

December 1, 1937.

Mr. Karl H. Royer, Merchandise Manager,  
Lowe and Campbell Athletic Goods Co.,  
1509 Baltimore Avenue,  
Kansas City, Mo.

Dear Karl:

No, I had not forgotten our conversation with you on the subject of the basketball. It was very brief, and at that time I thought quite unsatisfactory, but I hesitated whether I should discuss the whole matter with you or whether I should discuss it with Keedy and George at the same time.

I certainly did not know that you were not using my name on a basketball since 1934. If you told me, I did not understand it that way. I certainly would never have bought a single "Phog Allen" basketball after you had ceased to use my name on it. And if you were just stamping my name on it to sell to me, I think that is the height of folly, bordering on the ridiculous.

If I remember correctly, the contract for the basketball was for five years with an option of renewal for five years. Since we had some misunderstanding with the goal, I am not altogether clear, in fact, I am rather hazy regarding the expiration date. If I remember it correctly, it seems to me the basketball had a five-year renewal, while the goal did not, but based on the same agreement that we had for basketball.

From a standpoint of equity, I think I suggested that since I had initiated all the work as far as the thought on the goal, the promotion of the goal, and the real sales talk in getting the goal put into the firm, I thought I was entitled to a courtesy extension of five years as the spirit of the contract.

Two years before the goal was built I went to Keedy and George and sold them the idea of the goal, much against their judgment. They did not think it would go. They stated, or you stated, that you had so many on hand of the old Lowe and Campbell goals that you didn't want to attempt it. I still pressed the case, and after the goal was made up it was sold at a greatly increased figure, so that I always felt that that was my product from its inception. I also promoted several excellent ads, I thought, on the ball.



Now, as far as merely being paid for an autographed ball, I have never been in that sort of a racket, and I do not ever want to be. I remember you saying that your firm was going to discontinue all coaches names on equipment, but this has not been done, nor is it being done at the present time, so that sort of an argument doesn't hold water with me.

You will remember that I had a "Phog Allen" war bag, a "Phog Allen" basketball score book, a "Phog Allen" ball, a "Phog Allen" shoe, and several other features. I appeared before the Lowe and Campbell salesmen a number of times and endeavored to do everything that I could, not as much to help myself as it was to contribute to a part of the Lowe and Campbell sales setup.

I do not feel that Lowe and Campbell owe me anything, but I certainly do feel that I do not owe Lowe and Campbell a single penny for any money that was paid me.

I remember when I was in Dallas a few years ago that Dee Ford told me the summer I appeared before the whole Lowe and Campbell sales force and instructed the salesmen in the use of the material in the "Phog Allen" war bag that he had sold all of his stuff (and he sold a lot of it) on the instruction that we gave him then. It was not long until Cramer started making a kit, and I think they paid me the royalty that Lowe and Campbell used to pay on the war bag. I think they paid me about \$4 or \$5, and then discontinued the payments, and I got nothing out of it.

Perhaps in business a fellow has to be cold steel, but I have never worked at it that way. I am very sorry for the misunderstanding on the subject, and I felt all along that the minimum paid on the ball was the minimum paid on any ball. In fact, it is the only minimum I know of that small that was paid on a ball, but I did not think anything of it because I was wanting to contribute my part and was not trying to levy an assessment that would be in the nature of a graft for an autograph. I will drop in, but I do not feel very happy about the matter.

You will perhaps remember that the only communication I have ever had in the matter is when I dropped into your place, except on one or two occasions when the check went out there was just a short statement that they were discontinuing this or that. In the light of our many years of doing business I feel like there should have been a more ample explanation of such business situations.

Very cordially yours,

*W. L. L. M.  
7/33*

Varsity Basketball Coach,  
Director of Physical Education.



GEORGE C. LOWE, PRESIDENT  
D. KEEDY CAMPBELL, V.P. & GEN. MGR.  
LES R. FREEBURG, VICE PRES. & TREAS.

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CHARLOTTE, N.C.

