

January 24, 1940.

Mr. Edward J. Medart, President,
Fred Medart Manufacturing Co.,
St. Louis, Missouri.

Dear Mr. Medart:

Your very good letter of the 23rd has just been received. I was happy to hear from you.

I am delighted to hear the progress report in regard to Goal-Hi. I am writing Mr. D. Keedy Campbell, president of Lowe & Campbell, today, and am endeavoring to make an appointment with him in the very near future so that I may present the matter of their illegitimately capitalizing upon our advertising. I have known this firm very intimately and I believe that I can do some good.

I assure you that I will be politic about the matter and cause no ill feelings, yet I believe that I can say some things to them that they will definitely understand. For years they sold the "Phog" Allen basketball, the "Phog" Allen goal, the "Phog" Allen shoe, and the "Phog" Allen rule book, as well as the "Phog" Allen war bag (medicine kit). Lowe & Campbell are merchandisers of the extraordinary variety, and of course what they are primarily interested in is the profit. I am sending you a carbon copy of my letter to them and will make a progress report as things materialize.

I am very anxious to be with you in St. Louis for a part of the day, at least on Tuesday, February 27. We play Nebraska at Lincoln on Saturday night, February 24, and we play Iowa State College at Ames on the 26th. We play Missouri in Lawrence on March 1. So I would have to leave St. Louis on the night of the 27th to meet my squad here the 28th and 29th. I have withheld my final statement to Roy as to my definitely coming because I was afraid I might neglect my work here at the University by agreeing to come at a time when my leaving might be misconstrued. And too, I am having difficulty in making any sort of a train connection. Ames, Iowa, is 30 miles from Des Moines, and the only train from Des Moines to St. Louis leaves about 9 o'clock, which would prohibit my catching it because the game would not be over until nearly 9, and we are 30 miles away.