

FRED MEDART MANUFACTURING CO.

- 2 -

Heretofore, the expense of tooling up (dies, machinery, etc.) to fabricate this superior type steel backboard was not justified by the normal seasonal demand for this equipment. Now, however, in view of the recent action of the Rules Committee in adopting this new modified backboard which decision presages an immediate and unusual volume of business, "Medart" has authorized the expenditure of a substantial and necessary investment for this purpose.

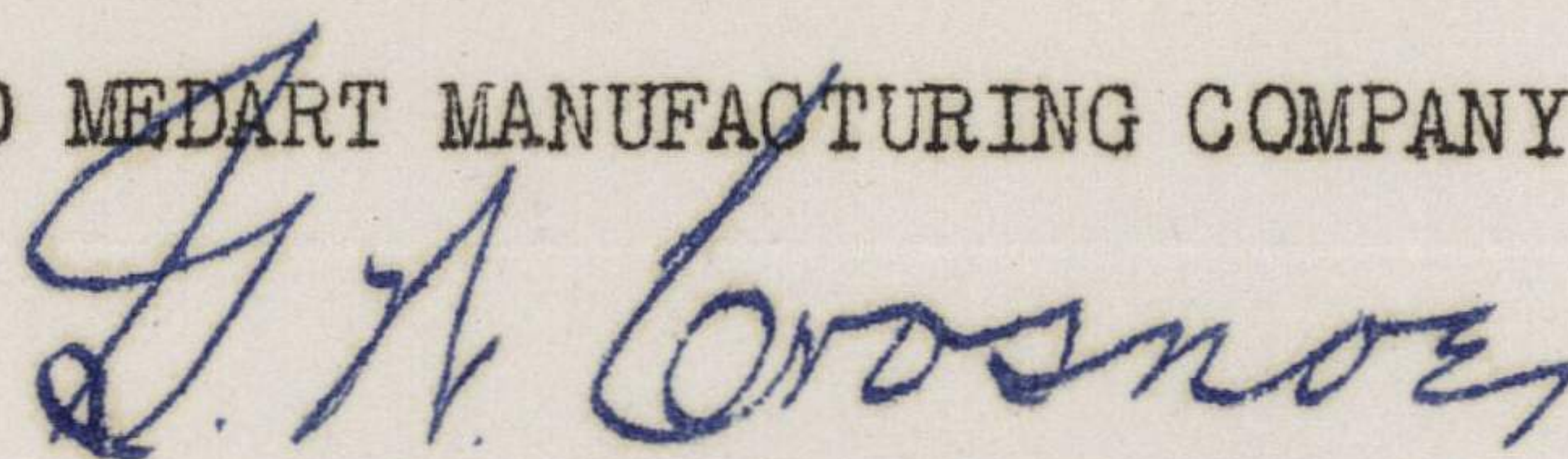
We offer the foregoing information to interested parties because we are faced with an unavoidable delay in making deliveries. Literature describing and pricing the new Medart Steel Backboard will be available within 8 days but due to the time required to manufacture dies, effect delivery of machinery, etc., we shall be unable to make backboard deliveries until on or about August 15.

We are hopeful that basketball coaches and others responsible for changing their backboard equipment, - with the foregoing explanation of the extent to which we are going to produce a superior product before them - will feel justified in withholding commitments until they have an opportunity to weigh the value of the New Medart Backboard with all others. Prices for our new steel backboard will be approximately what you would expect to pay for the best wood board. Likewise, the cost of the new goals, necessary because of the cut away base of the new backboard, will be very much in line.

If interested in securing a copy of our new backboard literature please advise on the enclosed return post card.

Yours very truly,

FRED MEDART MANUFACTURING COMPANY



Manager, Merchandising Division

G.W.Crosnoe/MR

P.S. As a service to prospective backboard customers, our Engineering Department is preparing a brief but comprehensive brochure outlining the work necessary to change over existing backboard supporting structures to provide for the smaller backboard. A copy of this booklet will shortly be available to those responsible for making the required alteration.

STATEMENTS BY MR. H. V. PORTER, SECRETARY, NATIONAL
BASKETBALL COMMITTEE OF THE UNITED STATES AND CANADA

"In my opinion, the work of the Fred Medart Manufacturing Company in assisting the National Basketball Committee in making improvements in the basketball backboards has been of immeasurable value. This company cooperated in experimental work designed to determine the parts of the old backboard which are actually used and the effect on the game when superfluous space is eliminated. Experimental boards were produced by the Medart Company without cost to the committee and it is largely through the use of such boards that the National Committee was able to arrive at the dimensions which have been adopted and legalized for 1940-1."

— o ————— o —————

"I am sure that the members of the National Committee and progressive basketball men everywhere appreciate the willingness of your Company to devote their attention to matters of this kind in the hope that the experimental work will result in definite game improvements."

(Signed) H. V. Porter

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

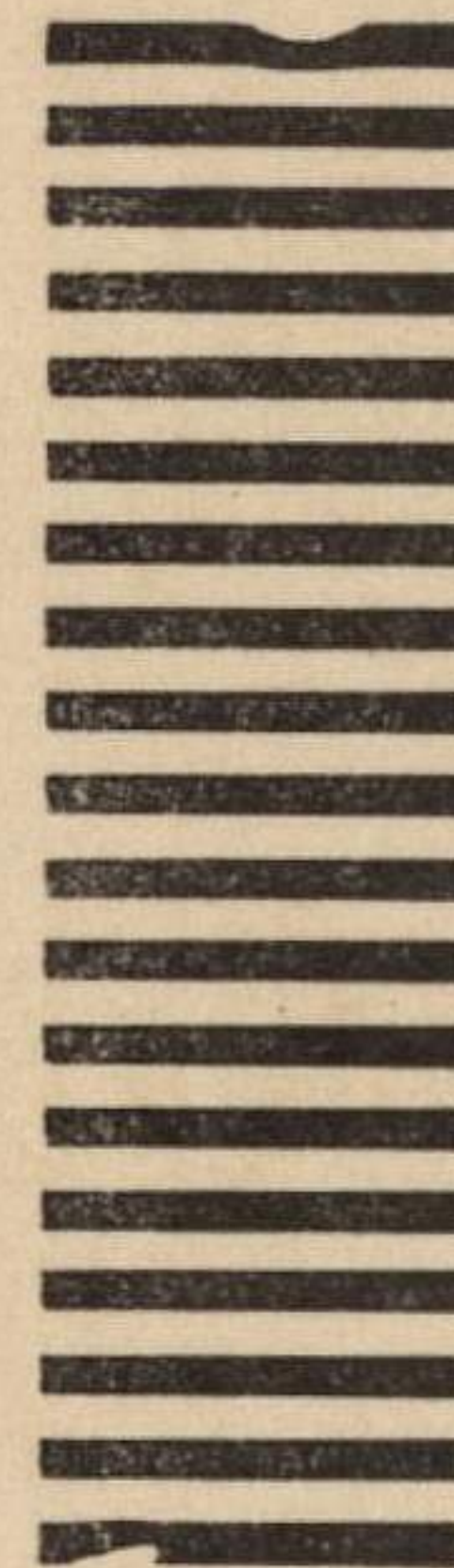
BUSINESS REPLY CARD

First Class Permit No. 347, Sec. 510, P. L. & R., St. Louis, Mo.

FRED MEDART MFG. CO.,

Potomac and De Kalb Streets

ST. LOUIS, MO.



Date

Merchandising Division
Fred Medart Mfg. Co.
St. Louis, Mo.

I am interested in receiving your descriptive literature on the new Medart Steel Backboard and Goal.

We intend to substitute the new modified board for our present equipment on or about and will require the service brochure offered in your letter.

