

August 2, 1940

Mr. E. J. Medart, President
Fred Medart Manufacturing Company
Potomac and De Kalb Streets
Saint Louis, Missouri

Dear Mr. Medart:

This will acknowledge receipt of your good letter of the 31st ultimo. Rest assured that I am always happy to be in company with you and your fine group. It is always very pleasant and enjoyable I assure you.

I think your conclusions are very practical and my only desire is to give you the best information that I possess at the time. I think you will find that Mr. Stafford is a strong personality and I am glad that Mr. Miller of the Porter Corporation will interview him. Personally, I believe that you can get a man stronger than the Director of Physical Education at the University of Kansas. I have said that several times and I still mean it.

I shall always be happy to be kept informed of developments, and I want to assure you that I am at your service if and when you desire it.

With all good wishes for your continued health and happiness, I am,

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

FRED MEDART MANUFACTURING CO.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, MO.

E. J. MEDART
PRESIDENT

July 31, 1940

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

Dear Dr. Allen:

I want to let you know how much I appreciated your willingness to come to Chicago for our conference on a physical fitness program. I was requested to also state the appreciation of the other men in our industry.

We have come to the conclusion that our most practical procedure, at the moment, is to interest ourselves in promoting the Senate bill for the establishment of a national physical fitness institute. Naturally, our industry would like to see the bill, as finally enacted, in form which would encourage systematized mass physical training. We are also interested in the type of director that may be selected to head up this institute.

In view of your strong recommendation of Dr. Stafford, Mr. Wm. S. Miller of the J. E. Porter Corporation has been delegated to interview him at Champaign.

Roy has spoken to me about the conditions under which you might be willing to take this position. I think the industry might be able to influence the appointment of a director and, naturally, we would like to know that any man we might concentrate on would be willing to accept the appointment; and we would, of course, like to know that this man's ideas would, more or less, coincide with ours in the matter of a program of physical training.

We are going to keep in close touch with this situation and I will be glad to keep you informed of developments. In the meantime, you might be making some investigation as to what the new program will be and who might volunteer advice to the Senate Committee. Undoubtedly, the men selected for this work will be members of the Physical Education Association of which, I believe, Dean Rogers is President this term.

FRED MEDART MANUFACTURING CO.

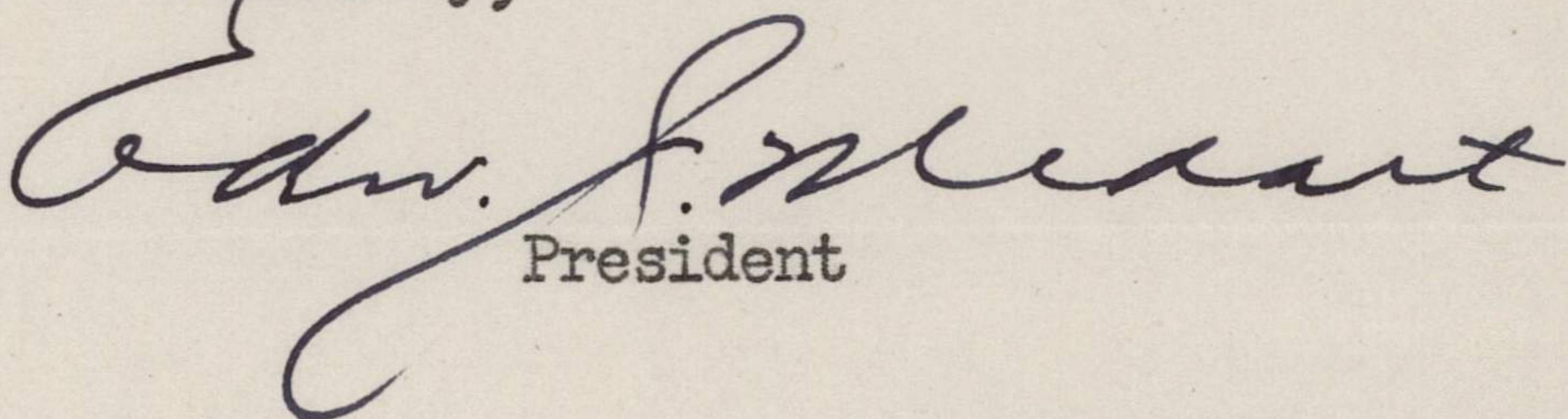
Dr. Forrest C. Allen
Lawrence, Kansas
Page No. 2 -

July 31, 1940

One of the men in our industry, who knows Dean Rogers, is of the opinion that his thought runs more along the line of physical examinations rather than physical training.

With kind regards, I remain

Sincerely,


President

Edw. J. Medart:D

FRED MEDART MANUFACTURING CO.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

August 8, 1940

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

Dear Dr. Allen:

At the next meeting of the Basketball Coaches of the Big Six Conference, you will undoubtedly give some discussion to the new modified basketball backboard recently adopted as legal equipment by the National Basketball Rules Committee.

We respectfully submit, for your consideration, the attached folder illustrating and describing the Medart one-piece steel backboard and the new goal required to be used with the backboard, and endorse this new product as being the finest piece of basketball equipment we have ever produced.

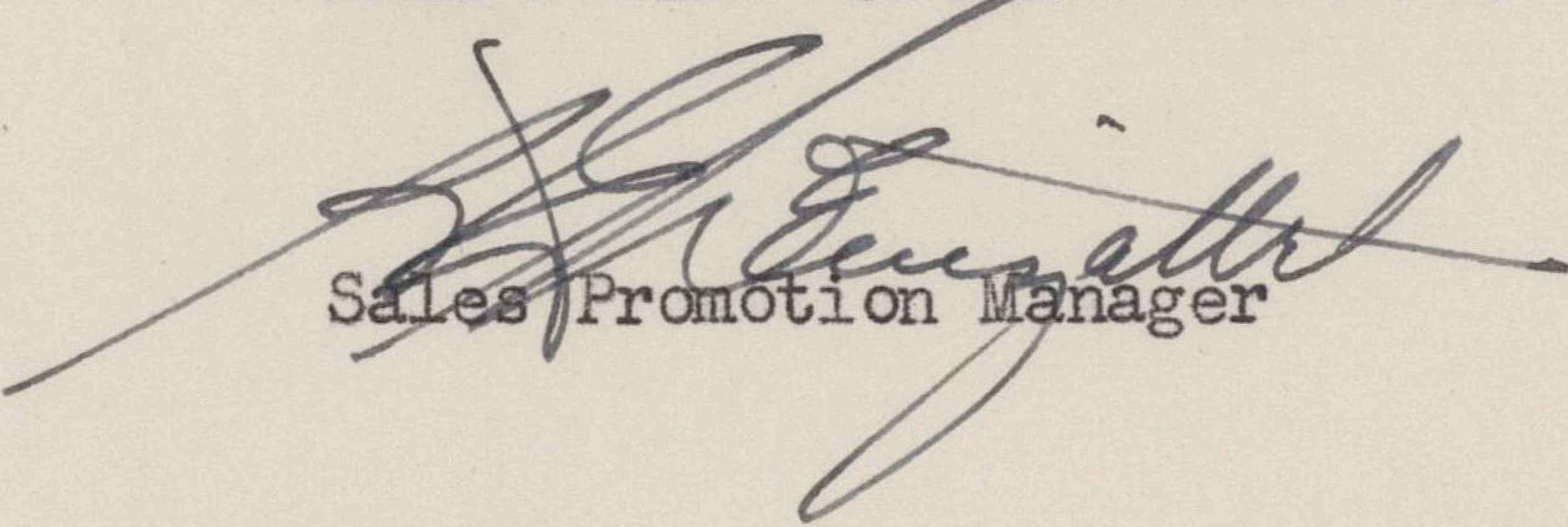
Our board is 'stamped out' of a single piece of steel with the side flanges being part of the front surface, and consequently there are no raw, uneven edges at the junction of the flanges and the banking surface.

We believe you will note that our prices are very reasonable and are comparable to what you might expect to pay for a less satisfactory plywood board.

Naturally we shall be very pleased indeed for an opportunity to supply you with any additional information that may be wanted concerning this new product, and likewise a copy of our service manual "Replacing Your Basketball Backboards" is available to any interested parties.

Cordially yours,

FRED MEDART MANUFACTURING CO.



Sales Promotion Manager

REW/AC

FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

August 13, 1940

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

Dear Phog:

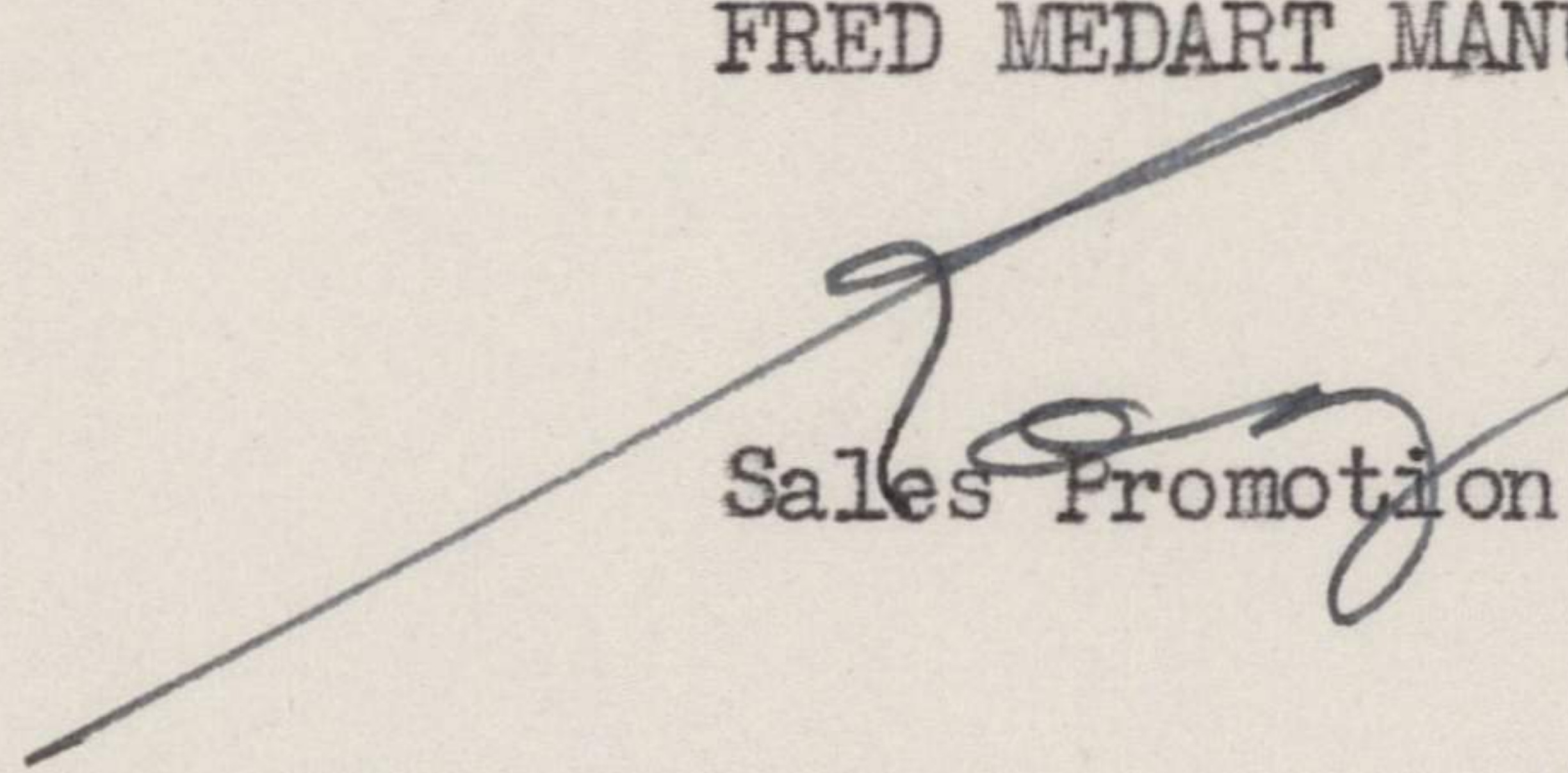
I am enclosing copy of Senator Walsh's bill which you read in Chicago, and also a copy of a paper prepared by Dr. Stafford of the University of Illinois, which I understand will be introduced in Congress before the Sub-Committee that is considering Walsh's bill. I believe you will agree that Dr. Stafford goes beyond the one step suggested by Senator Walsh, i.e., that tests be made to determine the physical fitness of young Americans. Beyond the tests period there is obviously need for action to correct the findings of the tests.

Thought you would be interested in seeing what has been done to date. If you have any thoughts on this, of course let us hear from you.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC

MEMBERS OF COMMITTEE ON
EDUCATION & LABOR

CHAIRMAN - Thomas, Utah

MEMBERS:

Walsh - Mass.
Murray - Montana
Vic Donahey - Ohio
Holt - West Virginia
Pepper - Florida
Ellender - Louisiana
Lee - Oklahoma
Hill - Alabama
LaFollett - Wisconsin
Davis - Pennsylvania
Taft - Ohio
Bridges - New Hampshire

76th CONGRESS
3rd Session

S. 4179.

IN THE SENATE OF THE UNITED STATES

July 3 (legislative day, JULY 1), 1940

Mr. Walsh introduced the following bill; which was read
twice and referred to the Committee on Education
and Labor.

A BILL

TO PROVIDE FOR THE ESTABLISHMENT OF A NATIONAL PHYSICAL FITNESS
INSTITUTE, AND FOR OTHER PURPOSES.

1 BE IT ENACTED BY THE SENATE AND HOUSE OF REPRESENTA-
2 TIVES OF THE UNITED STATES OF AMERICA IN CONGRESS ASSEMBLED,
3 That this Act may be cited as the National Physical Fitness
4 Institute Act.

5 SEC. 2. (a) There is hereby created in the Federal
6 Security Agency an institute to be known as the National
7 Physical Fitness Institute (hereinafter referred to as the
8 Institute).

9 (b) The Institute shall be headed by a Director, who
10 shall be appointed by the President, by and with the advice

1 and consent of the Senate. The Director shall receive for
2 his services compensation at the rate of \$ per annum,
3 together with actual and necessary traveling and subsistence
4 expenses while engaged in the exercise of his powers and
5 duties outside of the District of Columbia.

6 (c) The Director shall appoint such officers and em-
7 ployees as he deems necessary to carry out his powers and
8 duties. All such officers and employees shall be appointed,
9 and shall have tenure of office or employment, in accordance
10 with the provisions of the civil service laws and regulations;
11 except that (1) the appointment of any person as a physical-
12 fitness specialist shall be made only after such person has
13 passed an examination prepared by the Director and admin-
14 istered by the Civil Service Commission and shall be proba-
15 tionary until such time as such person, after having com-
16 pleted a training course to be given by the Institute, passes
17 a physical, technical, and cultural examination prepared by
18 the director and administered by the Civil Service Commis-
19 sion, and (2) the tenure of office of any such physical-fitness
20 specialist shall be conditioned upon his passing periodically,
21 at intervals of time to be fixed by the Director, a physical,
22 technical, and cultural examination prepared by the Director
23 and administered by the Civil Service Commission.

24 (d) The Director is authorized and directed to prescribe,
25 subject to the approval of the Federal Security Administra-

1 tor, such rules and regulations as may be necessary to carry
2 out his powers and duties.

3 (e) Appropriations for the Institute shall be available
4 for expenditure, among other purposes, for personal services
5 and rent in the District of Columbia and elsewhere, equipment
6 for testing, research and instruction, expenses for travel and
7 subsistence, lawbooks, books of reference, magazines, periodi-
8 cals, newspapers, library services, and the holding and attend-
9 ing of conferences in the District of Columbia and elsewhere.

10 (f) The Director may, with the consent of the depart-
11 ment or agency affected, utilize the services of any depart-
12 ment or agency of the Government to the extent necessary
13 to carry out his powers and duties.

14 SEC. 3. The Institute shall --

15 (1) Select, prepare, and conduct research with respect
16 to tests and testing instruments for the purpose of testing
17 physical fitness.

18 (2) Select, prepare, and conduct research with respect
19 to follow-up procedures, forms of reports, and methods of
20 cooperating with agencies engaged in medical and health
21 work, for the purpose of conserving and increasing the phy-
22 sical fitness of the American people.

23 (3) Conduct research for the purpose of determining
24 the most efficient and practical methods of conserving and
25 increasing physical fitness.

1 (4) Train specialists in the work of conserving and
2 increasing physical fitness.

3 (5) Prepare reports and bulletins with respect to the
4 conservation and increase of physical fitness for use by organ-
5 izations and the general public.

6 (6) Upon request, investigate the needs of organiza-
7 tions and industries for, and, to the extent possible with its
8 personnel, cooperate with such organizations and industries
9 in providing physical-fitness services for their members and
10 employees.

11 (7) Cooperate with departments and other agencies of
12 the Government in programs designed to conserve and
13 increase the physical fitness of their officers and employees.

Memorandum Concerning the Bill to Provide for the Establishment of a National Physical Fitness Institute, and for other purposes.

Considering the type of director necessary for this position I feel that he should be one who is qualified not only from the academic point of view but qualified in the light of experience and in the light of a sound philosophy of physical education.

The sound philosophy which I have in mind would be based upon his knowledge and understanding of the scope of this movement. The procedure for promoting physical fitness would naturally start with some form of an acceptable health examination, the content of which would be determined ^{by} the American Medical Association. The material contained in Form B, enclosed, might be used as a guide. The Surgeon General in conference with the army medical authorities could no doubt arrive at a satisfactory health examination procedure. This would be necessary in light of the first draft experience wherein there wasn't much standardization of procedure for examinations. There is the need for some classification by the medical examiners wherein, with definite criteria agreed upon, a certain number could be passed as being fit for Class A, or vigorous army life. This no doubt would have to be a slight modification of the now existent aviation setup. Another group would be composed of those who would be acceptable for lighter forms of army occupations. No doubt another group or groups would be classified for even less arduous tasks. Four groups would be sufficient.

Here we need something in the way of a physical fitness test which would really show the individual's physical condition in the light of his being able to pass certain skills involving, for example, fundamental activities such as running, climbing, throwing, aquatic activities, skill on gymnastic apparatus, etc. I do not think there would be much difficulty in securing a valid physical fitness test with such men as Larson of Springfield

College, Cozens of Los Angeles, and Brace of Texas who have already done considerable research along this line.

As I see it, the big part of the work of the Institute would be the actual program for conditioning and improving the physical fitness of those who pass the original health examination. Obviously those who are rated as Class A would need some training to develop their highest potentialities along the line of physical fitness. Many of our football players, for example, would need training in the more skillful use of the body such as could be secured by other forms of games, aquatic activities, apparatus work in the gymnasium, etc.

The group whom we might call Class B, or those not able to pass the more vigorous activities, would definitely need a program of physical education of an all-round type. The findings of their health or medical examinations and their physical fitness score would determine their program of activities. This group would need to be taught some of the more rugged types of game activities which were within their capacities and at the same time given work to improve their bodily skills. A definite biological improvement and with it the development of an appreciation for physical fitness, which comes only to those who have the physique and skills necessary for the performance of some of the more vigorous activities found in a good program of physical education, would be the goal for Group B.

Obviously those in groups below C and D need definite corrective work in an attempt to raise their status of physical fitness just as we would attempt to raise the status of physical fitness of Group B to that of Group A. In Group C would be found those who are not too well nourished and those who are too well nourished, as well as those with postural defects which might be amenable to correction or at least improvement by prescribed exercises. This would be somewhat in the line of the work which we did in the Reconstruction

Department during the last war. Group D would be composed of those with uncorrectable conditions which would still allow them to do restricted work.

Beyond this I think the other important part of the Bill would be the establishment within the schools throughout the country of a program of physical education patterned after, in certain respects, that which has proved so effective for the German youth of today. Here would be the opportunity to develop a more rugged type of youngster who would reach the age of 18 in a physical condition which would enable him to pass a vigorous army medical examination and actually be fit to lead the life of a soldier should circumstances necessitate it. The programs of physical education in many of our institutions today, especially the elementary schools are hardly worthy of the name. There is not enough of the more vigorous type of activities. Due to financial conditions, apparatus and other pieces of equipment have been eliminated, and with the enthusiasm for sports, has come an emphasis on all forms of sport activities which has not resulted in general physical development. This same condition exists in many of the high schools where the only ones who receive any appreciable amount of attention from the physical education point of view are the small percentage of athletes.

Obviously some federal grants would be necessary for the improvement of facilities for teaching a more desirable program of physical education in the elementary school and in the high schools. These grants would be dependent naturally upon the schools' offering a program of physical education which would develop physically strong, mentally awake, and morally sound youths. Such content would be determined by specialists in the field of physical education rather than left to the whims of the school principal or superintendent.

The Bill also should make provision for a higher standard of teachers of physical education in the schools. Many teachers of physical education in

the schools today are poorly trained, in many instances only having had an opportunity to play on some varsity team and having no sound philosophy of physical education to guide them.

This move for improvement of our National Physical Fitness, if properly administered should raise the physical fitness status of the people of the country as a whole and should also develop a sound appreciation of the necessity for physical fitness, not only as a war time defense mechanism but for the improvement of all phases of general living. Such a program is necessary today as the present health examination figures of high schools and colleges show a physical condition which is not in any respect an improvement of the figures given by Love and Davenport concerning the draft for the last war. Here it should be emphasized that the authentic figures of the last draft reveal the fact that over 50% were rejected for full-time army service and the figures of 33-1/3% are for those who were so unfit that they were practically useless for any form of any activity.

It occurs to me that representatives from the American Medical Association; the Association for Health, Physical Education and Recreation; the Surgeon General; the U. S. Navy and the U. S. Public Health Services could devise a procedure for raising our national physical fitness and should be invited to confer on the above proposal.

The above data was submitted by

DR. GEORGE T. STAFFORD

of University of Illinois.

August 16, 1940

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

Dear Mr. Weinzettel:

Your letter of August 14 addressed to Dr. Forrest C. Allen arrived at his office after he left for the University of Texas. He expects to be there until tomorrow, the 17th, for a short basketball coaching clinic. Next week he will be in Topeka for the Kansas High School Coaching School.

As soon as Dr. Allen returns to the office your letter will be brought to his immediate attention.

Sincerely yours,

Secretary to Dr. F. C. Allen

FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

August 14, 1940

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

Dear Phog:

I have not heard a word from you regarding the basketball scoreboard[✓] that was covered in the letter by Ray Higgins a week or so ago.

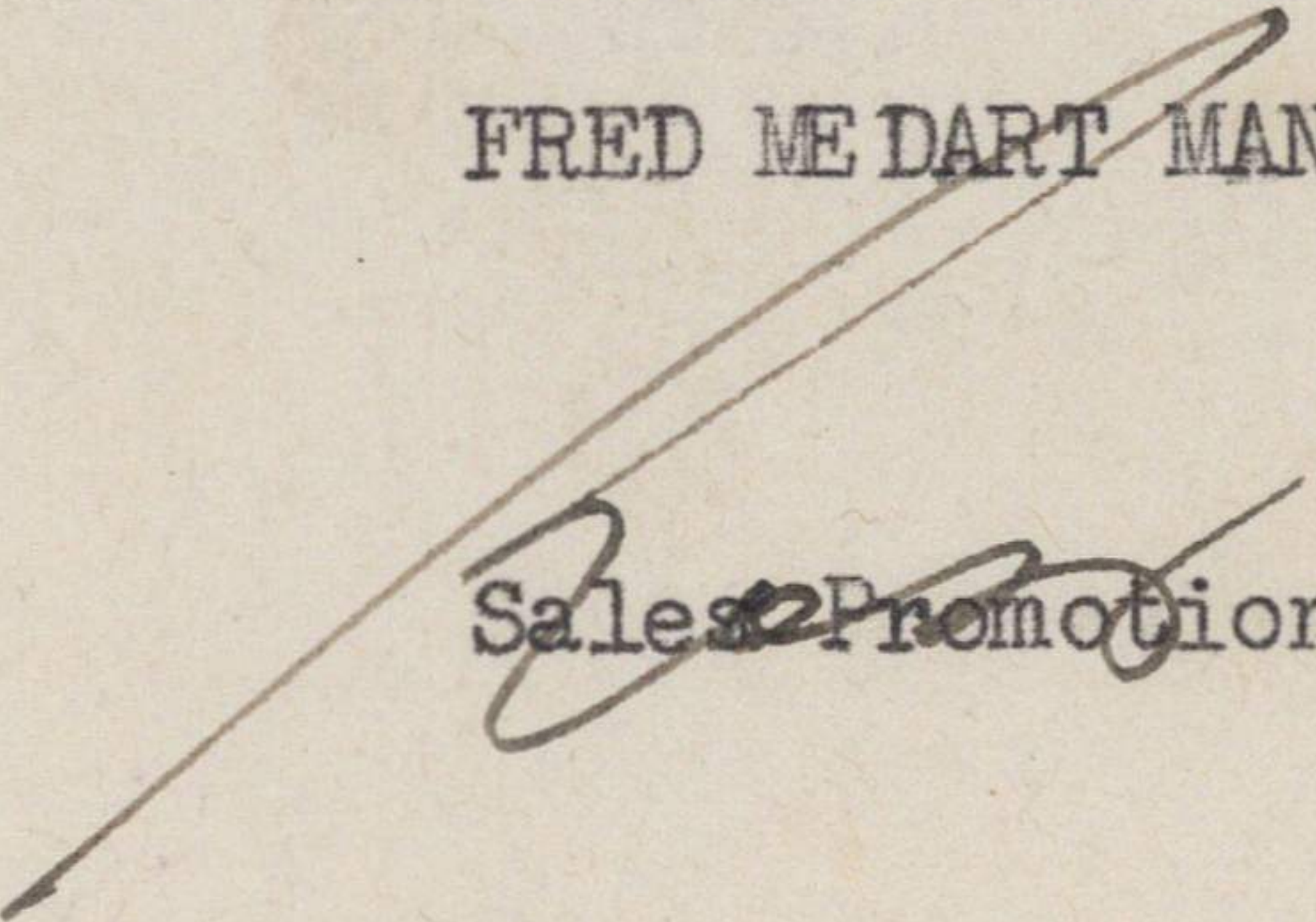
As you know, our prices have advanced as of August 1 and while we are going to protect you on the basis of the old price set-up, per Higgins' letter, we cannot do this indefinitely.

I wish you would lend your effort toward getting the order through as early as possible so we can assure your getting the price that was in effect previously.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC