August 12, 1939.

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

Dear Mr. Weinzettel:

I am enclosing herewith the original copy of the contract between myself and the Medart Company for the promotion and sale of "Goal-Ki". I am filing the duplicate copy in my records.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

Enc.

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 3, 1939

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

Dear Dr. Allen:

Back home again and I want to thank you for the many courtesies extended to me when in Lawrence early this week. I enjoyed the several days with you very much.

I am enclosing an original and duplicate of the revised contract between you and the Company for the promotion and sale of "Goal-Hi". Please execute both copies and forward one of them to us.

I am also enclosing destroyed original and duplicate of the first contract we submitted, which was unsatisfactory, as you know.

Kindest personal regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

R.E.Weinzettel/AC

P.S. Don't forget that blank space on my office wall that we discussed.....

I'd like to see that article in the Lawrence Journal-World that mentions Goal-Hi and "yours truly".

FRED MEDART MANU

STEEL LOCKERS – STEEL SHELVING
GYMNASIUM APPARATUS – PLAYGI
GYM SEATS – SWIMMING PO(
METAL SPECIALTI

NEW YORK OFFICE
16 WEST 61ST STREET

GENERAL OFFICE AND FA
POTOMAC AND DE KALB ST

ST. LOUIS, M

Original

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

Dear Dr. Allen:

The purpose of this letter is to provide yo
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to successfully and profitably manufacture
to play the game.

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2. Only the Company shall be privileged
competitive equipment.

3. The Company agrees to pay you, quart
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5. You authorize the use of your na
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be distributed in the interest o

#2
Dr. Forrest C. Allen
Lawrence, Kansas

6. You agree not to extend your efforts or to promote any like or similar game, or any individual or organization for the r similar equipment.

7. You agree that no expenditures in the ir of the equipment, that are to be borne b authorized by you without first obtainir from the Company.

8. You agree to lend your best efforts at game, and to the sale of individual set possible.

9. Both parties agree that possible future rules, or in the design of the equipmer

10. It is mutually agreed that a violation foregoing conditions, shall be constru discretion of the other party this con void.

This letter is offered in duplicate for th properly witnessed, a copy shall be distri

R.E.Weinzettel/AC

APPROVED

Forrest C. Allen
Dr. Forrest C. Allen

Alberta Hylteen
Witness

FRED MEDART MAN

STEEL LOCKERS – STEEL SH
GYMNASIUM APPARATUS –
GYM SEATS – SWIMMI
METAL SPE

NEW YORK OFFICE
76 WEST 61ST STREET

GENERAL OFFICE
POTOMAC AND DE

ST. LOU

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

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Dr. Forrest C. Allen

Alberta Hulteen

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FRED MEDART MANUFACTURING CO.

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GENERAL OFFICE AND FACTORY
POTOMAC AND DE KALB STREETS

ST. LOUIS, MO.

August 3, 1939

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

Dear Dr. Allen:

The purpose of this letter is to provide you and the Company with a mutual acknowledgment of the existence of a contract between both parties for a period of five (5) years from date, at the expiration of which period it may be extended for another five (5) year period if agreeable to both parties. This contract shall be binding on both parties with the affixing below of your signature and the signature of an officer of the Company, both signatures to be made in the presence of witnesses, and to outline the purpose of this contract, and to list and elaborate upon the duties, services and co-operative effort each party agrees to undertake individually and collectively to introduce the new game "GOAL-HI" (which name may be changed at some future date) and to successfully and profitably manufacture and sell the equipment required to play the game.

1. It is the Company's intention to protect the interests of both parties by attempting to obtain, in the name of the Company, patents on the equipment in question, a trade-mark monopoly on the name "GOAL-HI" and copyright protection on the rules book and other printed literature describing the game. The entire expense incurred in obtaining the above protection and in defending it against infringement shall be absorbed by the Company, who retains sole ownership of such claims as may be allowed by the Government. In addition, it is the Company's intention to promote, to the best of its ability, the introduction of and continued sale of the equipment required to play the game, and the expense of such effort shall be entirely absorbed by the Company.

2. Only the Company shall be privileged to authorize others to manufacture competitive equipment.

3. The Company agrees to pay you, quarterly, 5% of the net F.O.B. St. Louis selling price of each piece of equipment sold during each 3 month period, by the Company or by others licensed by the Company.

4. You will immediately prepare and assist in editing a rules book which shall contain the fundamentals of the game and a complete set of rules for playing it by people of all ages, and to fully co-operate with the Company in the preparation of any other printed material that may be required. The entire expense of all printing and of preparing artwork and printing plates to be absorbed by the Company.

FRED MEDART MANUFACTURING CO.

#2
Dr. Forrest C. Allen
Lawrence, Kansas

August 3, 1939

5. You authorize the use of your name, professional degrees, past accomplishments, and photograph in all advertising and promotional material as may be distributed in the interest of the game and the sale of the equipment.

6. You agree not to extend your efforts or to authorize the use of your name to promote any like or similar game, or to enter into an association with any individual or organization for the manufacture and/or sale of like or similar equipment.

7. You agree that no expenditures in the interest of the game or in the sale of the equipment, that are to be borne by the Company, will be made or authorized by you without first obtaining approval of such expenditures from the Company.

8. You agree to lend your best efforts at all times to the promotion of the game, and to the sale of individual sets of "GOAL-HI" equipment wherever possible.

9. Both parties agree that possible future changes in either the name, the rules, or in the design of the equipment will in no way alter this contract.

10. It is mutually agreed that a violation by either party of any one of the foregoing conditions shall be construed a breach of contract, and at the discretion of the other party this contract may then be considered null and void.

This letter is offered in duplicate for the signature of both parties, and when properly witnessed, a copy shall be distributed to both parties.

Cordially yours,

FRED MEDART MANUFACTURING CO.

R.E.Weinzettel/AC

Sales Promotion Manager

APPROVED

Dr. Forrest C. Allen

Witness

APPROVED

Edw. J. Medart

President

Witness Secretary

FORM 139 MVV 10-38

TO _____ DATE 8/19/39

SUBJECT _____

Dear Doc:

I just had a call from a good friend of mine at Vestal Chemical Co. trying to get some information about a fellow by the name of Leavitt in Chicago who applied for a job with them. It seems that Leavitt is the leader of the free-throw record of 499 out of 500.

Can you give me any information about him? How long has it been since he set the record?

FROM _____

FRED MEDART MFG. CO.

FORM 139 MVV 10-38

TO _____ DATE _____

SUBJECT _____

How well known is he? etc.

I would appreciate any info you can give me by return mail.

Please excuse the stationary used writing. This happens to be building of Cannon and all our stores are gone.

Thanks.

Bill Robinson.

FROM _____

FRED MEDART MFG. CO.

FRED MEDART
MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, MO.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

August 24, 1939

AIR MAIL
SPECIAL DELIVERY

Dr. Forrest C. Allen
C/o Ansley Hotel
Atlanta, Georgia

Dear Dr. Allen:

With further reference to your arrival in St. Louis Sunday morning, please call Ed Medart at his home about 10 o'clock or 11 o'clock Sunday (Cabany 0116).

He will want to see you Sunday and, further, we have something lined up for Monday that is very important and has to do with a tremendous amount of publicity that is likely to be forthcoming in the interest of Goal-Hi, which E.J. will discuss with you Sunday.

Sorry I cannot join you, but as mentioned in a letter I sent to you a day or so ago, I am going out of town Saturday and will not be back until late Sunday night.

No doubt you will stay at the Jefferson Hotel again and will check in there upon your arrival Sunday morning. At least, without other information from you we are assuming that you will take a room at the Jefferson.

Kindest regards.

Cordially yours,

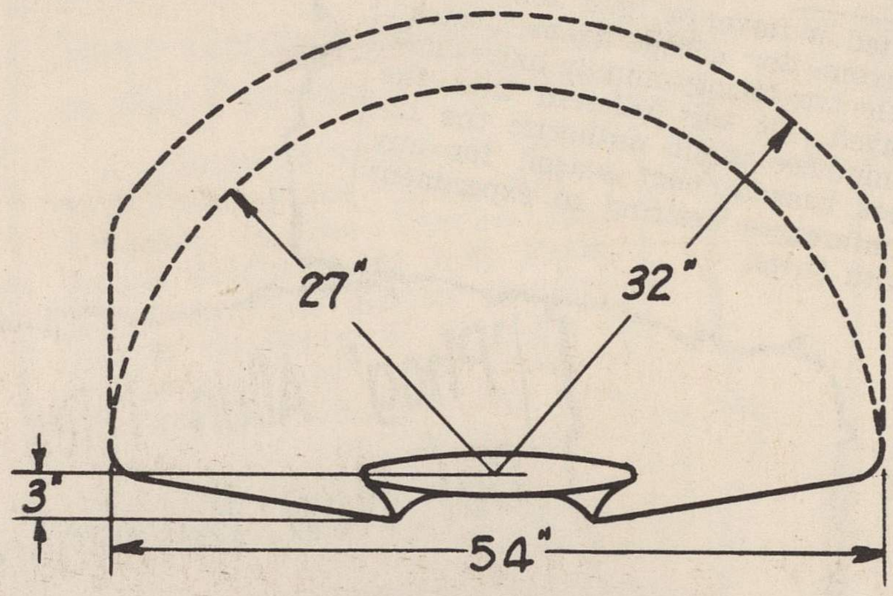
FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC

The Modified Backboard Question

The following data is reproduced from Page 47 of the Official 1939-1940 Basketball Rules Book by permission of the copyright owners. It is offered in conjunction with the demonstration backboard on exhibit, to acquaint all basketball coaches with what is being attempted by the Research Committee of the National Basketball Committee of the United States and Canada to modernize present backboards which are considered inadequate for today's game.



MODIFIED BACKBOARDS

(Reproduction of Page 47 of the 1939-1940 Basketball Rules Book)

"If backboards were to be designed to fit the present day type of game and, if there were no problems connected with the transition, the boards would be quite different from the traditional 4 by 6 rectangle. At the last meeting of the National Basketball Committee it was unanimously agreed that there is considerable waste space in the present type of board and that this has become a detriment. They authorized a section in the guide to be devoted to the outlining and discussion of the most suitable type of backboard to fit present day conditions. The sentiment, based on extensive experimentation, indicates that a board resembling one of the two types shown on the diagram above is desirable. It is probable that the board of future years will be of this type and further experimentation has been authorized.

Such a board would:

1. Permit freer use of the four-foot end space, permit offensive play from nearly all sides of the basket and thus relieve congestion in the lane.
2. Greatly increase the visibility of the basket from corners and ends of the gymnasium.
3. Increase the space under the basket from which a goal may be made and permit a rebounder to escape from congested area.
4. Simplify the bridgework for hanging the backboard since the weight would be reduced by nearly one-half and the span would not be so great as to cause warping or twisting.
5. Have a more pleasing streamlined appearance and be a better target, thus promoting greater accuracy.

Failure to streamline the backboards is due to the initial expense in making a change and to difficulties due to lack of uniformity during a transition period. However, the same problems confront every industry when changing conditions make equipment obsolete. No group can afford to forever limit itself to use of models designed for conditions of several decades ago. If such a change were to come, it would probably have to come as an optional measure during a transition period of several years. In the meantime, those who are installing new equipment may choose to anticipate improvements and use a supporting structure which will not exceed the limits outlined above. The present type backboard could then be trimmed down or easily replaced by a smaller one. A pair of modified boards might be installed immediately on one of the cross courts. An exchange could easily be made between regular court and cross-court if it should be desirable in the future.

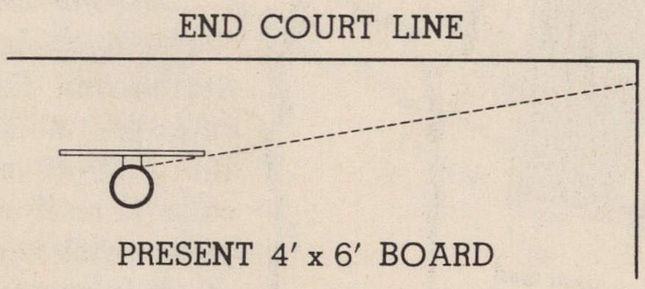
Interested groups should make observations on the space actually used on present boards and encourage experimental use of the proposed type. Several manufacturers have shown a willingness to produce boards of this type for experiment. One of these is the Fred Medart Manufacturing Company, St. Louis, Missouri. They have built boards of the proposed size and shape and also with an added feature, a convex rather than a plane surface."

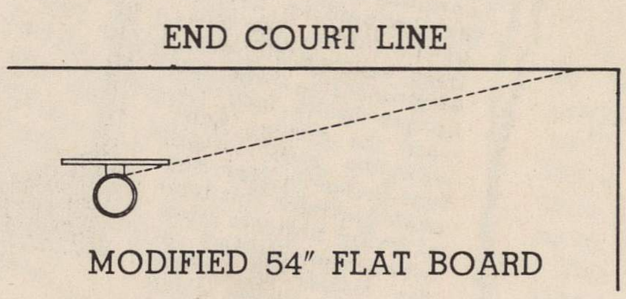
Re: Convex Surface Backboard . . .

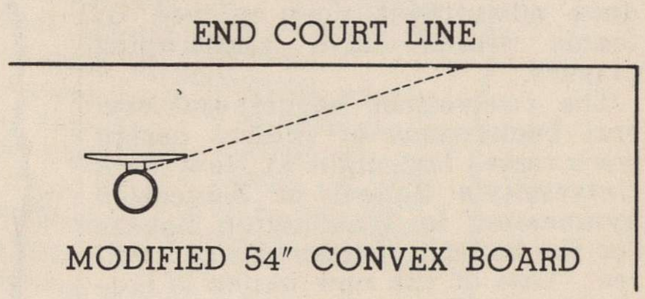
With reference to the five enumerated advantages of the modified backboard, listed above, the following extract from the 1939-1940 Rules Book, Page 46, Paragraph 1, under the heading "EXPERIMENTATION" — "THERE IS ALSO MERIT IN BOARDS WITH A CONVEX SURFACE WHICH WILL PERMIT ADDITIONAL FREEDOM IN THE FOUR-FOOT END SPACE AND WHICH WILL TEND TO SCATTER THE REBOUNDS AND THUS RELIEVE CONGESTION IN THE AREA IMMEDIATELY IN FRONT OF THE BASKET." — is supported by the following claims which are presented for your consideration.

1. "Freer use of the four-foot end space, etc."

A comparison of the drawings below reveals the added opportunity of offensive play on convex surface backboard.







2. "Increase Visibility, etc."

The above drawings also serve to illustrate the added visibility made possible by the curvature of the convex board. Consideration of the question of visibility should not be restricted to players but should be viewed from the standpoint of spectators as well. The gain in spectator visibility is immediately apparent when dotted lines in illustrations on back page are followed beyond the end court lines to include the area occupied by spectators.

Continued on back page.

PRESS COMMENTS ON CONVEX BACKBOARD DEMONSTRATIONS

Committee Urged to Increase Height of Basketball Goals

NEW YORK, May 2.—(U. P.)—The national basketball committee of the United States and Canada will complete its two-day meeting today with election of officers and a few minor changes in the playing rules.

In the opening session yesterday, virtually no sentiment was voiced for any drastic changes in the code. The committee, presided over by H. H. Salmon, Jr., spent most of the day listening to committee reports.

Dr. Forrest (Phog) Allen, chairman of the research committee, recommended raising the goals from the present 10 feet to 12 feet, contending it would tend to lessen the advantage of the taller teams. The committee also tested new types of backboards.

At the New York University gymnasium they saw the newly developed convex board under fire. The corners are curved back four inches from the center to facilitate corner shots. A mucn smaller board also was tested with a view toward increasing spectator visibility without damaging the shooting surface.

Several of the coaches were reported in favor of four ten-minute quarters for college teams instead of the two twenty-minute halves now played. It was believed that the committee would authorize the 12-foot baskets next season for any conferences desiring to experiment with them.

ST. LOUIS STAR-TIMES
May 3, 1939

'Phog' Allen Tries Out New Backboard

A change in the construction of the basketball back court which, according to some coaches, will revolutionize the game, was experimented with yesterday afternoon at University City High.

The experiment was under the supervision of F. C. (Phog) Allen, basketball coach at Kansas University and chairman of the Rules Committee of the National Collegiate Athletic Association, and M. C. Cunningham, Superintendent of Schools at Desloge, Mo. and a member of the Rules Committee of the National Federation of High Schools.

The new backboard is convex in shape, with a curve of four inches. According to Coach Allen, it will aid scoring from the four corners of the court, especially in games where the back line has been set back two additional feet. Allen stated that the colleges will adopt the four-foot line next season.

In defense it will tend to change the style of play in that the guards will have to "spread out" in getting the ball on the rebound.

ST. LOUIS GLOBE-DEMOCRAT
March 30, 1939

New Backboard Impresses Cagers

NEW YORK, May 2.—(AP)—Members of the basketball rules committee have their heads glued together in a local hotel room at the moment, swapping stories and thinking up changes in the playing rules.

The mere fact that basketball in its original and more-or-less unabridged form has become in a remarkably short space of time the most popular sport in the country does not deter these gentlemen.

Dr. Naismith.

Now that they've eliminated the center jump, which some of we die-hards still mourn, and complicated the shadings of legitimate defense and offense until it takes a corporation lawyer to referee a game with any confidence, they are starting in on the basket and the backboard.

Since a little after Dr. Naismith, the game's inventor, had his boys popping away at a peach basket, the target has consisted of a plain iron ring stuck against a flat, square backboard.

But last night the visiting rules surgeons sat with gleaming eyes through a demonstration of three new streamlined backboards, one of them boasting more curves than a roller coaster. Don't be surprised if the old familiar backboard is dead as a shot duck by tomorrow night.

The one that tickled the coaches most is a convex number. That is, it bulges out toward the hoop and curves back some four inches to the outside edges.

The merit of this arrangement, reveals its inventor, is that it affords a clear shot at the hoop from the very corner of the court, even where the court extends four feet beyond the backboard, or bank, as it frequently does. With the present flat bank such a shot is, of course, impossible.

CHICAGO AMERICAN
May 3, 1939

Show Convex Backboards in the Proviso Fieldhouse

A glimpse of what may be the basketball of the future will be available in the Proviso High school fieldhouse at 4:30 Friday afternoon. The Medart Manufacturing Company of Chicago, in co-operation with the National Basketball Committee, will demonstrate the new convex type of basketball backboards.

The date was chosen because of the fact that the Proviso Relays will be held in Maywood on the same date. The presence of many coaches at the Relays will also give them opportuniy to view the new backboards and perhaps try a shot or two themselves.

Basketball authorities are of the opinion that some change in the shape of backboards must result from the new rule which places the backboards farther inside the end line. To do away with the dead area which would result behind the standard flat backboard, several new types have been developed. Three of these types, one fan-shaped board and two differing beveled or convex boards, have been erected in the Proviso gymnasium and will be tried Friday by students and coaches. The convex boards, it is said, tend also to distribute rebounds at various angles, thus eliminating corwded play immediately under the basket.

CHICAGO HERALD
May 4, 1939

New Backboard In Basketball To Get Trial

Coaches Experiment With Convex Board in School at Denton

An official test of the new convex basketball backboard, which, if adopted, may further streamline the game of basketball, will be made at North Texas State Teachers College, Denton, next week during the Texas High School Basketball Coaches' Association clinic, J. W. St. Clair of Southern Methodist University, announced Friday. St. Clair, Southwestern member of the national basketball rules committee, said that group had asked him to make a report on the reaction of coaches at the clinic to the expriments with the board, and that he had been assured full cooperation of the THSBCA through its secretary, Coach Pete Shands of North Texas State.

The new backboard, much smaller than the standard plane-surface board now in use, was demonstrated to the national committee at its last meeting, St. Clair said. "I was distinctly surprised at its possibilities," said the rules committee member, for sixteen years head basketball coach at SMU, and now executive secretary of the Southwestern Conference.

Sales Talk for New Board.

Agitation for the new model started when the committee adopted a two-foot extension of the end boundary lines of the playing court. It is claimed that the convex board permits freer use of the four-foot end space, permits offensive play from nearly all sides of the basket and thus relieves congestion in the scoring lanes. Its proponents also say that the new board increases the space under the basket from which a goal may be made and permits a rebounder to escape from the congested area under the goal. Other sales talks for the streamlined backboard are that it makes a better target for the goal shooters, thus promoting greater accuracy on shots, and also that it, because of its smaller size, greatly increases visibility of the basket for fans who are unfortunate enough to draw seats in the corners and ends of the gymnasium.

National Body Impressed.

St. Clair said the national committee, impressed by possibilities of the new board, had authorized experimentation with it this year, and that the matter of its adoption would be brought up at the next annual meeting.

"I have made arrangements with a St. Louis manufacturer to have these boards at the clinic in Denton, and we'll find out what Texas coaches think of them. This will be the first time in the Southwest that the boards have been used," he said.

The coaching school, which opens Monday morning and runs through Friday, will feature Clair F. Bee of Long Island University, as head of the faculty. More than 100 coaches are expected to attend.

DALLAS MORNING NEWS
June 24, 1939

CURVED BACKBOARD PROPOSED

St. Louis, March 31.—(A. P.)—A new basketball backboard curved convexly to make field goals possible from the deep ends of the court was proposed Friday to increase the game's scoring opportunities.

Coach Forrest C. (Phog) Allen of the University of Kansas, who saw the convex board demonstrated, called it a "marvelous idea" for increasing scoring and any sport," for "That's what puts over action—Altho at present a basketball court may extend from two to four feet behind the backboard, the four-foot extension has been recommended to the national rules committee, which will meet in New York May 1 and 2.

A player in this zone finds it almost impossible to score with the present flat backboard. The suggested four inches on each side, eliminates the "blind spots." It was invented by two St. Louisans, Len Maune and George Chervenko.

DENVER POST
March 31, 1939

BASKETBALL BODY MEETS

Rules Committee to Announce Decision on Changes Today

With little in the way of important legislation on the docket, the basketball rules committee of the United States and Canada opened its two-day annual convention at the Hotel McAlpin yesterday. The session was only for members and the results of the committee's deliberations will not be announced until today, after the election of officers for 1939-40.

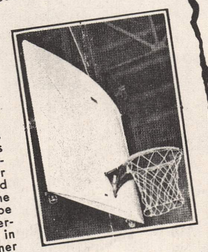
Among the proposals up for consideration is that of Forrest C. (Phog) Allen, University of Kansas coach, providing for the raising of the basket from its present ten feet to twelve feet. This move is recommended by Allen on the basis that it would reduce the tremendous advantages now enjoyed by teams which have skyscraping players.

The twelve-foot basket and several backboards of radical design were tested last night at New York University's School of Education gymnasium in Washington Square for the benefit of the rules committee. One of the new banks is convex in shape, with corners curved in four inches from the center. The others are designed to eliminate space that is seldom used for shooting, with the idea of increasing spectator visibility.

NEW YORK TIMES
May 3, 1939

Convex Backboard

It is quite possible that the next revolutionary move in basketball will center around the shape of the backboard. Basketball men are beginning to realize that the old rectangular shaped bank has outlived its usefulness. Several weeks ago, the Fred Medart Mfg. Co. unveiled what may well be the banking device of the future. The new bank, which is still in its experimental stage, is convex in its face toward the playing floor with the ends curved four inches in from the center surface. This type of board presents interesting possibilities in the matter of corner shots. On courts which extend four feet behind the bank, a player may stand deep in the corner and shoot for the basket, an impossible try with the standard flat backboard. The convex bank was investigated thoroughly at the recent meeting of the National Basketball Committee.



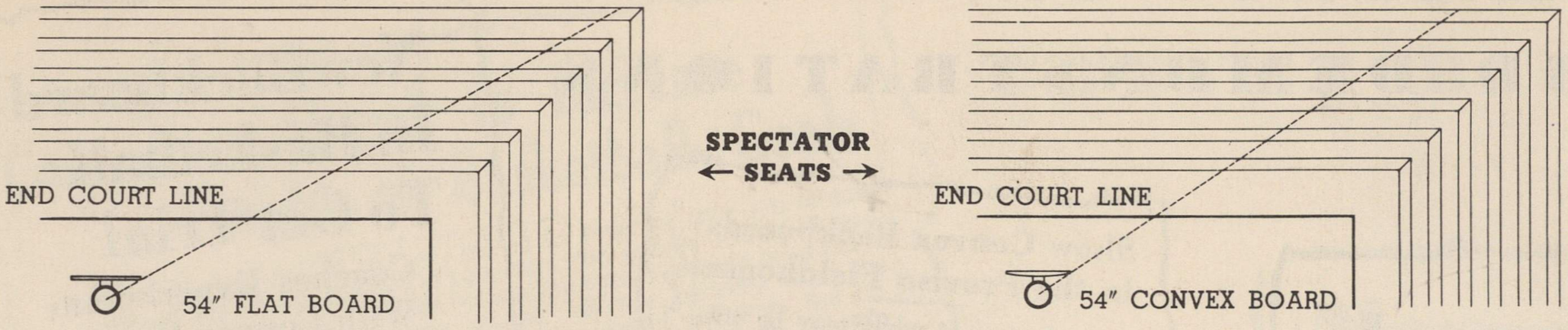
SCHOLASTIC COACH — June, 1939

1939-40 Basketball Rules

The National Basketball Committee of the United States and Canada met during May to formulate rules for the 1939-40 season and to outline plans for the 1939-40 season and to outline plans for the collection of statistics and the coordinating of experimental work for the new season. In the course of their meeting they attended a demonstration of modified backboards which had been erected at the New York University Gymnasium by the Fred Medart Company of St. Louis, Missouri.

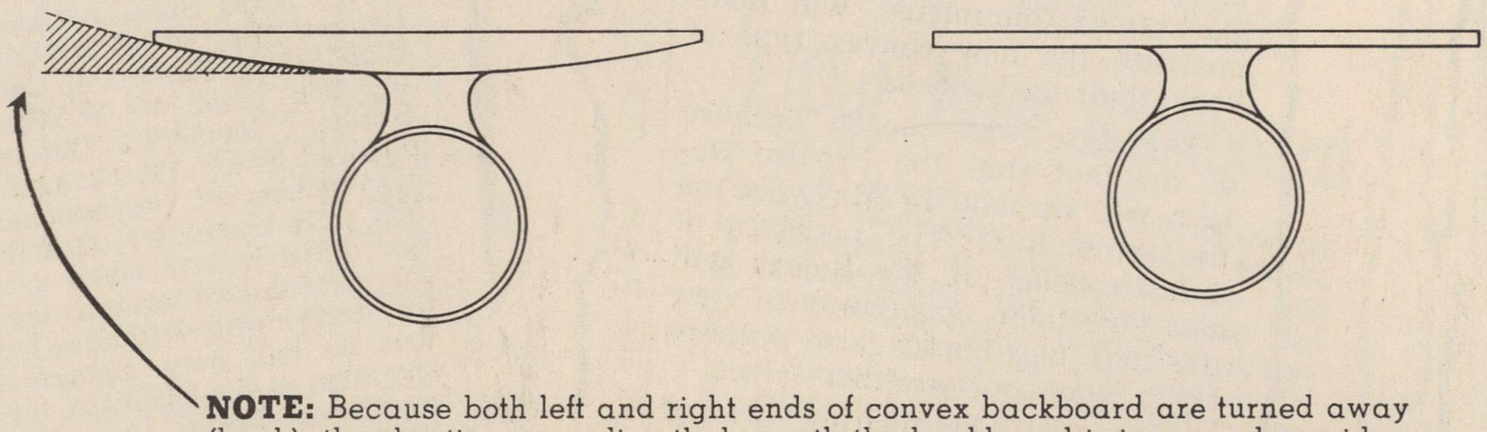
ILLINOIS HIGH SCHOOL ATHLETE — June, 1939

Continued from Page 1



3. *"(1) Increase space under basket from which goal may be made . . . (2) permit a rebounder to escape from congested area."*

CLAIM No. 1 is enhanced by reason of curvature of convex board as illustrated below.



NOTE: Because both left and right ends of convex backboard are turned away (back), the shooting area directly beneath the backboard is increased considerably. Likewise, the convex backboard eliminates the mental hazard represented by the edge of a straight or flat backboard, which hazard to the player is always present when a goal is attempted from the sides of the court directly opposite the board.

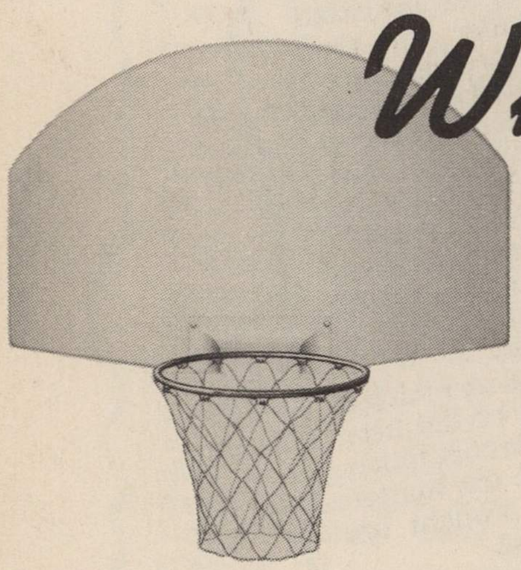
CLAIM No. 2. Balls rebounding off of convex backboard will be found to cover a wider floor area than when rebounding from plain or flat surface. This fact can be best proved by 15 minutes of demonstration or comparison test, and is considered an important factor in breaking up play in a congested area.

4. *"Simplify bridgework, etc."*

A plane surface or convex surface backboard would enjoy this same advantage although it should be noted that the construction of a convex board automatically provides a more rigid and generally stronger piece of equipment.

5. *"More pleasing streamlined appearance . . . a better target, thus promoting greater accuracy."*

The above drawings conclusively illustrate the advantages of the modified 54″ straight or flat backboard (and goal) as a better target than the present 4′ x 6′ board in use today. It follows that if maximum visibility from every possible shooting position on the playing floor makes for a better target, then the convex backboard qualifies as a marked improvement over the same modified size board with a flat surface and that greater accuracy can be expected of the convex board.



What is Your Opinion?

Coaches, the National Basketball Rules Committee, and Equipment Manufacturers have joined forces in a cooperative effort to find the right solution to the question of what design, size, etc., backboard will best serve today's type of game. What is your opinion? It is generally recognized that the present 4′ x 6′ flat backboard designed for playing conditions of several decades ago is now obsolete and inadequate for today's game. Cooperation between several parties has made it possible for you to gain a first-hand acquaintance with the modified board on display and you are invited to express your opinion of this special demonstration board. Suggestions for improvements or changes are in order.

Similar demonstration backboards are being tested in Coaching Schools this Summer and all comments, recommendations, etc., from Coaches will be tabulated and the results transmitted to the Research Committee of the National Basketball Committee of the United States and Canada. Your opinion will be appreciated.

Do You Favor the Modified Backboard on Exhibit?

Comment:_____

_____

_____

_____

YOUR NAME _____ ADDRESS _____ CITY STATE _____

Detach and mail to — Fred Medart - - 3535 DeKalb Street - - St. Louis, Mo.

FRED MEDART
MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, MO.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

Sunday - 20th

Dear "Ray" :

Back home again and I hope you gave Bill a good lesson in golf the other day!

Don't forget, please, to get a vote from the visiting coaches on that canvas backboard we shipped to Atlanta. Our local representative Lon Murray, a swell guy, incidently, will deliver the questionnaires to you -

Longmont (Cliff Wells) voted 65 "for" - 17 "against" and 7 "undecided"

Regards -

Ray

FRED MEDART
MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, MO.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

September 6, 1939

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

Dear Phog:

Indeed glad to get your two letters of September 5 and to learn that you and Tom have arranged to take the two extra photographs of the girls playing Goal-Hi in the gymnasium. We are waiting on these pictures now for use in conjunction with the rules book. Incidentally, Bill is going to send you this rules book with the copy so you can get a price for him from your University printer, and he will write you direct on this.

Needless to say, I am indeed pleased to learn that Paramount has been out to visit you again, and the reports you have given us certainly seem to indicate that they are more than casually interested. On receipt of your letter I attempted to get in touch with Hereford of the International News Service but found he would not be in his office today. I will do so tomorrow and see if the information you have given me may not stimulate him to greater activity, although I think he has done a pretty good job to date in the way of interesting, or attempting to interest, the "American Weekly".

I will hold the several inquiries mentioned in your second letter and as attached to your second letter, until we have something more definite to offer prospects for Goal-Hi equipment.

Kindest personal regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC

September 14, 1939.

Mr. W. A. Robinson,
Advertising Manager,
Medart Manufacturing Co.,
St. Louis, Missouri.

Dear Mr. Robinson:

This will acknowledge receipt of the rough dummy of the Goal-Hi rule book, and I am getting in touch with our printer immediately. We will go over this material carefully.

I shall return the whole layout to you just as soon as possible. I am anxious that we speed along on this rule book.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FRED MEDART
MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, MO.

September 11, 1939

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

Dear Dr. Allen:

I am attaching hereto the rough dummy of the Goal-Hi rule book, which you can turn over to the printer for estimating, using the following specifications:

5,000 Official Goal-Hi Rule Books.
Size - 5 x 6-3/4", trimmed flush.
32 pages and cover.
Cover and inside to bleed as indicated.
Cover printed in one color - dark green - on one side.
Cover stock - 50# Green Hammermill cover (antique finish).
Inside printed in one color - black.
Inside stock - 50# White Hyfect Super.
Composition -
All text to be set in 8 point light face.
Heading 8 and 10 point bold, as indicated.
There will be approximately 12 square halftone, as indicated.
These halftones will be made the proper screen to print on paper specified.
Binding - Saddle-wire stitched with two stitches on the 6-3/4" side.

I am also sending a complete copy of the final revised rules and ask that you please give them one more complete check, particularly the pages devoted to the three segment game and the penalty box.

As soon as you have this price from the printer, send it along to us, together with the corrected copy, dummy, and cover layout.

Yours very truly,

FRED MEDART MANUFACTURING CO.

W. A. Robinson

Advertising Manager

W.A.Robinson/AC
Enc.

FORM 139 MVV 10-38

TO _____ DATE 9/11/39.

SUBJECT _____

Head Hoc.

You will note that I have some small headings in the margins to call attention to certain pertinent points. Please indicate any point you think should be shown in the margin.

F Lewis

Bill B

FROM _____

FRED MEDART MFG. CO.

September 14, 1939.

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

Dear Roy:

Yesterday Mr. Loren V. "Red" Brown, general sales manager for Lowe & Campbell Athletic Goods Company, et al., was in to see me and he wanted to get from me the "low-down" on the possibilities of the convex backboard. He had been to Topeka at the meeting of the Kansas High School Coaches, and while there saw some of the backboards and heard the discussion about them. He, personally, was much impressed with them.

"Red" is an old basketball player, having played here on the team for three years. He drew some diagrams and sketches of the convex board to be sent to all the Lowe and Campbell salesmen, explaining to them that the convex backboard is on the way.

I think it would be well if you could get in touch with "Red" Brown very soon. There is a Lowe and Campbell branch in St. Louis, and it might be that he comes through St. Louis quite often. He wanted to know who made the convex board, and I told him that Medart manufactured them.

"Red" also asked me about the "Goal-Hi" goal. In the blue sheets sent to all their salesmen Lowe and Campbell have listed the "Uni-Goal", and they are selling them. I think we ought to work on this very rapidly, and get the goals on the market.

I would like for you to inform me as to the price of the goal, and I would also like to have one of the newer goals here to show people. Many visitors come here and want to see the goal and want definite information about it, and I would like to be able to show them the finished product and not this experimental goal that we have here. We would want one with the adjustable standard, and one that would fit firmly on the gymnasium floor. I believe this is a problem to be worked on. The base on the goal we have is all right to fit on the ground because a depression can easily be made in the ground for it to fit into. But on the gymnasium floor this presents a difficulty. What would you think about using large rubber suction cups, with a keeper in the center to fasten it to the floor?

When we shot the pictures of the girls here in the gymnasium they were very enthusiastic about using this goal for their intramural basketball games, so we are working on this possibility. I think it is a wonderful idea, and of course we will need one of the newer goals early so they can get started in their intramural schedule.

We are presenting the material for the rule book to our printer, and I will send you information on this just as soon as possible. I really want some speed on this booklet.

Lowe and Campbell are advertising this "Uni-Goal", and it is up to us to step faster on our product. All of these persons who have inquired about the goal will cool off if we can't send them something very definite at once.

With best wishes, I am

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

September 20, 1939.

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

Dear Roy:

We have just received another inquiry from Superintendent Minter E. Brown, of the Anthony, Kansas, public schools, regarding Goal-Hi. I am enclosing a carbon copy of the letter that we have written Mr. Brown regarding its manufacture and sale.

Very cordially yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH.
Enc.

September 21, 1939.

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

Dear Roy:

I have just had a bid from Jack Kistler, the head of our department of Journalism Press, for printing 5,000 of the Goal-Hi rule books. Without the cost of making the halftones, the price is $200.00 f.o.b. Lawrence, Kansas.

Kistler stated that he could print a book 5½ by 7½ as cheaply as the size that you specify, 5 by 6-3/4. I explained to Kistler that you perhaps desired the smaller size on account of it being the exact size of the basketball rule book. This, of course, has a decided psychological advantage.

Kistler states that he can turn these out within two weeks after the confirmation of order is received. Please let me have your comments at your earliest convenience.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

September 21, 1939.

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

Dear Roy:

An idea just occurred to me that might be mutually helpful to us. I am wondering if you would speak to Mr. Medart about the possibility of my serving your firm as a technical advisor in basketball for a modest sum to be set by your firm.

I feel the difficulties that you have mentioned in your letters in previous times could be met in a better way than is being done at the present. It occurred to me that I might be open to your firm's orders to go to certain meeting places at different times of the year when I was free to do so by being released by the University for such trips. This convex backboard, the electric basketball scoreboard and clock, the collapsible bleacher, Goal-Hi, and many other features that your firm is putting on the market could be intelligently and quietly promoted by my incursions to different points at the proper time.

Of course, it would be entirely up to your firm whether you would make public our connection. It would be perfectly all right with me if you did not, but if you did otherwise it would be agreeable. I would not guarantee, but I feel pretty sure that I could work with the powers that be on this patent and make money for both the N.C.A.A., the Rules body, and your firm. Of course, it might take trips for conference at St. Louis and Chicago by me at your firm's expense, but I believe it would be worth the venture.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

P.S. I see nothing unethical in this for either one of us, as I assure you that I would not use my position in any organization to help myself financially at the expense of the body that I might be affiliated with. However, I assure you that my loyalties and best energies could be given to your firm for an annual consideration that would be proposed by your corporation. After you have conferred with Mr. Medart I will be glad to hear from you.

F.C.A.

September 21, 1939.

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

Dear Roy:

Your letter regarding the convex backboard problem has just been received. I have a slant that I think will help you.

The National Collegiate Athletic Association is controlled by a few men like Major Griffith, L. W. St.John of Ohio State University, and others. These men actually control the Rules Body. They make the appointments from year to year, and in that way they control it.

I think that you could make some sort of a deal with Major Griffith so that the National Collegiate Athletic Association and the officers of the Rules Body would have a joint patent and would figure in the earnings. These earnings would be divided between the high school federation, the National Collegiate Association, and members of the Rules Body. I believe I could sell this idea to Major Griffith and St. John.

It seems ridiculous to me that Porter should think if you have a patent on the thing that you would give the patent away for the good of the game of basketball. I wouldn't do that and he wouldn't do that, and any sensible individual would not do it. Frankly, I do not know how you would get a patent on fabricating the board. I do not know how you would go about it, but I believe you could easily sell this idea to Major Griffith and the Rules Body. Major Griffith and St. John are really the moving spirits and politicians of the National Collegiate Association.

Have I given you any help in your quest for a solution? If not, write me and ask me some more questions and I will augment the information that I have given you.

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 19, 1939

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

Dear Phog:

The following subject is, as you will promptly note, a very serious one, and I am anxious to get your complete opinion on it.

Last Thursday and Friday I was in Chicago and saw Porter in connection with the convex basketball backboard of modified size. I gave him the voting by the coaches at the various Coaching Schools this summer, and there was a total of 66% of the coaches voting in favor of the convex idea. This data, together with what had come direct to Porter from many parts of the country, indicated that the convex backboard was very much in favor; and surprising as it may seem, Porter said it looked as if the convex idea would be favorably acted on by the Rules Committee, although he qualified that statement by saying that he could not guarantee that would happen at the next meeting or the one following, for that matter, although it was not beyond the realm of possibility that the Rules Committee would pass on the convex idea favorably next March.

That brought up the question of patents, and at this point we encountered something that was extremely disconcerting to us. Porter wanted to know what we had in the way of patents and I frankly told him that we were attempting to get a basic patent on the convex idea, and he told me that if we were issued a patent of that kind he felt confident we did not have one chance in a million of getting the Rules Committee to approve the convex board because they could not, in that way, set us up as being the one and only concern in the United States from which these boards could be purchased. I anticipated something like this and told him that we would be glad to give him, in writing, a release from any infringement for any school that wanted to build a convex board in their own woodshop for their own use, and further, that we had already agreed to license one or two of our competitors to manufacture convex boards so we would not be the one and only source of supply. All of this, of course, being predicated on our obtaining a patent, which we have not received at this writing.

Notwithstanding the above assurances, Porter remained unchanged in his opinion, and while very friendly and co-operative, he could not see any way out for us if we are granted patent protection on the convex idea.

I am sure you can appreciate that this puts us in the "nine hole" without a question. In a further discussion with Porter while in Chicago, he said he had been giving the matter some thought, that possibly we would be willing to turn the patent over to the Rules Committee, relinquishing any hold on the patent, and in that way gain what we could in the way of publicity, i.e., as having

#2
Dr. Forrest C. Allen
Lawrence, Kansas

contributed to the game the convex idea. I asked him if the Rules Committee would then license others to manufacture the board and we, in turn, to receive a royalty from such competitors, and he said "definitely No" - that if we turned the papers over to the Rules Committee it would be the same as if we did not have any patent.

That is the status of this matter at this time. We simply don't know how to over-come this obstacle and I am writing you for advice.

Incidentally, I should advise that Porter said if we had a patent on the method of fabricating the board, there would be no objection, but on the basic patent of the convex idea applied to a board, that was something else again. Between us - and very confidentially - if we could get a patent on the fabrication of the board (a process patent) we would have a much stronger patent than we would on a basic patent, but we don't see how that is possible.

In any event, I wonder if you can give us any advice as concerns the Rules Committee concerning this question. We wondered whether or not the Committee was definitely committed to turning down something like the convex idea because of patents. Another thought that comes to mind is that possibly, in spite of the thought advanced by Porter, there could be enough of the Rules Members that would vote for the adoption of the convex board as optional equipment, patent or no patent. In other words, we look to you, Phog, for any information you might have on the subject that would help us in our present foggy condition. Needless to say, your remarks will be held in strict confidence.

Believe me, Mr. Medart and I will appreciate hearing from you in the above connection.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

Sales Promotion Manager

REW/AC

September 21, 1939.

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

Dear Roy:

This is in answer to your favor of the 18th instant regard "Red" Brown and Lowe and Campbell, and so forth. I just wanted you to know that they were inquiring about it, and felt that you and your firm should use your own best judgment in handling the situation.

I wanted you to know that Lowe and Campbell were selling the Schutt "Uni-Goal" and they have catalogued it. I thought for that reason you might want to know what they getting for it and that would aid you in merchandising your product. Lowe & Campbell list the Uni-Goal, complete with steel standard f.o.b. factory, at $15.75, shipping weight complete 85 lbs. I am wondering if you have a Lowe & Campbell catalog. You can get one in St. Louis there if you desire. The goal is cadmium plated.

It looks like your $29.50 price will not meet the competition with these fellows, or is there that great a difference in the adjustable standard? I appreciate very much the fact that you are going to ship one of these to us for use in our school. We will put it in the most conspicuous and useable place in our gymnasium. I think I wrote you that when the girls had their picture taken they said they would like to use it for intramurals. So I am going to present this goal to our women's department for positive use in their intramurals. This will do away with the tear and strain of chasing back and forth from one goal to the other. Girls cannot stand this strain unless they are very much accustomed to it, and I believe the Goal-Hi will come in for much commendation on this score.

My suggestion was not a rubber cover for the circular base, but it was some sort of suction cups. A rubber cover on the thing would make it bulky and at the same time they would be apt to stub their feet on it. But it seems to me that rubber suction cups would be more efficacious. Won't you take it up with your people on the suction cup idea and see what they think of it?

Roy, I have been after this fellow Jack Kistler, the superintendent of our Journalism Press, and he tells me that his enrollment and other necessary work attendant to enrollment have kept him from bidding on it. After receiving your letter I went up to see him on the enrollment floor and pressed him for the date he would give me the bid, and he said "tomorrow". That was yesterday. Then he asked me what kind of a cover I wanted on it. And I said, "You have never even opened the thing, have you, and inspected it?" And he said, "No, I haven't, but I will get to it this afternoon."

I am afraid that it will be a couple of days before I can pin him down on a bid, but I am going to press him for it. I do not see how I can do other than use forceful pressure.

Regarding Major Griffith, I would be very much pleased if you would submit the article to me before you send it to Major Griffith. I have perfect confidence in everything you write, but being in an educational institution I want to be sure that I can pass favorably upon the article. I will go along with you one hundred per cent, but I want to see it first. Thank you.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FRED MEDART
MANUFACTURING CO.

POTOMAC AND DE KALB STREETS SAINT LOUIS, MO.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

September 18, 1939

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

Dear Phog:

Have your letter of the 14th and have carefully noted contents, and I want to prepare you for a lot of rambling in this letter as I want to cover several very important matters that have come up.

In the first place, as concerns "Red" Brown, Sales Manager of Lowe & Campbell Athletic Goods Company, I am interested in what you say regarding his interest in both the convex backboard and also the Goal-Hi possibilities. As far as Goal-Hi is concerned, or, for that matter, as far as the convex backboard is concerned, we would rather this outfit came to us than we to them, at this writing. I say "at this writing" because we are not quite ready to get busy actively selling either the convex board or Goal-Hi, although in the latter case we are not far from doing so. It is always better for someone to come to us than for us to approach them, and that is especially true as concerns Lowe & Campbell, who would probably exercise their usual attempt to beat down a price or increase a discount, which is less likely to happen when they approach us. In any event, if you see Brown again why don't you suggest to him that he contact us and see what it is all about? We can assure you that Lowe & Campbell fit into our plans for the future, and we will not go to sleep on this good outlet when the right time is here to consider dealers for distributing this product.

Concerning the price of Goal-Hi, I can now advise you that the delivered price for one of the adjustable types, with the circular base, will be $29.50, East of the Rocky Mountains. We are agreed on this price at this writing with little chance of a revision, although we might revise the price somewhat a little later if we find it necessary - but at the moment it looks like $29.50 delivered East of the Rockies for the type described above. I am having one of these samples made up now and will ship it to you for you to use in your school, and also to use in interesting people who pass through Lawrence and have an opportunity to see the equipment in use.

Your suggestion regarding a rubber cover on the circular base sounds like it might be a good one and we are going to experiment with this suggestion and will let you know what we uncover, within a short time.

I am anxious to get the price on the rules book that you are going to get for us from your printer and we will let you know whether or not to go ahead, after we have this price information.

FRED MEDART MANUFACTURING CO.

#2
Dr. Forrest C. Allen
Lawrence, Kansas

In the above I threatened to go on in a rambling sort of way and cover a number of things in my book, but so we may file our copies in their proper position I am going to cover the convex basketball backboard question in a separate letter to you, which is extremely important, and I hope you will treat it as such and give me your advice by return mail.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.

~~Sales~~ Promotion Manager

REW/AC

P.S. I think you will be interested in knowing that I was in Chicago last Thursday and Friday and had quite a session with Major Griffith, who has agreed to give us as much space as necessary to run a big article on Goal-Hi with illustrations, and I am going to do this over your name. I am sure this is entirely agreeable but I want you to know about it in advance, and if you have any objections to the use of your name as the writer of this article, please let me know immediately. However, this is right in line with our promotional campaign as covered by our contract and I am sure you will appreciate that fact.