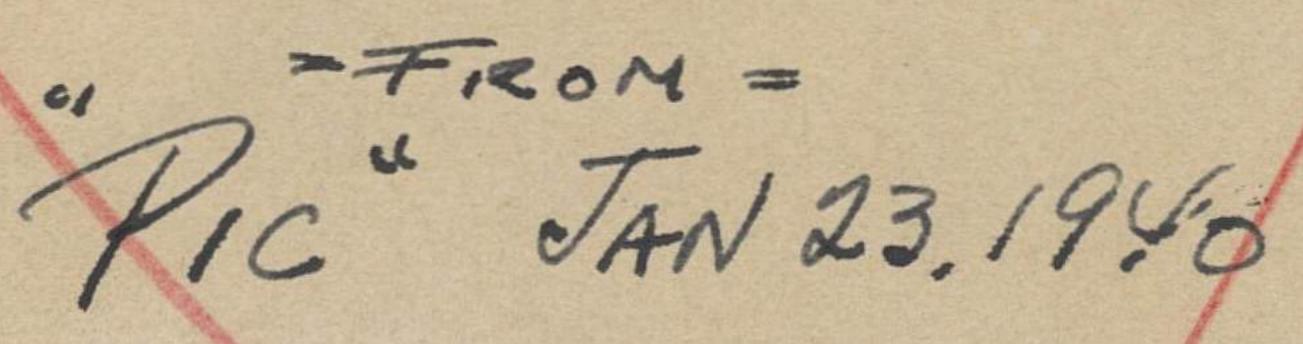
Very truly yours,

THE NEWS-HERALD J. MARVIN LARKIN Advertising Manager G

M

E

Litchfield, Ill.



FRED MEDART

MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

January 18, 1940

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

Dear Phog:

I am attaching copy of an article taken from the January 23 issue of "Pic", which is self-explanatory.

It looks like our friends, the Uni-Goal people, through their local newspaper offices, are attempting to enter the Goal-Hi picture, which we more or less expected of them.

In any event, we want to post you on this development so that if this controversy should become general and you are drawn into it, you will know what has occurred.

It seems to us to be the smart thing for us to take the position that the Uni-Goal outfit may have had a piece of equipment on the market for the past four years but Goal-Hi is the first complete game using a type of equipment similar but not exactly like Uni-Goal, and we are correct in our claims as we have presented them in publicity and advertising, i.e., that Goal-Hi is a brand new game with complete rules, etc.

It also seems in order to suggest that you have been working on this game for a period in excess of the four years they claim the competitive product has been available. In other words, Goal-Hi as you have developed it is not something that was developed over night but something that you have been playing locally or have been developing for a period much longer than four years.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC