

October 13, 1943.

Mr. J. Banashek, Secretary,
Fred Medart Manufacturing Co.,
St. Louis, Missouri.

Dear Mr. Banashek:

I am writing you regarding Goal-Hi. In many of the advertising spaces for Goal-Hi, in Lowe & Campbell's catalog, and the R. S. Elliott Arms catalog, I note a lack of emphasis on the rules. In the Lowe & Campbell booklet it states that the Goal-Hi rules are for sale for \$1.00 and given free with each Goal-Hi standard purchased. But if sold separately they sell for \$1.00.

I do not know how to get this across, but I believe more of an emphasis should be placed on the rules. Here is the reason I am making the point. We have a lot of chief specialists here with our Naval unit. None of them seem to know much about the rules, nor do they seem to take much of an interest in the game because they have no knowledge of the rules. They just put one of the standards out and let the boys mill around the basket. If something could be said - more than is said - regarding the necessity of emphasizing the rules, I believe the game would continue to attract an even larger following.

Many people who have purchased these Goal-Hi standards write in and want to get copies of the rules. The people who unpack the Goal-Hi apparently do not attach enough significance to the enclosed rules to see that the proper people get them. I am opening up this point, trusting that you can enlighten me as to how these rules are distributed and emphasized. I trust that you see my point.

Very cordially yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH