

SUMMER COACHING SCHOOLS

(In addition to the list
submitted by Mr. Weinzettel)

- Arkansas Coaching School, Hot Springs, Arkansas; August 14-19; director, Fred C. Thomsen, University of Arkansas; basketball, Glen Rose.
- Colorado High School Coaching School, Denver, Colo.; August 21-26; director, L. H. Mahony, Denver University; basketball, Des Combes.
- Colorado University, Boulder, Colo.; June 16-July 23; director, Dean Harold Benjamin; basketball, F. B. Cox.
- Davis Mountain Coaching School, Ft. Davis, Texas; July 24-29; director, John G. Prude, Ft. Davis, Texas; Basketball, Jack Gray.
- Duke University, Durham, N. C.; July 24-29; director, Wallace Wade.
- Illinois Coaching School, Urbana, Ill.; June 19-August 12; director, S. C. Staley.
- Indiana University, Bloomington, Ind., July 31-August 4; director, Z. G. Clevenger; basketball, Branch McCracken.
- ~~Indiana University, Bloomington, Ind.,~~
- Kansas Coaching School, Topeka, Kansas; August 21-26; director, E. A. Thomas; basketball, "Frosty" Cox.
- Kentucky University, Lexington, Ky.; August 7-12; director, M. E. Potter; basketball, Adolph Rupp.
- Morningside College Coaching School, Spirit Lake, Ia.; August 14-19; director, J. M. Sanderson; basketball, Dave MacMillan, A. A. Schabinger.
- Nampa Coaching School, Nampa, Ida.; August 21-25; director, Harold A. White; basketball, Forrest Twogood.
- Nebraska University, Lincoln, Nebr.; June 6-July 14; director, W. H. Browne; basketball, W. H. Browne.
- Ohio State University, Columbus, Ohio; June 19-July 26; July 27-Sept. 1; director, E. W. St. John.
- Oklahoma Coaches Clinic, Oklahoma City, Okla.; August 23-26; director, Jim Lookabaugh; basketball, Henry Iba, Glen Rose.
- Tennessee High School A. A. Coaching School, Vanderbilt University, Nashville, Tenn.; August 14-19; director, J. H. Swann; basketball, Blair Gullion.
- Texas A. & M. College, College Station, Texas; August 20-26; director, H. H. Norton.
- Utah State Coaching School, Logan, Utah; June 12-June 16; director, E. L. Romney; basketball, Forrest Cox.

June 30, 1939.

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

Dear Mr. Weinzettel:

The basketball play equipment arrived today, and we have sent for our workmen to unpack it and set it up on the playground. We are anxious to try it out and want to get the goal set up as soon as possible.

Your letter of the 29th has just arrived in this afternoon's mail regarding the printing of the booklet on rules. We do have what we call "The Department of Journalism Press", and there might be some advantage in having them print the booklet. We shall ask them to quote us a price on the job.

We are having a school holiday over the Fourth of July, and I hope to use this time to bring my correspondence up to date. I shall write you very soon in regard to the various matters which you have mentioned in your recent letters.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

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CHICAGO OFFICE
326 W. MADISON ST.

GENERAL OFFICE AND FACTORY
POTOMAC AND DE KALB STREETS

ST. LOUIS, MO.

June 27, 1939

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

Dear Dr. Allen:

I am glad to be able to tell you that we are shipping to you today, the basketball play equipment, which, for want of a better name, I will call "Goalee". This shipment is going forward via MK&T Truck Lines, freight prepaid, and should be in Lawrence within a couple of days.

I am attaching a rough sketch showing you the construction of the basket, and you will note there are three swinging gates, suspended from the top hoop, which are intended to prevent the passage of a ball through the goal in the event it is low, i.e., is thrown low and might otherwise enter the goal from below the hoop. I think this is more or less self-explanatory as indicated on the sketch. Since making these three gates we find it would be wise to change their shape a little bit so they would be wider at the top than at the bottom, to prevent a ball wedging between one of the three rigid uprights supporting the hoops and the side of the gate. This, of course, we would change when we go into production on this item.

We are not attaching the marking equipment as that would ^{is} be a minor item that we have yet to work out and would undoubtedly consist of a collar on the base of the equipment, to which could be attached a wire with a scratch instrument at the opposite end. You will remember we discussed this, and for the purpose of tests at the University, we feel certain it will not be difficult for you to lay out the field for play without this marking equipment.

I wish you would please arrange to have some photographs taken after this equipment has been set up, and used for a few days. I would like very much to have three or four photographs made, showing people of various ages using the equipment, and, if possible, using it with the field laid out in a large circle with the inner circle as we have discussed it, and also, with the playing field divided into three sections, as suggested as a possibility for a variation of the game in my original paper outlining our ideas of this game.

You can advise your commercial photographer that we desire the negatives and one print of each photograph taken, and, as mentioned above, believe it would be a good idea to have one with the upright 8' from the ground and being used by children of elementary school age; another one with the upright raised to a 9' height with children of high school age using the equipment; and a third photograph of the equipment raised to the full 9' maximum height with College students, or "grown ups" playing the game.

FRED MEDART MANUFACTURING CO.

#2
Dr. Forrest C. Allen
Lawrence, Kansas

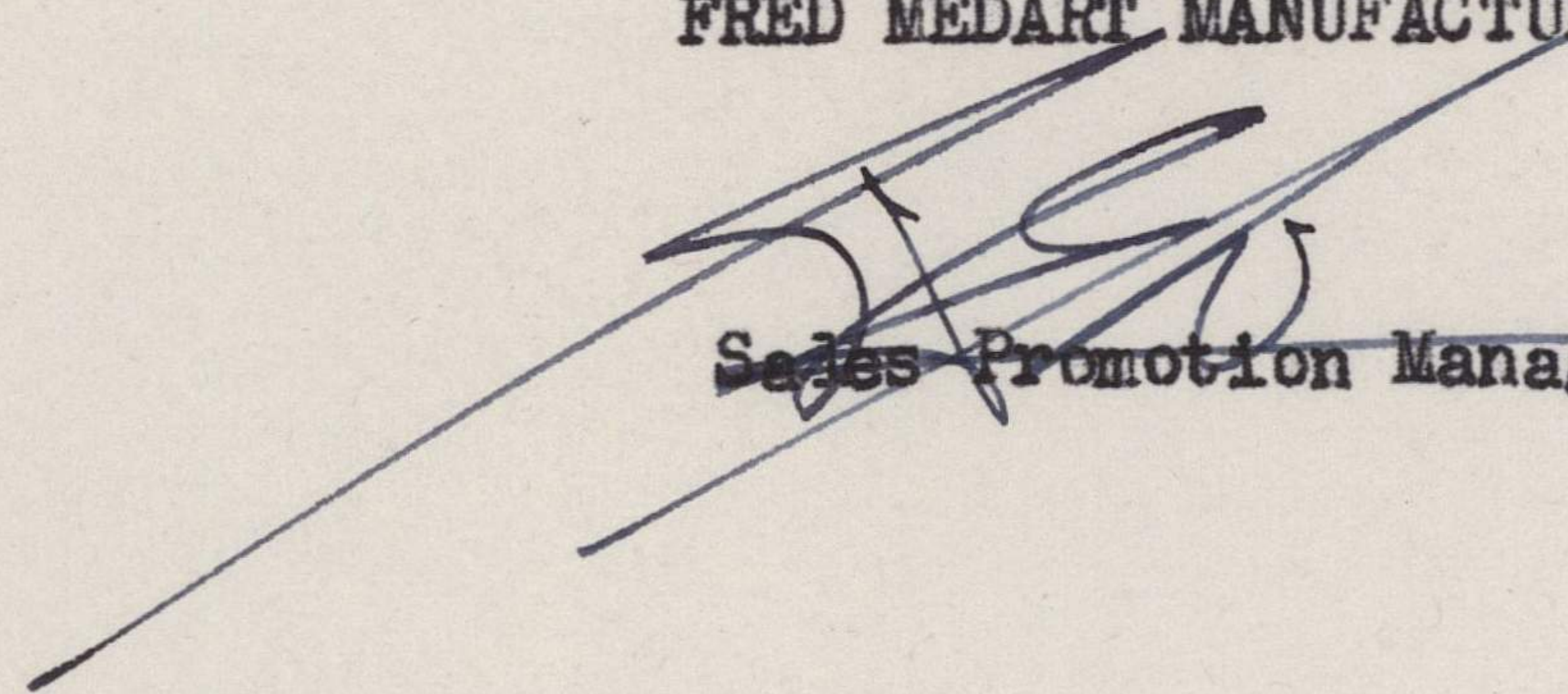
I will be anxiously awaiting word from you after you have had an opportunity to assemble this equipment.

By the way, Dr. Allen, I hope you will have your director of women's physical education use this equipment, in view of what they are now using in your women's gymnasium.

Kindest regards.

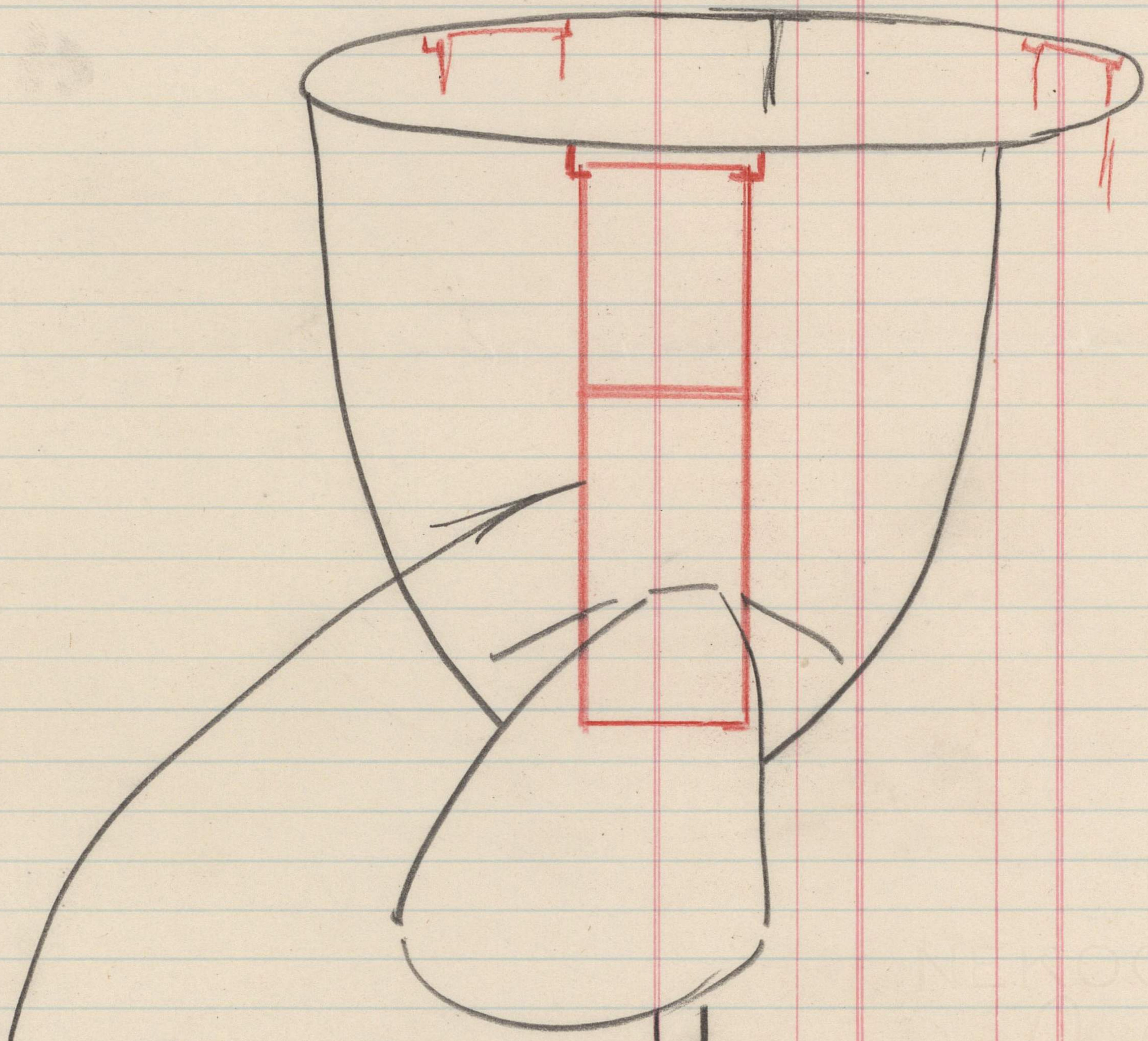
Yours very truly,

FRED MEDART MANUFACTURING CO.

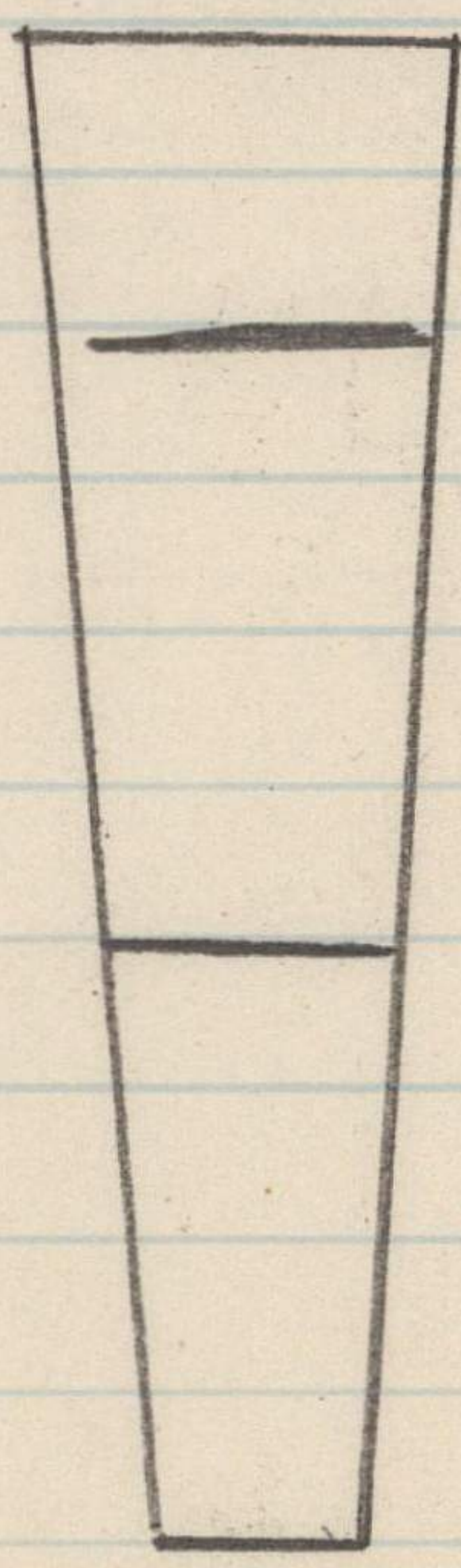

~~Sales Promotion Manager~~

R.E. Weinzettel/AC
Enc.

*Have your photographer
piece his direct for photos
- to my attention -*



Gate to be changed
to this shape



~~Handwritten signature~~

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ST. LOUIS, MO.

June 29, 1939

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

Dear Dr. Allen:

In connection with the rules book for the new game, the thought comes to me that if your University has a printing plant, we might be smart in having this booklet printed there.

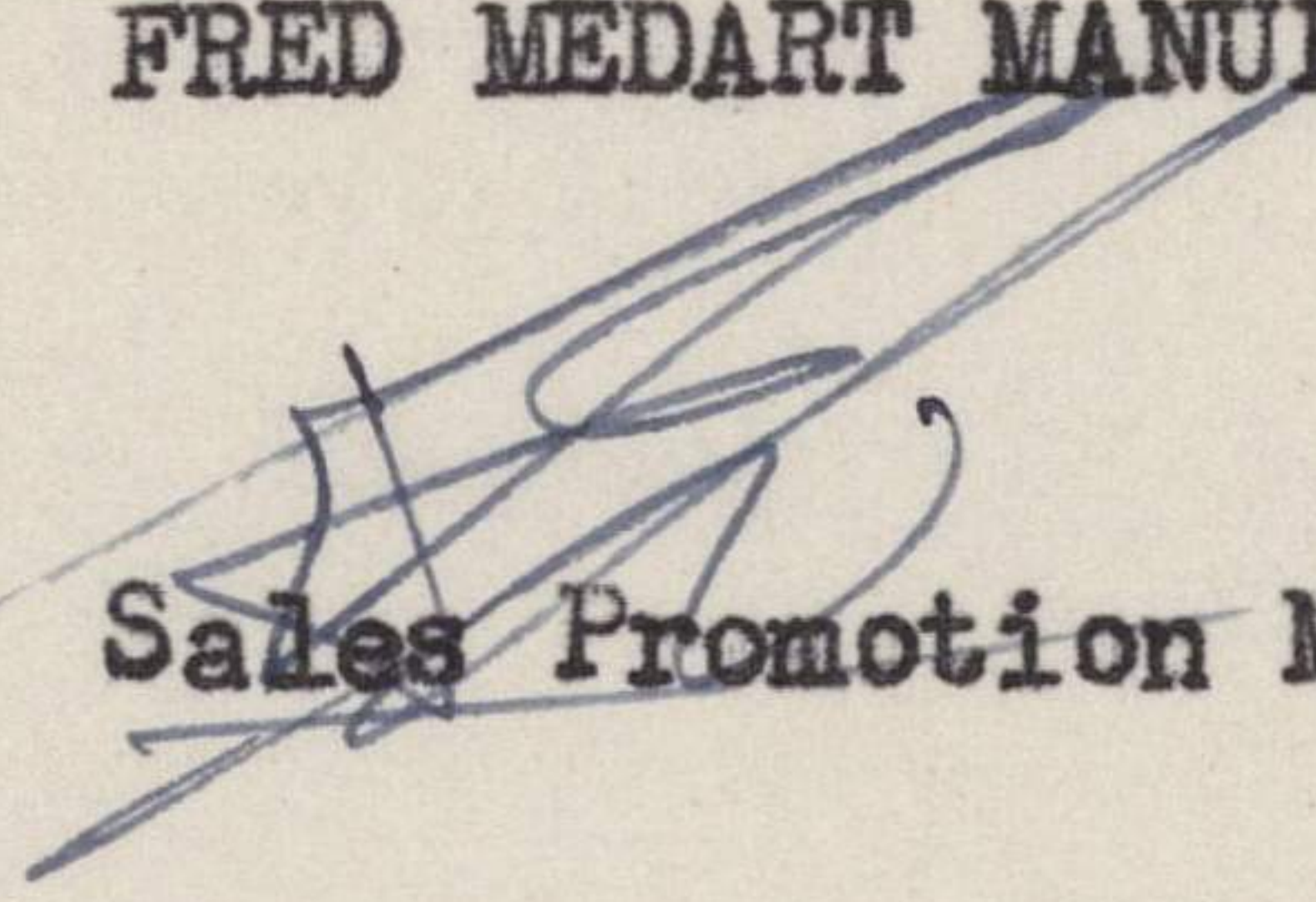
We, of course, would absorb the cost of the printing, but merely bring this to your attention at this time and would like to have your reaction to the thought.

The statement "Printed by the Kansas University Press", or some such identification, might carry some weight.

Kindest regards.

Yours very truly,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

R.E.Weinzettel/AC

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ST. LOUIS, MO.

June 1, 1939

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

Dear Dr. Allen:

You will remember we discussed the relative sizes of basketball courts as compared to a playing field for the new game we are considering, and herewith the figures.

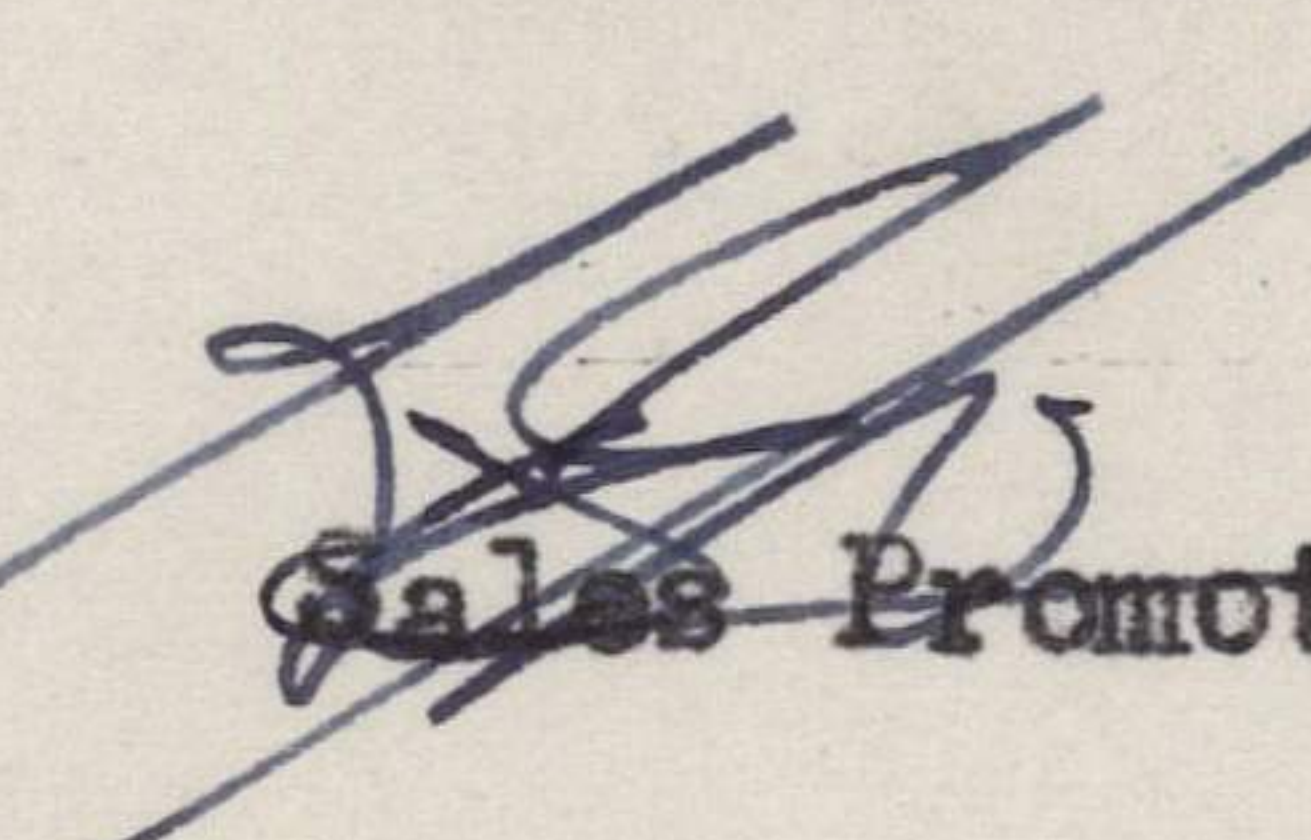
Junior High, 42' x 74' = 3,108 sq. ft.
High School, 50' x 84' = 4,200 sq. ft.
College, 50' x 90' = 4,500 sq. ft.

30' diameter circle = 706.86 sq. ft.
40' diameter circle = 1256.64 sq. ft.
50' diameter circle = 1963.5 sq. ft.

It will be noted that the 50' diameter circle provides an area considerably less than a basketball court for even a Junior High School.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

R.E. Weinzettel/AC

June 3, 1939.

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

Dear Mr. Weinzettel:

In reply to your letter of June 1st regarding the relative size of basketball courts as compared to the playing field for the new game, wish to say that only half of a court is ever used at one time. So while the junior high school court of 42 by 74 ft. totals 3108 sq. ft. when the ball is brought across the division line, there is really only 1554 sq. ft. used. So you see a 40 ft. circle would be close enough to half of the area, and a 50 ft. circle would be closer. We will have to work on this.

It might be a 30 ft. circle and a 45 ft. circle would be the answer. About the only way we can tell about it is to try it out, and as soon as the basket arrives here we will work on that problem and let you know. In the booklet we will bring out all these points.

I have been in the midst of the examination period, and would like to withhold answer to your letter of May 29th until Monday. The 5% commission, and other points you mentioned, are entirely agreeable.

I am enclosing copy of a letter I have written to Mr. Porter, and early next week I will ask the members of the Research Committee to work on this board.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

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ST. LOUIS, MO.

May 31, 1939

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

Dear Dr. Allen:

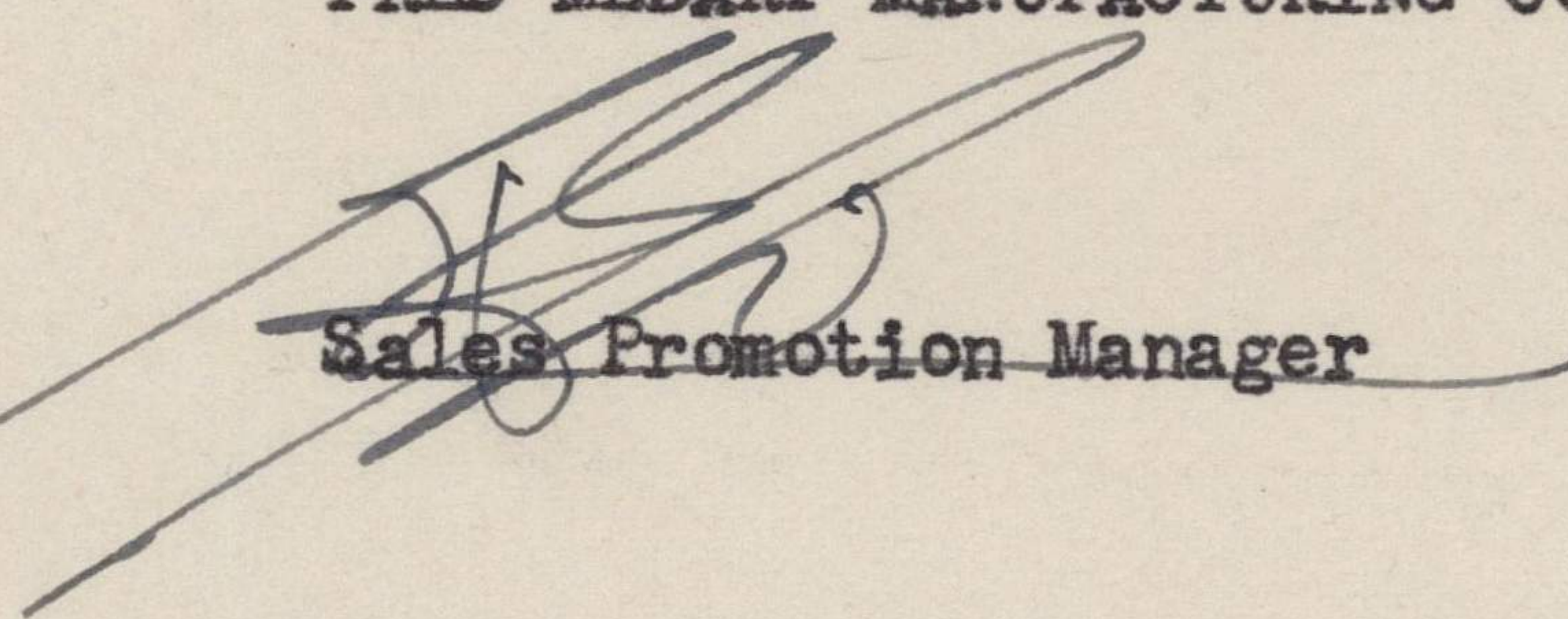
I have a letter from Mr. Porter dated May 29 in which he advises that he has delayed acknowledging my letter of the 17th until returns on his questionnaire had come in from the various members of the Basketball Committee. He further advises that a summary of these returns have been forwarded to you and that we would probably hear from you in the near future.

No doubt this information is now in your possession and as soon as you have had an opportunity to pass on the summary, we would certainly appreciate your advice.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

R.E. Weinzettel/AC

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ST. LOUIS, MO.

June 24, 1939

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

Dear Dr. Allen:

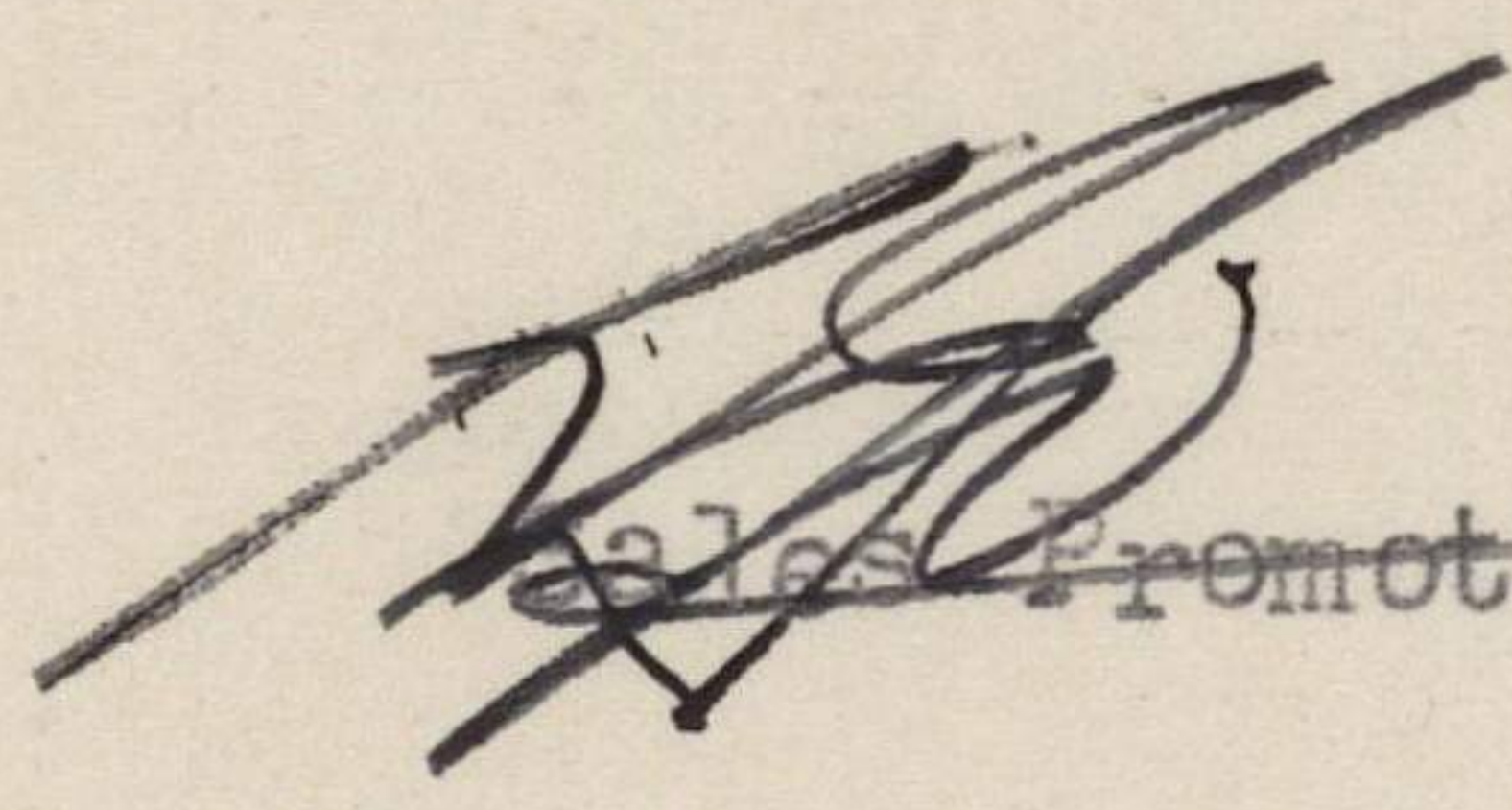
We have just completed the new modified backboard, using the 32" radius as shown on page 47 of the 1939-1940 rules book. This board includes the new goal support, which we have designed and which is necessary to attach the goal to the 3" fly of the modified board.

We are offering Porter the use of this new modified backboard and goal, and have arranged to manufacture about a dozen of these boards for distribution around the country to the Coaching Schools, as previously discussed with you. I am wondering whether you would like one of these new boards shipped to you in Lawrence for experimental purposes. Please let me hear from you.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

R.E. Weinzettel/AC

July 14, 1939.

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

Dear Mr. Weinzettel:

Well, we have played our first game and have had quite a build-up from the publicity angle. I am sending you some clippings from the Kansas City Star, the University Daily Kansan, and the Lawrence Journal-World.

First, I want to tell you that we had a great crowd out and the audience greatly enjoyed the game. We played it out of doors on the quadrangle, and the evening was cool considering the weather. The crowd was very enthusiastic. I did this merely as an activity of our Community Recreation class.

The first two $7\frac{1}{2}$ minute quarters were played with regular basketball rules and regulations. The free throw was tossed from the 15 ft. radius circle and during the time of the free throw all of the players were kept outside of the said circle. As soon as the ball left the player's hands the other players could move across toward the basket to recover the ball.

The second two quarters were played with the penalty regulations. The offending player was kept outside of the 30 ft. radius circle for one minute. A timekeeper controlled the length of his absence from the game and gave him permission to go in at the expiration of sixty seconds, which he did, without announcement.

We used varsity players and coaches, and the crowd roared their approval. It was a very close and exciting game and was won in the last ten seconds of play by the Jayhawkers. There were a great number of school teachers present to witness the contest and all voted that it had wonderful possibilities as a playground and backyard private dwelling game. I am more enthusiastic about it than I have ever been because I have learned what the spectators had to say. They all were very enthusiastic.

Now, let me say something about the basket. I find that the ball occasionally comes out from the top of the basket after entering it. During the game last night two balls popped out, but we had ground rules to the effect that a ball entering and hitting the cone, then rebounded, counted a goal. I have noticed during our practice sessions that this has occurred.

Also, the iron gate-like ears that hang down to keep the shooter from shooting the ball through the tripod from underneath, I find, are not supported heavily enough to hold them. One has already broken off and I have it here at the office. It broke off yesterday afternoon just prior to our demonstration game. I am very sure that you will have to lighten the weight of this support perceptibly, because that takes a lot of punishment. This little ten-penny rod that holds it is the thing that was broken.

Too, I find that the cone perhaps comes a lot too much to a point. I believe by flattening it out some way even more than has been done might be conducive to retaining the ball in the hoop. However, I am not sure that this will do the job, but I believe that we should try to improve upon the retention of the ball when it gets in the basket.

Also, the 3 ft. radius circle around the basket, I feel, is almost impossible to keep the players out of. A great deal of study will have to be put on this angle of the rule because instinctively a player is going to drive in to get the ball. I believe that some such provision as putting a rule in that no player is allowed to touch either the pedestal or the basket in any way, will help matters. If such a provision as this were carried out I believe it would work, but I do not believe that you can keep them away from the basket three feet when the ball is coming through the hoops. Then if anybody touched the upright it would be a violation and they would lose the ball. There is too much close play around the basket to use the rule that we discussed because of the fact that when the ball comes off the rim a great many players are taught to jump up and tap the ball back into the goal. When this tapping process is inaugurated it naturally throws all players toward the basket, and this rule would come in for much grief.

I feel that the 25 ft. radius circle was just a little small, so I used a 30 ft. radius circle which was much more desirable because many out of bound balls would have rested on the 25 ft. circle. With the 30 ft. radius circle I think we had only about ten out of bounds balls during the process of the game. I found that we killed the fellows off through the strenuousness of the game because there were so few times out or out of bound plays. I believe that we will have to get a rule in there to say that unless time has been called out or the game stopped for any reason within a two minute period, then the timekeeper shall call a halt for 30 seconds for breathing purposes. This ball just simply doesn't go out of bounds and the players cannot stand the strenuousness of the game. I think for smaller youngsters, say junior high age, the 25 ft. radius circle would be all right, but for adults it should be 30 ft. if possible.

We used a white leather ball. It was a brown ball in the original, but we used white show card color mixed four parts to one part of LePage's glue. This made a splendid ball to play with for the night game, and where the dust and dirt of the ground ordinarily would make the ball slippery, the LePage's glue did not become moist but served as a fine "stick 'um". There was no fumbling and the boys were immensely pleased with the contact afforded by this arrangement.

And too, I noticed that the wind did not affect the play of the ball like it does the other ball, and I believe I have something there. I believe that it would be possible to take a leather molded ball and paint it and then put some sort of a finishing process that would make the paint impervious to weather. I am going to experiment on this thing and I believe I will have something to break the wind resistance so the ball will not float as the leather balls do or some of the lighter rubber balls.

Another thing. I believe it would be a good idea to make some additional borings in this perpendicular pipe, say one 3 inches above the 10 ft. mark and one 6 inches above the 10 ft. mark so that if you would want to set this metal base in concrete either 3 or 6 inches these other openings would permit you to set it that much lower and still maintain your 10 ft. height.

In addition, we used "U" bolts around the base of the upright. These anchored the base to the ground and there was no danger of tipping it over.

Now, regarding those ears, I believe that these could be made from some sort of light metal - aluminum, for instance, something that would be very light and maybe flexible or semi-flexible, and have them concave so that when the ball strikes them it would deflect it off the cone at a greater height than these iron rods permit. I felt if you made these ears convex that the ball would bounce against them and it would throw the ball down, but by making them concave it would throw the ball further up.

I believe that you are going to have to spend a lot of time and research on this feature because these appendages will take a terrific lot of punishment, and they may go bad. Therefore, to have them durable I believe it is worthy of very careful consideration. All other features looked wonderful. I see no weak spots in them.

We used a Yale lock to insure no tampering with the adjustable pole in the upright. Some youngsters might endeavor to raise or lower it and cause some injury to themselves. For that reason we are keeping the device locked.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

July 14, 1939.

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

Dear Mr. Weinzettel:

I have signed the contract which you forwarded to me under date of June 23, and am returning to you the original copy.

The carbon copy of the contract we are keeping here in our files.

Very sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach.

FCA:AH

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ST. LOUIS, MO.

June 23, 1939

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

Dear Dr. Allen:

Have at least worked up a contract which I think you will find in order, in which event please sign and have witnessed, both copies, returning them to us, and we, in turn, will forward one for your files. If there is anything about this contract that is not entirely satisfactory, please feel free to write me.

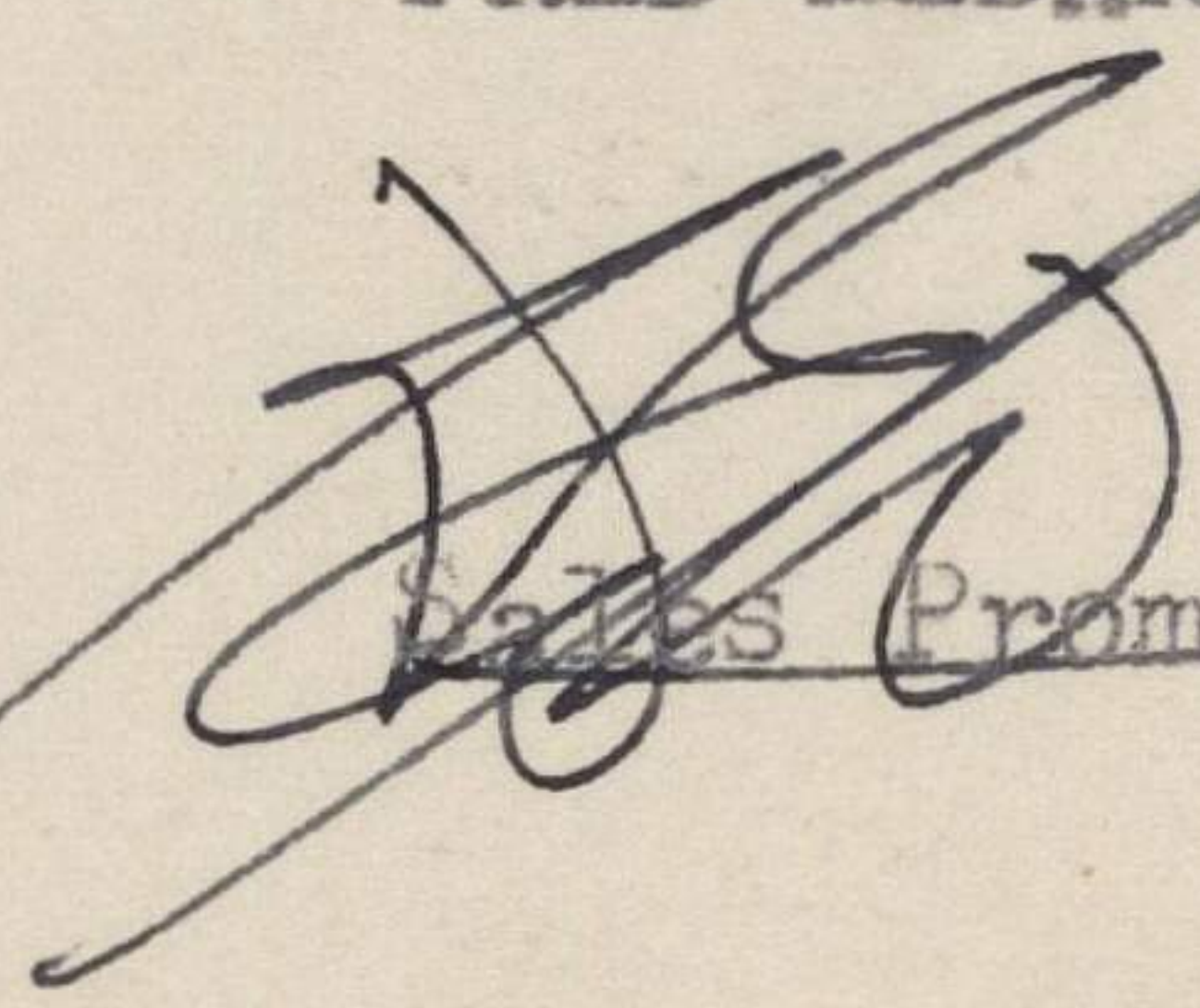
We have had some mighty fine reactions so far on this game and we are all set to get going, and hope it will be possible for you to soon begin working up the rules book and also the publicity, which we are particularly anxious to see as we have some thoughts that we want to incorporate in same. I refer to the publicity that you stated you would be able to have placed advantageously through your contact with Associated Press Editor and others, and what we succeed in placing through other channels.

I understand we will have the first sample of the new game equipment back from the galvanizer Monday and will immediately ship it to you for tests.

Kindest regards.

Yours very truly,

FRED MEDART MANUFACTURING CO.


~~Sales Promotion Manager~~

R.E. Weinzettel/AC

Enc.

July 17, 1939.

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

Dear Mr. Weinzettel:

I've been getting lots of inquiries and much favorable comment on the new basketball goal, and am enclosing another clipping in addition to the ones sent you previously from the Kansas City Star and the Lawrence Journal World. Many of the school administrators who are here in Summer School are very enthusiastic about it. I suppose your fall catalog has already been printed, but it seems to me that a small printed folder sent out this fall to the schools would do a lot of good. I believe we are going to be very successful with the goal.

An expert photographer from the Star has taken some pictures of the goal and in a few days we will send you glosses to choose from. When you have selected the pictures you want we will send the negatives on to you. The Star next Sunday is giving us a section in their rotogravure, and the magazine, Life, has also made an inquiry about publicity material. Of course, we do not know yet that they will use what we send them, but at least there is a growing interest.

I like the idea of eliminating the three large braces at the base of the goal, and also the way you are painting the base. I asked for criticisms on the goal, and one of them was the removal of these braces, as the boys were always stumbling over them.

I still plan to spend a day or so with you in St. Louis, but just at this time I cannot tell you the date I will be there. Our Summer Session is out on August 9, and my coaching school at Atlanta begins on August 19th. Mrs. Allen has been talking of accompanying me to Atlanta, and of course if I take the family down there I would not want to ask them to wait over in St. Louis for a day or two while I visited with you. It may be that I will have to go to St. Louis shortly after our summer school is over, and then return to Lawrence before leaving for Atlanta. As soon as Mrs. Allen determines her plans I will let you know when I can get over to see you.

I think it would be a good idea for us to get together and prepare some rules and other material to be printed.

In regard to your inquiry about using one of the new modified backboards at the coaching school at Atlanta, I am wondering what you would think about sending down one of the boards we have here. This is merely a suggestion, and I would like to know your reaction.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

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ST. LOUIS, MO.

July 11, 1939

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

Dear Dr. Allen:

Regarding your school at Atlanta this Summer, I take it you will want one of the new modified backboards on display down there and I would like to learn from you to whom we are to address this board.

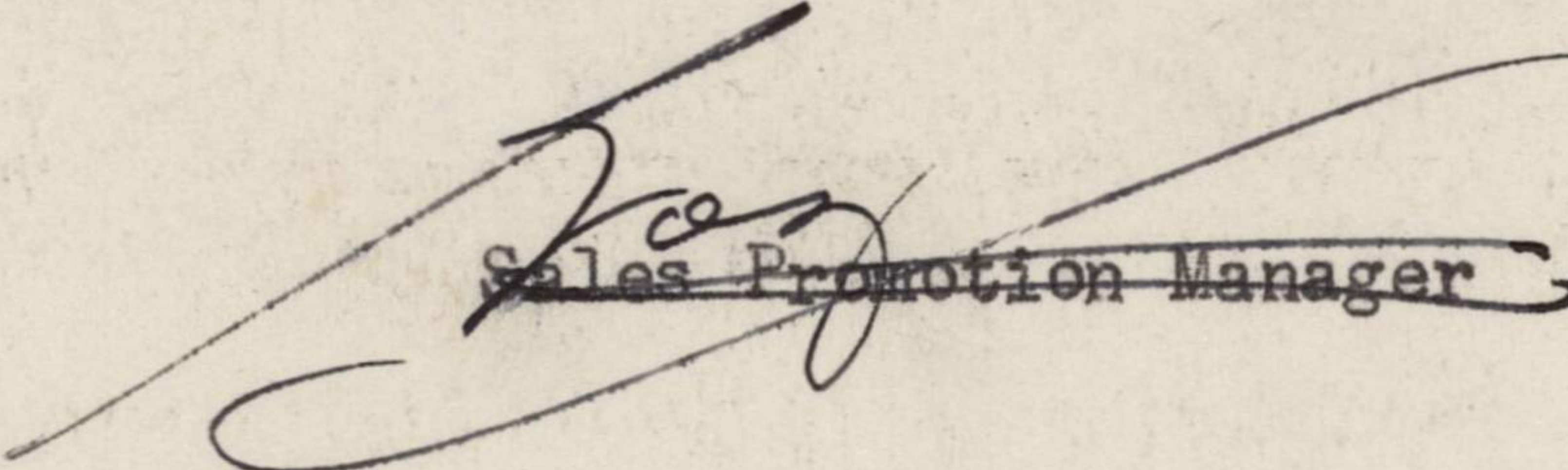
Possibly we can send it direct to you in care of the school, although I do not have very definite shipping instructions here. Will you please supply that as well?

I know you will be interested in learning that we have had acceptances of our offer of one of the demonstration boards from Clair Bee of Long Island University, Bob Fetzner of North Carolina, West Virginia University, your friend Frosty Cox, and several others.

Kindest regards.

Yours very truly,

FRED MEDART MANUFACTURING CO.


~~Sales Promotion Manager~~

R.E. Weinzettel/AC

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ST. LOUIS, MO.

July 15, 1939

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

Dear Dr. Allen:

What's the news out your way, these hot Summer days?

Have been thinking about you, and in going over my schedule of Coaching Schools I see that you are scheduled to be in Atlanta in about a month and am wondering what you plan to do in regard to your trip.

When we last met in Lawrence you agreed to make your journey by way of St. Louis and arrange to spend a day or so with us to get this new game of ours under way. Are those plans still in order?


Mr. Medart and I were up in the plant this morning looking over a new type of base for the goal standards shipped you, which eliminates the three large braces, and is much better looking in a general way. Acting on the information you gave us regarding the paint job that you applied to the standard in your possession, we have decided to paint the uprights white and the base a bright red, and attempt to 'doll it up' a bit.

How are the students and others taking to this game? Any information you can give us will be very welcome, as you know, because we think we have something here that is going to be pretty good and I would like to have a report from you anytime you have some interesting information.

Kindest regards - and here's hoping it is cooler up on the hill in Kansas than it is down in the valley here in Missouri.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

R.E.Weinzettel/AC

July 21, 1939.

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

Dear Mr. Weinzettel:

I have received your letter of July 19th, and possibly I should explain that the publicity you refer to has come only through news stories in the Kansas City Star and the Lawrence papers. We did not seek publicity through "Life", - they made the inquiry after reading the account of our game in the Kansas City Star.

I am enclosing copies of correspondence regarding shooting some pictures for Paramount, and as soon as I have your reaction I will notify Mr. Andlauer. I thought it best not to do anything of this sort without your permission.

Just as soon as Mrs. Allen decides what she wants to do about going to Atlanta I shall let you know my plans regarding the trip to St. Louis. Summer school is nearly over, so we shall have to decide soon.

I like your idea of sending one of the new special modified backboards to Atlanta for use in the coaching school, and suggest that it be sent to Mr. Dwight Keith, secretary of the Georgia Athletic Coaches Association, 751 Park Drive, N. E., Atlanta, Georgia. I am sending you a copy of the letter I have written him today explaining that a board will be sent.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

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.

AIR MAIL

July 19, 1939

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

Dear Dr. Allen:

I have your letter of the 17th with further reference to the new game and note the local publicity you have been able to obtain as a result of the game played in Lawrence a week or so ago.

We are glad to see this but are a little afraid of the National publicity you refer to because it is a little pre-mature. We have not as yet placed our patent, copyright, and trade-mark applications in the proper hands in Washington and are of the opinion we should hold up such publicity as you contemplate releasing to "Life", the National magazine, until a later date. We are hopeful this letter will reach you in time to hold up issuing any publicity of this game to this or any other like publication.

We are going to want all the free publicity we can get later but right now we are afraid it is a case of putting the cart before the horse.

We shall be glad to hear more from you regarding your plans as concerns Atlanta and St. Louis as soon as the question of how you are going to make this trip is determined.

Concerning the school in Atlanta, I would much prefer to send one of the new special modified backboards we have built for this very purpose than have you send one of the old ones from your gymnasium, and if this suggestion meets with your approval I would like for you to tell me the name and address of the person and the school to whom this board should be sent. We have our own office in Atlanta and will see to it that an erection man takes care of the installation of the board.

Incidentally, don't you think it might be in order to suggest that you write the person in charge of the school where your Coaching School will be held, that as Chairman of the Research Committee you have secured one of these boards, as have other members of the Basketball Rules Committee who are conducting Coaching Schools, and that a board will be sent on in time for the meeting?

Returning to the first paragraph of your letter of the 17th, you refer to our Fall catalog as having been printed. We do not intend to limit our effort in behalf of the new game to a mere catalog listing, but have some

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#2

Forrest C. Allen
Lawrence, Kansas

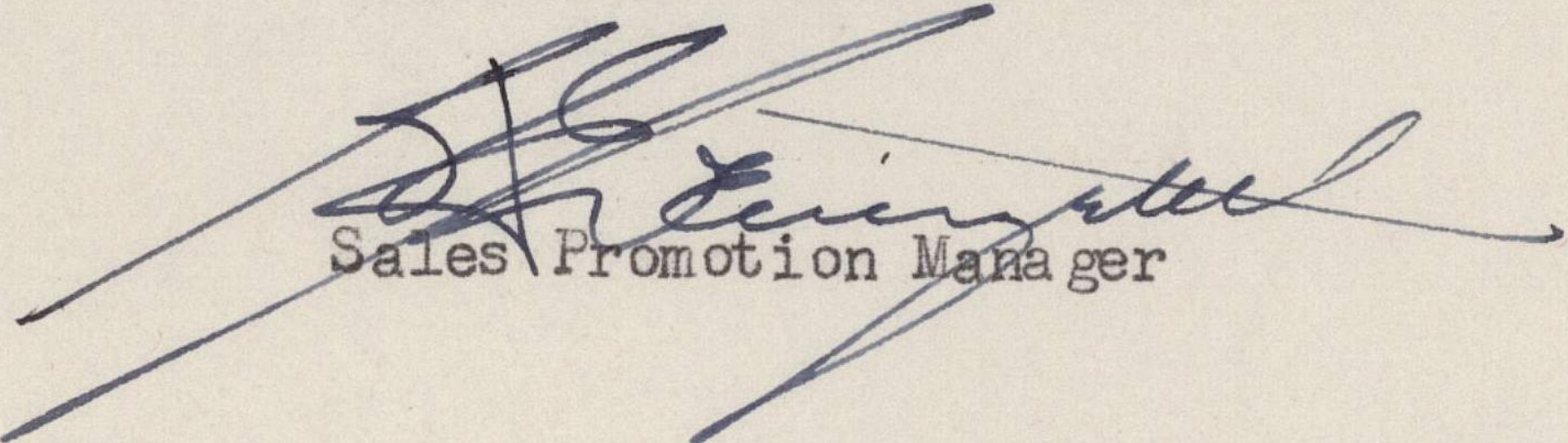
ambitious plans prepared for the introduction of the new game, and we will cover those plans with you when we get together.

Certainly glad to have the favorable reports regarding this game, as expressed by the School Administrators who were in your Summer school and others with whom you have come in contact in connection with it.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.



Sales Promotion Manager

R.E.Weinzettel/AC

July 26, 1939.

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

Dear Mr. Weinzettel:

I am sending you a copy of a letter I received from Billy Andlauer this morning, but before I give him a definite answer I will await further word from you. Billy Andlauer is a personal friend of mine - I have known him a great number of years.

In reply to your letter of the 24th instant concerning the publicity in LIFE, and also in Paramount News, as I told you before, we have not sought this publicity. We played the "Goal-Hi" game as one of our playground activities here on the campus, and of course the newspapers took it up immediately as something new. The news-photographer of the Kansas City Star took the pictures, which will appear in the rotogravure section of the Star. Our commercial photographer in Lawrence was off on his honeymoon at the time we played this game.

I have had no contact with LIFE at all. Their inquiry was made to Tom Bowlus, the representative of the Kansas City Star, and it is he who is handling the publicity angle. I, of course, could not interfere with the news stories.

It might be a good idea if you could come to Lawrence early next week. At that time we could probably arrange a game to be played in the stadium for the Paramount people. We have to use our people while they are here in summer school, and we would probably have to build our crowd in the stadium for the pictures. These last two weeks of school are going to be busy ones for the students, but I believe we could get players for the game on Monday or Tuesday next week. I shall be glad to hear from you on this point. Then, of course, I will need to make arrangements with Billy Andlauer in Kansas City.

In regard to my trip to St. Louis, I do not believe I could be there earlier than August 14 or 15. While school is out on the 9th, I have a number of things I must clear up here before leaving my desk.

In regard to the name "Goal-Hi", I feel that we would lose the interest of Paramount should we change at this time to "Goalee". I have talked to fifty school superintendents and they all are of the opinion that "Goal-Hi" is much the better name. They say that "Goalee" reminds them too much of hockey, and has no particular significance in connection with this new game.

I, personally, am definitely convinced that "Goal-Hi" is the name to use for this game. "Hi" can be used in connection with the various heights at which the goal may be adjusted, or it may be thought of in connection with high school boys. However, if you still think it best to change the name that will be up to you people.

I shall be glad to hear from you in regard to coming to Lawrence in the very near future.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FRED MEDART MANUFACTURING CO.

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POTOMAC AND DE KALB STREETS

ST. LOUIS, MO.

July 24, 1939

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

Dear Dr. Allen:

We have noted with more than ordinary interest your letter of July 21, especially that part with reference to the interest in the new game on the part of Paramount News.

I want to answer several questions in this letter, and also call attention to several facts so we can advance our program in support of the new game in keeping with the developments as they are occurring.

In the first place, we note what you say regarding the publicity in the magazine "Life". We have given quite a lot of thought to this question of publicity in "Life" and also in the Paramount News, and have weighed the question very carefully. Obviously, we are faced with this problem: Should we delay these two National organizations until we have coverage in the way of copyrights, trade-marks, etc., or should we go ahead and get this publicity immediately and take a chance on not being protected in the above matter. As we see it, we are running the risk of having both "Life" and Paramount News 'cool off' if we attempt to delay them now, and possibly when we want this sort of publicity later we would be unable to get it. We have concluded that it would be best to go ahead and accept the offers from these two organizations and at the same time do everything possible to get our products, the rules book, etc., protected in Washington.

With that decision we must give some thought to what we are going to release to "Life" and also just what we are going to do in the way of giving the Paramount people what they want. For example, could you arrange to have a game played for the motion picture company at this time? By 'this time' I refer to the fact that you have advised your school is about ready to close and I am wondering whether you have players who would co-operate. By like token, what material are you in a position to give "Life". We would like to get in on this publicity angle and work up this story for "Life", in conjunction with you, and a representative from this organization, and are wondering just what steps must be taken to do this. We have not received from you any information concerning the inquiry you received from "Life" other than the fact that one had been made to you.

Another factor that enters into this picture of how and when we are going to get this publicity, is the fact that you are scheduled to come through St. Louis one of these days, and we will have to work out a schedule convenient for all con-

FRED MEDART MANUFACTURING CO.

#2
Dr. Forrest C. Allen
Lawrence, Kansas

cerned. For example, I know Mr. Medart will want to be present when you are here, and for your information he will be out of town from August 3 through August 8 and again from August 17 through August 20. I will be out of St. Louis on August 4 and 5.

In view of the above I believe it is in order to suggest that if Mrs. Allen decides as was indicated, that you will try to get here for a meeting on August 10 and 11 or August 14 and 15. These dates will have to be given consideration in conjunction with the taking of the moving pictures mentioned above, and also in conjunction with the session with the "Life" representative. It is possible that I may drive over to Lawrence to get in on this publicity, as we deem it very important and want to lend our weight to the matter.

I note you have written Andlauer Film Company of Kansas City, under date of July 17, and have stated that you are associated with a certain manufacturing company and that final arrangements regarding patents, copyrights, trademarks, etc., have not been made. Frankly, Dr. Allen, I am afraid this is a little bit leaning toward the commercial angle that we had best keep between ourselves because ordinarily some of these National organizations will shy away from anything that smacks of the commercial. I say "ordinarily" because I note the correspondence you have had with this Kansas City representative of this movie concern is apparently based on friendship and I am hopeful your friend Billy Andlauer will ignore this reference to a commercial tie-up so he can, in reporting the new game in the news reel, do this without any suggestion of commercialism.

Now we come to the question of a name. We note "Goal-Hi" has been used in the publicity that has gone forward to date and is also mentioned in the correspondence you have had with Paramount and with "Life". We are of the opinion that "Goalee" is a better name than "Goal-Hi" and believe it is not too late to change this name to "Goalee", so suggest you do so in having correspondence with anyone concerning the game. You might make some mention of the fact that "Goal-Hi" the original name, was selected for want of a better name, and that you have since given it thought and have decided that "Goalee" was better suited and you have adopted the name "Goalee", and I think with a simple explanation like that you would have no trouble in making the change-over at this time.

Please give the foregoing your consideration and let us hear from you at your earliest convenience as this question of taking these pictures, playing a game for the movie company, your trip to St. Louis, the fact that Mr. Medart and I will be out of town at certain times, etc., becomes quite a question that should be decided without delay in view of the fact that you, in turn, will have to be in Atlanta along about August 20.

Kindest regards.

Cordially yours,
FRED MEDART MANUFACTURING CO.

R.E.Weinzettel/AC


Sales/Promotion Manager

July 26, 1939.

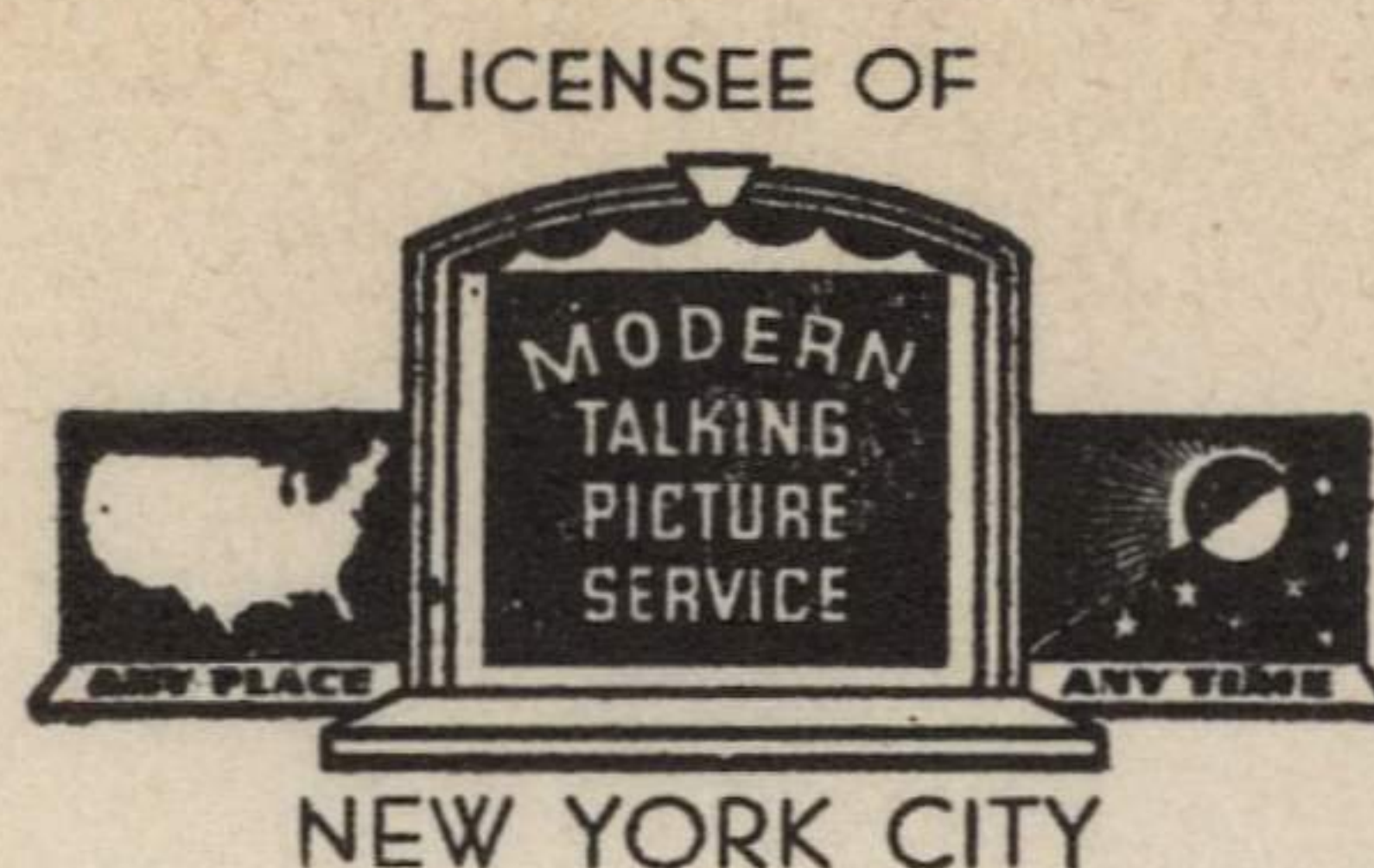
Mr. Billy Andlauer,
Andlauer Film Co.,
Ozark Building,
Kansas City, Mo.

Dear Billy:

Thanks for your letter of the 25th instant.
I am forwarding a copy of your letter to the manufacturing
company, sending it by air mail today, and shall get in
touch with you as soon as I receive their reply. I realize
the need for haste in this matter.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.



Andlauer Film Co.



OZARK BUILDING - KANSAS CITY, MO.
VICTOR 4658

7/25-39

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

My dear Phog: -

Thanks for your letter of July 21st relative to your
new game of Goal-Hi.

I trust that you will write another letter to the
manufacturing company explaining to them that if I
can place the game in a Paramount News story it is
publicity that \$5,000. could not buy. News reels
are a very difficult proposition and as they are
interested today they are a liberty to cancel tomorrow --
it is to your advantage to rush things along immediately.
Kindly advise the interested parties and allow me your
reaction.

Cordially,

Billy

Billy Andlauer.

WAA/d

July 21, 1939.

Mr. William Andlauer,
Andlauer Film Company,
Osark Building,
Kansas City, Mo.

Dear Billy:

Thanks for your interesting letter of the 19th instant, requesting permission to shoot some pictures of our new game of Gal-El.

The manufacturing company with which I am associated in this game equipment has not completed final arrangements regarding patent, copyright, trademark, etc., and for that reason I would desire to get their permission before telling you to go ahead. I am sending them a copy of the correspondence from you and Paramount, and as soon as I get their reply I shall write you again.

With best wishes, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH



Andlauer Film Co.



OZARK BUILDING - KANSAS CITY, MO.
VICTOR 4658

7/19-39

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

My dear Phog: -

Paramount is interested in your new game Goal-Hi.
Attached please find a letter from the assignment
editor which gives you a correct slant on the situation.

I would like to come down some day in the very near
future and at your convenience stage a game for me
in the open air. I must have sunlight and the center
of the playing field must not be in the shadow. The
football field would be an ideal place, any time from
9:30 A. M. until 3:30 P. M. would find the light right.

Possibly the best time would be the noon hour as some
of your boys may not be available at any other time.
After reading the letter, return for my files, and allow
me your reaction.

Cordially,

Billy Andlauer,

WAA/d

P.S.
no objection to
Sat P.M. or
Sunday.

PARAMOUNT NEWS

Editorial Offices
544 West 43rd St.
New York City.

July 17, 1939.

Mr. William Andlauer
Osark Building
Kansas City, Mo.

Dear Andlauer:

Thanks for your letter of the 14th regarding the new
game of Goal-Hi.

I am afraid it will be a little difficult to show
exactly how the game works with pictures. If you
think you can do it, however, you might give it a try.
You ought to have Dr. Allen present also show how the game
works and then show some fast play. Please confine this
coverage to one day.

Very truly yours,

(Signed) W. Montague

Assignment Editor