Name Title

School

Address

City State

June 24, 1940.

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

Dear Roy:

Thank you for your letter of the 19th instant.

I talked with our Mr. Earl Falkenstien, financial secretary of the Athletic Association, regarding the electric clock, and we are in a dilemma. It would be necessary to have two faces on our electric clock and score board since our goals are near the end wall and we are forced to place the clock in a "V" formation, making two faces.

I am wondering what a two-face clock like this would sell for at the Fred Medart Manufacturing Company.

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

June 19, 1940

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

Dear Phog:

Thanks for your letter of the 14th with copy of your reply to Dr. Clapp of the University of Nebraska.

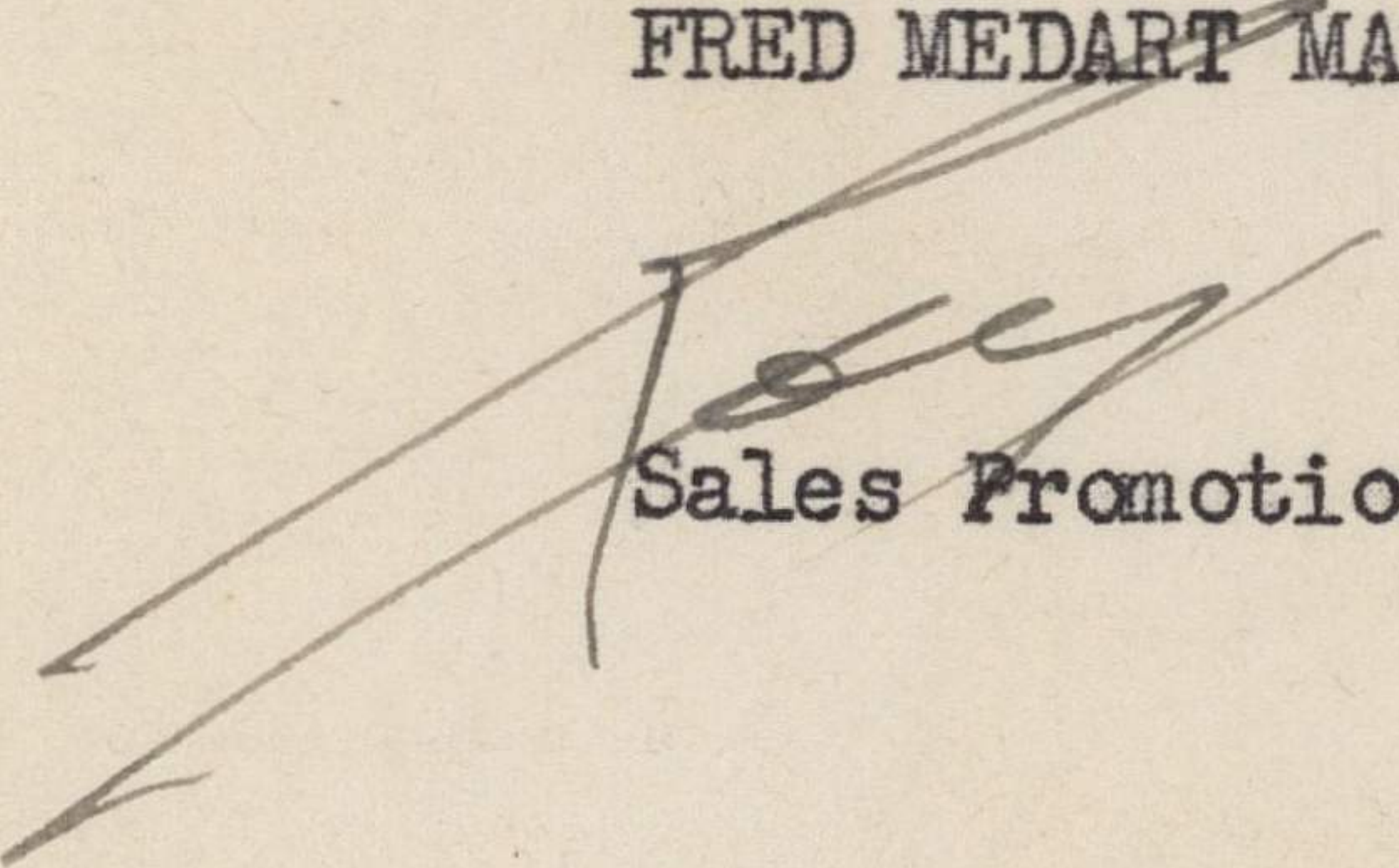
I will write him in a day or two and send you copy of my letter.

Incidentally, Phog, way back in November I received a letter from you regarding a basketball scoreboard. I think you have the literature on that but in any event I am sending you another circular illustrating and describing our scorer and timer, and I would like to have your order if you intend purchasing one because the \$162.00 delivered price, will be changed as of August 1 to \$189.00 and I would like to see you benefit by the lower price if you intend buying this piece of equipment in the near future.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC
Enc.

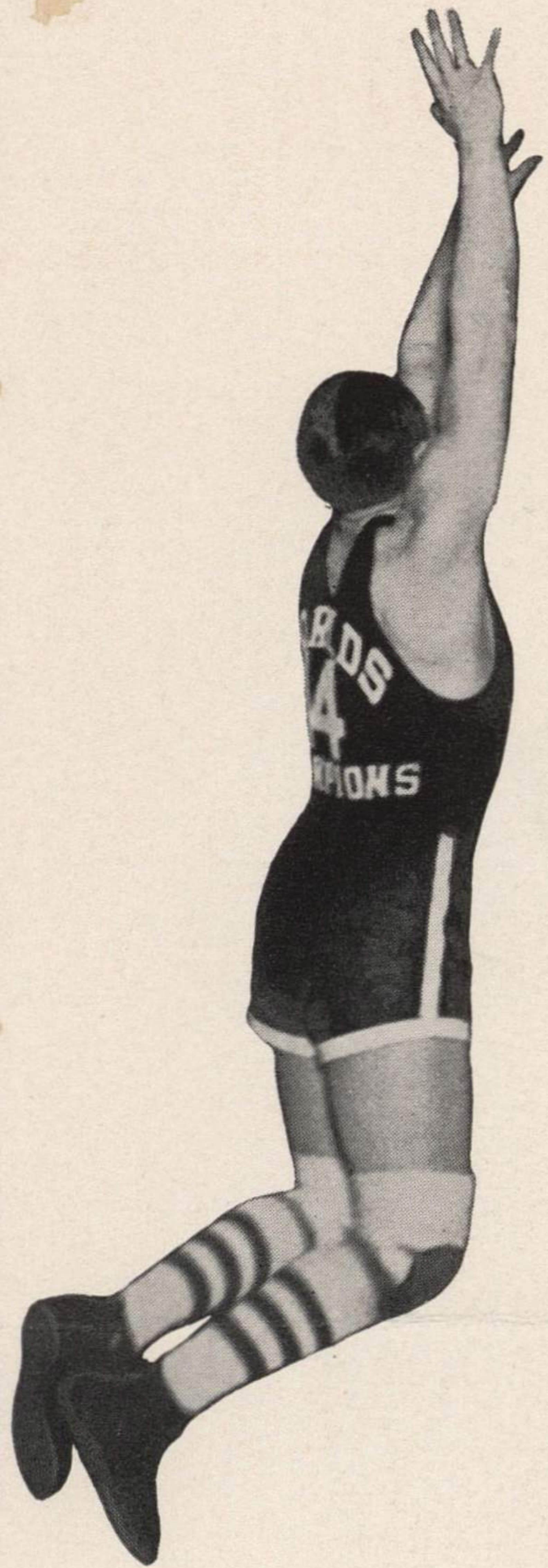
MEDART



**BASKET-BALL
SCORER and TIMER**

Precision Built!

Fast Play DEMANDS



MEDART AUTOMATIC-ELECTRIC SCOREBOARD and TIME CLOCK

*Visual Broadcaster
for Big Time Basketball*

Beneath the smooth, streamlined, pleasing-to-the-eye exterior of the Medart Basketball Scoreboard and Time Clock, is a mechanism that reflects the pride of the engineers who developed it . . . Designed for 'heavy-duty' use, this machine, which is hair trigger quick, and accurate, in recording all the necessary data flashed from the control box, was 18 months in the making . . . Built to exacting specifications and subjected to lengthy, rigid tests, the Medart Scoreboard and Time Clock is offered as an absolutely dependable and thoroughly accurate adjunct to basketball . . . Extra large 27" diameter clock face and 8½" high 'star-bright' score numerals broadcast the progress of the game to the most distant spectator—a most important consideration . . .

Fast - Accurate - Dependable

Modern gyms deserve modern equipment. The all-metal Medart Scorer and Timer is streamlined from its compact size (74" long, 42" high, 5" deep) to its pleasing shape and black, baked-enamel, wrinkle finish with aluminum trim . . . Clock is a 110 volt, 60 cycle synchronous movement, equipped with a 'dead-stop' brake that stops the hands instantly when play is interrupted or at the end of each period of play . . . Extra loud, vibrator type horn automatically signals end of each period—may be manually operated from control box . . . Translucent clock face lighted from rear (white) when running, and automatically changes from white to red during last minute of play . . . Clock face available to record either 20 minute halves, 8 minute quarters, 10 minute quarters.

Popular Price

Sixty-seven years of manufacturing experience, efficient plant facilities, skilled craftsmen, and unlimited purchasing power,—combine to make possible the low price printed below . . . Many scoreboards selling at a much higher price lack the features that distinguish the Medart Basketball Scorer and Timer . . . Score numerals (0 to 99) are 8½" high and operate on instantaneous electro-magnetic switches, which are controlled from the single, compact, scoring and timing control box . . . Individual aluminum reflectors behind the 6-8 volt 'star-bright' lamps, which are recessed, broadcast the scores sharply and to every part of the gym. Outlet box (for either wall recessed or exposed installations) with 10 connector plug flush plate, included . . . Wall brackets for installing, supplied . . . Net weight: 90 lbs. (uncrated).

Your Net Cost,
No. 1000, Complete
With Control Box
and Outlet Box

\$162⁰⁰

Delivered To
Your
Nearest Freight
Station

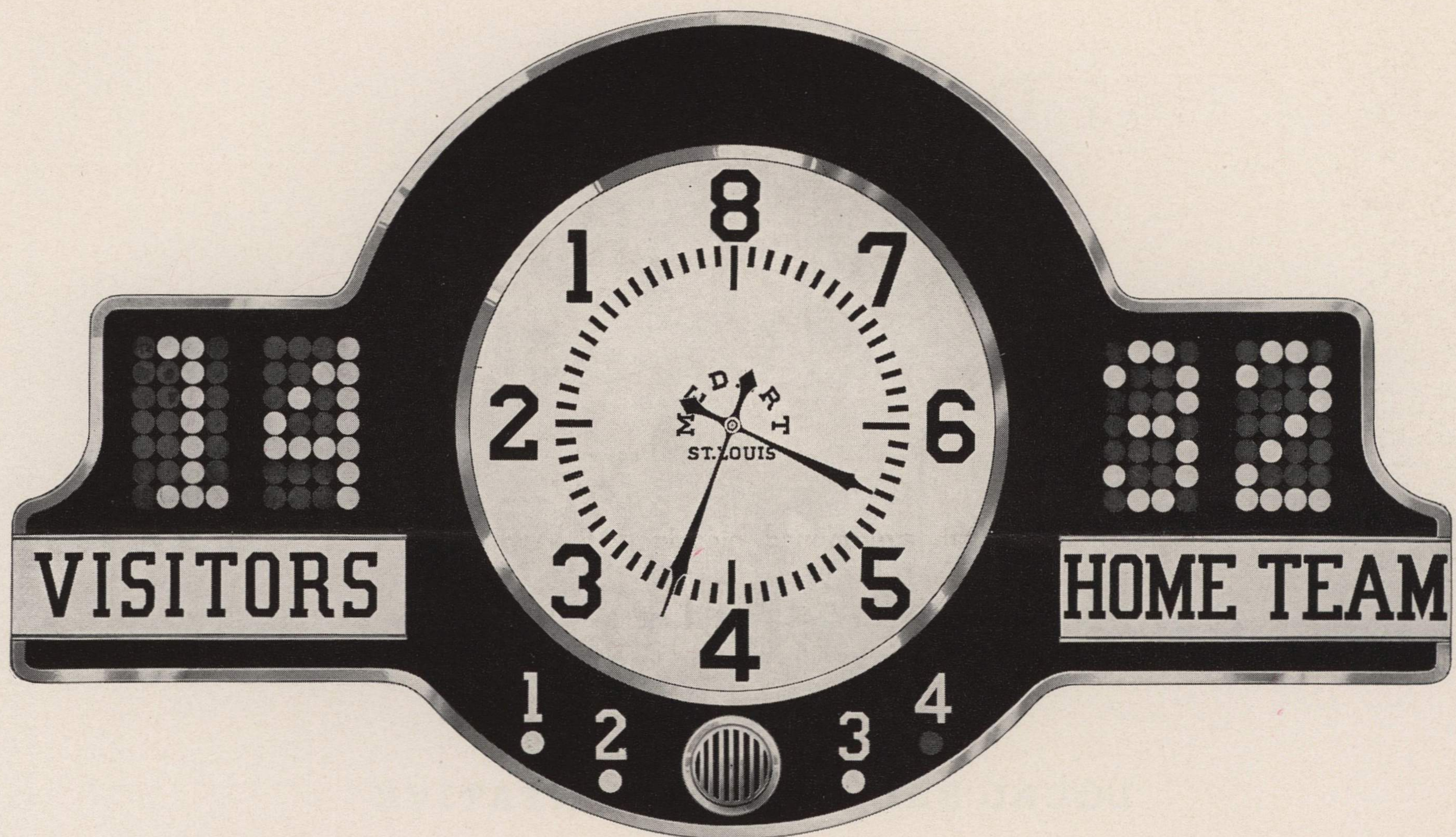
CONCERNING CABLE

Because the length of 10-lead cable connecting the Scoreboard and Timer with the outlet box varies in almost every installation, the above price does not include necessary cable. If we are to supply cable, determine length required by accurately measuring distance from Scoreboard to Outlet Box, which latter item must be within 15' of scorer's and timer's table. Play safe—allow extra 6' for connections, etc. See data regarding Control Box on opposite page.

Your Net Cost, 10-Lead Cable **15¢** per foot, delivered

Manufactured and Guaranteed by
FRED MEDART MANUFACTURING CO.

Speedy and Accurate Recording



Includes Every Necessary Feature

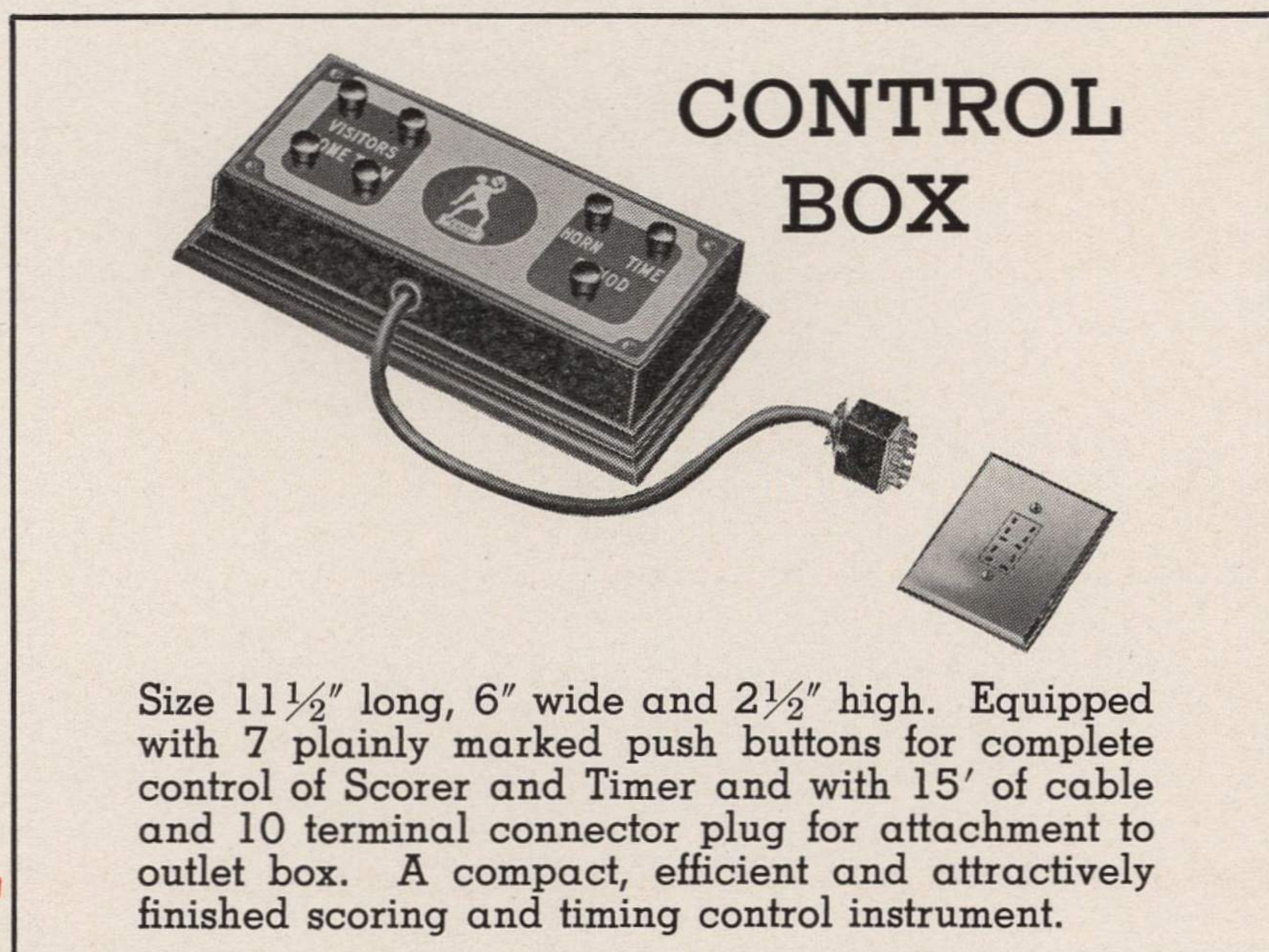
Automatic-electric throughout. Flashes the score as fast as fingers can operate the control box. Large 8½" easily read score numerals.

Broadcasts accurately—every second of time on the extra large (27") clock face. 'Dead-stop' brake for time-out interruptions.

Removable team name cards, 24" long x 5¾" high. Letters 4" high. "HOME TEAM," "VISITORS" and 3 blank cards supplied.

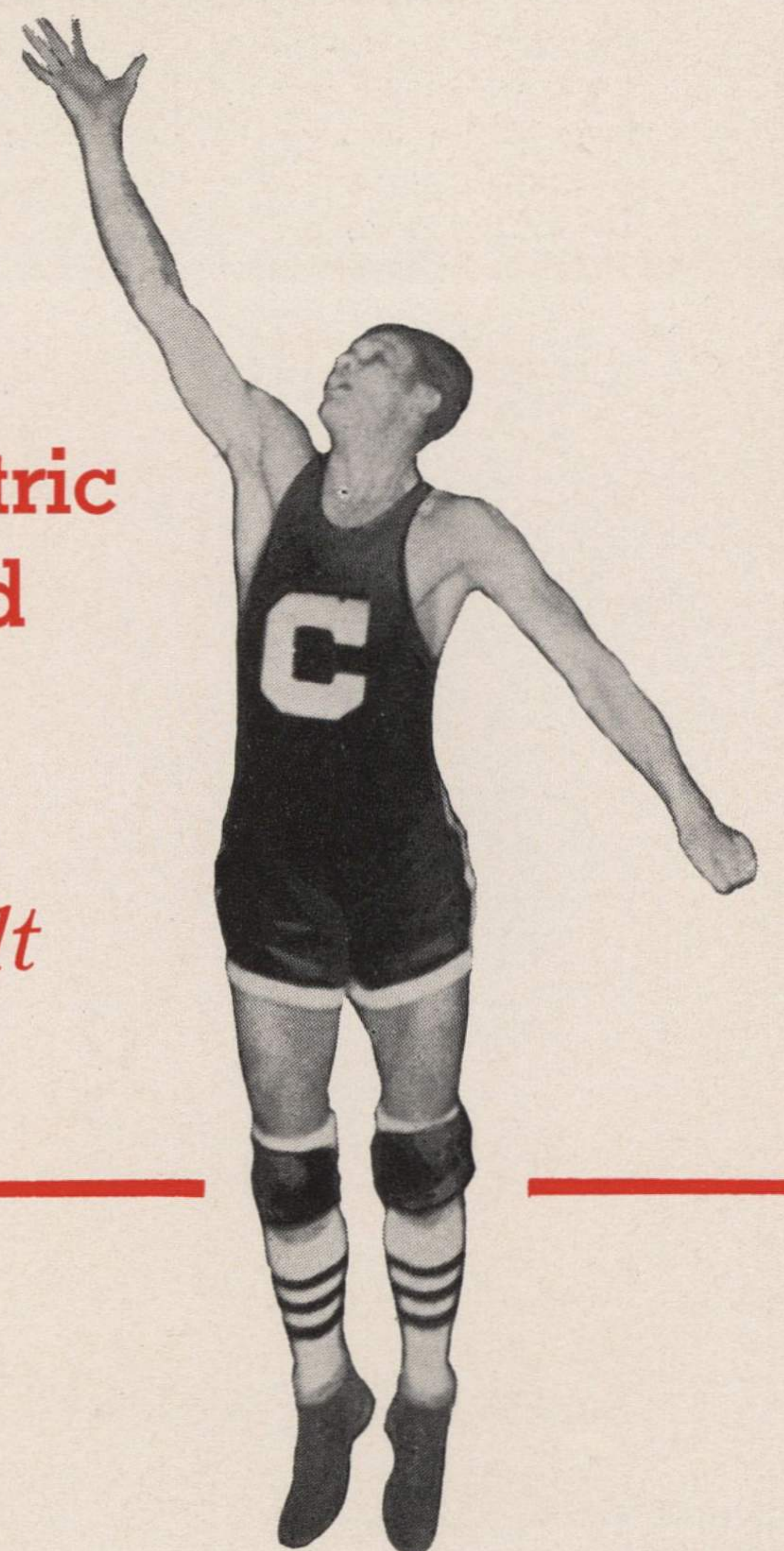
Individual red signal lamps and easily read numerals immediately below the clock face indicate period (or half). Extra loud vibrator type horn.

All metal cabinet—precision, trouble-free mechanism easily installed (complete instructions supplied). Guaranteed against all defects for a period of one year. The Medart Timer and Scorer is equaled by few, if any, and is offered at a much lower price than the average scoreboard.



Size 11½" long, 6" wide and 2½" high. Equipped with 7 plainly marked push buttons for complete control of Scorer and Timer and with 15' of cable and 10 terminal connector plug for attachment to outlet box. A compact, efficient and attractively finished scoring and timing control instrument.

**Medart
Automatic-Electric
Scoreboard and
Time Clock
is Guaranteed
Precision Built
Throughout!**



Equipment Manufactured and Guaranteed by
FRED MEDART MANUFACTURING CO.

ST. LOUIS, MO.

●
LOCAL SALES REPRESENTATIVE

July 16, 1940.

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

Dear Roy:

I am enclosing some correspondence from Mr. Van Why, of Wittenberg College, concerning the Goal-Hi rules. Mr. Van Why is teaching this summer at the University of Alabama. I thought you might like to see his suggestions for improvement.

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

COPY

COPY

University of Alabama
University, Alabama
July 4, 1940

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

Dear Dr. Allen:

The purpose of this letter is to offer for your consideration an opinion and recommendation of the playground and Community Recreation Class in the University of Alabama in regard to Goal Hi.

The opinion of the class was reached after playing and observing the game and the recommendation made after the discussion by the class as a whole. The following is the opinion and recommendation referred to: (1) That some effort should be made to avoid congestion in the restraining circle and at the same time encourage the art of pass work and possibly an effort at longer shooting. (2) To accomplish the above purpose we make the following suggestion: That after a goal has been made, which under the present rules would leave the ball in play, the ball shall continue to remain in play but must be caused to come into the possession of a participant who has both feet in the outer circle before another legal field goal may be made. An infraction of this rule to be a violation.

We realize that our playing experience and length of observation has been limited and make the above recommendation solely because of our interest in a comparatively new activity which we believe is destined to receive a place in a vast majority of playgrounds and community recreational centers.

Our class has been conducted under the leadership of Mr. John VanWhy, visiting professor from Wittenberg College, Springfield, Ohio. This suggestion is being made with his knowledge and approval.

The class would appreciate an answer from you giving us your reaction to our suggestion before the closing of this term on July 11. Please address your reply to Mr. John VanWhy, University, Alabama.

Yours very truly,

Letter signed by:

W. Zack Huggins
Elizabeth Pierce
Vernelle Stokes
Lois Powell
Mrs. Ruth A. Thompson
Sara Lou Bell
Florrie Kincannon
Izell Brown
R. M. Branch

Mary C. Porter (Mrs. Ed. Porter)
Mildred Williams
Allie Mae Jones
C.M. Smith
Melvin Hemphill
W. H. Sullins
Susie Kemp
Alice Mae Bell
P. H. Crigler

(Mrs.) Sadie W. Logan
Armice Chaney
Elizabeth Caraway
(Mrs.) John Middlebrook, Jr.
Inez Bell
A.B. Elmore
John M. Smith, Jr.
Paul Jones
Tom Jones
John B. VanWhy

July 16, 1940.

Mr. John B. Van Why,
Department of Physical Education,
University of Alabama,
University, Alabama.

Dear Van:

Thank you very much for your good letter of the 4th instant in which you and your class suggested an improvement of the Goal-Hi game.

I quite agree with you that the thought of congestion around the basket would be a definite fault. For that reason the smaller circle around the basket was "no man's land". Do you mean the smaller circle or the 15-foot circle? There is a provision now that anyone scoring a goal must pass the ball out to the area between the 4-foot circle and the 15-foot circle.

Our people played here last summer and we had no difficulty when I officiated the games in enforcing the pass-out rule. If any player charged into the basket or caught the ball after a goal and did not pass it out, it was a violation. Perhaps the outer circle would still be a better amendment because that would bring it outside the 15-foot area. However, I found from a practical point of view that as soon as a goal was scored the players scattered out and back of the goal for freedom of movement and security in receiving the ball. I am wondering if you enforced the ruling regarding both feet on the smaller 4-foot circle.

I am glad to see that your visitations took you to the University of Alabama this summer. We are having a fine summer school and wonderful weather. It has been the finest summer session that I have experienced here in 21 years - cool, Colorado weather, with a fine student body and fine morale.

I appreciate your letter, which I am sending on to the Medart Manufacturing Company of St. Louis, for their inspection, after which we are gathering all the suggestions together for the betterment of the game, expecting to do something about it.

With all good wishes to you, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

July 22, 1940.

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

Dear Roy:

Yes, I knew the newspaper illustration which I sent you did not show the latest model of Goal-Hi, and that was the reason I thought it would be much better to have the 12-foot goal here. I felt you would be happy to make us a 12-foot goal at the same price as the 10-foot goal. We would expect to use it in many exhibitions.

In fact, they have asked me to referee the games, and next fall Goal-Hi will be played on horses quite extensively. I am sure it will open up new fields.

We are sending through the order for the 12-foot Goal-Hi, and of course we want it adjustable at 10, 9 and 8 foot heights, as that will make it more practical for our use. We would not want it stationary at 12 feet.

By the way, we put a Goal-Hi in the center of the pool the other night and they played water polo with just one goal, instead of a goal at each end of the pool. It went over with a big bang. By putting it in the center even the small pools can utilize it with very little expense. It is actually a part of the pool equipment.

Very cordially yours,

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

July 12, 1940

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

Dear Phog:

I enjoyed reading your letter of July 10 and also appreciated the clipping from the Topeka Journal illustrating and describing Goal-Hi as played on horses. The only unfortunate part of the illustration in this article, Phog, is the fact that the latest model Goal-Hi is not used.

That brings me right back to your question of supplying a 12' standard at the same \$29.50 price we ask for our usual 10' high standard. We will be glad to make up a special number as per your description, and will make it adjustable or non-adjustable, although it will be easier for us to supply you with a 12' non-adjustable type. Please forward your order to my attention in the event you decide to purchase one of these specials, so I can see that it is properly handled.