1509-11-13 BALTIMORE AVE.,  
*KANSAS CITY, Mo.*

November 27, 1937

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

Dear Doctor:

We believe that you may have forgotten your conversation with me on the subject of your name on basket ball which we discussed over a year ago. I thought that you thoroughly understood the situation - at least I attempted to explain it to you at that time.

We have not used your name on a basket ball in our catalog since the season of 1934-35, and it was the very next year when you came in and I discussed the reasons why we had dropped the ball with your name on it. Therefore, I sincerely regret the present misunderstanding.

Your contract on the basket ball with us was dated May 23rd, 1927 and expired five years later, or May 23rd, 1932. This was never renewed although we continued to pay you the royalty as agreed upon as long as we continued with the ball, and our last payment was up to June 26th, 1937.

The ball that we had your name on was a metal valve, laced with a black and red colored lace - then when your contract with us was up and this type of ball was rapidly diminishing in popularity and all factories were dropping coaches names from merchandise, so it was only the natural thing to do that the ball carrying your name passed out of the picture.

We have used Chuck Taylor's name on a laceless basket ball for the past several years but we believe that you are thoroughly familiar with his capacity as a promotion salesman for our organization. He is not connected with any institution and is more or less a missionary or good will ambassador, so his name has been used on the laceless basket ball right along for these reasons.

Now we have the advent of the Last Bilt Ball which we feel will replace the laceless<sup>type</sup> ball, and again Chuck is doing the same sort of work on this ball as he did on the laceless so we are using his name. Besides this, on account of our factory connections, we are using George Keogan's name. He did a lot of promotional work for the factory this past summer and as the factory had him signed up and we did want to be in position to furnish this ball with his name on it when the demand arose, we have it in the line.

We have on hand the other dozen basket balls for you, holding awaiting shipping date, but since you feel it is advisable to make cancellation



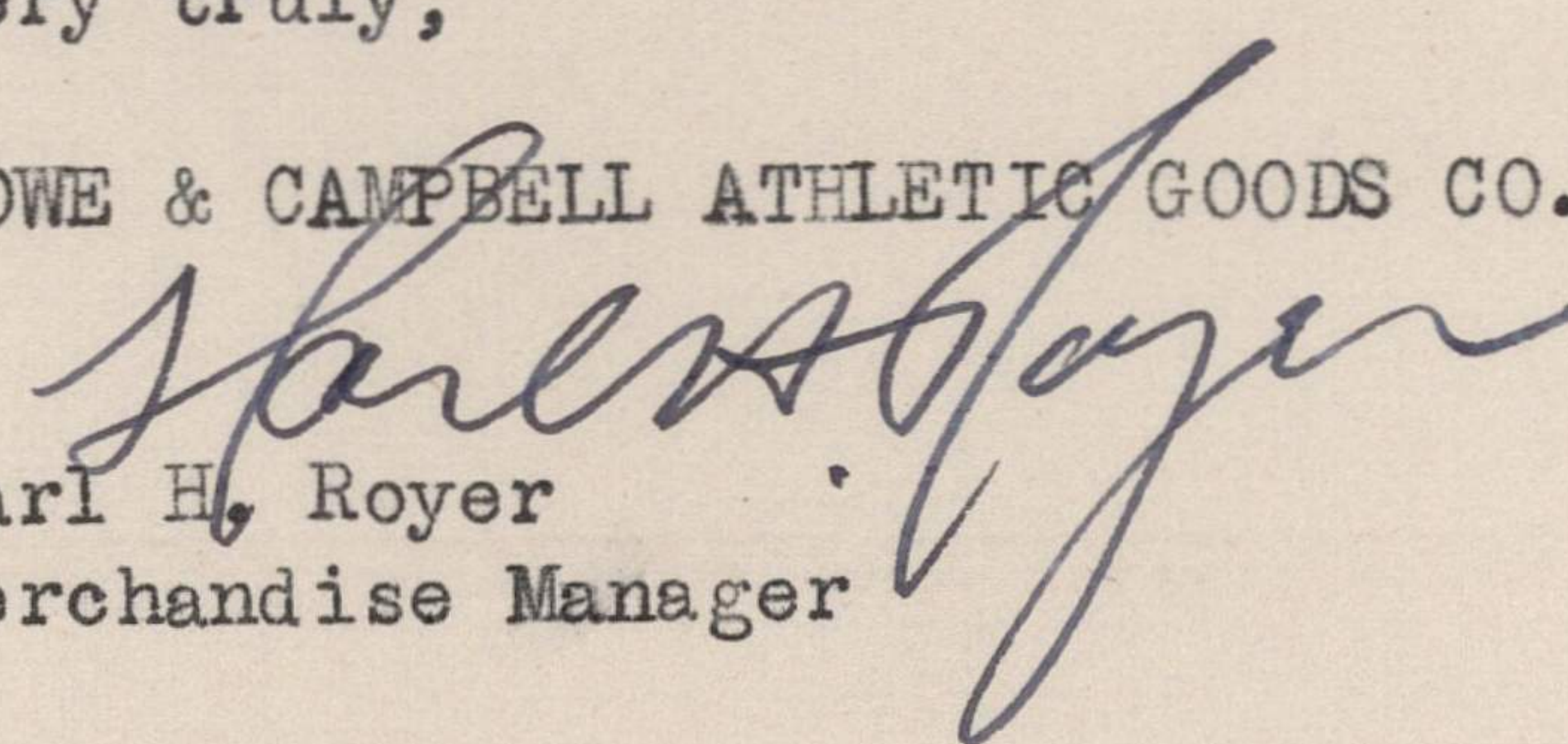
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we will go ahead and do so. However, with our explanation above we hope you will let us go ahead and send.

Again let me express my sorrow for any misunderstanding on this subject. We have thought all along you were fully acquainted with the circumstances. At your convenience drop in and let's discuss this matter which we can do a whole lot better than by correspondence.

Very truly,

LOWE & CAMPBELL ATHLETIC GOODS CO.

  
Karl H. Royer  
Merchandise Manager

KHR/rw



October 18, 1937.

Mr. D. Keady Campbell,  
Lowe-Campbell Athletic Goods Co.,  
1509 Baltimore,  
Kansas City, Mo.

Dear Keady:

It seems that we have a lot of trouble with our varsity 202 basketballs ripping. We have been playing with these for less than ten days, and they are breaking out at the side.

Dees showed me one the other day and I, of course, told him to refer it to Mr. Falkenstien, who would write a letter about it, but on second thought I felt that I should also call your attention to it to see what the difficulty is, if you can tell me.

We deflate the balls every afternoon after practice and they are not blown up again until 2:30 in the afternoon. So the air is only in them from about 2:30 to 6.

Last year we had this same difficulty, and we have just started this year. These are a new shipment that came this fall. I would be happy for you to tell me what you know about it.

Very sincerely yours,

FCA:AH

Director of Physical Education.



October 7, 1937.

Mr. Sam Pike, Manager,  
Repair Department,  
Lowe & Campbell Athletic Goods Co.,  
1509 Baltimore,  
Kansas City, Mo.

Dear Mr. Pike:

I am sending under separate cover two soccer footballs which need repairing. I trust this repair work can be done at an early date.

Will you please send the bill to the Department of Physical Education?

Sincerely yours,

Director of Physical Education.



October 1, 1937.

Mr. L. R. Freeburg,  
Lowe-Campbell Athletic Goods Co.,  
1509 Baltimore,  
Kansas City, Mo.

Dear Les:

I am very happy to have your letter of the 30th ultimo, and to know that you have sent the order for basketball shoes.

This courtesy from "The House that service built" is very much appreciated, I assure you.

The other day I talked to Mr. Campbell and Mr. Heinrich about the gym trousers, and I am rather anxious to get some action about them. I left the sample there at Low-Campbell's, which was to be returned to me. I also asked them to quote me prices on the outfit.

I would appreciate it if you could look into this and let me know what is to be done about the trousers, etc.

Thanks very much for your kind words about the basketball film.

Very sincerely yours,

FCA:AH

Director of Physical Education.



*"The House That Service Built"*

GEORGE C. LOWE, PRESIDENT  
D. KEEDY CAMPBELL, V.P. & GEN. MGR.  
LES R. FREEBURG, VICE PRES. & TREAS.

