Mr. Homer L. Berry, Comeh, Little Rock Senior High School, Little Rock, Arlansas.

Done Conch Berrys

I am very glad to have your inquiry of the lith instant referring to our article in the December issue of The Athletic Journal on Goal-Hi.

The equipment for this game is manufactured by the Medart Manufacturing Company, of St. Louis, Missouri. They also have published a rule book on the game. I am asking them to send you detailed information, and I am sure you will hear from them in a very short time.

If you should desire additional information at any time it will be a pleasure to hear from you.

Sinceroly yours.

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

Dear Roy:

I am enclosing some additional inquiries on Goal-Hi, which came in today's mail. I am sure you will give each one your prompt attention.

Cordially yours,

Mr. Dudley S. DeGroot, Director of Physical Ricetion, San Jose State College, San Jose, California.

Dear Dudley:

I was very happy to have your letter of the 13th instant, and hasten to give you the information concerning the Coal-Hi equipment.

The Goal-Hi standards are manufactured by the Fred Medart Manufacturing Company, of St. Louis, Missouri. They have also published a rule book on the game. I am writing to them today asking them to send you prices and any other information that you may need. I am sure they will take care of your desires in the natter very promptly.

It was indeed a pleasure to have you here with us, even for a short visit, and I trust that you may be coming this way more often.

With kindost personal regards, I am

Very dinocroly yours.

SAN JOSE STATE COLLEGE

San Jose, California December 13, 1939

MEN'S PHYSICAL EDUCATION

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

Dear Dr. Allen:

I should have written you a personal note of thanks long before this date, thanking you for the many courtesies during my recent, hurried visit in Lawrence. Please accept sincere thanks at this time.

The purpose of this letter is to ask for a quotation on your Hol-Hi basketball standards. I should like to purchase one for my four youngsters as a Christmas present, and, in addition, would like to recommend the purchase of two or more for the use of our basketball team. I feel that if we can get a few of them in circulation in this vicinity, their use will spread very rapidly. I was greatly impressed with the demonstration put on by the youngsters, between halves, of your basketball game, and was quite interested in your article which appeared in this month's Athletic Journal.

Had a visit with John Bunn, at Rotary, yesterday, and told him all about my visit with the Allens. He asked me to send kindest regards.

Trusting that I may have an early reply on the above, and with kindest personal wishes to Mrs. Allen, Bob, your lovely daughter and Burt and Ruth, I am

Cordially yours,

DUDLEY S. DeGROOT

Director of Physical Education

DSD/,ld

Director of Physical Education for Boys, Cheyenne Junior High School, Cheyenne, Wyoming.

Donr Mr. Bricken:

I am very glad to have your inquiry of the 13th instant regarding our new game, Goal-Hi. The equipment for this game is made by the Fred Medart Manufacturing Company of St. Louis, Missouri. They have also published a rule book for Goal-Hi.

I am sending your letter on to the Medart Company asking them to send you detailed information about the goal at their early convenience. I am sure their printed pumphlets will answer your questions.

Should you desire further information at any time it will be a pleasure to hear from you.

With best wishes, I am

Very sincerely yours,

Mr. Lawrence L. Wile, Conch, Barrett Township High School, Cresco, Pennsylvania.

Dear Coach Wiles

I am very glad to have your letter of the 14th instant referring to our article in the December issue of The Athletic Journal on the new game, Goal-Hi.

The equipment for Goal-Hi is made by the Fred Medart Namufacturing Company, of St. Louis, Nissouri. They have also published a rules book on the game. I am sending your inquiry on to this firm asking that they send you detailed information on the equipment and rules, and I am sure you will hear from them in a very short time.

be a pleasure to hear from you.

Simoroly yours,

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

Dear Roy:

I am enclosing two additional inquiries about Goal-Ni. This article in The Athletic Journal continues to bring us letters which I immediately forward to you so that you can correspond with these prospects.

With best wishes of the Yuletide season to you personally, and to the entire Medart staff, I am

Sincerely yours,

Mr. Godfrey Messer, Principal, State Juvenile Home, Toledo, Iowa.

Decre Menson

I am very happy to have your letter of the 15th instant, and to know of your interest in our new game, Goal-

The equipment for Coal-Hi is made by the Fred Medart Manufacturing Company, of St. Louis, Missouri. They have also published a Goal-Hi Rule Book, which we spent the summer writing. I am sending your letter on to this firm, and I am sure they will send you detailed information at a very early date.

Sincerely yours,

Mr. J. Milton Beam, Supt., Elementary School Physical Education, Battle Creek Public Schools, Battle Creek, Michigan.

Dear Mr. Beens

I am very lappy to have your letter of the 19th instant, and to know of your interest in Goal-Hi.

The equipment for Goal-Hi is made by the Fred Medart Manufacturing Company, of St. Louis, Missouri. We spent the summer writing rules for Goal-Hi, and this firm also publishes the Goal-Hi Rule Book. I am immediately sending your request for detailed information on to these people, and I am sure you will hear from them in a very short while.

Vory sincerely yours,

Mr. Harl Jones, Manager, A. G. Spalding & Bros., 219 No. Broadway, Oklahoma City, Oklahoma.

Dones:

I have your letter of the 22nd instant referring to rules on "Unit" bashetball. I imagine you mean our new game, Goal-Hi, which we developed during the past summer.

The equipment for Goal-Hi is made by the Fred Hedert Penufacturing Company, of St. Louis, Hissouri. They have also published a Goal-Hi Rule Book, which we spent the summer writing. I am sending your letter on to this firm asking them to send you detailed information on Goal-Hi. I am sure you will hear from them in a very short while.

Very sincerely yours,

Miss Lucille Giles, Supervisor, Recreation, WHA, Court House, Decatur, Alabama.

Deer Mes Giles:

I am very glad to have your inquiry of the 21st instant concerning 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 a Goal-Hi Rule Book, which we spent the summer writing. I am sending your letter on to this firm so that they may send you the detailed information you desire. I am sure you will hear from them in a very short while.

Very sincerely yours,

Mr. George Gladding, Bailey & Himes, Inc., 606 Hast Green Street, Champaign, Illinois.

Doar M. Gladdings

I am very glad to have your inquiry of the 22nd instant concerning our new game, Coal-Hi.

The equipment for Goal-Hi is made by the Fred Medart Hammacturing Company, of St. Louis, Missouri. We have also written a rule book for the game, which is published by this firm.

I am sending your letter on to the Medert people, asking them to send you detailed information as to cost, and so forth. I am sure that you will hear from them in a very short while.

Very sincerely yours,

Fr. Simeon Kinsley, Principal, Scituate Junior High School, Hope, Rhode Island.

Doar Mr. Kinsley:

I am very glad to have your inquiry regarding our new game, Goal-Mi.

The equipment for Goal-Mi is made by the Fred Medart Manufacturing Company of St. Louis, Missouri. They also have published a Goal-Mi Rule Book, which we spent the summer writing. I am sending your letter on to this firm so that they may send you the detailed information you desire. I am sure you will hear from them in a very short while.

Very sinoerely yours,

Mr. Alan A. Hathans, Christopher Columbus High School, Astor and Waring Avenue, New York City, N.Y.

Dear Mr. Mathens:

I am very glad 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 a Goal-Hi Rule Book, which we spent the summer writing. I am sending your letter on to this firm so that they may send you the detailed information you desire. I am sure you will hear from them in a very short while.

Very sincerely yours,

December 26, 1939.

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

Dear Roys

I am enclosing some additional inquiries about Goal-Hi which have been received here within the past few days. I am sure that you will take care of their requests for information very promptly.

Sincerely yours,

December 28, 1939.

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

Dear Roys

I am enclosing a copy of a letter I have just received from Dudley DeGroot, Director of Physical Education at San Jose State College. Here was a chance to sell three of the Goal-Hi standards, and it looks as if the sales promotion didn't carry through very rapidly.

Mr. DeGroot is a personal friend of mine, and I will appreciate your very prompt attention to his request.

Sincerely yours.

Director of Physical Education and Recreation, Varsity Basketball Coach.

FCA:AH

Mr. Dudley S. DeGroot, Director of Physical Education, San Jose State College, San Jose, California.

Dear Dud:

Your letter of the 26th instant was received this morning, and I immediately wrote to Roy Weinzettel, the sales promotion manager of the Medart Company, asking him to give your request his very prompt attention.

Goal-Hi was sent to the Medart people as soon as it was received here. I am unable to understand the delay on their part, and I trust that you will be able to get your orders placed before it is too late.

ous Now Year, I am

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Very sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coach

FCASAII

SAN JOSE STATE COLLEGE

San Jose, California

December 26, 1939

MEN'S PHYSICAL EDUCATION

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

Dear Dr. Allen:

Thank you for your letter of December 15, in reply to my recent inquiry concerning the Goal-Hi standards. As yet, I have had no reply from the Fred Medart Company, and, unless I hear from them immediately, it will be too late to get a requisition through for winter purchase. Perhaps you can prod them up a bit.

Trusting that you and Mrs. Allen and all of your fine family had a very Merry Christmas, and wishing you a pleasant and successful New Year, I am

> Cordially yours Ausof DUDLEY S. DeGROOT

Director of Physical Education

P.S. - it just come in! - but no pries! S.S.D.

Mr. Roy E. Weinzettel.
Medart Mamufacturing Co.,
St. Louis, Missouri.

Dear Roys

Thank you for your kind letter of the 6th instant.

First, I want to assure you that the arrangement you suggest with regard to the commission is quite satisfactory with me. Your firm has always been so fair in all its dealings that I would be perfectly agreeable to your proposition.

In regard to being in St. Louis at the time of the N.E.A. Convention, February 24-29, I am afraid that will be impossible. I am enclosing our basketball schedule and you will see that we have conference games on February 24th at Lincoln, at Ames on February 26, and we play Missouri here on March 1st. I do not see how I could get away at any time during that week.

I, too, am very much pleased with the article in the December issue of The Athletic Journal, and already we have received two inquiries as a direct result of this article. I have acknowledged these letters and am sure that you will give each one your personal attention.

Very sincerely yours,

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL SALES PROMOTION MANAGER

December 8, 1939

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

Dear Phog:

I have just received the December issue of the Athletic Journal and I want to compliment you on that splendid picture that appears on page 36.

Seriously, Phog, I think this is a great article that should pull unlimited inquiries direct to you. I am anxiously waiting for the turn of events following this first general publicity of this type in a paper with the standing of the Athletic Journal.

Kindest regards.

Yours very truly,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW /AC

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL SALES PROMOTION MANAGER December 6, 1939

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

Dear Phog:

Just returned from San Antonio where I attended the Texas State Teachers Convention immediately following the Virginia State Education Convention in Richmond the previous week, and at both of these state-wide shows we exhibited Goal-Hi in a special booth that we constructed for that purpose, and I am glad to advise that we obtained some orders at each place - not many but a few - and in addition we found an extreme amount of interest on the part of the school people contacted, in this new game which has been described as the first mass play-game since volley-ball. Incidentally, I think that is a pretty good description of Goal-Hi as it certainly is likely to become a game that schools of all kinds and sizes can play with large groups participating as a gym or playground activity.

Thought you would be interested in the foregoing. The purpose of this letter, however, is to suggest that you give some thought to coming over to St. Louis for the N.E.A. Convention in February (February 24-29) at our expense, and possibly lend a hand in putting over this story to the ten or twelve thousand school superintendents who attend this largest-of-all school conventions. At that time we could, of course, discuss some things that may be on our minds. In any event I would like to have you give some thought to this idea, which came to me a few days ago, and let me know your reaction to same.

Another thing comes to light at this time, now that we have some orders waiting to be shipped, and that is the question of handling our account with you. I refer to the problem of setting up a record of Goal-Hi sales for the purpose of determining your royalty or commission. According to our contract you are entitled to 5% on the net f.o.b. St. Louis price of the various standards, some of which are sold direct to the user at the regular list price, and some of which, as you know, will be sold through dealers, who will earn a selling commission of 30%, which means that the list prices in the catalog Bill Robinson gave you will be discounted 30% to such dealers to arrive at the net f.o.b. St. Louis price. Naturally freight is to be deducted from that net price, and on the remaining amount you will earn your 5%. Our Auditing Department advises me that this is going to be a little complicated and I have checked carefully into this matter, Phog, and am wondering if it would be agreeable with you if we substituted a new basis of remuneration for you as follows.

On all standards sold direct to the consumer at full list price, we would allow you a straight \$1.40 royalty commission. On all sales made through dealers, who have earned a 30% selling commission, we would allow you a straight royalty commission of \$1.00 per standards

#2 Dr. Forrest C. Allen Lawrence, Kansas

The above suggestion calls for a little give-and-take on both sides, with the Company giving by far the most of the few cents involved between the straight 5% and the suggested compensation mentioned above. For example, on No. 907 standard as listed in the catalog in your possession at \$29.50, which would be the price that would apply if sold direct to the user without an agent or salesman entering the picture, except for the fact that freight would be deducted (we will ignore freight for the moment and just apply the 5% royalty commission to the \$29.50 figure), you would earn, under the old 5% basis, \$1.47. On our suggested change-over we would pay you \$1.40.

On the sale of this same standard through a dealer at \$29.50 less 30%, or at a net price of \$20.65 (again not considering the freight for the moment) you would earn, on the basis of 5%, \$1.03, as compared to our proposal of paying you a straight royalty commission of \$1.00.

Swinging over to the less expensive Goal-Hi standards, our No. 918, No. 919, No. 920, and No. 917, your royalty commission at a straight 5% on a \$21.75 price, would be \$1.08 as compared to the \$1.40 we are prepared to pay you. And if these same numbers were sold through a dealer your commission on the basis of a net cost of \$15.23 (list less 30% selling commission) would be 76 cents as compared to the \$1.00 we offer you.

You understand that in no case have I deducted the freight from the St. Louis prices, which would, of course, be done if you hold to the contract as it now exists between us.

Frankly, Phog, I am hopeful that you will accept this proposition. I think it is favorable toyou and it would certainly simplify our auditing problem if we credited you with a flat sum of either \$1.40 or \$1.00 per standard, regardless of any other factors. Will you please give this some consideration and let me hear from you at your early convenience? I think it hardly necessary to tell you that we would not offer this counter proposition to you if we did not think it was equitable to you and worth the slight difference in commission in your favor without a compensating factor in the way of our auditing expense. Incidentally, I also think it hardly necessary to point to the fact that our books are always open to you for an audit at any time you should consider such a move necessary. We have been in business for about 67 years and our 80 or more sales representatives have had ample reasons to place confidence in us just as we believe you will have in us as our association develops.

Kindest regards.

Yours very truly,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC

Mr. R. H. Weinzettel, Sales Promotion Manager, Fred Medart Manufacturing Co., St. Louis, Missouri.

Dear Mr. Tednzettel:

This will admowledge receipt of your letter of the 23rd instant concerning the details of Goal-Hi sales and commissions.

As explained by you, the original contract between us will stand as executed, which is perfectly agreeable with me.

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coache

FCA:AH

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL SALES PROMOTION MANAGER

December 23, 1939

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

Dear Phog:

Since writing you under date of December 6 suggesting a change in the contract between you and the Company as concerns the royalty commission on Goal-Hi sales, our Auditing Department has completed the mechanics necessary to handle all details connected with Goal-Hi sales and payment of your commissions, and advise me that the original thought of a complicated method of computing your commission has been eliminated, and as a result, we will let the original contract between us stand as executed by both parties.

Consequently, we will ignore our letter of December 6, which you acknowledged under date of December 11, and continue to work on the basis of our contract.

Shortly after the first of the year we will give you an accounting to date, and beginning January 1 we will start paying you on the quarterly basis, per our agreement.

Please acknowledge this, Phog, merely as a detail to bring our records up to date.

Incidentally, I noticed in this morning's paper that Washington beat that "friendly-enemy" team of yours from Columbia, last night. It looked like it might have been a good game and I would liked to have seen it. I have your schedule before me as covered on the card you sent me, and am sorry you have no games scheduled in St. Louis as it would be nice to be on the sidelines cheering for K.U.

Kindest personal regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC

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

Dear Roys

I am enclosing a copy of the letter that I received from Bob Reed, of the Curtis Publishing Company, following my inquiry as to the type of story contemplated by The Saturday Evening Post. I think we need have no misgivings about the story they print.

Both Ben Hibbs and Bob Reed are close personal friends of mine, and I am sure that anything I say to them will be construed in the most friendly manner.

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coach.

FCA:AH

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

December 7, 1939

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

Dear Phog:

Have your letter of December 6 with enclosures covering your letters to two individuals connected with the Crowell Publishing Company of Philadelphia.

Needless to say, we are upset over the report Tom Bowlus gave us regarding the uncomplimentary article reported as scheduled for the Saturday
Evening Post and we have been spending the best part of the past 24 hours
trying to figure out a way to combat such publicity.

The concensus over here is that we had better wait until this article appears and then take a firm stand in the way of defending the game as one which has a real place in the play and sports world. More about this latter, but it seems to me that you would be the logical person to defend this position to other editors whom we believe would be interested in obtaining your viewpoint in the way of a rebuttal to whatever statements may be included in the Saturday Evening Post article. Let us let this rest for the moment unless you get some reply from your two letters to Philadelphia which indicate that something could be done toward acquainting the Saturday Evening Post with the facts as all of us see them.

Incidentally, I notice in your letter to Mr. Reed and Mr. Hibbs that you refer to the fact that Goal-Hi was designed primarily for the playground. We think this game is as much an indoor gymnasium game as it is an outdoor playground game, and I give you this thought for possible future reference. At the several State Teachers Conventions where we exhibited our Goal-Hi display, we found as much interest on the part of gym instructors and we did with people concerned with playground activity. Besides, the story as we tell it, i.e., that Goal-Hi can be played indoors as well as outdoors, throughout the year, is better served when we refer to the game as not only a playground game but one that can be engaged in by entire gym classes, etc.

Incidentally, Phog, I would appreciate learning from you just what your connection may be with Mr. Hibbs and also Mr. Reed. I note you address them by their first names, which indicates that you enjoy a close acquaintance with both, and if you care to give me that information I would like to know

FRED MEDART MANUFACTURING CO. #2 Dr. Forrest C. Allen Lawrence, Kansas just what the connection is, and what part these two gentlemen play in the publishing of the Saturday Evening Post. Kindest regards. Cordially yours, FRED MEDART MANUFACTURING CO. Sales Promotion Manager REW/AC

Manufacturing Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL SALES PROMOTION MANAGER

December 11, 1939

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

Dear Phog:

I notice that you have referred to us several times in connection with letters written concerning publicity (for example, the letters you wrote the Saturday Evening Post) as the manufacturers of the Goal-Hi equipment.

I believe it would be in order to suggest that you discontinue making any mention of us in the future when you have occasion to write along these lines, and thus avoid anything in the way of the commercial angle.

You understand, Phog, that I am referring merely to those letters that may have something to do with editorial matters. You will, of course, refer to us, as you have been doing, when a prospect writes, but we believe you will see the logic of this suggestion if you will give a little thought to the possible reaction of editors the reference to us when discussing publicity.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sakes Promotion Manager

REW/AC Enc.

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL SALES PROMOTION MANAGER

December 22, 1939

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

Dear Phog:

Have you had any word from your friends in Philadelphia who are connected with the Crowell Publishing Company (Saturday Evening Post)?

Naturally we are extremely interested in learning what kind of an article, and the size of it, in support or against Goal-Hi, will appear in this outstanding magazine.

Please accept my best wishes for a very Happy Holiday Season; and also, Phog, please remember me in the same way to the other members of your family.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC