

January 24, 1940.

Mr. D. Keedy Campbell, President,
Lowe & Campbell Athletic Goods Co.,
1509 Baltimore Avenue,
Kansas City, Missouri.

Dear Keedy:

I have a letter from my firm which is manufacturing Goal-III, namely the Fred Medert Manufacturing Company, of St. Louis, Missouri, stating that they have information to the effect that Lowe & Campbell are going to capitalize on our advertising and the publicity that has been given Goal-III to boost your firm's sales of Uni-goal.

I hope I am wrong, because I have always believed that a firm of your high standing would not be happy to unethically permit one outfit to pay the advertising freight for the other.

I might say that our Goal-III is a real game and not a piece of apparatus. I spent last summer in writing three different sets of rules in this game which conform to all modes of activity of youth. I have even written a set of rules to apply for crippled children, and it is a real game - something that a handicapped child would revel in. The fact that it is parallel to the game of basketball is more appealing to the youngster than if he were forced to play some game.

The fact that our Goal-III has adjustable standards, giving the elementary, the junior high school, and the high school game level heights for goals is another feature that the other people do not have.

I would like to discuss with you the possibilities of your firm doing a lot better by getting behind an educational game with versatile equipment rather than endeavoring to sell a piece of apparatus. We are also planning to have a Junior Goal-III for home use in the backyard, and this will be a wow! Let me know when I can talk to you, Keedy, and I will arrange to come over.

By the way, Keedy, I had the delightful pleasure of having your daughter, Dorothy Jean, come in to visit me last week. She was having sciatic rheumatism and a bad case of lumbago, so