

November 21, 1939.

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

Dear Roy:

I am enclosing another inquiry about Goal-  
Hi as a result of the publicity in PIC.

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



November 22, 1939

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

Dear Roy:

I am enclosing some additional in-  
quiries which came in today regarding Goal-Hi.  
I am sure that you will take care of them promptly.

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:m



November 23, 1939.

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

Dear Roy:

Thank you very much for your letter of the 14th instant in which you give me information on the cost of printing the Goal-Hi rules book. Confidentially, I wanted to know because our people in the Journalism Press department are not supposed to make a profit on their work. Some time I expect to tell Kistler about this.

Personally, I am very glad that you didn't order the printing done here. I presented the material to Kistler as if it were a departmental order, but doubtless he was wise to that and bid high.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

Dict. Nov. 13  
November 14, 1939

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

Dear Phog:

Have your letter of November 9 and have delayed answering it for several reasons.

First of all, we do not have the rubber buttons available, at this writing, for the under side of the circular base of the Goal-Hi standard in your possession but we will arrange to send you a set just as soon as they are on hand so you can fit them into holes that you will drill for that purpose.

Will look forward to seeing your suggested improvement for the slot on the standard, as described in the second paragraph of your letter. However, we think that a lock is very essential part of the Goal-Hi standard when it is used out of doors and left overnight in an unprotected location.

Glad that the Wagstaff family enjoyed the picture that you framed and delivered to them. I thought it was rather good.

Concerning the price of the rules book, I find that Bill Robinson, who placed this order, is out of the office at the moment but if memory serves me correctly we received a price of about \$193.00 or \$194.00 for the job, which your local printer wanted \$200.00 for. Incidentally, Phog, it might interest you to know that I have approved printing bills, which, of course, include art work and plates, in the amount of approximately \$2400.00, to date, and we haven't a bit of printing on hand as yet. However, we are expecting an initial delivery of several pieces of printed matter tomorrow, Wednesday, Thursday, and Friday, and then we will be all set. Of course I will see to it that you are supplied, with samples.

I also think you will be interested in knowing that we have just approved a \$750.00 convention display booth for Goal-Hi, so you see we are doing just what we told you we were going to do early in the year, i.e., spend quite a sizeable sum of money getting Goal-Hi adopted.

Incidentally, a test mailing of 2500 letters is going forward tomorrow and Saturday to school officials and coaches in Texas, Alabama, Indiana, and Ohio. We are using ten different letters with ten different appeals in this mailing and based on results we will decide which of the letters pulls the best returns, and that information will shape our future national direct-mail program.



FRED MEDART MANUFACTURING CO.

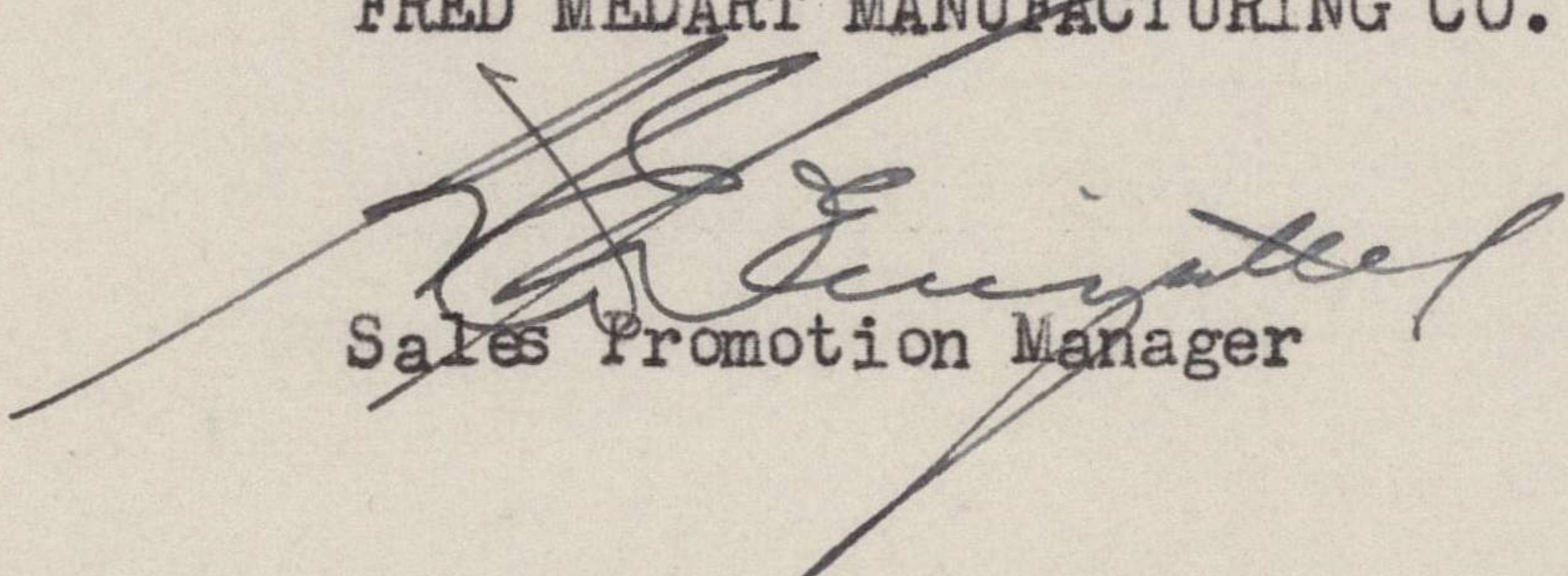
#2

Watch for Major Griffith's "Athletic Journal" for December. That four-page editorial article you edited is scheduled to appear. The St. Louis Star-Times is running a three page feature sport article on Goal-Hi in the next day or two and an attempt will be made to shoot this article over the United Press wires throughout the country. Bob Hereford, the local manager of International News Service (the chap you met at the Jefferson Hotel when last in St. Louis) has a lengthy article written and ready for release to 1200 International News users immediately after the football season. I have a tentative appointment with him early in December for preparation of an article for "Collier's" which we hope to have accepted. Thus, with Paramount News ready to go early in December, we should be stoking up the old boilers to a pretty high pitch in the way of editorial publicity. Following that first round of publicity we will begin doing some display advertising of our own, which program finds us on our way to - I hope - a worthwhile volume of Goal-Hi business.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

  
Sales Promotion Manager

REW/AC



November 24, 1939  
November

Mr. Albert J. Bradley,  
230 West 20th Street,  
New York, City.

Dear Mr. Bradley:

Thank you very much for your recent inquiry regarding the game, Goal-Hi. I am immediately referring this to the Medart Manufacturing Company, of St. Louis, Missouri, the manufacturers of the goal. They are also distributors for the Goal-Hi rule book.

I am very glad to know of your interest in this game, and am sure you will hear from Medart's in a very short time.

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:m



November 24, 1939

Mr. Glenn Gentry,  
Rogersville, Ala.

Dear Mr. Gentry:

Thank you very much for your recent inquiry regarding the game, Goal-Hi. I am immediately referring this to the Medart Manufacturing Company, of St. Louis, Missouri, the manufacturers of the goal. They are also distributors for the Goal-Hi rule book.

I am very glad to know of your interest in this game, and am sure you will hear from Medart's in a very short time.

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:m



November 24, 1939

Sidney High School,  
Sidney, Ind.

Dear Coach:

Thank you very much for your recent inquiry regarding the game, Goal-Hi. I am immediately referring this to the Medart Manufacturing Company, of St. Louis, Missouri, the manufacturers of the goal. They are also distributors for the Goal-Hi rule book.

I am very glad to know of your interest in this game, and am sure you will hear from Medart's in a very short time.

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:md



November 24, 1939

Mr. B. O. Butler,  
165 North Anita Avenue,  
Brentwood Heights,  
Los Angeles, Calif.

Dear Mr. Butler:

Thank you very much for your recent inquiry regarding the game, Goal-Hi. I am immediately referring this to the Medart Manufacturing Company, of St. Louis, Missouri, the manufacturers of the goal. They are also distributors for the Goal-Hi rule book.

I am very glad to know of your interest in this game, and am sure you will hear from Medart's in a very short time.

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:m



November 24, 1939

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

Dear Roy:

Enclosed are more inquiries regarding Goal-  
Hi. I am sure that you will take care of these  
letters promptly also.

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:m



FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL  
SALES PROMOTION MANAGER

. November 27, 1939

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

Dear Phog:

Just returned from Richmond, Virginia this morning to receive the good report from Bill Robinson and Fred Medart covering their enjoyable visit with you. Would liked to have been one of the party.

Also note your several letters containing original requests for Goal-Hi information, and copies of your replies, and you may rest assured that we are giving these leads our best attention.

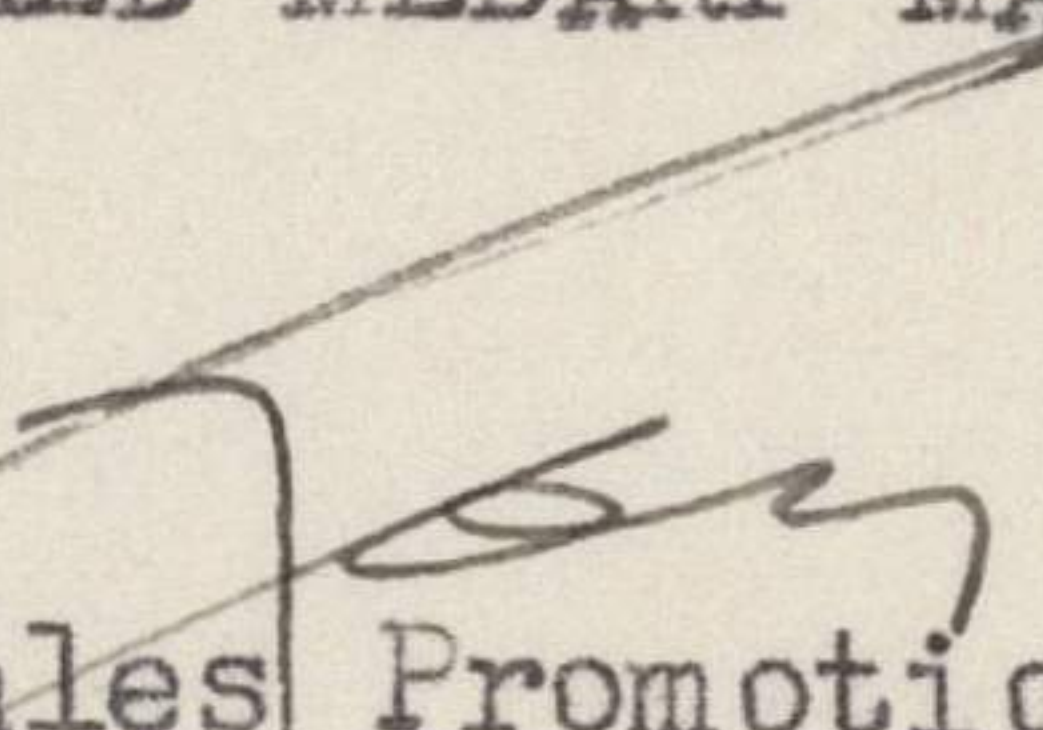
I know you will be interested in knowing that we have been getting a bundle of return cards in every mail since we made the test mailing in the several States, which Bill no doubt discussed with you.

One of the most striking bits of information that I have unearthed as a result of attending the Missouri and the Virginia State Educational Association Conventions (and it is to discover what is in the minds of school people as concerns our new game that I make these several conventions) is not in the number of people interested in Goal-Hi but the degree of interest they express. Apparently there is a need for a game of this kind in all types of schools, and I welcome that finding because it indicates that we will not have such a big job selling the idea of the game as would otherwise be true.

Keep sending me those leads, Phog, and maybe between the two of us we can make a million dollars. In any event, kindest personal regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

  
Sales Promotion Manager

REW/AC



Rule 8 Sec 4 ~~#~~ Continued

I

d. after the last free throw following a double foul;  
in the following manner:

Each jumper shall stand with both feet in the area inside the 15 foot radius circle. The Referee shall then toss the ball upward between the two jumping players, to a height greater than either of them can jump and so that it will drop between them. - Continue in book as is -

Sec. 5 - The jumping players must not tap the ball before it reaches its highest point. Neither jumper may tap the ball more than three times, after which neither may touch ~~get at~~ the ball again until it has touched one of the other eight players, the floor, ~~the~~ <sup>the</sup> ground, or the basket. Under this provision four taps are possible, two by each jumper. When a jump ball takes place in the (fifteen foot 15') radius circle, all players <sup>except</sup> the jumpers shall remain outside of the fifteen foot radius circle and inside the larger peripheral circle bounding the 15 foot radius circle until the ball has been tapped.

Infraction of this clause, ~~is normally a violation~~ is normally a violation (award of ball to opponents out of bounds) but repeated infraction may be penalized as delay of the game.



Sec 6. When the ball is tossed up between two <sup>11</sup> players in the larger peripheral circle, ~~the so~~ outside of the 15 foot inner peripheral circle, all players except the two jumpers shall remain outside of the larger peripheral circle and inside of the smaller peripheral circle until the ball has been tapped. Infraction of jumping rule ~~stands~~ identical with Sec. 5.

Sec 7. After a goal from the field or after a ~~successful~~ free throw, <sup>whether made or missed</sup> the ball remains in play and play is ~~terminated~~ <sup>interrupted</sup> only by the Official's whistle calling attention to a violation or to a foul.

Sec 8. The game is terminated by the sounding of the timekeepers signal indicating the end of the game -

Sec 9. An all out of bounds play is not more than five seconds is permitted in getting the ball ~~to~~ into play - (follow) p. 11



When the ball is struck up between the  
 papers in the larger perpendicular  
 outside of the 12 foot ~~rule~~  
 all papers except the two fingers shall  
 remain outside of the larger perpendicular  
 and inside of the smaller perpendicular  
 circle until the ball has been tapped.  
~~There~~  
 Definition of jumping rule  
 identical with Sec. 5.  
 Sec 7. After a goal from the field or after  
 a ~~kick~~ ~~the~~ ~~ball~~ ~~remains~~  
 in play and play is ~~interrupted~~ only by  
 the officials' whistle calling attention to  
 a violation or to a foul.  
 Sec 8. The game is terminated by the  
 sounding of the timpanos or by the  
 the end of the game -  
 Sec 9. An all out of bounds play is not  
 more than five seconds is permitted in  
 getting the ball into play. (Fallon) p. 11



Pls copy p 18 Sec 10 marked in book

III.

UNIVERSITY OF KANSAS  
LAWRENCE

DEPARTMENT OF PHYSICAL EDUCATION

Rule 9 Scoring

Sec 1. A goal from the field <sup>inside of the 15 foot</sup> peripheral circle shall count 2 points. And a goal from the field ~~in the peripheral circle~~ <sup>but in the larger circle outside P.C.</sup> outside of the 15 foot <sup>circle</sup> shall count 3 points. A goal from ~~the~~ <sup>the</sup> free throw <sup>circle</sup> shall count 1 point.

Sec 2 Same as book

Sec 3

Rule 10.

Note → Rule 15  
Sec 5

Look up ~~requirement~~ rule entering game.

Violations and Penalties

Rule 14

Sec 12 Touch any part of <sup>upright</sup> standard or basket of Goalie

Penalty

Ball goes to an opponent out of bounds.



Page 9 18 Dec 10 marked in book

III

UNIVERSITY OF KANSAS  
LAWRENCE

DEPARTMENT OF PHYSICAL EDUCATION

Rule 9 Scoring

1. A goal from the field in the goal shall count 2 points. A goal from the field in the goal shall count 1 point. A goal from the field in the goal shall count 3 points. A goal from the field in the goal shall count 1 point.

Notes  
Look up  
scoring  
game.

Rule 3

Rule 10

Violations and Penalties

Rule 14

15. Touch any part of the basket or basket of goal.

Penalty  
Ball goes to opponent out of bounds.



[1939]

GOAL-HI makes its appearance at Lawrence, Kansas, under the supervision of its originator, Dr. Forrest C. "Phog" Allen, Director of Physical Education and Varsity Basketball Coach at the University of Kansas.

- - -

This new all-year-round game of GOAL-HI is a lead-up game to basketball. Basketball, the game that I have been associated with for over 37 years, is rated as perhaps the most popular sport in America today. When more than 80 million people each year pay to see a game there can be no question of its popularity. Unfortunately, that group of 80 million consists of spectators who <sup>in the main, are content to</sup> sit on the sidelines and watch several thousand teams of only five players each play the game.

Knowing these things, and in view of the fact that basketball <sup>as</sup> we play it is an indoor sport, limited to the winter season, and with an eye on that group of 80 million spectators whom I would like to see step across the sidelines and become players, I have ~~been~~ <sup>ed</sup> gradually developing a game that I am hopeful will find favor as a winter and summer, indoor and outdoor sport or recreational activity among Americans of all ages.

The rules of GOAL-HI are very simple. The basket is the focus of activity for both the offense and the defense. Therefore, very few balls are caused to go out of bounds and the play is very rapid but is less fatiguing than the regular game of basketball where the teams shuttle from one basket to the other. A free throw following a foul counts one point. A field goal in the 15 foot radius circle scores two points, while a field goal between the 15 and 30 foot radius circle is valued at three points. This three-point goal will encourage shooting from longer distances and will clear up the congestion around the basket.



*which I termed  
how the "GOAL-HI"  
which permits*

By the use of the new adjustable standard raising the basket to 8, 9 and 10 foot heights, GOAL-HI can be played by elementary, high school or college teams. Likewise, it fits into the public playground program perfectly because instead of being limited to a team of five players, GOAL-HI can be played by entire classes in a gym or <sup>by</sup> groups of playground boys and girls.

*OK*

Most physical educators firmly believe that basketball is one of the finest forms of all-round exercise that can be undertaken. Authorities state that the game of basketball possesses all the qualities necessary for the development of an educable child. For example, muscles are stretched and developed, posture and carriage are improved, physical grace is acquired, and the circulation of the blood through the body is stimulated. Running, jumping and leaping are some of the fundamental activities of man. GOAL-HI develops these to an exceptional degree. These are but a few of the many benefits that come to players of basketball.

- - - -

Dr. Forrest C. (Phog) Allen has been associated with the game of basketball for over 37 years. He is a member of the National Rules Body



December 6, 1939.

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

Dear Roy:

Tom Bowlus tells me that he learned today that The Saturday Evening Post is planning to run an article soon on Goal-Hi, and that it is written in a rather uncomplimentary manner.

I am enclosing carbon copies of the letters that I have sent to Ben Hibbs and Bob Reed in the hope that they can change the tenor of the article.

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



December 6, 1939.

Mr. Robert Reed,  
The Crowell Publishing Company,  
Philadelphia, Pa.

Dear Bob:

I have been informed that The Saturday Evening Post is planning to publish an article very soon on our new game of Goal-Hi, which we developed this past summer, and that the article is written in a rather uncomplimentary manner to the game.

I am writing you to ask if you would investigate for me, and see just what is being planned for this article.

Goal-Hi was designed primarily for the playground, and was never intended to replace the game of basketball. The goal is on an adjustable standard so that it may be used by groups of all ages. I am enclosing some of the descriptive material about the game for your information. The game is played on a circular court, with one goal, which makes it much more desirable for children and girls. Instead of shuttling back and forth from one end of the court to the other, as in basketball, they play around the one goal.

The goal for Goal-Hi is manufactured by the Modart Manufacturing Company of St. Louis. They have also published a rule book for the game.

I shall greatly appreciate hearing from you after you have looked into the matter.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



December 6, 1959.

Mr. Ben Hibbs,  
The Saturday Evening Post,  
Philadelphia, Pa.

Dear Ben:

I have been told that the Saturday Evening Post is planning to get out an article very soon on our new game, Goal-Hi, which we developed this summer, and that the article is written in an uncomplimentary manner to the game.

This game was planned for the playground, and was not intended to replace the game of basketball. The goal is on an adjustable standard so that it may be used by groups of all ages. I am enclosing some of the descriptive material about the game for your information.

The goal for this game is manufactured by the Medart Manufacturing Company of St. Louis. They are also publishing a rule book for Goal-Hi.

I would appreciate it if you would investigate the article that is being written for the Post.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



December 11, 1939.

Mr. Jackson R. Sharman,  
Department of Physical and Health Education,  
University of Alabama,  
University, Alabama.

Dear Mr. Sharman:

I am very happy to have your letter of the 8th instant commenting on our article in the December Athletic Journal on our game of Goal-Hi.

The standards for Goal-Hi are manufactured by the Medart Manufacturing Company, of St. Louis, Missouri. I am sending them your inquiry, and am also asking that they send you detailed information regarding the equipment and the rules book, which they publish.

If you desire any further information it will be a pleasure to hear from you again.

With best wishes, I am

Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



December 11, 1939.

Mr. E. C. Higginbotham,  
Physical Education Department,  
Beatrice Senior High School,  
Beatrice, Nebraska.

Dear Mr. Higginbotham:

I am very glad to have your inquiry of the 7th instant, and to know of your interest in our new game, Goal-III.

The standards for Goal-III are manufactured by the Medart Manufacturing Company, of St. Louis, Missouri. I am sending them your inquiry, and am also asking that they send you detailed information regarding the equipment and the rules book.

If you desire any further information I shall be very happy to hear from you.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



**FILM GOAL-HI GAME**

**Paramount Cameraman at University of Kansas Today**

"Goal-Hi," the new basketball game invented by Dr. F. C. Allen, entered the movies early this afternoon. Billy Andlauer, Paramount News photographer, shot approximately 600 feet of film for the new game.

The film was made at 1:30 o'clock at the K. U. stadium field, where a University of Kansas team downed a Haskell team, to the tune of 36 to 16.

Dr. Allen refereed the game.



December 14, 1939.

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

Dear Roy:

I have heard nothing from Billy Andlauer since the letter I received some time ago. I never get to see him, and this letter was the only word I have had from him.

I would suggest that you write to him asking when Paramount expects to release the Goal-Hi film.

I am enclosing two more inquiries that came in today's mail from persons interested in the possibilities of Goal-Hi.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



FRED MEDART

MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

December 13, 1939

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

Dear Phog:


Have you heard anything from Billy Andlaur, the Paramount News man?

We have been wondering when this news release by Paramount would take place, and inasmuch as the football season is over I am getting a little bit anxious. If it is not out of order, I would suggest that you drop your friend in Kansas City a note inquiring about this matter and then let me know so that we can be on the lookout for same.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

  
Sales Promotion Manager

REW/AC



December 14, 1939.

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

Dear Roy:

I am enclosing some additional inquiries that have come in from persons who read our article in The Athletic Journal. I am sure you will send them the information they desire at a very early date.

Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.