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WESTERN UNION

1201

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KAD49 19 SER=STLOUIS MO 22 1217P

DR FORREST C ALLEN=

UNIVERSITY OF KANSAS KR=

1939 SEP 22 PM 12 36

ba

PLEASE RETURN RULES BOOK LAYOUT AND COVER SKETCH ALSO
COPY IF CHECKED. WE WANT TO ORDER NECESSARY CUTS

IMMEDIATELY=

FRED MEDART MFG CO.

1754 Hullett
ed

St. Louis, Mo.
Sept. 22, 1939.

Dr. F. C. Allen.

Please return rules book layout and
cover sketch. Also copy if checked. We want to
order necessary cuts immediately.

Fred Medart Mfg. Co.

Attached

September 22, 1939.

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

Dear Roy:

I am sending you some correspondence that I have had with Coach James Williams, of Piper, Kansas. You can see that we are being outsold by the Uni-goal people, and although they do not have a rule book they are selling the goal.

I am wondering just why your firm should furnish these books free to schools that buy the Uni-goal. You may not want to put a price on the book but I would think that you would want to sell them for a consideration. It would be very embarrassing to me to tell these people that I could not give them a rule book that we had printed when they had asked for one. Yet I do not see any reason why your firm should make more valuable your opposition's product by furnishing them with a rule book free.

The solution to this problem, it seems to me, is to manufacture some of these goals and let's begin to sell some of them so we can take advantage of the business. I believe that the longer your firm delays in the manufacture of these the more sales we will lose. I will be glad to have your reaction in this matter. It appears from this letter that the people at Piper have already bought a Uni-goal. As I mentioned to you in my letter the other day, Lowe and Campbell have catalogued it in their blue section, and Red Brown told me that they were selling quite a few of the goals.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

September 22, 1939.

Mr. William Robinson,
Medart Manufacturing Co.,
St. Louis, Missouri.

Dear Bill:

I wish to make one suggestion regarding the rules of Goal-Hi in the Three-Segment Game. It applies to the wording under playing regulations.

Where you state that a player is encroaching on his opponents' territory if any part of his body touches the division line in an opponents' court, and so forth, I believe it would be well to state that there are three division lines and so designate the division lines. You mention them but you do not designate them by a drawing. Perhaps you will show those on your court markings, but I do not have them before me so I thought it best to mention it.

Further, in the rule you state "if a player steps on or over the out of bounds line, or causes the ball to go out of bounds, the referee shall toss the ball to the opposing team", and so forth. I believe I would say "hand the ball", instead of "toss". I believe, Bill, it would make better sentence construction to end the sentence "in the opponents' court", and cut out "and". Start with "the offending team shall be penalized", and so forth.

Also, as I read the rules, you do not say that the game shall be divided into thirds instead of halves or quarters and that at the beginning of the game the referee shall start the game by tossing the ball into the outer court.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

September 25, 1939.

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

Dear Roy:

In your letter of September 23 you did not fully convince me of the argument as to why Goal-Hi should be so much higher than Uni-goal. I am sending you a tear sheet from Lowe and Campbell's catalog in which they list Uni-goal at \$15.75. And then you mention the same article, Goal-Hi, for \$21.75.

The only added expense that I see would be the price of printing the rule books, which would be \$200 for 5,000 of them. While you may have your cone, they have their net and so forth, and one just about offsets the other.

You mentioned the other day that Lowe and Campbell want such a large discount when they place orders. Apparently, Uni-goal has made them a very attractive offer and they are still retailing this goal at \$15.75. If you would add \$1.10 freight that would be \$16.85 - a difference of \$4.90. I have reference to your Goal-Hi as it is intended for permanent installation in a playground or school yard, one that does not have the base nor the adjustable feature.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

September 23, 1939

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

Dear Phog:

Thank you for your several letters of the 21st, each of which has received our careful consideration.

In the first place I want to say that we consider your suggestion regarding Major Griffith, L. W. St. John, and others, as being the officials to receive a little attention in connection with the question of approval of the convex basketball backboard by the Rules Committee, to be a very good one, and we are going to want to discuss this with you further, but first believe it advisable to wait and see what disposition is made of our patent application. Until we get this patent approved, it behooves us to go slowly on this matter as we would appear in rather a bad light if the patent was not issued and we made a great play to obtain approval of the convex idea by the Rules Committee. In any event, thanks again for the suggestion as you have given it to us, and I am hopeful we can follow this thought to a successful conclusion.

Concerning another of your letters of the 21st, we want to discuss the question of Goal-Hi and attempt to give you answers to several questions that you evidently have in mind. In the first place, that \$29.50 price for the standard with the round base and the adjustable height feature is not out of line. I believe Mr. Medart mentioned to you that our price is entirely determined by the method of distributing same. If we did not have dealers to consider we could very well afford to cut this price quite a little bit, but in doing so we would substantially reduce the volume of business. A dealer and his salesmen must be compensated for their efforts, and that cost must be included in the selling price. There is no way of getting around that Phog, and just to check again with you, let us look at this \$29.50 price as compared to the \$16.80 price the Uni-Goal people quote on an f.o.b. factory basis. Our \$29.50 price is a delivered price and includes the rules book and a lot of promotion designed to stimulate interest and enthusiasm in a new game. The Uni-Goal is intended for permanent installation in a playground or schoolyard and does not have the base, nor does it have the adjustable feature, both of which features, plus the fact that we pay freight, must be taken into consideration.

We are going to list a Goal-Hi standard which likewise will be used out of doors for permanent installation and which may be more or less comparable to the Uni-Goal, at a delivered price of \$21.75. Comparing this price with the \$16.80 factory price of our competitor, to which you should add about \$1.50 for freight, making a total of \$18.30 or thereabouts, you can readily see that our \$21.75 price is not out of line.

FRED MEDART MANUFACTURING CO.

#2

Dr. Forrest C. Allen
Lawrence, Kansas

Frankly, it is surprising to me that we can be that close to the competitor's price, considering the sales promotion, advertising, and added features, such as the three-way cone fitting and the three gates which are a part of our equipment and which are not included in competitors equipment.

So much for cost. We will give some thought to the idea of the rubber suction cups on the base of the Goal-Hi standard and advise you later.

Concerning the article for Major Griffith, you may be sure that I will send it to you for editing and for any suggestions you may care to give us before forwarding it to Chicago.

I have turned over your letter concerning the price for the rules book, to Bill, and he told me that he wanted the copy and layout back as quickly as possible and wired you accordingly. We will advise you within a few days just what we decide to do regarding the printing of same by your local printer.


So much for immediate business. That bring us to your third letter of the 21st with reference to the possibility of an association between us, with you acting in the capacity of technical advisor.

I am of the opinion this whole subject is one that cannot be very well covered in correspondence and should be held in abeyance until we get together again, which we will do before very long, and that meanwhile both of us should be giving some thought to your suggestion. As far as we are concerned, we will certainly do that because there is a lot of possibilities in the thought you advance. Likewise, there are some very complex sales problems involved and we would want to give them our best consideration before attempting to go into this matter with you. For example, some of the items you list in your letter are definitely dealer items, as we call them, while some of the others are engineering sales equipment that presents an entirely different problem of selling.

We welcome your suggestion and our response is to ask that you continue to give this matter some thought, Phog, and be prepared to go into the matter thoroughly with us when next we meet. As far as making a possible association between us, public, that is something that would also be subject to some discussion, altho I see no reason one way or the other why the matter is important because many concerns like ours employ technical advisors, and goodness knows, we could use a person in that capacity alone for a great many of our lines of equipment. For example, with all the War Department purchases popping all over the country, some one with a knowledge of War Department present day plans would be a mighty good fellow for us to listen to. I cite this one instance merely to illustrate the almost every day need for specialists in the business we are engaged in.

Kindest regards.

Cordially yours,
FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC

September 25, 1939.

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

Dear Roy:

Answering your question concerning the basketball scoreboard, I would say that it would be very much better to have an individual box that the scorekeeper or his assistant could manipulate and have another one that the timekeeper or his assistant could control. You see, in basketball you have a scorer and a timekeeper seated at the same table, but they work independently of each other.

It is much easier not to have these two officials interfere with each other. Each has his own job. I realize that this may cost you more money, but I believe that it will be much more satisfactory.

It is just for such things as this, and others, that I wrote you thinking that I could be valuable to you as a technical expert and a good will emissary. In your letter of September 23rd you state that the matter cannot be covered very well by correspondence. I was under the impression that since I have spent so much time with you and Mr. Medart we pretty well understand each other, and so far as I am concerned I would not need another audience. Maybe you and Mr. Medart feel differently about it, but I felt like so many times I have been called upon to render both technical and friendly service that it would not be a difficult thing for you people to sit down and figure out what such annual service would be worth. You may make it as modest as you wish.

Concerning your complex sales problems, I would not care whether they were dealer items, engineering sales equipment items, or firm items. That was not the point that I was presenting. There are so many things concerned with basketball that I am intimately acquainted with that I thought for some small consideration it would be worth your while. You can recognize the fact that when a fellow has to write a rule book and give time to these other activities that it takes time to do it, and I am sure that you will agree with me that my time is valuable, the same as yours. I am very happy to do these things upon occasions, but I have always been of the notion that a laborer is worthy of his hire, and if he spends his time and interest in these things it should be for a consideration.

You mention the War Department purchases and the necessity of having some technical advisor that would help you in this line. You made a good sales talk from my end of the line, and now the only thing that I can see that is left to do is either accept or reject it.

With all good wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

September 22, 1939

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

Dear Phog:

We are up against a question in connection with a new basketball scoreboard we are trying to develop and would greatly appreciate having you pass on this question, which has to do with the control box.

Some of our competitors are offering two boxes so that the scorer and the timekeeper can each handle an individual box, while others are offering, with their scoreboard, one combined box to be operated by one person. Obviously the cost of manufacturing two boxes would be greater than if the mechanism was included in one control box.

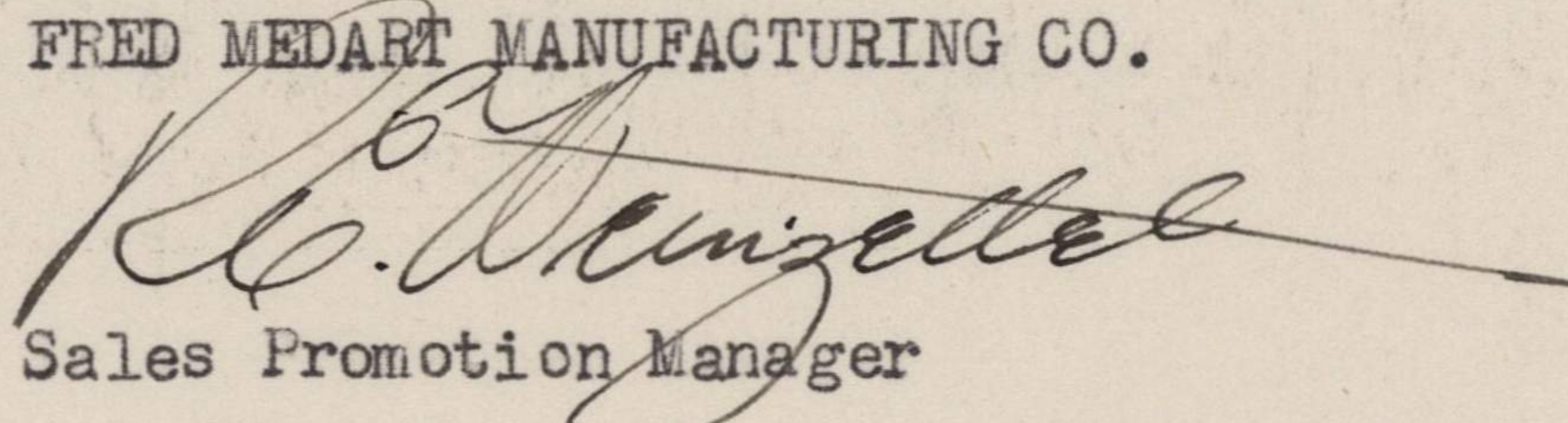
The question we would like to put to you for your advice is whether or not you think the mechanism should be enclosed in one box and operated by one person, or whether it would be advisable to have two control boxes at the scorer's and timer's table. Frankly, we are not in a position to decide on this question ourselves and thought you would not object to giving us your opinion.

We are enclosing a stamped, addressed envelope for your convenience when replying.

Kindest personal regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC
Enc.

September 28, 1939.

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

Dear Roy:

Thank you for your letter of the 26th instant, enclosing copy of your letter to Coach Williams who had inquired about the rule book. I think it is a good thing to answer all of these letters that come in. I will continue to acknowledge them, and I believe that you should follow up with a personal letter.

There is only one weakness that I can see, - and that is that the Uni-goal is already being manufactured and sold on the market. It looks like what somebody else is doing might affect our possibilities.

I am enclosing a letter that I have just received from Principal Gregg of Augusta, Kansas. I will be interested in seeing a copy of your reply.

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

September 26, 1939

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

Dear Phog:

Have your letter of September 22 and enclosures covering correspondence between you and James Williams, Coach at Piper, Kansas. I have written him per copy attached and we will see whether or not he has already purchased his equipment.

Incidentally, I am drafting a letter now for use in connection with the half dozen or so other inquiries you have received to date and we will see if we cannot get some orders for shipment just as soon as we are in production.

It was good to note your letter of September 22 as concerns your interest in having us speed up things a little and go out after the available business. That's the spirit, Phog, and believe me, we are not letting any grass grow under our feet. However, we are not tooling up to do a small local business but are looking ahead to a vast national business, and it is going to be about four to six weeks at the outside before we will be in production and able to go after Goal-Hi business in a big way.

