Goal-Hi inquiry (letter sent on to Mr. Weinzettel)

Mr. James B. Kinney

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pack post

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

Dear Mr. Weinzettell:

I am enclosing herewith the remainder of the copy on the "Goal-Hi" rules. I believe you have the first six pages of this copy.

We enjoyed immensely having you here on Monday and Tuesday, and I trust you felt your time was profitably spent. You may be interested to know that you broke into the publicity of our "daily horrifler", the Lawrence Journal-Morld, to the extent of a story regarding your connection with Medart as Sales Promotion Manager.

the will send to you a little later the rules for the other two games - Optional Game, with Panalty Box Provisions, and Three-Team Game, for the Physically Handicapped. But I wanted to rush this first copy of the regular game to you so that you could be working on suggestions.

With all good wishes, I am

Very sincerely yours,

FCA *AH
DOC.

Director of Physical Education and Recreation, Varsity Dasketball Coach.

P.S. I believe it would be a good idea if you would purchase a copy of the National Basketball Playing Rules from a sporting goods store there in St. Louis. This book is a part of the Spalding Athletic Library, published by the American Sports Publishing Company. No doubt you will want to refer to it quite frequently, as will we, and I expect we will both discover certain discrepancies.

F.C.A.



Andlauer Kilm Co.



OZARK BUILDING - KANSAS CITY. MO. VICTOR 4658

8/21-39

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

My dear Phog: -

A number of days ago I addressed you relative to our coming back to Lawrence to finish up the Goal-Hi assignment.

As explained to you New York thinks we have a national story providing we would add several shots depicting kiddles playing the game, a battle between girls, it would be great to have a few feet of ten colored boys shooting at the goal.

These things must not be staged on your football field. We should set-up in some school yard or public park to round out a story that is well worth while.

It is essential that I have an immediate reply. In case you are not available, your assistant basketball instructor or coach can handle my request very efficiently. We have your close-up and do not need you if you are too busy to assist. The most important factor is time, New York would like for us to shoot Saturday of this week or Wednesday or Thursday of next week.

In closing we earnestly request your reaction or your reply from any one of your staff who can arrange the details requested above. Line up a bunch of kiddies and a location setting the time to shoot the first scene around ten thirty or eleven o'clock and both of us will profit by your arrangements.

Cordially,

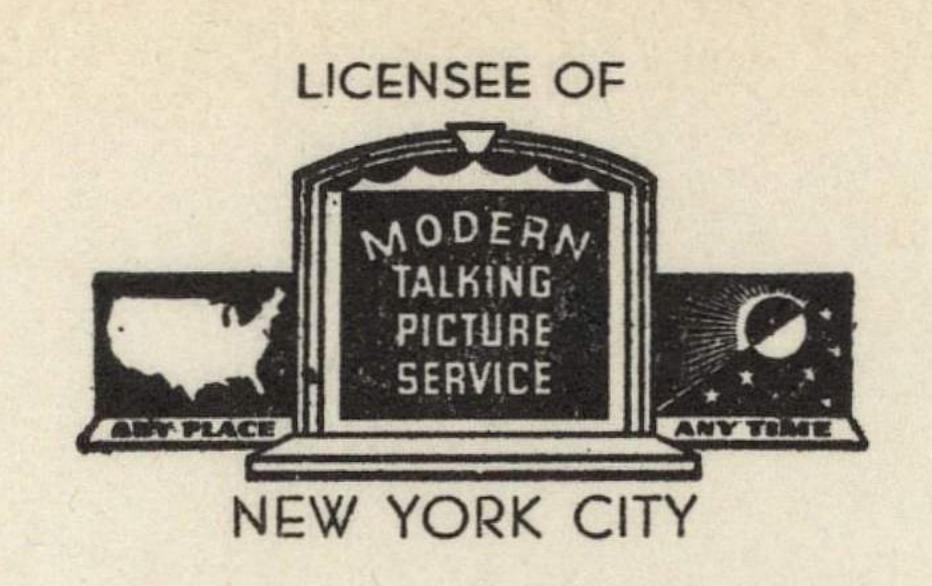
Billy Andlauer.

WAA/d

Wed 10:30

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Andlauer Kilm Co.



OZARK BUILDING - KANSAS CITY. MO. VICTOR 4658

8/17-39

Dr. Forrest Allen, University Of Kansas, Lawrence, Kansas.

My dear Phog: -

Paramount complained that I did not cover your story properly. They compliment the shots which we took but think we should have more variety of players.

I wish to come back to Lawrence within the next few days and shoot scenes of kiddies playing your game. I wish to set-up a basket on some public playing ground and have a game between kids around ten or twelve years old.

I would like to have a different location for a game between girls -- girl scouts -- camp fire girls -- or girls from any church or civic organization. (Haskell Link)

In other words the University angle has been covered without criticizm, but the human interest side was overlooked. I am sorry that I did not have brains enough to realize this fact and I wish to come back at your convenience. Can you arrange for two different locations along the lines mentioned above?

Trusting that you understand this situation and that I may have your continued cooperation, I am

Sincerely yours,

Billy Andlauer.

Mr. John Hampson, Alment, Hampson,

Dear Maria Transmis

I am sorry for the delay in responding to your kind letter of August 17th, but it came during my absence on vacations

"Goal-Wi". The rule book is now in the process of being printed, and we expect it will be ready for distribution within a short time. The goal is munifectured by the Fred Hedert Hemilecturing Company, of St. Louis, hissouri, and I am asking them to send you information regarding the cost of the equipment. They will also hendle the distribution of the rule book, and I am sure you will hear from them at an early date.

I am It th appropriation of your interest, and with best wishes,

Very sinceoly yours.

Director of Physical Education and Recreation, Varsity Basketball Cosch Mr. R. E. Weinzettel, Sales Fromotion Manager, Medart Manufacturing Co., St. Louis, Missourie

Dear Rous

This will acknowledge receipt of your good letter of the Slat ultimo. I got in contact with Tom Bowlus this morning and he is going to make arrangements to get in touch with the good-looking girls for Goal-Hi, as you suggest. I explain to Tom the picture situation, and I am sure that he is entirely satisfied with your explanation. Tom is going to try to arrange the shots in the norming, but if he doesn't shoot in the morning then he expects it will be the next morning. So we should get the pictures to you very shortly.

day morning I was greeted by Mr. Billy Andlauer, the Paramount man who came down from Manses City upon the order of Paramount of New York, saying that they wanted some shots of different groups to fill out their reel. We shot a team of negro boys, 18 to 20 years of age, in should I say multiforms rather than uniforms, but I believe one group was uniformed very well. And then we went out to Haskell and shot an Indian Girls' team on the Haskell campus, and then went over to Wagstaff's and shot a family side-yard scene. These are the little youngsters with the family standing in the background.

Billy Andlauer does not know when Paramount will use it, but they rather reprinanded him for not getting a more cross section type of activity picture than what he sent in to them. He thinks they will use it, but doesn't know when. As soon as he advises me, of course I will advise you.

I will be interested to know what news there is on the Hereford International News Service. We will get a close-up of these girls, as they suggest.

Very cordially yours,

Director of Physical Education and Recreation, Varsity Basketball Coach.

FRED MEDART

MANUFACTURING Co.

potomac and de kalb streets $Saint Louis, Mo. \equiv$

R. E. WEINZETTEL
SALES PROMOTION MANAGER

August 31, 1939

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

Dear Dr. Allen:

I meant to ask you when you were here to get in touch with Tom Bowlus and ask him to take another couple of pictures of Goal-Hi being used in the gymnasium by girls.

As you know, we have nothing of this sort available and Tom might as well take this picture as someone here. I suggest you get some close-ups, as was suggested by Hereford of International News Service, when taking these "shots", so we can get some of that eye appeal in the picture.

Incidentally "Phog", Tom wrote me advising that he was leaving for his vacation and asked me to send him a check. You will remember I ordered eight pictures originally from him, and promptly upon my return to St. Louis mailed him a check in full for those eight pictures. Later he sent me a large number of other pictures and I think his request for a second check was in connection with the second lot of pictures. I told him that I would like to have him let this rest a little while as I did not know how many of the pictures he sent me I could use. As you know, we are trying to decide now just what ones will be used, and I shall, of course, pay him promptly when we have made this decision. I mention this to you merely because he may wonder why he has not been paid for the second lot of pictures he sent me, some of which were in excess of what I requested. Thought you should have this information so if the question of payment to Tom comes up, you can explain it to him as I have done in the above.

In any event, we need a couple of indoor "shots" and I think we could use the girls because we have quite a few of the boys playing and, secondly, because the girls could be a high school team as well as a college team. Please let me know what can be done on this. Incidentally, we will need these pictures in a hurry.

Cordially yours,
FRED MEDART MANUFACTURING CO.

REW AC Sales Promotion Manager STEEL SHELVING GYMNASIUM APPARATUS GYM SEATS BASKETBALL BACKSTOPS PLAYGROUND APPARATUS

Mr. R. D. Weinzettel.
Medert Menufacturing Co.,
St. Louis, Missourie

Dear Roys

"Goal-Hi" that have come to me recently, together with a copy of my reply to each one. I trust that you will be able to send them the information they desire within a short time.

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coach,

Doc.

Hr. J. G. Godbey, Holloy School Supply Co., Liberty, Hessourie

Deer Me. Codbers

In response to your display of August 29, I am glad to inform you that the goal for our new gene, "Goal-Hi", is manufactured by the Fred Hedert Hamfacturing Company, of St. Louis, Missouri.

I am sending your inquiry on to this firm, and am sure that they will be glad to sand you any information you may desire.

Very sinearchy yours.

Director of Physical Education and Recreation, Varaity Basketball Coache Mr. Mubert F. Doty. 215 Sp. Tth St., Monnouth, Illinois.

Door Mr. Down

Thank you very much for your kind letter of August 28 inquiring about our new gene of "Good-Hi". I am glad to know of your interest, and believe you would enjoy having this gene in your intranspol program.

ond we expect that it will be ready in a very short time. The distributions will be handled by the Fred Medart Manufacturing Company, who also manufacture the goal for this game. I am somiling your inquiry on to this firm and asking that they send you the desired information as soon as possible. I am sure you will hear from them at an early date.

for the success of your intrumual program, I am

Sinceroly yours

Director of Physical Education and Recreation, Varsity Dasketball Coache Mr. H. L. Roberts.
651 W. Rdwards St.,
Springfield, Illinois.

Dear Mr. Roberts:

Thank you very much for your inquiry of August 50th regarding our new game of "Gool-Hi".

Yes, there are definitely arranged games, and the rule book is now in the process of being printed. The goal is namehotized by the Fred Hedart Hamifacturing Company of St. Louis. I am sending your inquiry on to this firm, asking that they send you a rule book as soon as they are ready. I am sure that you will hear from them at an early date.

Hith appreciation for your interest, I an

Very minomely yours.

Mirector of Physical Micestion and Recreation, Versity Deskotball Coach. Director of Athletics, Director of Athletics, Hamlin Bural High School, Hamlin, Kansas,

Deer lire Christs

I am very happy to have your inquiry of the 7th instant and to know of your interest in our new game of "Gool-Hi".

A rule book for this game is now in the process of being printed, and I am asking that you be sent any material as soon as it is ready. The goal is manufactured by the Fred Medart Manufacturing Company, of St. Louis, Missouri. I am sending your letter on to this firm, and an sure that you will hear from them within a very short time.

Vory cincerely yours.

Director of Physical Education and Recreation, Varsity Baskstiall Coach. Hr. Janes M. Villians,
Coach, Phpor Rural High School,
Phpor, Ransas.

Dear Coach Williams:

The rules of our new "Coal-Mi" game are
being printed now, but they are not ready for distribution.
Our game is called "Goal-Mi". I do not know whether "Unigoal" has rules published for it or not.

The Fred Medart Manufacturing Company of St.
Louis is making this "Goal-Mi" equipment and they are
printing the rules for the game. As soon as they are
pready I will be glad to see that you get a copy.

With all good wishes, I em

Very sincerely yours,

ECA LAIT

Director of Physical Education and Recreation, Varsity Basketball Coach. Superintendent Minter E. Brown, Anthony Public Schools, Anthony, Kansas,

Dear Superintendent Browns

Thank you very much for your inquiry regarding "Goal-Hi". I am glad to know of your interest in this new game.

The Goal-Hi equipment is manufactured by the Medart Manufacturing Company, of St. Louis, Missouri. They are also publishing a rule book which will accompany each goal that is purchased. I am sending your letter on to this firm so that they may send you definite information on the equipment, prices, and so forth.

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coach.

ANTHONY PUBLIC SCHOOIS Anthony, Kansas

September 28, 1939.

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

Dear Dr. Allen:

We are interested in your game "Goal Hi" ____ I believe that is the name -- and will appreciate information as to where we may obtain prices on the equipment necessary.

Sincerely yours,

Minter E. Brown Superintendent

FRED MEDART

Manufacturing Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL SALES PROMOTION MANAGER

November 3, 1939

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

Dear Phog:

No doubt Tom Bowlus has advised you, as he has me, that he has succeeded in getting three pictures and a short article in the current issue of the magazine "Pic".

You are likely to have some reaction to this publicity in the way of inquiries from prospects, and also from other publishing companies, and I want you to please keep me promptly advised of any such developments, particularly as concerns the publicity angle as we have things going pretty well now for the peak announcement of Goal-Hi, and want to keep everything right under our thumbs.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC

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

Dear Roys

I find that I have failed to acknowledge your kind letter of the 24th ultimo. I am wondering if you could send me the rubber buttoms, and I am wondering if we can drill the holes in those six places that you describe so that we may snap the rubber buttoms in place. I would like to use them here on our floor and see how they work.

I am having a small blueprint prepared to send you describing this little slot that works on the standard whereby it will not
be necessary to weld a piece on for a locking device. This is just
a little key which when turned a certain way locks the goal and
makes it unnecessary to weld those eyelets on for a locking device.
You may feel perhaps that on the public playgrounds it should have
a padlock on it, and you may want to go ahead with the plan that you
now have in operation. This other feature is much neater looking
and for that reason I will send it along in the near future.

I want to thank you for the enlargement that you made for the youngstors. I had the picture framed and took it down to the Wagstaff family. They were delighted with it.

I want to ask you a very frank question regarding the rule book. I had Mr. Kistler, the head of our Journalism Press Department here, figure on that job and he gave me a price of \$200. I would like to know what price you got so that I could know in my own mind how much out of line these people were. They are supposed to do it on a cost basis, but doubtless it was figured on a cost plus basis, but they are not supposed to do it that way. I asked him to figure on it as a departmental project.

I was happy indeed to know that you received your first order for one of the Goal-Hi standards. Those follow-up letters, I am sure, present a small percentage of dividend. I will be interested to know what success you have in your test mailings.

With kindest regards, I am

Sincerely yours.

FRED MEDART

MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL SALES PROMOTION MANAGER

WHEN SHE SHEET

October 24, 1939

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

Dear Phog:

First of all I want to thank you for the very much appreciated expression of sympathy. I find it difficult to tell you how much I value your several remarks.

I am glad to learn that the Goal-Hi standard with the adjustable height feature has been received and is being used. Concerning the question of some type of rubber base that would serve a dual purpose of protecting highly finished gym floors and also serving to anchor the base to the floor, this is to advise that we have developed something that is described in the brochure we are now having printed, and I think you will find it very much in order. This solution differs from the sample we sent you in that the under side of the round base has been drilled in six places so that rubber buttons can be snapped into place in the drilled holes, and these rubber buttons, equally spaced, will serve as a protection for floors and will also have a tendency to hold the base in the desired position, i.e., prevented from creeping.

I am having an enlargment made of the youngsters playing in the backyard and will send it on to you for your associates who co-operated so willingly with us in taking the photographs.

I think you will be interested in knowing that the Rules Book is now on the press, as is the brochure mentioned above and we have about six areas in the United States roped off for test mailings, which will go forward just as soon as the printed material is available. By "test mailings" we refer to several different approaches that we are going to make to the same types of prospects in order to learn which of the several ideas are likely to bring the best results. As a result of those findings we will then prepare a large national direct-by-mail campaign.

Even more important, and I am sure it will be a source of pleasure to you, is to learn that yesterday I received our first order for one of the Goal-Hi standards with the round circular base and the adjustable height feature from Monmouth, Illinois. You will remember sending me about eight or ten letters from people who wrote you. I acted upon your acknowledgment and wrote each of these parties, and this first order, which came in yesterday, is a result of that very limited approach. We did not have any advertising material and were

#2 Dr. Forrest C. Allen Lawrence, Kansas

forced to rely on a brief description of the unit we were prepared to offer. It will be about another 30 days before we will go into heavy production on Goal-Hi standards, but I anticipate having a few of them made by hand so I can fill this order and use one or two of them elsewhere in a publicity stunt that we are considering.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

REW/AC

Mr. Francis R. Driscoll, Senior Lds. CCC Company 4703 Council Grove, Kenses.

Dear Mr. Driscolls

In response to your inquiry of November 10th regarding the new game, Goal-Hi, I am referring your letter to Hr. R. B. Weinsettel, of the Medart Ham-facturing Company, St. Louis, Missourie. This firm makes the Goal-Hi standard, and also handles the distribution of the rule books. I am sure that you will receive full information on the game from Hr. Weinsettel in a very short time.

Thenking you for your interest, and with best wishes, I am

Very sincerely yours.

Director of Physical Mucation and Recreation, Varsity Basketball Coach.

MCA:AH

CAMP FREMONT-4703 OTVILIAN CONSERVATION CORPS COUNCIL GROVE, KANSAS

Movember 10, 1939

Dr. Forrest Allen Kansas University Lawrence, Kansas

Dear Sir:

In a recent edition of "Pic" I noticed a few pictures of a new game created by you called "Goal Hi".

I believe this game could very will be played out of doors most of the winter, here at camp and would appreciate your sanding us a rule book, if you have any.

Any charge for the rule book will be remitted by return amil. Inclosed find envelope for reply.

Francis R. Driscoll Senior Ldr. CCC Company 4703 Council Grove, Kans." Mr. R. E. Weinzettel, Modart Manufacturing Co., St. Louis, Missouri.

Dear Roys

I am enclosing an inquiry that has just come from Council Grove, Kansas, in regard to Goal-Hi. Will you kindly send them the full information at your earliest convenience?

Tom Bowlus tells me that he sent you a similar request which came to him last week as a result of the publicity in the magazine "Pic".

With best wishes, I am

Very sincerely yours.

TCA:AH

Director of Physical Education and Recreation, Varsity Basketball Coach.

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS · SAINT LOUIS, Mo.

W. A. ROBINSON, MANAGER MERCHANDISING DIVISION

November 21, 1939

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

Dear Doc:

We have all of the printed matter ready for distribution on Goal-Hi, including rules books, catalogs, convention booklets, etc., and in view of the fact that we have a number of things to take up with you regarding the promotion of Goal-Hi, I think this would be a very good time to make a trip to Law-rence to talk it over with you — especially since Missouri is playing Kansas Saturday.

What I had in mind was leaving here Friday morning and driving to Lawrence along with E.J's. son so we would arrive somewhere in the neighborhood of 4 o'clock in the afternoon, and we could spend a few hours with you going over the Goal-Hi promotion.

I realize this is a very late date to think about tickets, and hotel accommodations but I would certainly appreciate it if you would see what you can do along this line for the two of us.

As far as hotel accommodations are concerned, if it is absolutely necessary we can drive back to Kansas City Friday night and then back to Lawrence Saturday for the game.

Please wire me collect tomorrow if you can make the necessary arrangements --- and I don't think I need to tell you that I am anxious to make the trip.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Manager, Merchandising Division

WAR/AC

Mr. George A. Mendsley, 977 Belleville Avenue, New Bedford, Mass.

Donr Mr. Mondoloys

Thank you for your inquiry of the 16th instant regarding our game, Goal-Wi. I am glad to know of your interest and am sending your letter on to the Medert Manufacturing Company, of St. Louis, Missouri, so that they can send you full particulars about the game. This is the firm which manufactures the goals. I am sure that you will hear from them within a very short time.

Very chaosely yours,

FCA*AH

Director of Maysical Education and Recreation, Varsity Baskstball Coach, Prin. Robit. E. Wright Anderson Township School, Cincinnati, Ohio.

Door Mr. Wright:

Thank you for your inquiry of the 16th instant regarding our game, Goal-Ni. I am glad to know of your interest and am sending your letter on to the Medert Mamufacturing Company, of St. Louis, Missouri, so that they can send you full particulars about the game. This is the firm which manufactures the goals. I am sure that you will hear from them within a very short time.

Very sincerely yours,

Director of Physical Education and Recreation, Varity Basketball Coach.

FGA:m

November 22, 1939

Prin. G. A. Haberstick, 1617 S. Main St., Goshen, Ind.

Dear Mr. Haberstick:

Thank you for your inquiry of the 16th instant regarding our game, Goal-Hi. I am glad to know of your interest and am sending your letter on to the Medart Manufacturing Company, of St. Louis, Missouri, so that they can send you full particulars about the game. This is the firm which manufactures the goals. I am sure that you will hear from them within a very short time.

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coach.

FCA:m

Prin. Thomas A. Artsog, Boho Jr. High School, Ozark, Alabama.

Deer Mr. Hertzogt

Thank you for your inquiry of the 16th instant regarding our game, Goal-Hi. I am glad to know of you interest and am sending your letter on to the Medart Manufacturing Company, of St. Louis, Missouri, so that they can send you full particulars about the game. This is the firm which manufactures the goals. I am sure that you will hear from them within a very short time.

Vory sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball Coach.

FCA:m