

July 29, 1939.

Mr. C. C. Brown,
1231 Washburn Avenue,
Topeka, Kansas.

Dear Mr. Brown:

This will acknowledge receipt of your inquiry of the 19th instant concerning our new game of "Goal-Hi". I am glad to know of your interest, and as soon as we get out a printed book of rules I shall be glad to let you know.

We started this game as one of our summer playground activities here on the campus, and the newspapers took it up as something new and interesting. We are hoping that the game will find favor as both a winter and summer sport, inasmuch as the goal may be used either in a gymnasium or on an outdoor playground. The height of the goal is adjustable, so that the game may be played by elementary, high school, or college men and women equally well.

We have been using regular basketball rules for the game, using a circular court with a radius of 30 feet, for adults, with the goal 10 feet high. When a foul is called the free throw is tossed from a 15 foot radius line. We have also played the game using a penalty box, similar to the penalty box in hockey. Under this system, when a player commits a foul he is sent to the penalty box for one minute, at the expiration of which time he resumes his place in the game without interruption.

We are working on rules to be printed, and as soon as we have something available I shall be glad to write you again. In the meantime, if you have any further questions it will be a pleasure to hear from you.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

ESTABLISHED 1899

The University Publishing Co.

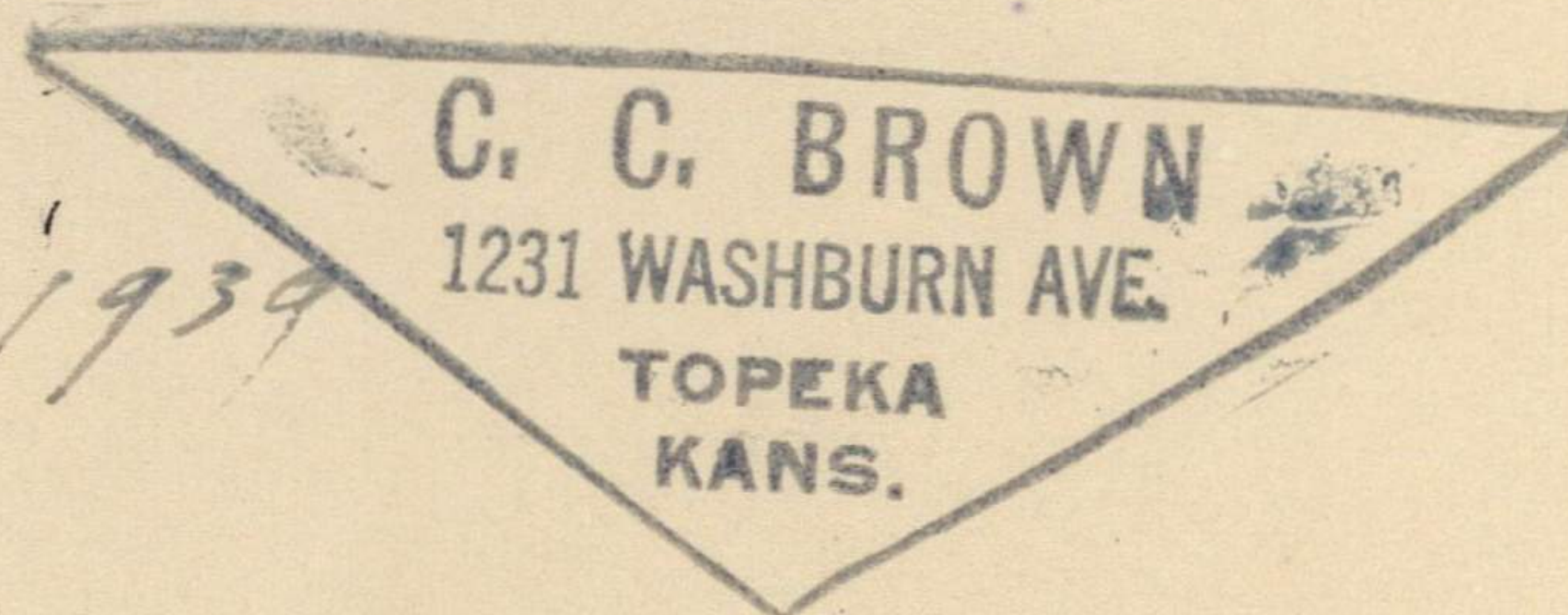
SUPERIOR SCHOOL

SUPPLY COMPANY

1126 Q STREET
LINCOLN, NEB.



1322 W. 13TH ST.
KANSAS CITY, MO.



July 19-1939

Mr Forest Allen,
Lawrence Kans

Dear Mr Allen:-

I understand you are the originator of the Uni-goal for basket ball.

I think this is a fine thing particularly for school play grounds. I wonder if you have any rules for playing the game with the Uni-goal.

If there are any, would you let me know where I can get them.

Very truly,
C. C. Brown

July 29, 1939.

Matt Finnigan Sporting Goods Co.,
718 Main Street, Ka
Klamath Falls, Oregon.

Dear Sirs:

This will acknowledge receipt of your inquiry of the 24th instant concerning our new game of "Goal-Hi". I am glad to know of your interest, and as soon as we get out a printed book of rules I shall be glad to let you know.

We started this game as one of our summer playground activities here on the campus, and the newspapers took it up as something new and interesting. We are hoping that the game will find favor as both a winter and summer sport, inasmuch as the goal may be used either in a gymnasium or on an outdoor playground. The height of the goal is adjustable, so that the game may be played by elementary, high school, or college men and women equally well.

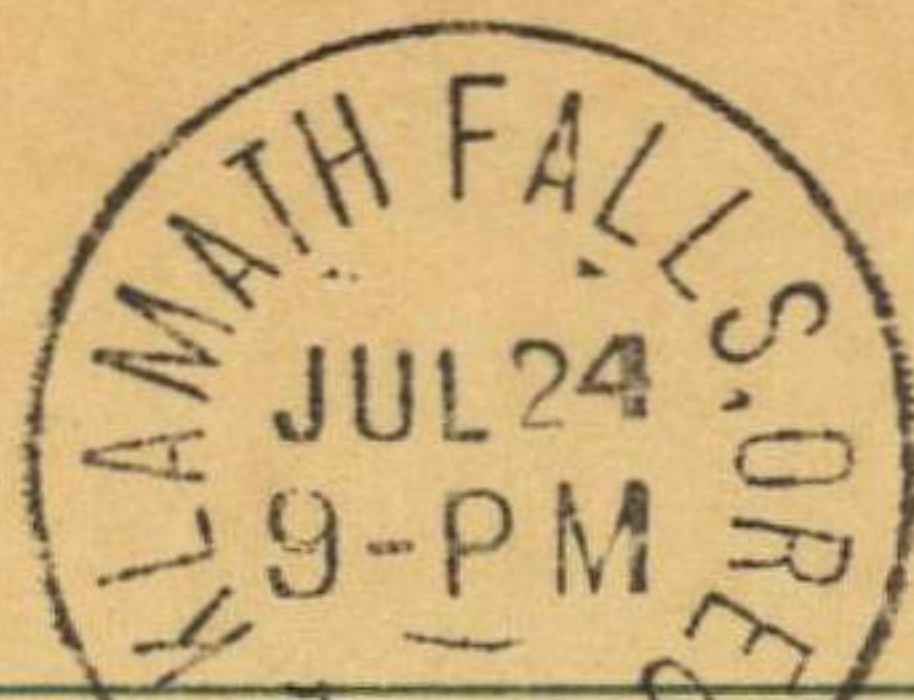
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Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH



THIS SIDE OF CARD IS FOR ADDRESS



Dr. F. C. ALLEN.
of KANSAS UNIV.
Lawrence, KAS.

7/24/39

DEAR SIR:—

WOULD IT BE POSSIBLE TO
SEND ME ANY INFO. ON YOUR
GAME CALLED "GOAL-HI".

WE WOULD LIKE TO TRY IT
IN CONNECTION WITH OUR REGULAR
SEASON.

KINDEST REGARDS—
MATT FINNIGAN SPTG. GOS.
718 MAIN ST.
KLAMATH FALLS, ORE.

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 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^{as} 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 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.

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 groups of playground boys and girls.

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.

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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, chairman of the Research Committee and also chairman of the 5th district of the National Collegiate Athletic Association. "Phog" Allen is perhaps the best known basketball coach in the United States. He has had the longest period of service of any collegiate coach, and his name has always been associated with winning teams. Dr. Allen began his career at the University of Kansas, where he is now Director of Physical Education and Coach of Basketball.

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Basketball, the game I have been associated with for ____ years, is rated as 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 sit on the side lines and watch a few thousand teams of only 5 players each, perform.

I know, as does every Physical Education Director, that basketball is one of the finest forms of all-around exercise that can be undertaken. Every good result of a combination of gymnastic exercises and certain sports is combined in this one game of basketball. For example, muscles are stretched and developed, posture and carriage improved, physical grace is acquired, the flow of the blood through the body is stimulated. These are but a very few of the many benefits that come to players of basketball.

*F.C.H.
Game can
elaborate
here -*

~~///~~ Knowing these things and in view of the fact that basketball as 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 side lines and become players, I have been 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. I've named this newcomer "GOAL-HI".

→ In a few seconds you will see "GOAL-HI" played by two College teams, but I want to emphasize the fact that it can be played by Elementary, High School, or College men and women equally well. Likewise, it fits into the Public Playground program perfectly because instead of being limited to a team of 5 players, GOAL-HI can be played by ^{entire} ~~whole~~ ^{in a gym} ~~classes~~ ^{groups} of students or playground boys and girls. To encourage playing of the game I will gladly forward a copy of a simple rules book I have prepared, to anyone writing me C/o University of Kansas at Lawrence, Kansas.

Now, on with the game - (game to follow).

FRED MEDART MANUFACTURING CO.

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POTOMAC AND DE KALB STREETS

ST. LOUIS, MO.

May 29, 1939

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

Dear Dr. Allen:

As agreed when together in Lawrence last week, I am returning to you a copy of the brief I originally sent you concerning the new game, with a few notations added thereto, as a result of our conversation.

I am also enclosing a list of the basketball coaching schools that we discussed, which, if my notes are correct, you agreed to check over and return to me with your suggestions as to both the schools that would be worthwhile for a pair of demonstration backboards and also the name of the individuals whom we should approach as concerns submitting a sample or two. In the latter connection I wish you would also feel free to add any schools that are not on this list but which are, in your opinion, worthy of this work on our part.

As soon as we can get around to a thorough discussion of the suggestions made by you after the demonstration in your gymnasium, as concerns the convexity of the bank in the two locations immediately to the right and left of the goal, I shall write you further.

Returning to the new game under discussion, we understand that you will begin working up some general publicity, as well as rules, for playing the game, and will submit them to us as soon as it is convenient for you to do so, and we, in turn, will be giving this matter some thought so that we can iron out the rough spots as quickly as possible and get under way.

I shall arrange to send you one of the goals mounted on a round base, on the order of a volleyball standard base, inasmuch as we have decided to eliminate the idea of inserting the upright in a pipe imbedded in concrete, because, after all, the round base idea will do the same thing, as far as being portable is concerned, and is much easier to handle because a goal mounted on such a base could be rolled out of the way, both in a gymnasium and out of doors. Besides, both types would require anchorage of one kind or another and the standard with the round base can be used both inside and outside, whereas the standard that we originally considered in connection with a pipe set in concrete, could be used only out of doors.

This letter will also contain the 5% over-ride commission we discussed, pending such time as we can get together on a formal document, which I would imagine

FRED MEDART MANUFACTURING CO.

#2

Dr. Forrest C. Allen
Lawrence, Kansas

would be within a short time or when you come through St. Louis next, which, at the latest, should be on your way to Atlanta. However, if it is your wish that this document be prepared and executed at this time, just say the word and we will prepare same for your immediate consideration.

Don't forget, we are still seeking a good name for this game, and if you have any ideas, please let us have them, and we shall do likewise.

I am writing John Bunn, as suggested by you, and hope to have something definite from him as regards the adjustable height backstops.

Needless to say, I enjoyed the time spent with you very much and look forward to our next meeting with a lot of pleasure.

Cordially yours,

FRED MEDART MANUFACTURING CO.



Sales Promotion Manager

R.E. Weinzettel/AC
Enc.

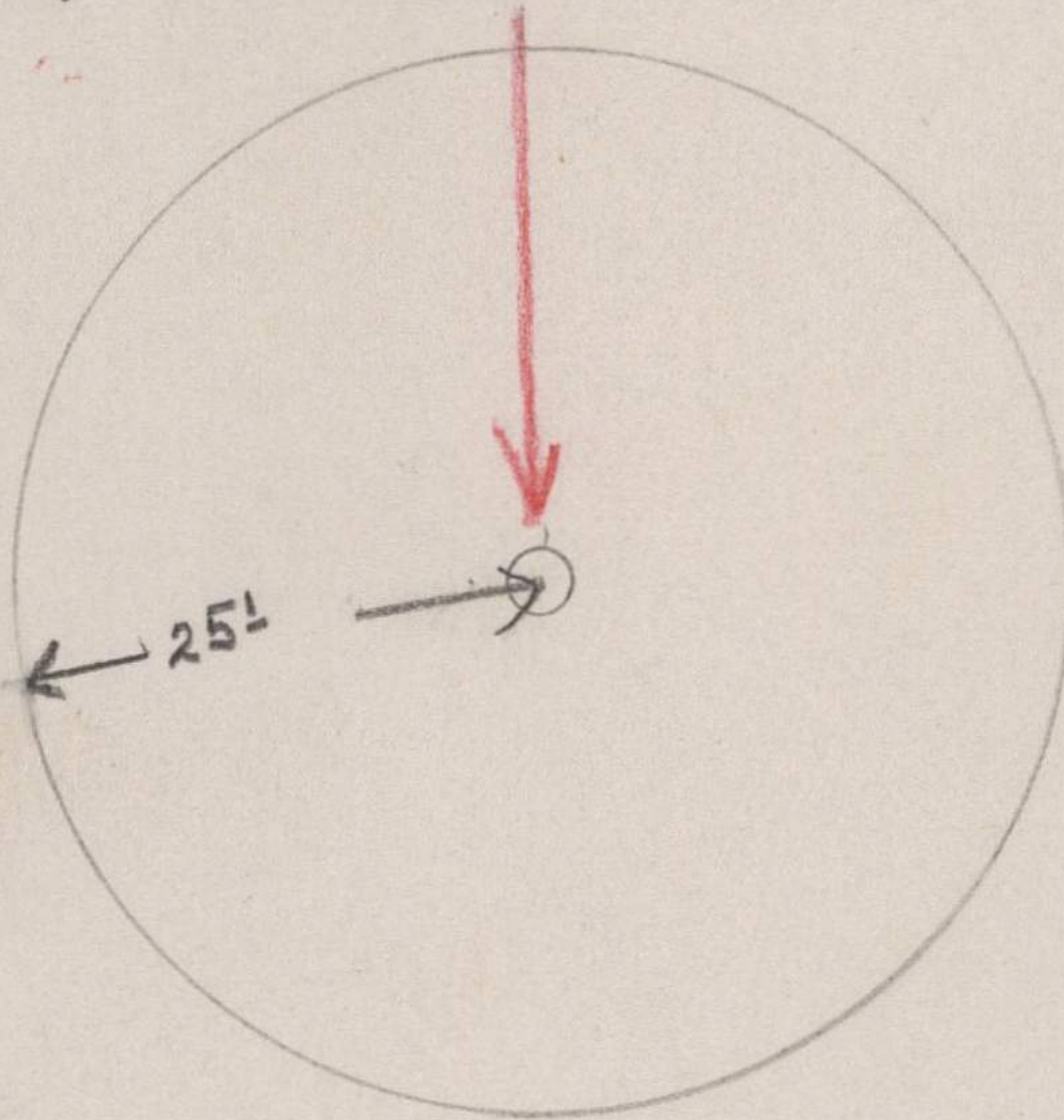
JUNIOR BASKETBALL

A good name
is important—

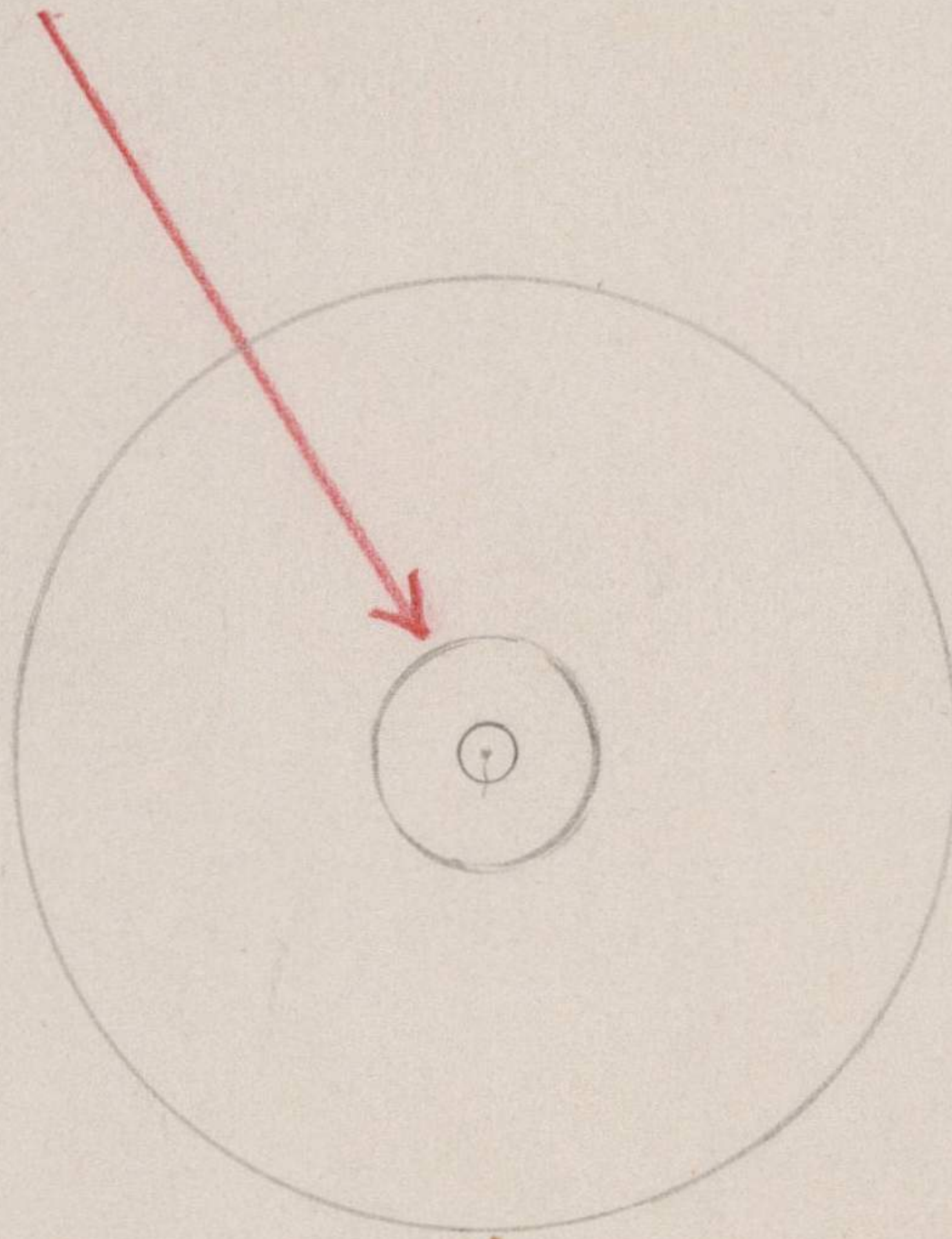
1. A competitive game for boys and girls of elementary school age, and intended for indoor and outdoor use.
2. Intended primarily as an exercise game, it serves to acquaint children of elementary school age with the fundamentals of regular basketball, i.e., handling of ball, shooting of basket, accuracy, team play, etc.
3. Equipment required: one special 8'0" (overall height) basket standard and one special air inflated rubber ball. *Alternate heights: 9'-10'*

Area required for game: 50'0" diameter circle.

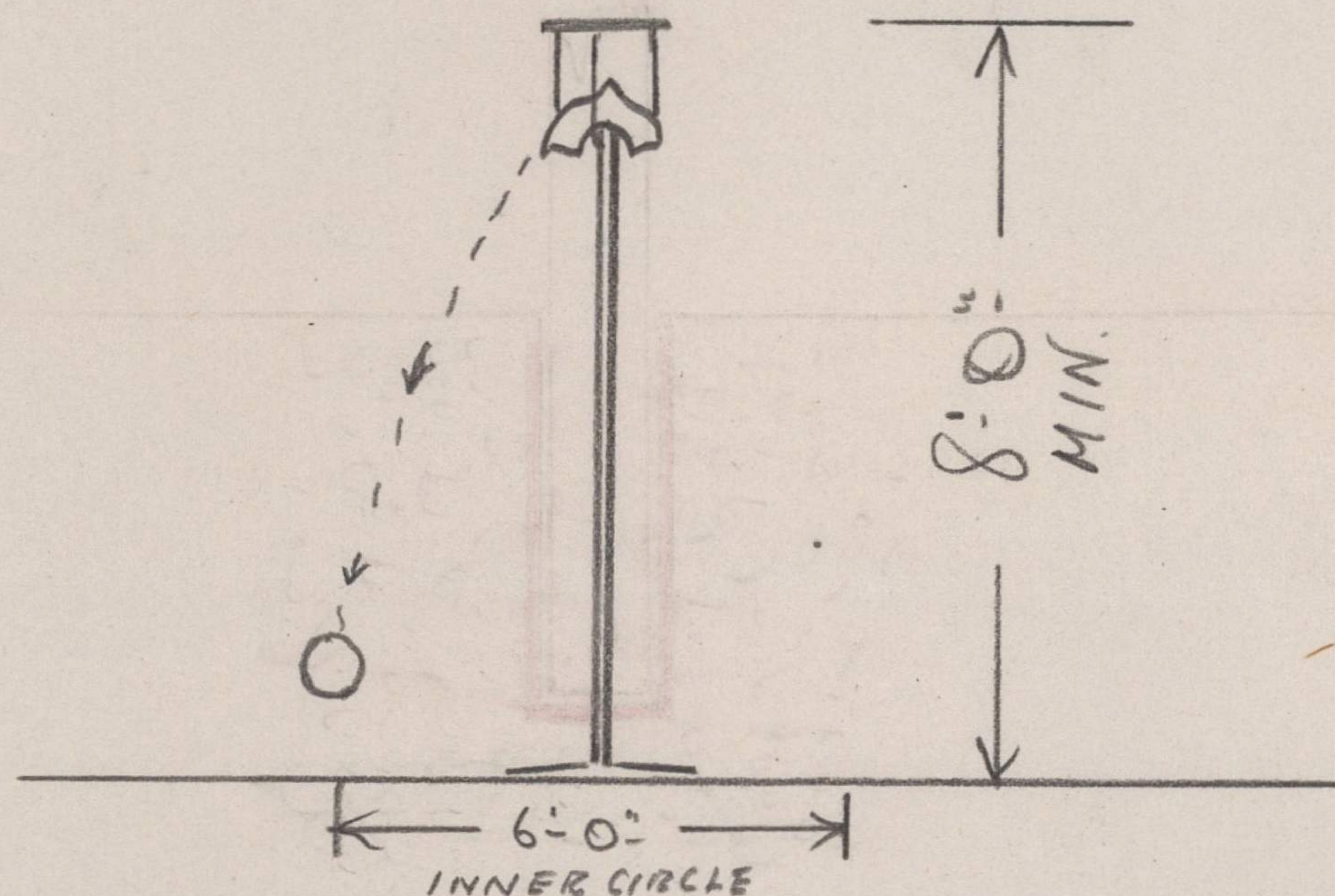
4. Either 2 teams of from 1 to ___ children, or 3 teams of from 1 to ___ children can participate in the game.
5. Basket standard, either fixed or movable, to be located in hub of 25' radius ~~(2)~~ circle.



6. Inner circle to be 6' diameter and to encompass 'out-of-bounds' territory. Intended to serve as safety island around standard. (See details of game following) Location of 6' radius inner circle.



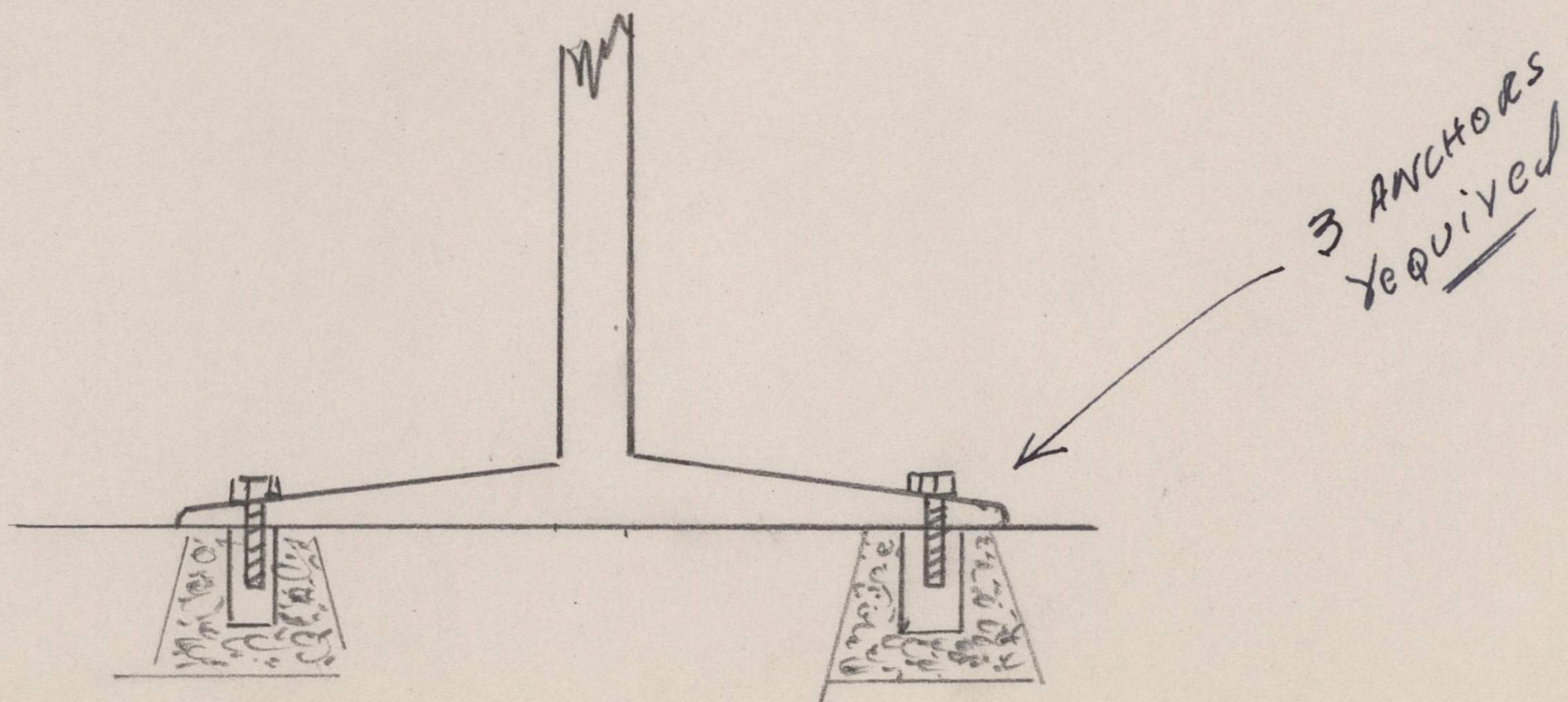
7. Construction of basket standard shall be one $2\frac{1}{2}$ " tube upright mounted on a special base, and supporting a special 15" high, 3-exit basket, having an 18" diameter ring or hoop. Overall height of standard to be 8'0", 9' or 10'.



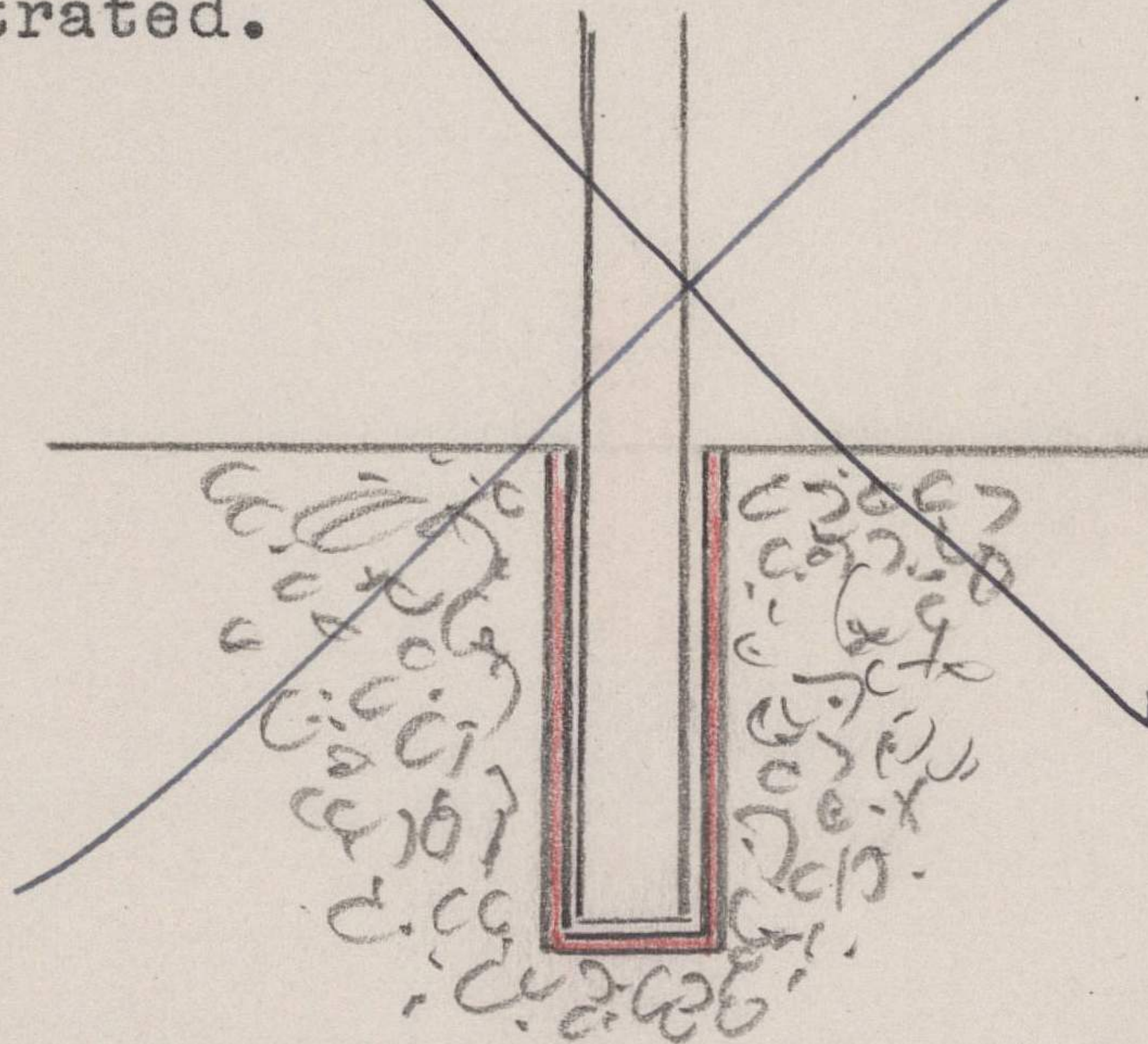
8. As illustrated, basket to consist of 18" ring supported by three curved braces that attach to upright. An unusual feature of the basket is the addition of conical shaped steel apron to serve as a base of the basket and intended to direct the course of the ball that has cleared the ring, through one of the three openings formed by the three curved braces so that the ball will strike the ground outside the 6' diameter inner circle. It should be noted that the ball is likely to be discharged from anyone of the 3 outlets.