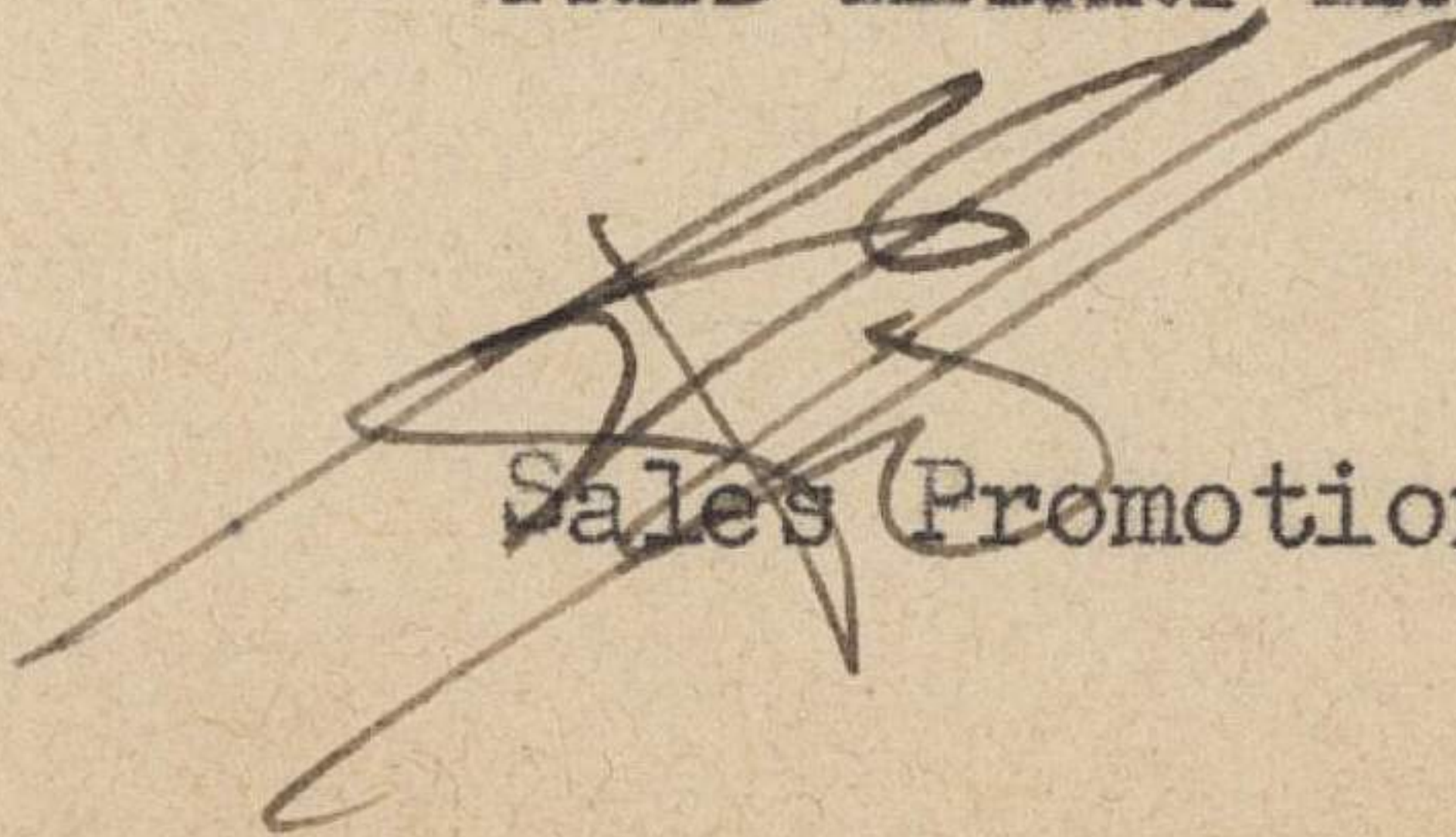
Concerning the possibility of our getting together some time this month or in the near future, will say that the matter which I intended taking up with you has taken a turn in a direction which I believe eliminates the need of a meeting, but will keep your schedule in mind in the event further changes require that we get together. At the moment there is nothing of importance to relay on to you except to remind you that the important events of the next few days will begin in Chicago

You may be interested in knowing that we are coming along very nicely with your Kansas City friends, Lowe & Campbell. I was over there the other day and they are going to run a full page in their Fall and Winter catalog featuring Goal-Hi, which is not going to do us any harm.

Kindest regards.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Sales Promotion Manager

REW/AC

Collect - Wire

July 25, 1940.

R. E. Weinzettel,
Medart Manufacturing Co.,
St. Louis, Mo.

My train does not arrive in Chicago until nine
o'clock standard time. It will be ten o'clock daylight
saving before I can get to Congress Hotel. Wire instructions.

Forrest C. Allen.

July 25, 1940.

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

Dear Roy:

I am sending Mr. Brunton a copy of my enclosed letter to you, but I thought it best to explain to you that I never quote prices to these people that inquire about the Goal-Hi. I think it is best that I stay out of the picture in that regard.

Mr. Brunton is a big, fine-looking fellow, a former athlete of Washburn College.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

July 25, 1940.

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

Dear Roy:

Mr. L. D. Brunton, the athletic director at
Hurley, New Mexico, was on our campus the other day and was
much interested in the Goal-III standards that we are using.

I told him that your firm would get in touch
with him immediately regarding a Goal-III. He tried it out
here, and thought he would like to know more about it. Will
you please write him at once?

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

CLASS OF SERVICE

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

WESTERN UNION

1201

300

(16)

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEY
FIRST VICE-PRESIDENT

SYMBOLS

DL = Day Letter

NL = Night Letter

LC = Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

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

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1940 JUL 25 PM 12 18

DR FORREST C ALLEN

Whc 1222ju

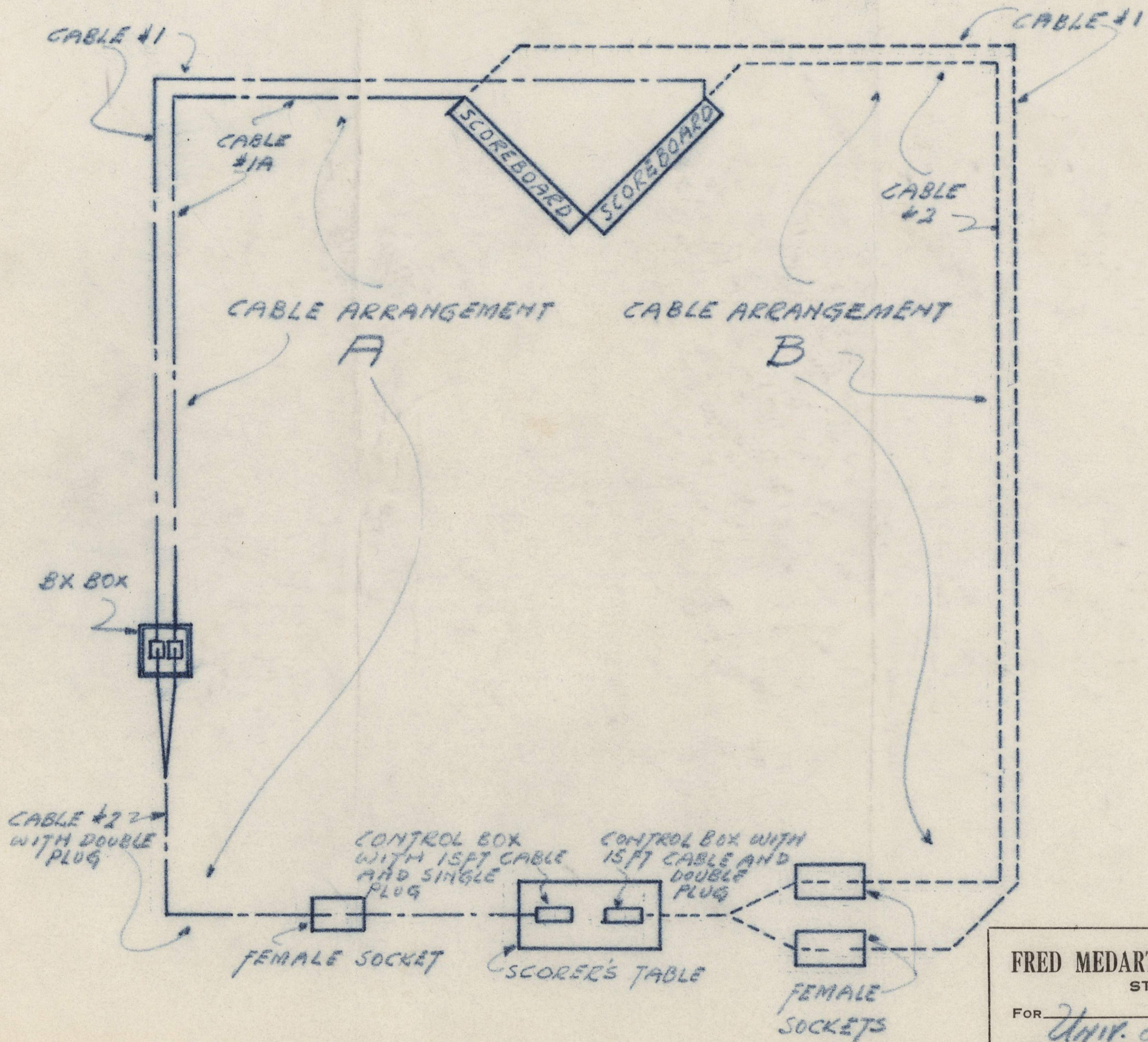
UNIVERSITY OF KANSAS

WILL MEET YOU CONGRESS LOBBY ABOUT 10 AM SUNDAY=

R E WEINZETTEL.

*Jones Residence
by B-1222pm*

10 AM.



FRED MEDART MANUFACTURING CO.
 ST. LOUIS, MO.
 FOR Univ. of Kansas
 DRAWN BY [Signature] DATE 7/31

FRED MEDART

MANUFACTURING Co.

POTOMAC AND DE KALB STREETS SAINT LOUIS, Mo.

R. W. HIGGINS
MANAGER APPARATUS AND
GYM SEAT DIVISION

July 31, 1940

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

Re: Electric Scoreboard for Basketball

Dear Dr. Allen:-

Our installation of two scoreboards operating from a single control box, recently completed at the Mankato State Teacher's College, Mankato, Minnesota, has been thoroughly tried and proved entirely satisfactory. Such an installation involves two separate scoring units, located as desired, with cables arranged so that both boards can be operated simultaneously from one control box. This can be accomplished by using arrangement "A" or "B" as pictured on the attached sketch. The principle is the same in each case with a separate cable coming from each board, these merging into a single line at an intermediate point between the control box and the scoreboard.

A double scoreboard setup including electrical fixtures (except cable other than that furnished with the control box,) for cable arrangements "A" or "B", will be delivered to Lawrence, Kansas, for \$324.00. Additional cable (to extend from female socket or female sockets to be installed within 15 feet of the scorer's table to the scoreboard) will be supplied at 15 cents per foot. Scoreboards will be equipped with 10-minute or 20-minute clocks as selected.

Electrical fixtures included in the aforementioned price will depend, of course, on the cable arrangement decided upon. Cable arrangement "A" which suggests that the BX box (in which two female wall sockets are placed) be located conveniently close to the scoreboard thereby limiting the double run of cable, includes the BX box with two female wall sockets, a separate female socket, two male plugs and a control box with 15 feet of cable and a male plug. Cable arrangement "B" does not anticipate use of the BX box at an intermediate point between the female sockets and the scoreboard, but depends on a double run of cable from the board to the female sockets, and includes two female wall sockets and a control box with 15 feet of cable and two male plugs.

As indicated above, cable arrangement "A" will be the most economical for you in view of the limited run of double cables that will be required. To determine the amount of cable that will be required for the "A" arrange-

FRED MEDART MANUFACTURING CO.

- 2 -

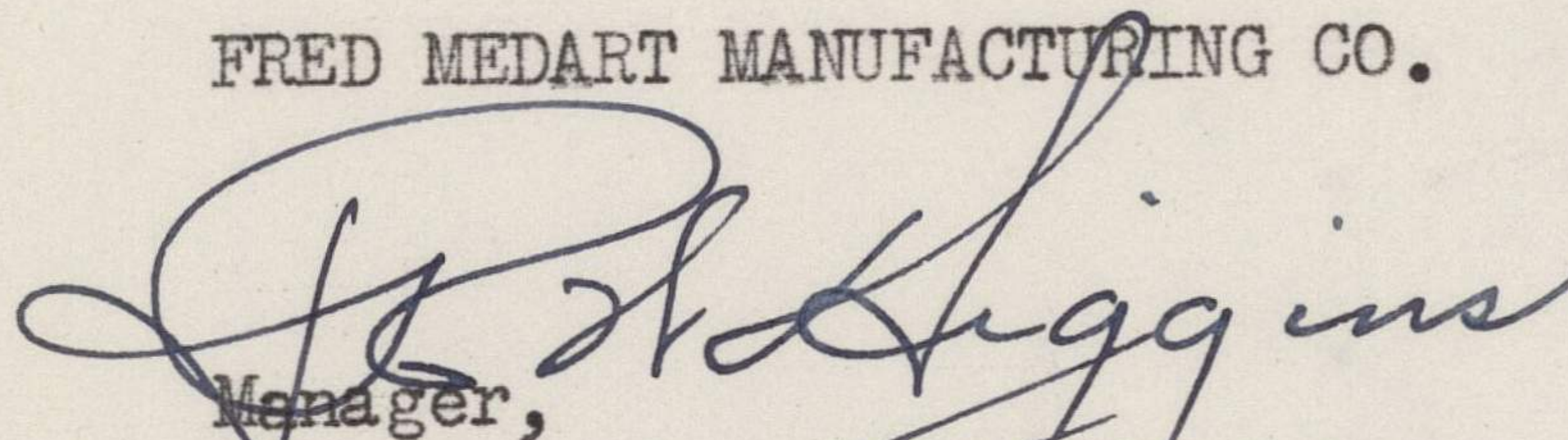
ment, first establish location of the BX box and then the female sockets (within 15 ft. of the scorer's table). Compute the distance cable is to travel between each scoreboard and the BX box and add the total of 12 feet. Then compute the distance the single cable is to travel from the BX box to the female sockets and in this instance add 9 feet. For the "B" arrangement use the distance that each cable is to travel from scoreboard to the female sockets and add a total of 12 feet. In each instance you will, of course, figure the footage of each cable as 2 ft. where double cable is involved and a single foot where the single line cable is used, when determining the total amount of additional cable that you will require.

We would suggest that you indicate on the attached sketch length of each cable and including the additional amount to be computed as aforementioned so that we can check your cable specifications.

As aforementioned, a dual board installation has already been completed and operates perfectly. Extending a cable from each board to an intermediate point is not an absolute necessity, but is suggested since this scheme provides a means of synchronizing these boards in event that an adjustment is ever required. We believe this to be as practical a setup as can be offered.

Cordially yours,

FRED MEDART MANUFACTURING CO.


Manager,
Apparatus & Gym Seat Division

RWH:MS

P.S.-- Price quoted is guaranteed for a period of 30 days from date.

August 2, 1940

Miss I.M. Fitzpatrick
Assistant Treasurer
Fred Medart Manufacturing Company
Saint Louis, Missouri

Dear Miss Fitzpatrick:

Thank you for sending me the minutes of the meeting held last Sunday in the Congress Hotel in Chicago.

There are two slight corrections that will add to the accuracy of the minutes. I am passing them on to you. On page 1 in the sixth paragraph, it should read "Dr. Dudley Degrott" instead of Dr. Dudley Degrew; also Nelson Metcalfe has an "e" attached to his name; and in the next to the last line in the same paragraph it is "Stanford University" instead of Stamford University.

With all good wishes, I am,

Yours sincerely,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

I. M. FITZPATRICK
ASST. TREASURER

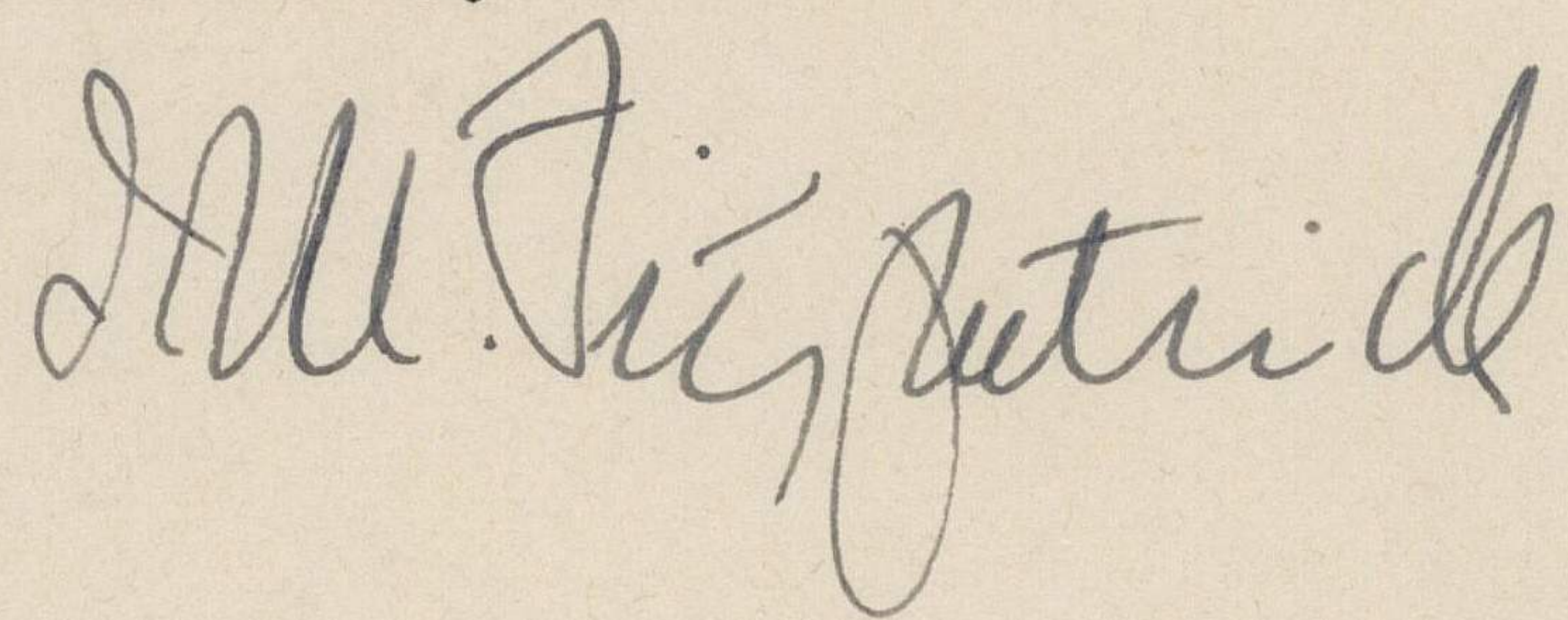
August 1, 1940

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

Dear Dr. Allen:

A copy of the minutes of the meeting held Sunday at the Congress Hotel is enclosed.

Yours very truly,



IMF:D

MINUTES OF MEETING
CONGRESS HOTEL
10:30 A.M. - July 28, 1940

Attended by Mr. W. S. Miller and Mr. Thos. Wainwright of the J. E. Porter Corporation, Ottawa, Illinois; Mr. Edward Kolbert of the Narragansett Machine Company, Providence, Rhode Island; Mr. Edw. J. Medart and Mr. R. E. Weinzettel of the Fred Medart Manufacturing Co., St. Louis, Missouri; Dr. Forrest C. Allen, Director of Physical Education, University of Kansas; and Mr. Enno Winus of the Anfenger Advertising Company, St. Louis, Missouri. Miss I. M. Fitzpatrick of the Fred Medart Manufacturing Co. served as secretary of the meeting.

Mr. Medart explained the purpose of the meeting as an effort to outline a plan for the promotion of the use of gymnasium apparatus in conjunction with the physical education program advocated today for young men and women by the Federal Government.

It was emphasized that the manufacturers represented have no trade relations or any arrangement whatsoever so far as the sale of equipment is concerned, but are, naturally, mutually interested in reviving the use of gymnasium apparatus in schools, armories, etc., particularly since this would help materially in promoting the physical fitness of the youth of the country.

The Senate bill proposed by Dr. Rogers of Boston University, to be presented by Senator Walsh, No. S4179, was read by Mr. Kolbert. This bill, advocating the establishment of a National Physical Fitness Institute to be headed by a Director appointed by the President, with the approval of the Senate, was discussed at some length and it was the concensus of opinion that an effort should be made immediately to incorporate in it, before it is discussed in the Senate Committee, a specific appropriation of funds for the purchase of equipment to carry out the physical education program suggested.

Dr. Allen discussed the trend away from physical education in schools and colleges in recent years and attributed this to the fact that it is largely an elective subject rather than compulsory. As a consequence, only those students who are naturally athletic are interested and the larger number, in greater need of physical training, do not receive it. The popularity of games such as basketball, football, etc. and the importance attached to them by various schools was also held responsible.

The names of various men favorable to the promotion of physical education by the use of gymnasium apparatus were suggested by Dr. Allen, these including Major Griffith, Nelson Metcalf of Chicago University, Dudley DeGrew of Rochester University, Clark Shaughnessy of Stamford University, Dr. Lee Stafford of University of Illinois, and J. B. Nash of New York University.

Dr. Allen suggested that the individual selected to sponsor our cause should be a nationally recognized physical educator, energetic, and preferably a member of the American Legion.

Means of raising funds for the promotion of a campaign were discussed, such as by interesting wealthy, philanthropic persons and by popular subscription, but it was felt that the interest of the people in the need for physical education was sufficiently aroused to warrant an appropriation of funds by the Federal Government to assist schools, armories, etc., in the purchase of necessary equipment.

Dr. Allen also suggested the advisability of developing new items of gymnasium apparatus and possibly the formulating of competitive games or exercises in connection with present items, in which all of the students would take part.

Mr. Winius explained his presence at the meeting and presented the plan he had outlined to Mr. Medart and Mr. Weinzettel for promoting the demand for gymnasium apparatus. Copies were distributed for later consideration.

In response to inquiries regarding the probable cost of a program as suggested, to be managed and directed by Mr. Winius, he stated this could be handled over a six months' period for the appropriation of \$7500.00 contemplated by the three manufacturers, assuming that by the end of this period it should be apparent whether the program in effect was productive of the desired results, and arrangements for the future could then be determined on a basis of a reasonable percentage of sales.

Organizations were discussed, whose support of a campaign of this kind might be enlisted, such as the National Education Association, the National Recreation Association, and various publications including "Nation's Schools" and "Physical Education Review", etc.

After the meeting had been adjourned for luncheon and Mr. Miller, Mr. Kolbert and Mr. Medart had consulted privately, it was decided that it should be first ascertained when Senator Walsh's bill, as written, was to be heard in the Committee and how the desired changes to strengthen it might be incorporated. This the several manufacturers will undertake to do, deferring any action in the way of a campaign of their own until the availability of Federal help has been determined.

August 2, 1940

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

Dear Roy:

Thanks for the check for expenses. I can always
use it.

With reference to the matter that we discussed,
I assure you that I am very happy in the status quo situation.
The only thing that I would be interested in would be in helping
you and Mr. Medart in a way that would make you happy.

With kindest regards, 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.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

July 31, 1940

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

Dear Phog:


Enclosed find our check covering your expenses to Chicago and this will also serve to advise that I find you will have your quotation on the two basketball scoreboards within the next day or so at the outside.

Just returned this morning from the trip that brought us together and as yet have not had an opportunity to discuss the matter you and I covered when the meeting was over in the Congress Hotel.

Will write you fully within the next day or two.

Cordially yours,

FRED MEDART MANUFACTURING CO.



Sales Promotion Manager

REW/AC
Enc.

FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

July 31, 1940

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

Dear Phog:

With further reference to the subject of our discussion after the meeting broke up Sunday, we had better leave this matter ride for a while because of the things that are in the wind at this moment. I believe you fully understand what I am referring to.

There is no telling just what may develop within the next month or so and possibly those developments would have a bearing on the subject we discussed.

Rest assured that I will keep the matter in mind and go into it later when certain possibilities have been sifted.

Kindest regards.

Sincerely,