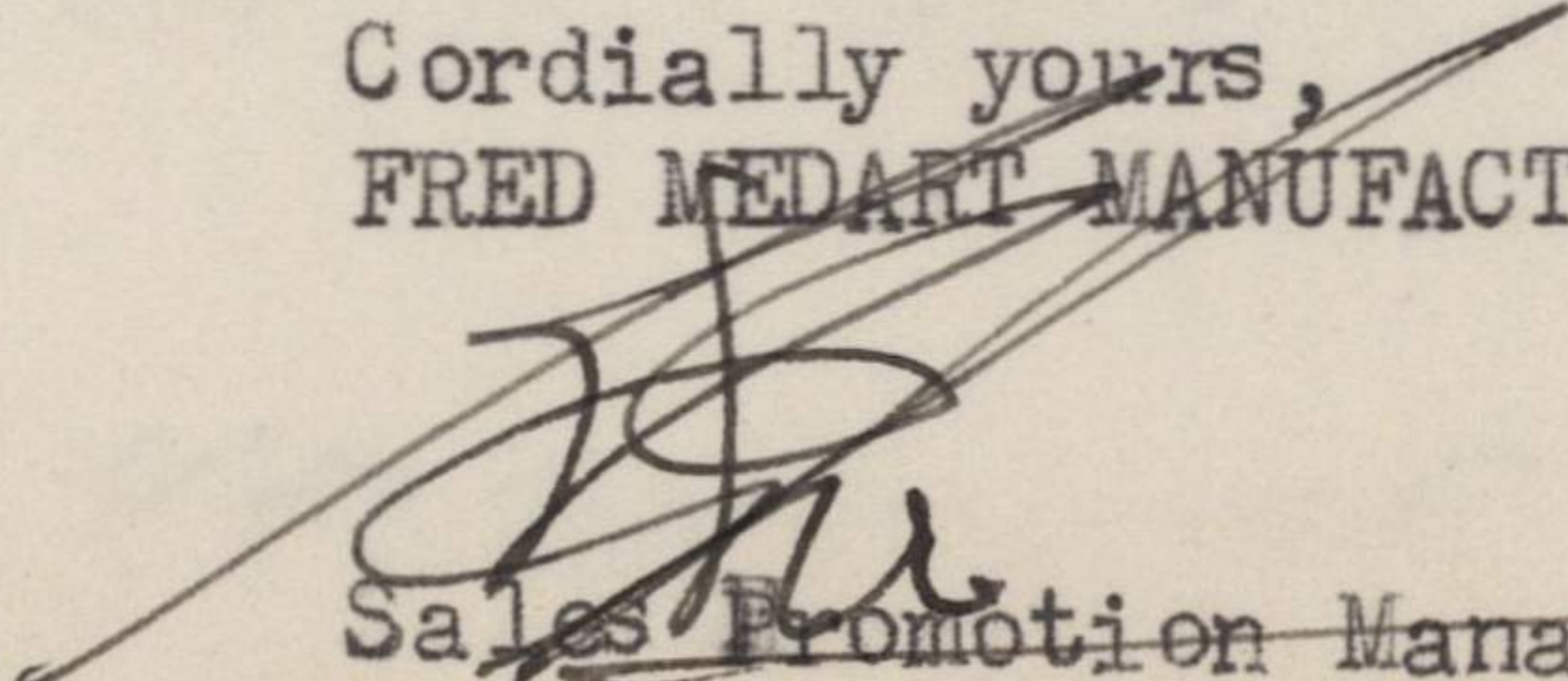
In any event, we are going to try to solicit some business now, even though advertising material is not available, and we will see what happens.

We are inclined to agree with you as concerns the promiscuous distribution of rules books to other than customers of ours. I think it is going to be a case of establishing a price of ~~25~~¹⁵ cents for each copy, and then give a copy away with each order. This may have a tendency to discourage the fellow who has other equipment from expecting us to furnish him with the rules, and will also be an "out" for you when approached by Coaches and others asking for a rules book. You can refer them to us and we will handle in the above manner.

In any event, Phog, please be assured that we are as anxious to get started as are you.

Kindest regards.

Cordially yours,
FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC

cc: Dr. Forrest C. Allen

September 26, 1939

Mr. James M. Williams, Coach
Piper Rural High School
Piper, Kansas

Dear Mr. Williams:

Your letter of September 20, directed to Dr. Forrest C. Allen of the University of Kansas, has been forwarded to us for attention inasmuch as we are the authorized manufacturers of the official Goal-Hi equipment, the game developed by Dr. Allen.

It is indeed gratifying to note your interest in this game and to learn of your estimation of what this new sport offers.

Are we to understand that you have purchased some other type of equipment that may be somewhat like Goal-Hi? We note that you refer to "Uni-Goal", which is foreign to us.

If not, we shall be glad to quote you prices on official Goal-Hi equipment, which we expect to have ready for shipment within the next four to six weeks at the outside. We are now in the process of preparing dies and otherwise tooling up to produce this new play game of Dr. Allen's, and expect to announce it nationally about a month from this date. However, we can quote prices to parties interested in purchasing equipment for shipment just as soon as we are in a position to do so, and if you have not yet purchased the equipment mentioned in your letter and are interested in getting the official equipment, we suggest that you advise us accordingly and we shall be governed by your letter.

A complete Goal-Hi rules book is being printed and a free copy will be included with each order for Goal-Hi equipment. This rules book will include official rules by Dr. Allen, court layouts, experienced suggestions for modification of the official game so that larger groups can play, and an extremely interesting introductory article by the author.

We are enclosing a stamped, self-addressed envelope for your convenience in replying, and thank you again for writing Dr. Allen.

Cordially yours,
FRED MEDART MANUFACTURING CO.

REW/AC

Sales Promotion Manager

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

September 28, 1939

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

Dear Phog:

In connection with the material ^(layout & copy) Bill Robinson sent you concerning the Rules Book, we received the layout and the copy covering the rules, but failed to find the introductory article written by you, as supplied by us.


We would like to have this introductory article, which concludes with several extracts from your basketball book on diet.

Please look around your office, Phog, or get in touch with your printer and see if he is holding that article, as we want it returned to us as quickly as possible.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager.

REW/AC

September 30, 1939.

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

Dear Roy:

I have your letter of September 28 regarding the copy for the rule book. The introductory article which you mention as written by me, as supplied by you, has never been received. Mrs. Hulteen checked very carefully the material sent by Bill Robinson before sending it over to our printer for the bid, and when it was returned to us she again checked it before mailing it back to you.

We do not have the copy here, Roy, and I would suggest that you search again in your office for the article.

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

September 30, 1939.

Mr. Edward J. Medart, President,
Fred Medart Manufacturing Company,
St. Louis, Missouri.

Dear Mr. Medart:

Your favor of the 27th instant has been received and I wish to thank you for your fulsome explanation regarding your many troublesome angles that a manufacturer is confronted with in producing and promoting a product that may or may not go.

To my untutored business mind, I am still hazy as to why the American public can be sold on an article for the same relative appearance for the difference in the quoted prices of the two articles, namely Uni-goal and Goal-Hi. Lowe and Campbell, with at least a 30% "take", advertise the Uni-goal at \$15.75, and Roy Weinzettel tells me that he will have to have \$21.75 for the non-adjustable height permanent goal which compares with Uni-goal. To my way of thinking it does not take an experienced business mind to see what the American buying public will purchase, yet these two are set up side by side with each other regardless of any amount of money that is spent on an advertising scheme.

You did explain very definitely to me, Mr. Medart, how you sold your standard equipment, but I certainly did not think there would be the price differential that now exists between the two competitive articles.

You probably are correct in the fact that I became a little impatient, and I am sorry to say this is always the case when you have an individual who is an accessory to the fact rather than the man who is doing the main job. We are forced to contend with these irritations.

In regard to the special machine that you are building to roll the base, I wrote Roy that the heavy iron base if it is used indoors is very impractical. We tried a game indoors and this heavy iron base and it causes the players to stub their toes and trip as they reach for the ball near the basket. The base is fine for outdoors, but it will not work on a gymnasium floor. It was for that reason that I wrote Roy about the rubber suction cups as an alternate for the indoor work. Or, instead of the rubber suction cups there is a possibility of using a heavy rubber base with a steel frame-work inside to give it the

necessary weight, which would extend upward from the floor in a slightly concave shape.

Now, I can hear you say how impractical that is because it will run up the cost more. But my notion was that before you went through with the expenditure for a special machine to roll the base you possibly could work on a base that would still have the necessary weight to hold the base in place and yet it could be molded in such a way that this objectionable feature of stubbing the toe on the base of iron better than one inch high would be removed.

So, you see, Mr. Medart, while I have written a lot of letters, I have tried to work one hundred per cent with you and your men in removing the bugs from this piece of equipment. I am still of the emphatic opinion that the round roller base is not fool-proof. I agree with you that you are spending the money, and it was for that reason, Mr. Medart, that I was trying to save you any unnecessary expenditure.

Regarding the point that you mention as consultant or technical advisor, I wonder if Roy showed you the letters that he wrote me regarding the convex backboard and the difficulty he had with Mr. Porter, and then he followed that up with an inquiry regarding the electric time clock and score board, and I believe there have been one or two other details. I was of the opinion that for an incidental fee of say \$200 or \$300 it would compensate me for the time and the technical knowledge that I have of those things. I would not want somebody to pay me something for nothing, but if a fellow goes to a lawyer to seek technical advice he expects to pay for it. I felt that I had enough knowledge of the working of the national organizations, such as the Coaches Association, the Rules body, and other allied bodies, that I could have made a hook-up with these people in such a way that I could have served your corporation very successfully. However, I see that I was wrong and we will just forget it.

I am paid fairly good compensation here at the University, and naturally when those inquiries came to me I gave them my immediate and best possible attention. It was for such things as this that I had an idea my knowledge would be worth something to you. I would not be interested in any full time proposition because I much prefer my University connection.

Regarding the inquiries that come to my desk from people interested in Goal-Hi, I have just received another one this morning from Superintendent Minter E. Brown, of the Anthony, Kansas, public schools. We are writing Roy, enclosing the letter to him for his disposition. This makes about a dozen inquiries for Goal-Hi that have come to my desk, and to my mind a dozen sales are a dozen sales. Of course, all inquiries are not sales,

but they are, after all, important in the promulgation of sales.

Just as an afterthought, I want you to know that while you paid for those photographs taken by Mr. Tom Bowlus, and you paid, I imagine, a fulsome price, it was necessary for me to spend the better part of five days in getting these people together, posing them and setting them in position for shots, and transporting the Goal-Hi goal from location to location. Of course, I was glad to do this because I realized that nobody else could have done it. But I do realize that my time, like the other fellow's, has some evaluation.

I do appreciate and thank you for your very frank expression of opinion. I find that I am very much like you in this respect, and I must say that I do like it. Further, I find that I am like you in another respect - I can drop a "dead horse" as fast as anybody.

With all good wishes, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

E. J. MEDART
PRESIDENT

September 27, 1939

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

My dear Dr. Allen:

Roy has shown me your letter of September 25 and I am answering it without any suggestion on his part that I do so.

We did not strike accidentally upon the prices we contemplate applying to the several types of Goal-Hi. These prices all resulted from very careful calculation.

First of all, we have to give a dealer or distributor discount up to 33-1/3%; we pay the freight; we pay royalties, and we hope they will be substantial; and we start off with a higher cost unit than the one you were comparing the Goal-Hi with.

Now, the next question is who is going to know anything about Goal-Hi unless we pump a lot of money into advertising and sales promotion. You talk about the cost of \$200.00 for the rules book. That, my dear man, is only a drop in the bucket. My first appropriation made to Roy the other day for sales promotion on Goal-Hi was \$5,000.00. We have to sell quite a few units to get that back at an average of a few dollars per unit allowed for advertising and sales promotion.

When this \$5,000 is used up and it appears to me that additional funds are necessary to promote this new game, then new funds will be appropriated.

We go into this thing gambling considerable money on possible success. We think we are right but this will either be a big thing or nothing. I can drop a "dead one" as fast as anybody in the world.

When you were in St. Louis recently, I thought I explained to you, to your understanding, how we could sell our standard equipment at a figure comparatively close to our cost; the difference between selling standard equipment in that manner and selling an item like Goal-Hi as a result of intensive and expensive advertising.

FRED MEDART MANUFACTURING CO.

Dr. Forrest C. Allen
Lawrence, Kansas

September 27, 1939

Page No. 2 -

I am afraid you are becoming a little impatient. I saw several letters from you the other day, to the effect that we should hurry this thing though to pick up one or two sales here and there. That, in my opinion, is not the right thing to do. We have to plan our entire campaign and that is more important than the manufacture of the unit, but even to manufacture it we have to make patterns, and I am now building a special machine to roll the base, all of which runs up into considerable money.

I believe that you are going to be very well satisfied with the result of your earnings from this item, but you will have to bear in mind that I am the one who is laying out the real money, and if I can be patient under the circumstances, I think you will have to be, too.

If this thing does not go over, you are going to lose very little, if anything, because we will sell enough to compensate you for the time you have put in on this item, but my Company stands to lose a sizable sum of money.

Roy has spoken to me about your desire to be engaged as a consultant, and he has shown me your letter of September 25 regarding this. I do not know, at the moment, in just what manner your services might be used, but for this Company to pay you any fair sum of money would necessitate some definite and concrete thought as to what worthwhile service could be performed. It occurred to me, when I spoke to Roy, that maybe there is a possibility of organizing local conferences and rules committees on the game of Goal-Hi, and such work would probably require the whole-time services of a man like yourself, but, as I see it, some of these bigger thoughts are a little in the future.

At the moment, we have three or four different ideas about marketing and promoting Goal-Hi, and we want to make tests of different marketing methods to prove or disprove some of these theories.

I think you will have to leave the selling of this to us, although we will, of course, always be glad to have your suggestions. If we do not have any greater worries than "Uni-Goal" selling at a price below ours, we will be on easy street.

I think you want me to speak frankly, just as I have in this letter. Anyway, that has always been a habit with me and I cannot do otherwise.

With best regards, I remain

Sincerely,

Fred Medart
President

EJM:D

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

October 2, 1939

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

Dear Dr. Allen:

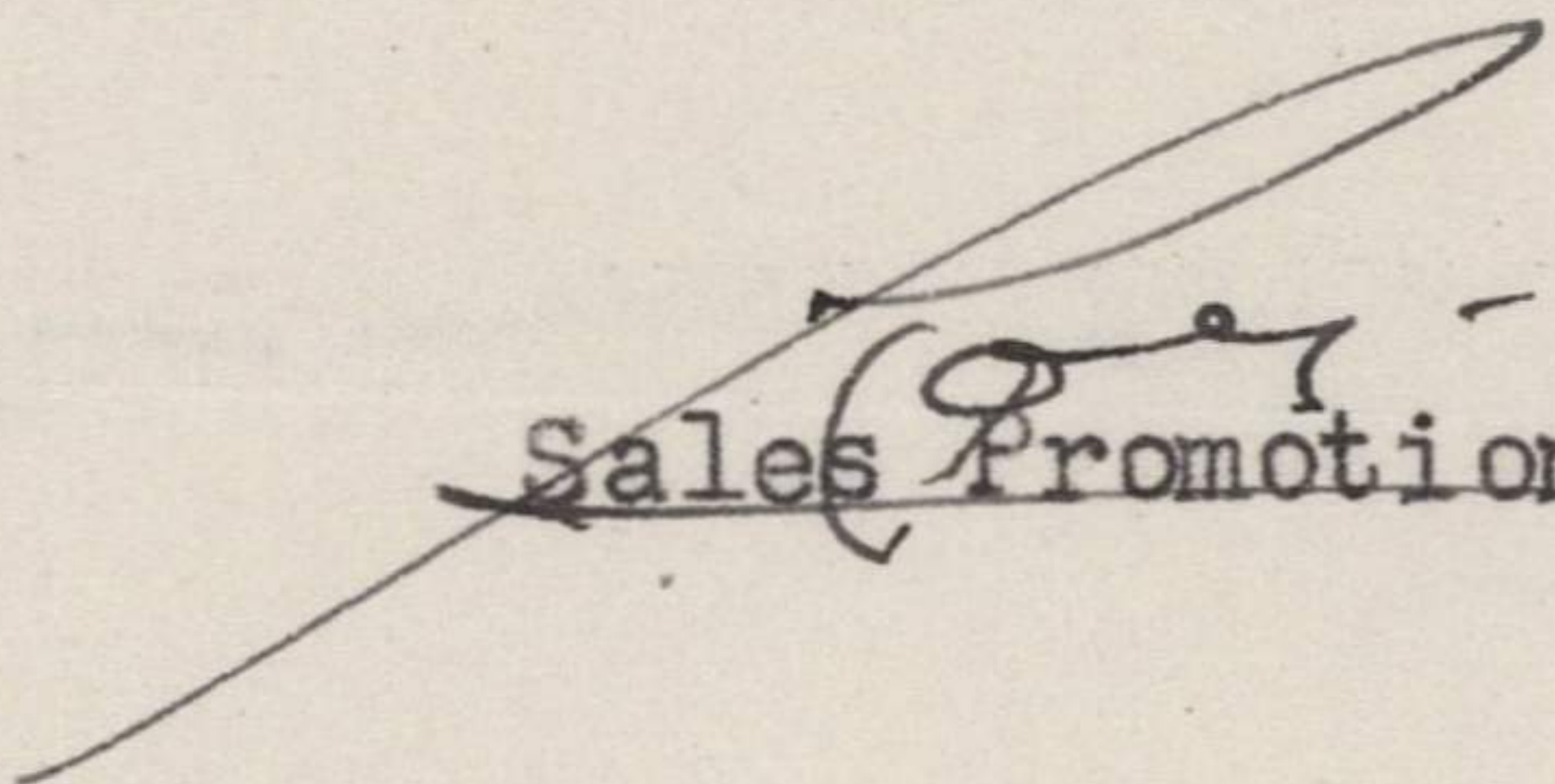
Enclosed find copy of article we have prepared for
Major Griffith "Athletic Journal".

Please give this the once over and return it to me
at your early convenience.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC

September 2, 1939.

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

Dear Roy:

This is just an idea, but what would you think of putting some sort of a "clapper" or something to ring a bell each time a goal is made, underneath the cone in the Goal-Hi goal.

Mr. Davis, director of the vocational department at Haskell Institute, spoke to me about this and I thought the idea was worth passing on to you. The Haskell boys are making a goal similar to this.

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

October 3, 1939.

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

Dear Roy:

Fred Ellsworth, our Alumni secretary, wants a picture to run on Goal-Hi in his Graduate Magazine, the magazine for the alumni of the University. Tom Bowlus said he sent all the negatives to you, and if you could send me a print of either the men or older boys playing Goal-Hi I would be glad to let Fred use it. I do not care to have you send any of the girls, but one of the Haskell Indians and the K. U. boys would be all right.

Fred Ellsworth's son was in some of the juvenile pictures that we shot. That, of course, adds interest to the quest. He wants to give us some publicity in his Graduate Magazine, and I would appreciate it if you will send the print to me as soon as possible.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

October 4, 1939.

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

Dear Roy:

I am returning this manuscript for Major Griffith with some corrections that I thought would improve the reading of the same. Please understand that I am not changing this manuscript only as I think it runs a little better this way. However, feel perfectly free to re-write and change anything that you think would be an improvement over this.

Thank you for sending the copies of your letters to Superintendent Brown, of Anthony, Kansas, and Principal Gregg, of Augusta, Kansas. I think these are fine, and believe it would be a good idea to send this sort of a letter to all the people who make inquiry about Goal-Hi. It is possible that six weeks may be too long a time for these people inasmuch as they desire to use a goal while the weather is good.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

To Dr Allen

October 2, 1939

Mr. Minter E. Brown, Supt.
Anthony Public Schools
Anthony, Kansas

Dear Mr. Brown:

Thank you for your letter of September 28, to Dr. Allen advising of your interest in his game "Goal-Hi".

We are not quite ready to make shipment of equipment at this writing inasmuch as we are now engaged in tooling up for quantity production of this single piece of apparatus required to play the game. However, we would welcome your order at this time for shipment within the next four to six weeks.

You may be interested in knowing that considerable publicity has been scheduled in support of the new game, which appears to be destined to sweep the country as the popular all-season, indoor and outdoor game for boys and girls, and men and women. For example, the Athletic Journal has a large article scheduled for an early issue of that paper, and other publications have requested complete information. Paramount News has taken 1200 ft. of film of the new game, and this news reel is scheduled for release at an early date.

By placing your order with us at this time, you would enjoy the distinction of being the first High School in your community - and possibly the first in the United States - to play Goal-Hi.

For one of the movable type of official Goal-Hi standards, our No. 907, that is equipped with a circular base and consequently can be rolled from one location to another (used indoor as well as outdoor) and also equipped with the special height adjustment feature that enables the basket to be easily raised or lowered, to 8', 9', or 10' heights, without the use of any tools, we quote you a special net-to-schools price of \$29.50 delivered to your nearest freight station.

For Model No. 917, which is identical to the above except that the circular base is eliminated and the pipe upright supporting the basket is fitted with a special base flange for anchoring in concrete (this model is for permanent installation in one out-of-doors location), we quote a net price of \$22.50 delivered to your nearest freight station.

Minter E. Brown - #2
Anthony, Kansas

All official Goal-Hi standards are equipped with a special three-way cone projector in the bottom of the basket as developed by Dr. Allen, and this is intended to direct the ball out of and away from the basket, after a goal has been made, through one of the three exits. Likewise, each standard is equipped with the three swinging gates that prevent a low-shot ball from entering the basket. In other words, our quotations are for equipment that has been approved by Dr. Allen as entirely satisfactory and 100% official. We are privileged to manufacture and distribute Goal-Hi equipment exclusively by reason of a license agreement.

For cash with order we allow a discount of 2% and unconditionally guarantee complete satisfaction or your money refunded.

Goal-Hi may be played with any 29-1/2" regulation basketball. We are prepared to quote prices on balls as well as standards if you do not have basketballs available.

Dr. Allen has prepared a complete and official Goal-Hi rules book with all the rules for playing the official game, and experienced suggestions for modification of the game so that large groups may play it, illustrations of the game being played by various age groups of boys and girls, court layouts, and an extremely interesting introductory article. This book is now being printed and should be available within the next few weeks. A price of \$1.00 has been established for the rules book and a copy of it will be supplied free with each equipment order.

For a limited time, possibly sixty days, after we announce the game, we shall make a special nation-wide introductory offer of a Goal-Hi heavy-duty (rubber) playground ball of 29-1/2" diameter free with each shipment. This ball will have a special net school price of \$3.00 delivered, and we, of course, offer it to you free at this time for shipment with your order, if you care to place it with us now.

For additional information or when ordering, please direct your communication to the attention of the writer.

Cordially yours

FRED MEDART MANUFACTURING CO.

REW/MR

Sales Promotion Manager

10
to Allen

October 2, 1939

Mr. L. B. Gregg, Prin.
Intermediate Grade School
Augusta, Kansas

Dear Mr. Gregg:

Thank you for your letter of September 22, to Dr. Allen advising of your interest in his game "Goal-Hi".

We are not quite ready to make shipment of equipment at this writing inasmuch as we are now engaged in tooling up for quantity production of this single piece of apparatus required to play the game. However, we would welcome your order at this time for shipment within the next four to six weeks.

You may be interested in knowing that considerable publicity has been scheduled in support of the new game, which appears to be destined to sweep the country as the popular all-season, indoor and outdoor game for boys and girls, and men and women. For example, the Athletic Journal has a large article scheduled for an early issue of that paper, and other publications have requested complete information. Paramount News has taken 1200 feet of film of the new game, and this news reel is scheduled for release at an early date.

By placing your order with us at this time, you would enjoy the distinction of being the first Grade School in your community - and possibly the first in the United States - to play Goal-Hi.

For one of the movable type of official Goal-Hi standards, our No. 907, that is equipped with a circular base and consequently can be rolled from one location to another (used indoor as well as outdoor) and also equipped with the special height adjustment feature that enables the basket to be easily raised or lowered, to 8', 9', or 10' heights, without the use of any tools, we quote you a special net-to-schools price of \$29.50 delivered to your nearest freight station.

For Model No. 917, which is identical to the above except that the circular base is eliminated and the pipe upright supporting the basket is fitted with a special base flange for anchoring in concrete (this model is for permanent installation in one out-of-doors location), we quote a net price of \$22.50 delivered to your nearest freight station.

#2

L. B. Gregg
Augusta, Kansas

All official Goal-Hi standards are equipped with a special three-way cone projector in the bottom of the basket as developed by Dr. Allen, and this is intended to direct the ball out of an away from the basket, after a goal has been made, through one of the three exits. Likewise, each standard is equipped with the three swinging gates that prevent a low-shot ball from entering the basket. In other words, our quotations are for equipment that has been approved by Dr. Allen as entirely satisfactory and 100% official. We are privileged to manufacture and distribute Goal-Hi equipment exclusively by reason of a license agreement.

For cash with order we allow a discount of 2% and unconditionally guarantee complete satisfaction or your money refunded.

Goal-Hi may be played with any 29-1/2" regulation basketball. We are prepared to quote prices on balls as well as standards if you do not have basketballs available.

Dr. Allen has prepared a complete and official Goal-Hi rules book with all the rules for playing the official game, and experienced suggestions for modification of the game so that large groups may play it, illustrations of the game being played by various age groups of boys and girls, court layouts, and an extremely interesting introductory article. This book is now being printed and should be available within the next few weeks. A price of \$1.00 has been established for the rules book and a copy of it will be supplied free with each equipment order.

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For additional information or when ordering, please direct your communication to the attention of the writer.

Cordially yours

FRED MEDART MANUFACTURING CO.

REW/MR

Sales Promotion Manager