9. The base to be one of ~~3~~ types:

- (A) Standard movable type (upright to have a base similar to our standard base) but equipped with anchor pegs to fasten base to ground. (Small concrete anchoring blocks suggested but possibly base could be secured to ground with ordinary ground pegs. ?)

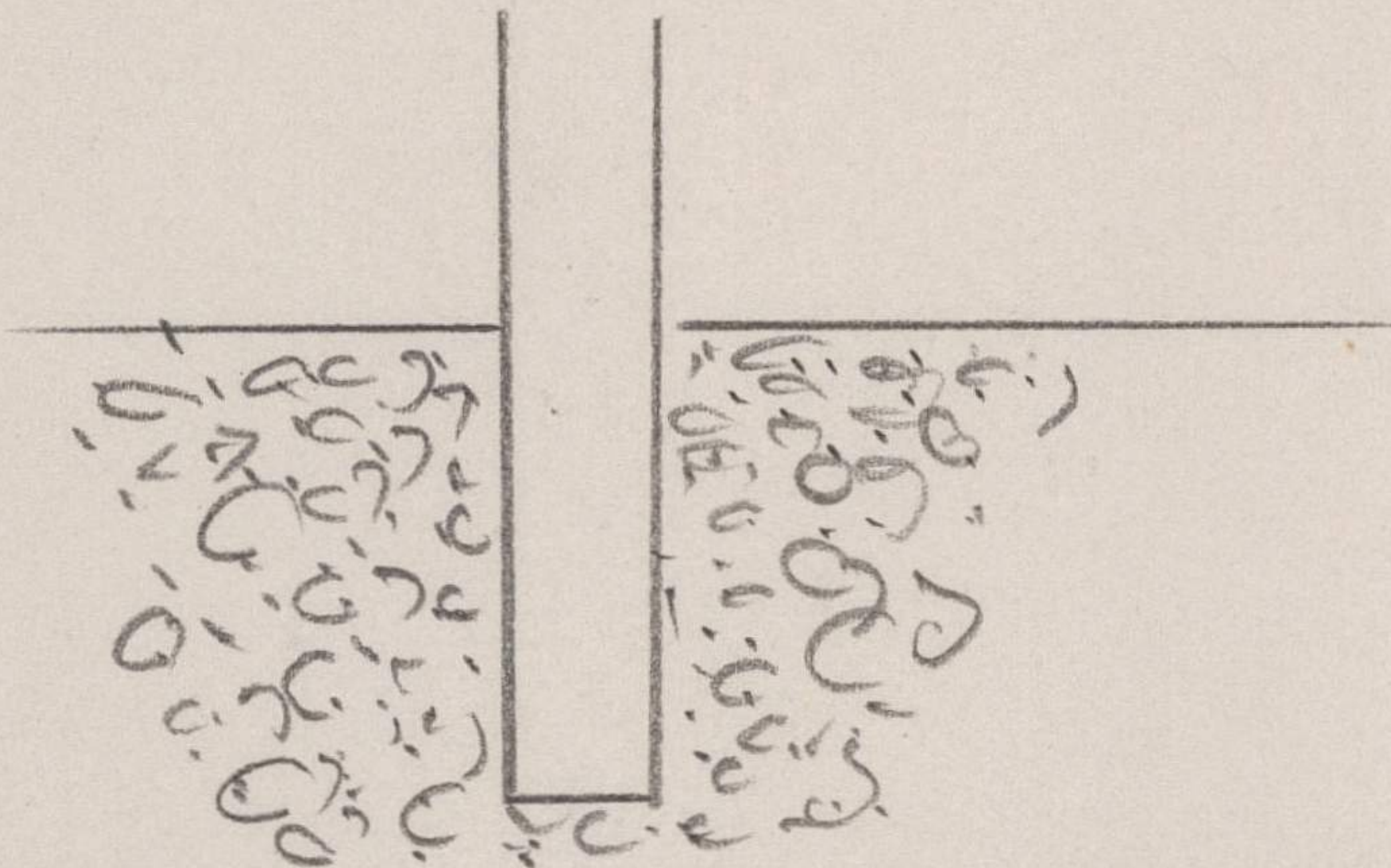


- (B) Special movable type for use on concrete or other hard surface play yard. To consist of cup to be imbedded in concrete. Standard to fit in cup as illustrated.



This illuminated setup as of 5/29 from upright mounted on round base considered practical and is removable

- (C) Special fixed type for permanent installation. Tube upright to include 18" added length for anchoring in concrete.



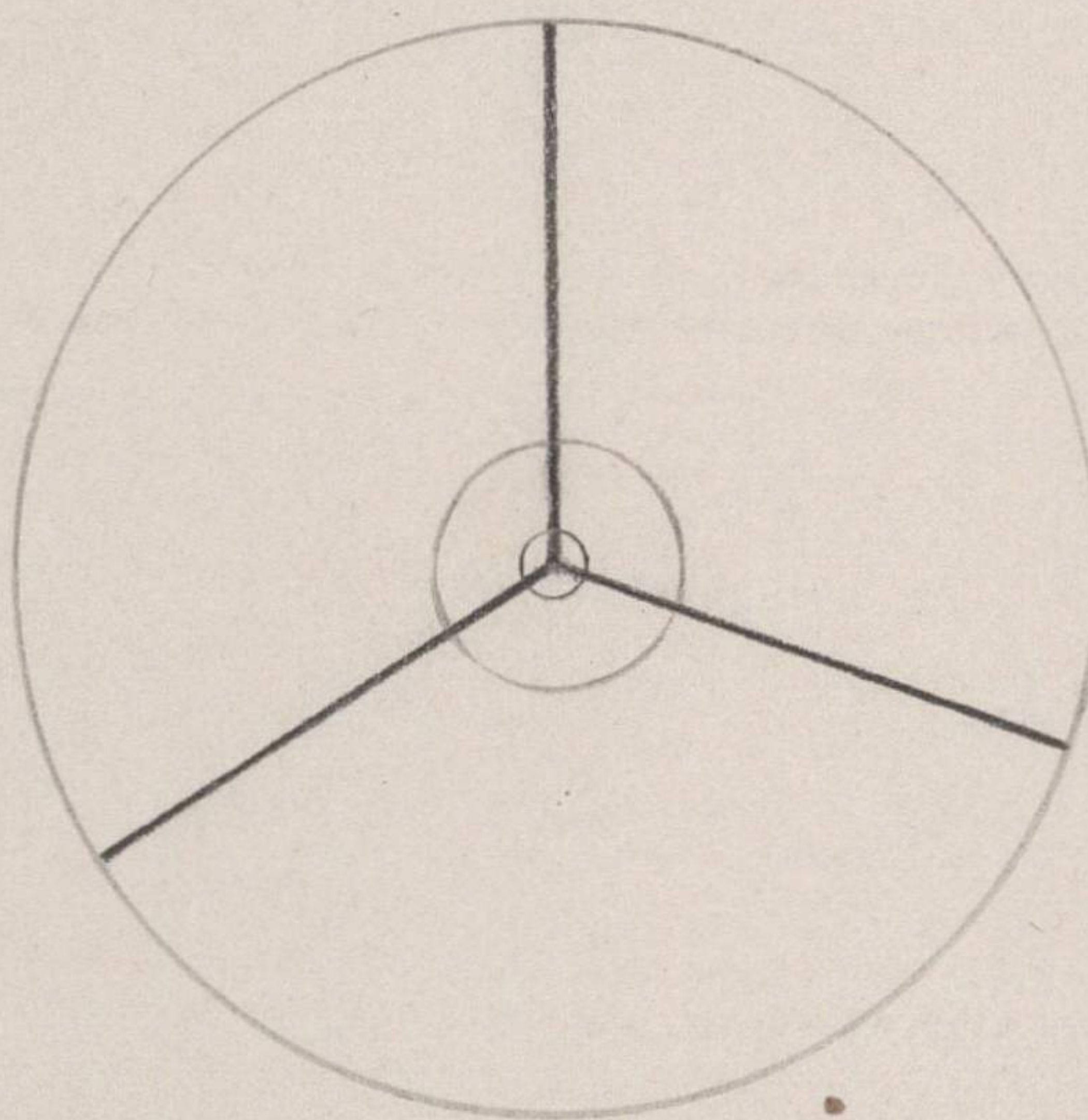
10. Area enclosed by the 6' circle to be considered 'out-of-bounds' and any player entering this area is (1) automatically banished from the game or (2) causes his team to suffer a score penalty. Obviously, the purpose of establishing this 'out-of-bounds' territory is to prevent players from gathering immediately under the basket and in close proximity to the upright and base, and is a definite safety factor. The addition of the conical steel apron assures the ball dropping in territory where the game can continue without interruption.
11. A player crossing the outer 25' radius circle is likewise 'out-of-bounds' and suffers the same penalty.

12. Base shall include (1) permanently attached, spring, marking equipment or (2) revolving collar to which marking equipment can be attached as needed. Marking equipment to consist of wire and scratch implement for locating inner and outer circles.

13. Game to be played by either 2 or 3 teams.

For 2 team play, players are divided into 2 equal groups, with playing court consisting of area between inner and outer circle. Players of both teams move within this area at will.

For 3 team play, players are divided into 3 equal groups and playing court is likewise divided into 3 sections on the basis of 3 openings in basket, i.e., ground lines dividing playing court to be drawn in relation to 3 curved braces supporting basket ring.



Players of any one of 3 teams are restricted to section of playing court assigned to them. The penalty for entering either section of opponents shall be the same as for entering 'out-of-bounds' territory.

14. Scoring shall be 2 points for any team shooting a basket, with possession of the ball going to -
- (1) (2 Team Game) to the player catching the ball as it drops from the basket, or
 - (2) (3 Team Game) to the team occupying the section in which the ball drops.

NOTE: Two team game will encourage team play in the form of passing. Contact between competing players will result. Shooting to the basket will be hurried and less accurate. Exercise will tend to be strenuous and continuous.

Three team game will result in greater accuracy in shooting baskets as player will not be hurried due to lack of contact with opponents of other 2 teams (who remain in their respective sections.) Exercise activity will be limited to competition among members of same team for possession of ball entering their section. Exercise will be less strenuous and broken by rest periods when ball is in possession of either one of the other 2 teams.

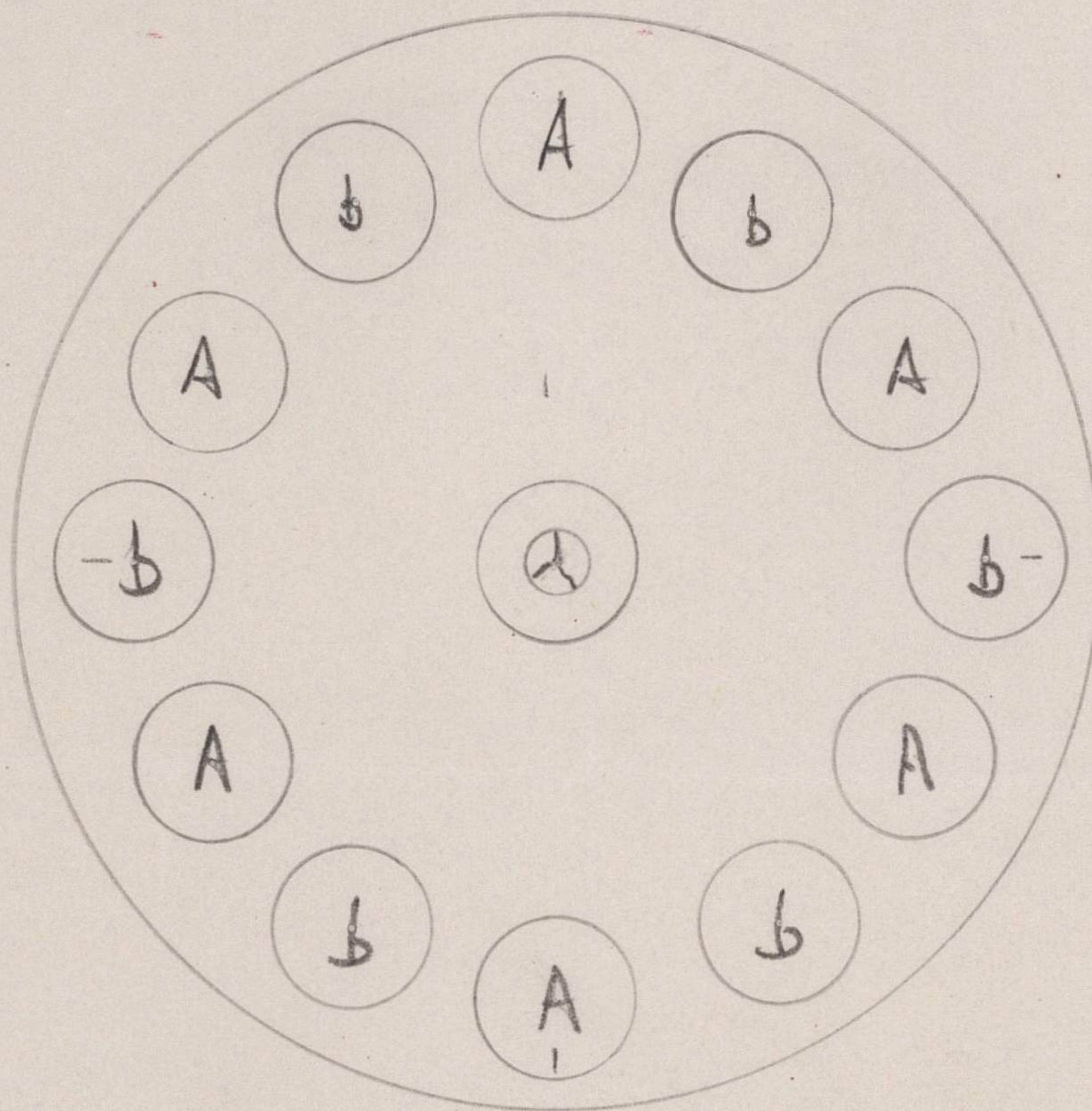
15. Ball shall be light weight but substantially made, air filled, of ~~8" diameter~~. (Leather ball likely to scuff up too fast).

27" or 29" (?) circumference. (Allen to decide after testing in actual play.)

QUESTION: In 2 team play, how would umpire determine which team scored. (Markers, i.e., arm bands, ?)

Possibly, 2 team game could be played as follows:

Playing field to consist of inner and outer circle, with small "shooting zone" circles as illustrated below.

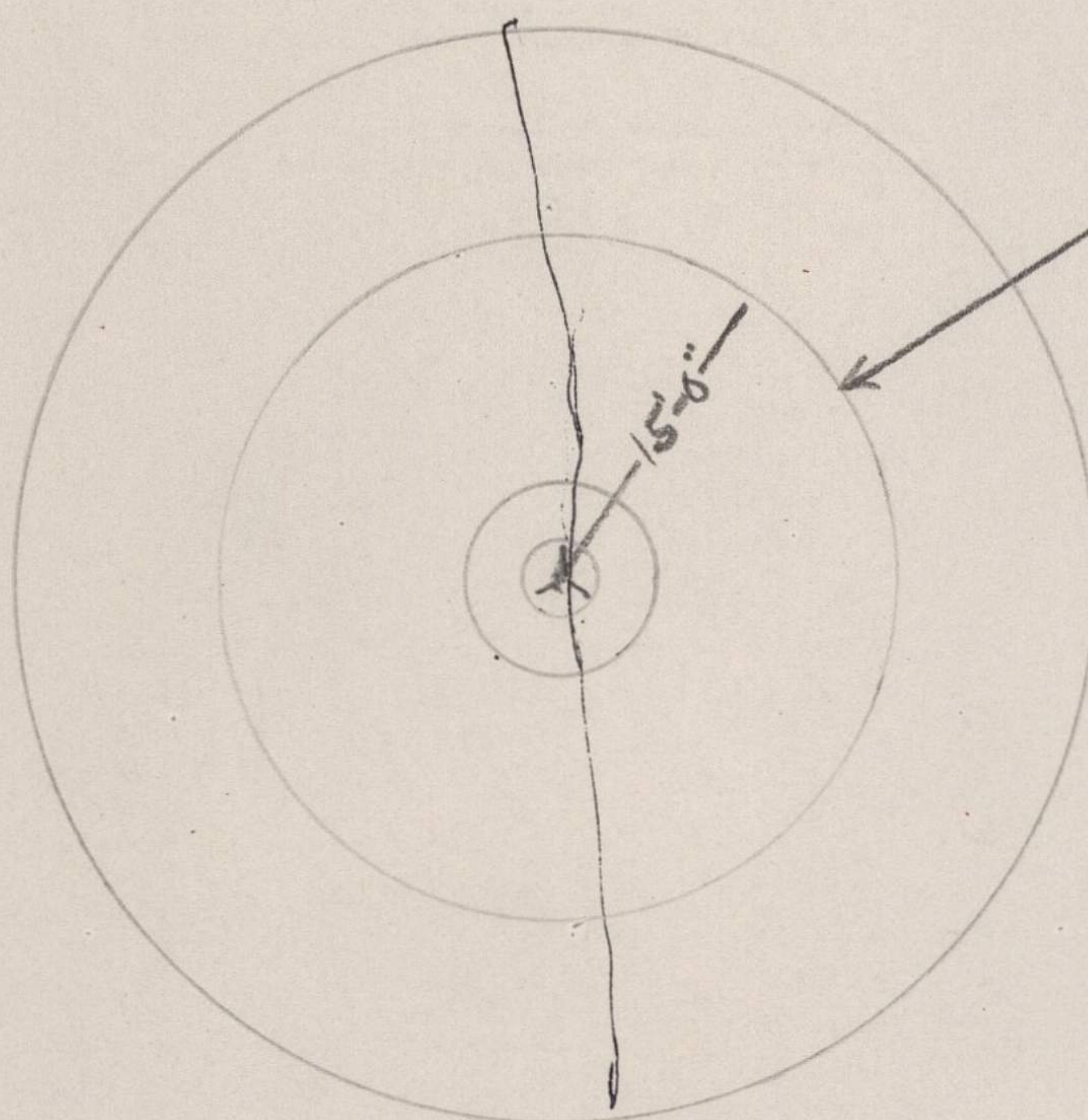


Each team to consist of (1) passers and (2) shooters. Shooters of each team would be required to remain in "shooting zone" circles and attempts to shoot basket restricted to them; all other players (passers) on one team would be required to pass between themselves and to the shooters of their team. This 2 team game

could be played in periods of a few minutes each to permit all players to play as 'passers' and 'shooters'.

QUESTION: For inexperienced players of elementary school age, is an 18" basket large enough? Absence of bank as in regular basketball would require accurate shooting for ball to enter basket.

QUESTION: Is 25' radius circle too large? No



FREE THROW
CIRCLE
-as discussed
5/25/39
FCA - R.E.W.

FRED MEDART

MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

August 11, 1939

AIR MAIL

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

Dear Dr. Allen:

Many thanks for the personal photograph that reached me this morning. I assure you that it will receive a preferred location.

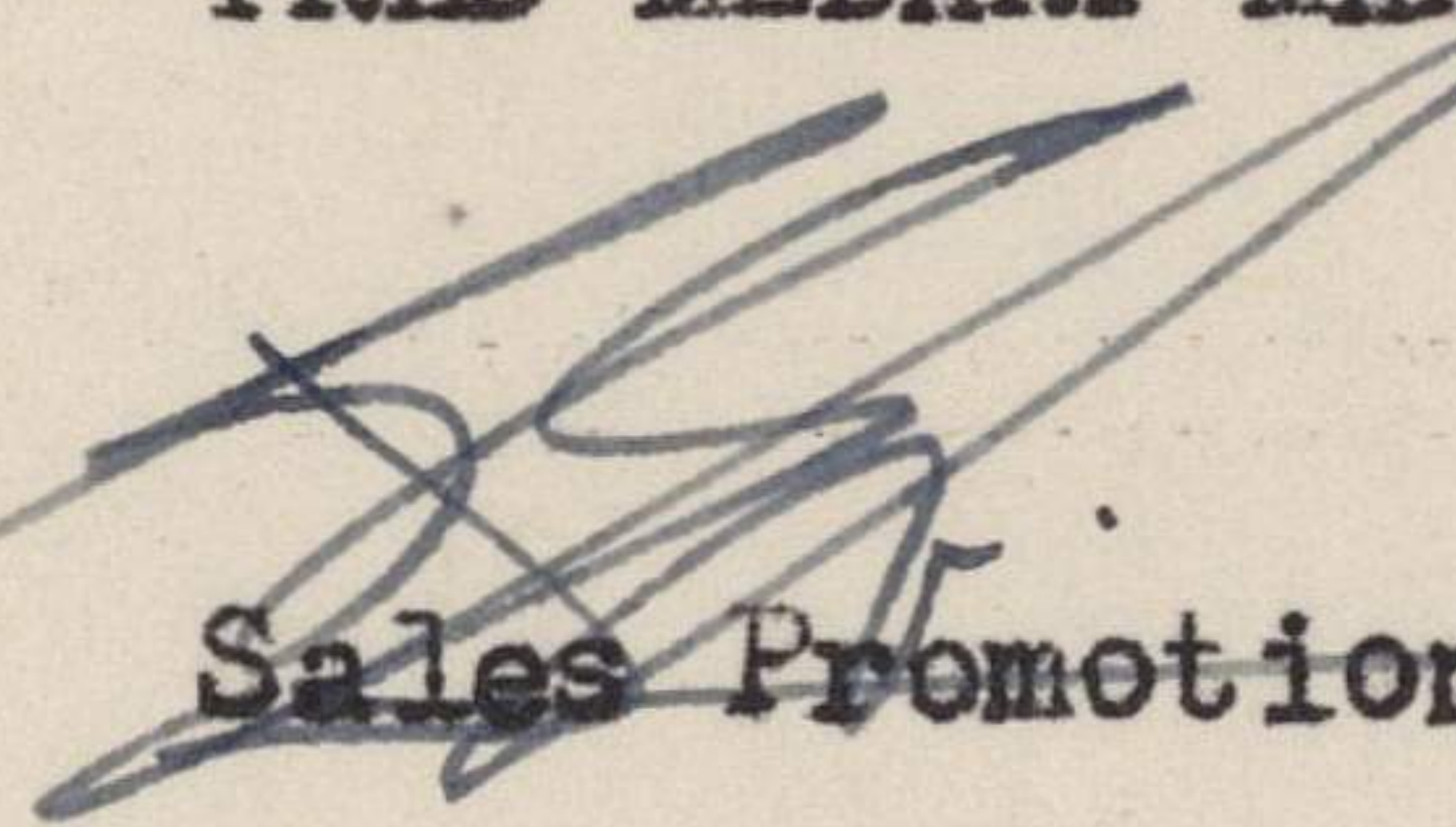
I have not heard from you definite regarding the meeting Monday and Tuesday here in St. Louis and am sending this letter air mail so you will receive it tomorrow, Saturday, August 12. If you will wire me tomorrow, Saturday, before noon, advising your time of arrival in St. Louis, I will, of course, be on hand to meet you at the station. If I don't get a wire from you I will assume that for some reason or other you cannot make the trip and will look forward to a letter from you advising when you will be able to get in.

Remember - Mr. Medart will not be in St. Louis from Wednesday on through the end of the week, and I, of course, would not suggest a conference between us without his presence.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC

*Please bring with you, that
cover drawing for Gool-Hi Rules Book.*

August 15, 1939.

Mr. James Conover,
2332 No. 10th St.,
Terre Haute, Indiana.

Dear Mr. Conover:

I am very pleased to have your inquiry of August 4th concerning our new game, Goal-Mi. The goal for this game is manufactured by the Medart Manufacturing Company of St. Louis, and they are also collaborating with me in publishing a book of rules for the game. I would therefore suggest that you write to Mr. R. E. Weinzettel, of the above named company, who can give you complete information on the equipment and the date of publication of the rules book.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

2332 No. 10th Street
Terre Haute, Indiana
August 4, 1939

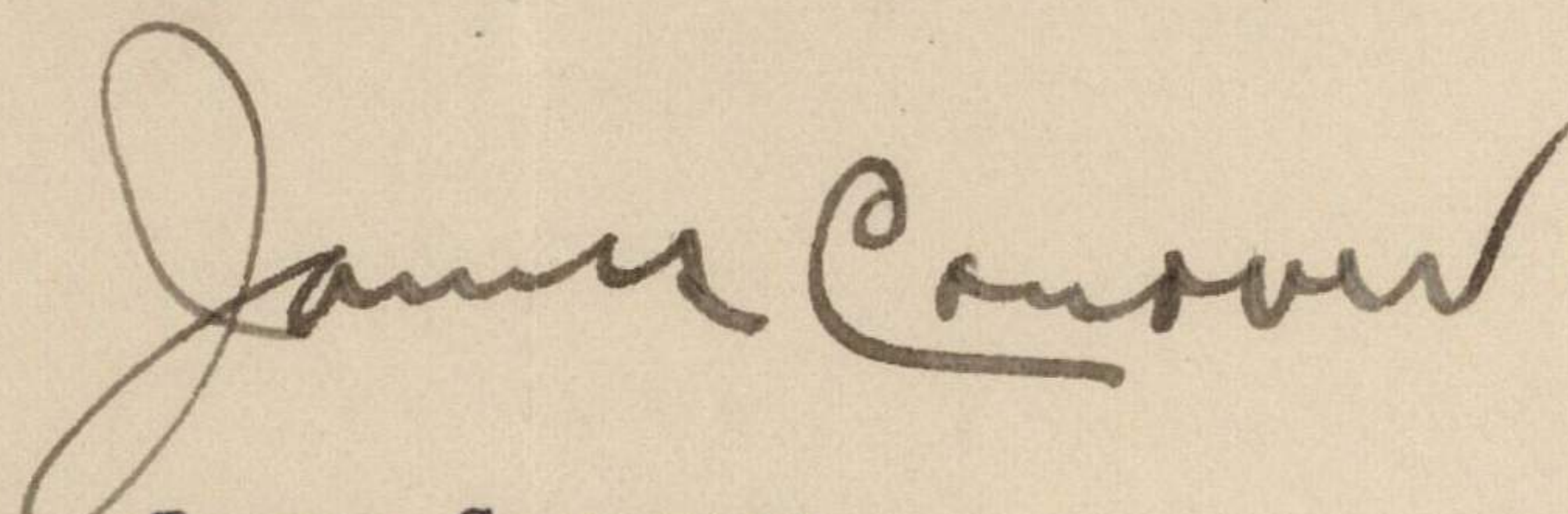
Mr. Phog Allen
Kansas University
Lawrence, Kansas

Dear Mr. Allen:

I understand that you have a new game similar to
basketball which is played to one goal only.

I would like to have complete information on this
and price of equipment.

Yours very truly,


James Conover

1206-A

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	FULL RATE
DAY LETTER	DEFERRED
NIGHT MESSAGE	NIGHT LETTER
NIGHT LETTER	SHIP RADIOGRAM

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

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PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

CHECK
ACCT'G INFMN.
TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

AUGUST 9, 1939

DR FORREST C ALLEN
UNIVERSITY OF KANSAS
LAWRENCE KANSAS

PLEASE FORWARD YOUR PHOTOGRAPH FOR PUBLICITY USE ALSO PLEASE
CONTACT BOWLUS IF STILL IN LAWRENCE TO FORWARD IMMEDIATELY 3
ADDITIONAL PRINTS OF GOAL-HI AUTHORIZED MY LETTER SEVENTH -
UNUSUAL PUBLICITY POSSIBILITY BROKE SUDDENLY

FRED MEDART MFG CO

PAID
REW/AS
32 WORDS

Confirmation

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE.

ALL MESSAGES TAKEN BY THIS COMPANY ARE SUBJECT TO THE FOLLOWING TERMS:

To guard against mistakes or delays, the sender of a message should order it repeated, that is, telegraphed back to the originating office for comparison. For this, one-half the unrepeated message rate is charged in addition. Unless otherwise indicated on its face, this is an unrepeated message and paid for as such, in consideration whereof it is agreed between the sender of the message and this company as follows:

1. The company shall not be liable for mistakes or delays in the transmission or delivery, or for non-delivery, of any message received for transmission at the unrepeated-message rate beyond the sum of five hundred dollars; nor for mistakes or delays in the transmission or delivery, or for non-delivery, of any message received for transmission at the repeated-message rate beyond the sum of five thousand dollars, *unless specially valued*; nor in any case for delays arising from unavoidable interruption in the working of its lines; nor for errors in cipher or obscure messages.

2. In any event the company shall not be liable for damages for mistakes or delays in the transmission or delivery, or for the non-delivery, of any message, whether caused by the negligence of its servants or otherwise, beyond the sum of five thousand dollars, at which amount each message is deemed to be valued, unless a greater value is stated in writing by the sender thereof at the time the message is tendered for transmission, and unless the repeated-message rate is paid or agreed to be paid, and an additional charge equal to one-tenth of one percent of the amount by which such valuation shall exceed five thousand dollars.

3. The company is hereby made the agent of the sender, without liability, to forward this message over the lines of any other company when necessary to reach its destination.

4. Domestic messages and incoming cable messages will be delivered free within one-half mile of the company's office in towns of 5,000 population or less, and within one mile of such office in other cities or towns. Beyond these limits the company does not undertake to make delivery, but will, without liability, at the sender's request, as his agent and at his expense, endeavor to contract for him for such delivery at a reasonable price.

5. No responsibility attaches to this company concerning messages until the same are accepted at one of its transmitting offices; and if a message is sent to such office by one of the company's messengers, he acts for that purpose as the agent of the sender.

6. The company will not be liable for damages or statutory penalties in any case where the claim is not presented in writing within sixty days after the message is filed with the company for transmission.

7. It is agreed that in any action by the company to recover the tolls for any message or messages the prompt and correct transmission and delivery thereof shall be presumed, subject to rebuttal by competent evidence.

8. Special terms governing the transmission of messages according to their classes, as enumerated below, shall apply to messages in each of such respective classes in addition to all the foregoing terms.

9. No employee of the company is authorized to vary the foregoing.

THE WESTERN UNION TELEGRAPH COMPANY

INCORPORATED

R. B. WHITE, PRESIDENT

CLASSES OF SERVICE

TELEGRAMS

A full-rate expedited service.

NIGHT MESSAGES

Accepted up to 2:00 A.M. at reduced rates to be sent during the night and delivered not earlier than the morning of the ensuing business day.

Night Messages may at the option of the Telegraph Company be mailed at destination to the addressees, and the Company shall be deemed to have discharged its obligation in such cases with respect to delivery by mailing such night messages at destination, postage prepaid.

DAY LETTERS

A deferred day service at rates lower than the standard telegram rates as follows: One and one-half times the standard night letter rate for the transmission of 50 words or less and one-fifth of the initial rates for each additional 10 words or less.

SPECIAL TERMS APPLYING TO DAY LETTERS:

In further consideration of the reduced rate for this special Day Letter service, the following special terms in addition to those enumerated above are hereby agreed to:

A. Day Letters may be forwarded by the Telegraph Company as a deferred service and the transmission and delivery of such Day Letters is, in all respects, subordinate to the priority of transmission and delivery of regular telegrams.

B. This Day Letter is received subject to the express understanding and agreement that the Company does not undertake that a Day Letter shall be delivered on the day of its date absolutely, and at all events; but that the Company's obligation in this respect is subject to the condition that there shall remain sufficient time for the transmission and delivery of such Day Letter on the day of its date during regular office hours, subject to the priority of the transmission of regular telegrams under the conditions named above.

NIGHT LETTERS

Accepted up to 2:00 A.M. for delivery on the morning of the ensuing business day, at rates still lower than standard night message rates, as follows: The standard telegram rate for 10 words shall be charged for the transmission of 50 words or less, and one-fifth of such standard telegram rate for 10 words shall be charged for each additional 10 words or less.

SPECIAL TERMS APPLYING TO NIGHT LETTERS:

In further consideration of the reduced rates for this special Night Letter service, the following special terms in addition to those enumerated above are hereby agreed to:

Night Letters may at the option of the Telegraph Company be mailed at destination to the addressees, and the Company shall be deemed to have discharged its obligation in such cases with respect to delivery by mailing such Night Letters at destination, postage prepaid.

FULL RATE CABLES

An expedited service throughout. Code language permitted.

DEFERRED HALF-RATE CABLES

Half-rate messages are subject to being deferred in favor of full rate messages for not exceeding 24 hours. Must be written in plain language.

CABLE NIGHT LETTERS

An overnight service for plain language communications, at one-third the full rate, or less. Minimum of 25 words charged for. Subject to delivery at the convenience of the Company within 24 hours.

SHIP RADIOGRAMS

A service to and from ships at sea, in all parts of the world. Plain language or code language may be used.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1201

SYMBOLS

DL=Day Letter

NL=Night Letter

LC=Deferred Cable

NLT=Cable Night Letter

Ship Radiogram

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination
Received at 646 Massachusetts St., Lawrence, Kansas. Phone 2764

KAD67 32=WUX STLOUIS MO 9 235P

DR FORREST C ALLEN=UNIVERSITY OF KANSAS KR=

PLEASE FORWARD YOUR PHOTOGRAPH FOR PUBLICITY USE ALSO
PLEASE CONTACT BOWLUS IF STILL IN LAWRENCE TO FORWARD
IMMEDIATELY 3 ADDITIONAL PRINTS OF GOAL-HI AUTHORIZED MY
LETTER SEVENTH-UNUSUAL PUBLICITY POSSIBILITY BROKE SUDDENLY=

FRED MEDART MFG CO.

301

WESTERN UNION

St. Louis, Mo.
August 9, 1939.

Dr. F. C. Allen,
Lawrence, Kansas.

Please forward your photograph for publicity use; also please contact Bowlus, if still in Lawrence, to forward immediately three additional prints of Goal-Hi authorized my letter 7th. Unusual publicity possibility broke suddenly.

Fred Medart Manufacturing Company.

August 10, 1939.

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

Dear Mr. Weinzettel:

I am expecting to leave here Sunday night and will arrive Monday morning ready for work at your factory. I will be able to be with you both the 14th and 15th, and I trust those two days will give us time to get most of the work out of the way.

It will be pretty difficult to boil those rules down too much, because you have just got to follow basketball rules, and unless you print them many children never have an opportunity to read basketball rules. So while I will go along with you one hundred per cent in boiling them down as far as possible, I believe we will have to consider this angle.

I want to also acknowledge receipt of the artist's drawing for the cover of the rules book of Goal-Mi. I think it is a wonderful drawing and it really gets the job done by showing the different height graduation. I am mailing this to you so that you will have it on your desk when I arrive. It is not necessary for you to meet me at the depot as I will come on out to your factory after I have a bite for breakfast.

Mrs. Hulteen mailed the gloss yesterday and she mailed the autographed photo for you today. Someone wanted to know what I was doing and I told them I was sending a sure cure for the eradication of rats in the Medart building when I send Mr. Weinzettel this autographed copy of Andy Gump.

I was interested in having the information regarding Hinkle's Coaching School. That should be a great ad for you.

The summer supplement of Porter and Tower should do the job in good shape, so it is not necessary to buy a Spalding book.

You know, for the life of me I cannot find a copy of the Lawrence Journal-World covering that short story concerning you. I can't remember the issue that I saw it in, and I cannot locate it now. It was a small personal mention but it had a good head on it, and I am sorry I cannot locate it.

I have had several ideas for the betterment of the game. One is that instead of the 3 ft. radius circle we will have a 4 ft. radius circle around the goal. "No player of either team standing in the 4 ft. radius circle receiving the ball from the goal after a free throw or a field goal has been scored, shall shoot for the basket. This player shall pass the ball to a teammate before the shot is attempted." I am possibly not clear in the wording of this, but I believe you will get my thought. This provision will clear up the congestion around the basket and prevent a player close under the basket from popping in another goal before the opponents catch their visual breath.

I will write you later concerning the rules for the physically handicapped children. I believe we have something good on that.

I spent the whole morning assembling youngsters, both boys and girls, for Tom Bowlus to shoot. Gee, if I haven't had a job. But I am thankful that we have got that job finished, and Tom tells me he will have the pictures on the way to you tonight. Many of these I haven't seen, but I have seen them shot and I will count on seeing them Monday morning.

By the way, I have an expense item for Medarts for ice cream cones and candy bars and transportation for these little youngsters. There is nothing that will get a crowd out for a picture like the promise of ice cream cones. And that worked wonders - it was the only way that I could get the job done because they had a baseball tournament this morning and it was bloomin' hard to get 15 or 20 youngsters out, especially when they had to walk a mile to the campus in the face of all the drawing cards that were down town. But I believe you will like the pictures and maybe it was worth the effort. But I am thankful that I am through with that task.

Doubtless Tom Bowlus told you that the A.P. in New York feature service bought one of his pictures to syndicate. I will be also interested in knowing what came out of the activity which you wired me about.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FRED MEDART MANUFACTURING CO.

STEEL LOCKERS - STEEL SHELVING - STEEL WARDROBES
GYMNASIUM APPARATUS - PLAYGROUND APPARATUS
GYM SEATS - SWIMMING POOL EQUIPMENT
METAL SPECIALTIES

NEW YORK OFFICE
16 WEST 61ST STREET

CHICAGO OFFICE
326 W. MADISON ST.

GENERAL OFFICE AND FACTORY
POTOMAC AND DE KALB STREETS

ST. LOUIS, MO.

August 7, 1939

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

Dear Dr. Allen:

Just a word to advise that I am sending you, under separate cover, an artists drawing for the cover of the Rules Book on "Goal-Hi", which I think is pretty good.

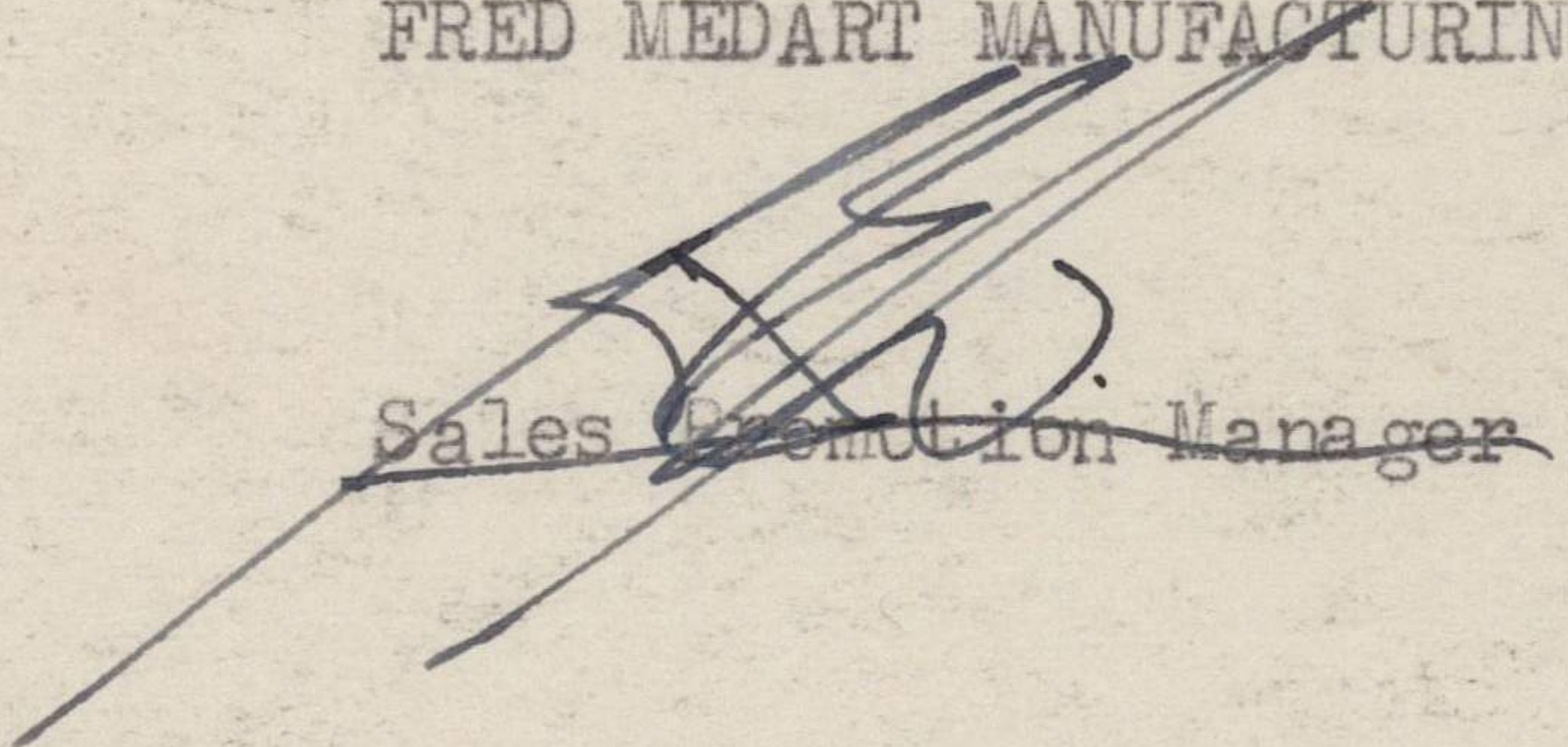
I am putting this in your hands so you can give it some thought and possibly show it to some of your associates and get their reaction.

Please be sure and return this to me prior to your visit to St. Louis, or bring it with you when you come in, as we want to go ahead with this work without unnecessary delay after we have gotten together in St. Louis.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

R.E. Weinzettel/AG

FRED MEDART MANUFACTURING CO.

STEEL LOCKERS - STEEL SHELVING - STEEL WARDROBES
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GENERAL OFFICE AND FACTORY
POTOMAC AND DE KALB STREETS

ST. LOUIS, MO.

August 7, 1939

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

Dear Dr. Allen:

Just returned from Indianapolis where we installed one of the new convex backboards for Hinkle's Coaching School, which begins today (Butler University), and which will be allowed to remain standing for the All-Star Game on the 18th, which is sponsored by the Indianapolis Star and is supposed to be an attraction that will bring about 10,000 people together.

In any event, I want to again acknowledge your letter of August 2, with which you forwarded the remainder of the copy on the "Goal-Hi" rules with the exception of the several variations that you intend to work up and submit to me at your early convenience.

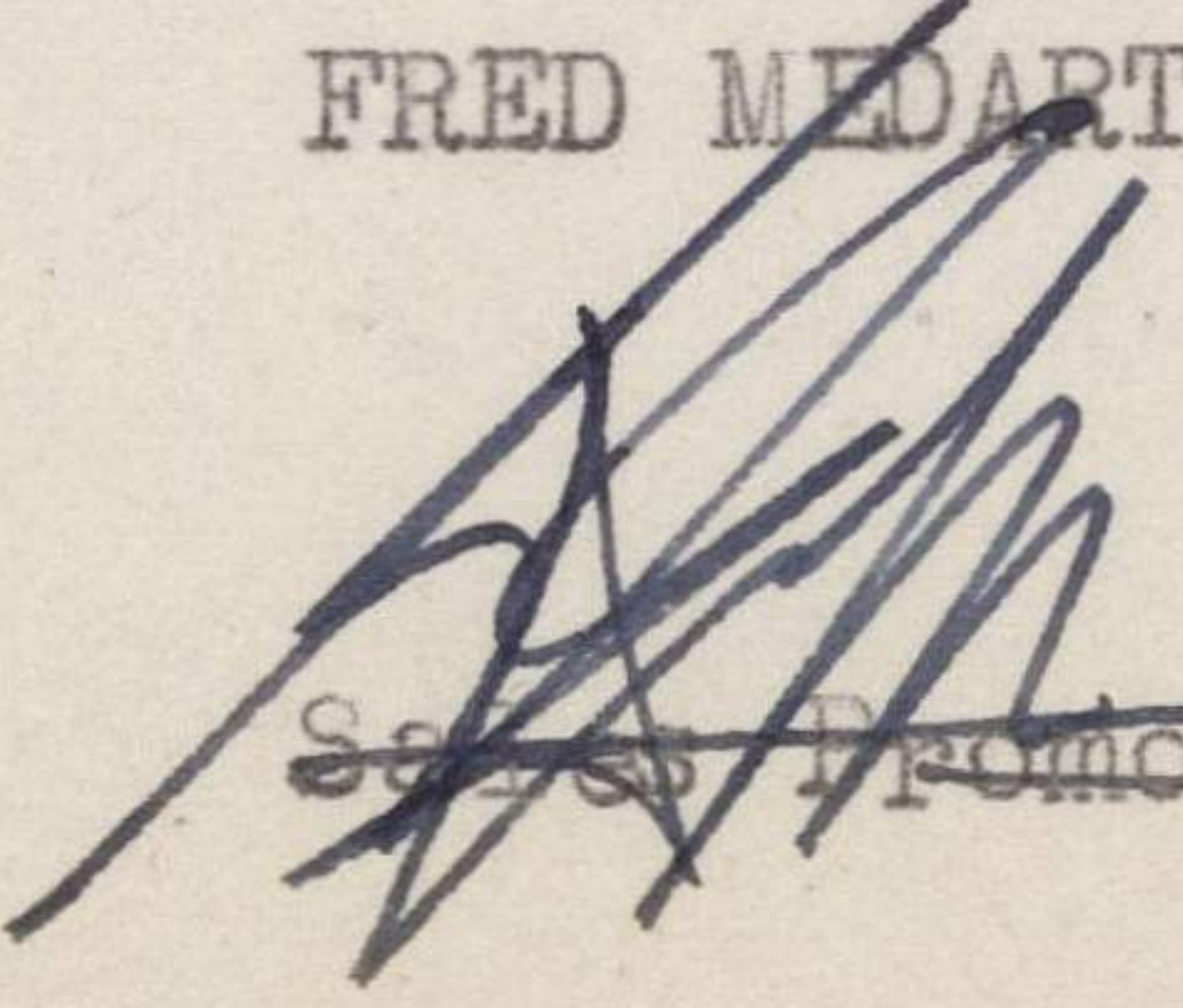
Your postscript relative to our purchasing a copy of the National Basketball Playing Rules is a good one. However, the Summer supplement that Porter and Power publish, is practically the same thing, isn't it? In other words, we have several copies of that 1939-1940 rules book that just came out and I believe this covers all of the rules, but maybe I am mistaken. Kindly advise.

I am also interested in seeing a copy of the Lawrence Journal-World covering the story of "Goal-Hi" and the visit of yours truly. If you can get a copy of this (in duplicate) I will appreciate it very much, as I want to keep all of this publicity in a file that has been set up.

Please be sure and write me later this weeks as concerns your plans to be with us next Monday, August 14, as previously discussed. It looks to me like we are going to have a lot of work to do on these rules as I want to simplify them if possible.

Kindest regards.

Cordially yours,
FRED MEDART MANUFACTURING CO.


~~Sales Promotion Manager~~

R.E.Weinzettel/AC

FRED MEDART MANUFACTURING CO.

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326 W. MADISON ST.

GENERAL OFFICE AND FACTORY
POTOMAC AND DE KALB STREETS

ST. LOUIS, MO.

August 8, 1939

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

Dear Dr. Allen:

Just a reminder for you to bring with you such notes and possibly that demonstration basketball you used (the one painted white, if you think it advisable) when you come through here on the 14th, so we can go into this question of an official ball with Rawlings.


In other words, let's try to cover this while you are here and see if we cannot work up a ball that would be the official "Goal-Hi" ball for both indoor and outdoor use.

You will remember we discussed this briefly when together in Lawrence and I think we should have this question ironed out when we are together on the 14th and 15th.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


~~Sales Promotion Manager~~

R.E. Weinzettel/AC

Winnzette Collect
~~over~~ Hill arriving

Monday morning at home -
Burlington 7 45. Please
do not bother to meet me
Iacres & Co.

August 12, 1939.

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

Dear Roy:

I have an idea in regard to a basket on the basketball goal that I believe may be as nutty as a fruitcake, and still might work out. I am writing you about it now so that I can explain it to you and your research man when I come to St. Louis Monday morning.

This letter will serve as a reminder, and I will explain it to you and we will see what we can do about it.

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

August 29, 1939

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

Dear Dr. Allen:

Just a memorandum to remind you to send me another
of those photographs of you for use in conjunction
with the rules book.

Yours very truly,

FRED MEDART MANUFACTURING CO.

[Signature]
Sales Promotion Manager

REW/AC

[Handwritten: Sent 9/2/39]