February 14, 1940.

Mr. Lake Russell,
Head Coach,
Mercer University,
Macon, Georgia.

Dear Coach Russell:

I am very glad to know that you are interested in our new game, Goal-Hi. It is an excellent game for all ages because we have the goal built on an adjustable standard whereby it can be adjusted to 8, 9, or 10-foot heights with the slightest difficulty. I have written a rule book for the three possible games with this goal. Rules go with the purchase of the Goal-Hi equipment.

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. The basket is the focus of activity, and since the game is constantly kept within bounds the result is that the fundamental skills are much improved. 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 that is now being played.

The Fred Medart Manufacturing Company, of St. Louis, Missouri, manufacture the Goal-Hi equipment. I am writing them today, asking that they communicate with you immediately.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH