

FRED MEDART

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