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NASHVILLE, TENN.

1509-11-13 BALTIMORE AVE.,  
**KANSAS CITY, MO.**

September 30, 1937

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

Dear Doctor:

As Mr. Campbell is in Chicago, I am acknowledging your letter of the twenty-seventh which evidently was delayed in mailing as it was not received until today.

At any rate the order for the shoes was received and shipment has already gone out - thanks a lot for this business.

I think the basket ball film is a knockout - in all sincerity I can say, too, that your part of it overshadows that of the other coaches.

Very cordially yours,

L. R. Freeburg  
LOWE & CAMPBELL ATHLETIC GOODS CO.

LRF/rw

*J Campbell*  
*Mr Heinrich*  
*copy - [unclear]*  
*cox*



October 6, 1937.

Mr. L. R. Freeburg,  
Lowe-Campbell Athletic Goods Co.,  
1509 Baltimore,  
Kansas City, Mo.

Dear Les:

We have received from Lowe-Campbell the gray trousers, gray shorts, and a gray gym shirt, and also the Rawlings samples that I left with Mr. Heinrich.

Mr. Heinrich must have been confused in my order, because I didn't even ask for a gray gym shirt. I was planning to use a white cotton gym shirt, but I wanted the gray trousers and a gray top coat with buttons. I would like to have the prices on these articles.

It seems to me there has been quite a delay in getting this stuff to us. We are trying to have a meeting with our majors to make a decision on this. It has taken as long to get this from Lowe-Campbell as it took to get the sample from Rawlings.

I am not endeavoring to give anybody a mean dig. Rawlings never built their reputation on the slogan "The house that service built".

With every good wish, I am

Cordially yours,

FCA:AH

Director of Physical Education.



GEORGE C. LOWE, PRESIDENT  
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1509-11-13 BALTIMORE AVE.,  
**KANSAS CITY, MO.**

October 2nd, 1937

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

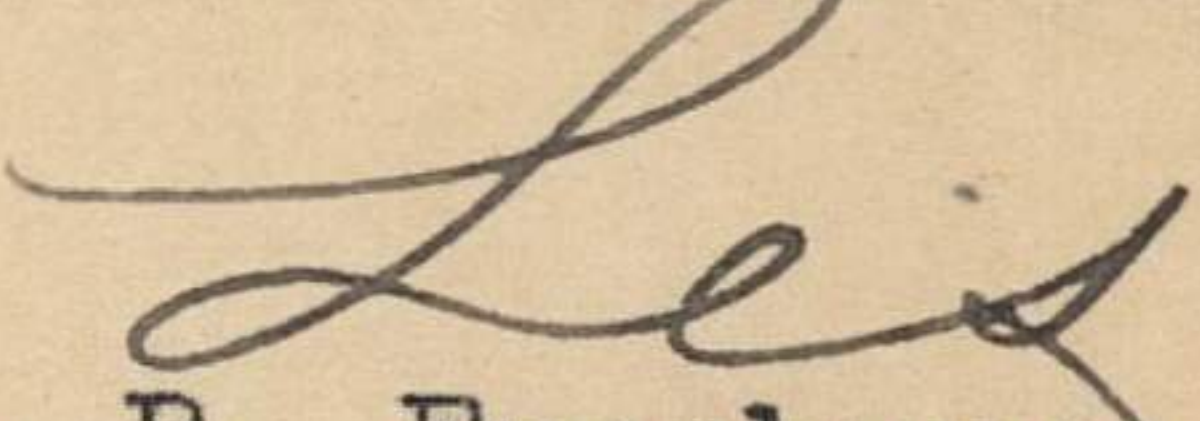
Dear Doctor:

I have checked with Mr. Heinrich with respect to the gymnasium trousers and he tells me that samples will be ready either today or Monday and that he will also have definite price information figured.

I will hold out your letter and follow through on this Monday to make sure the matter is not overlooked.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS CO.

  
L. R. Freeburg  
Vice-President

LRF/rw



September 30, 1937.

Mr. Paul Fairhurst,  
Lowe & Campbell Athletic Goods Co.,  
1509 Baltimore,  
Kansas City, Mo.

Dear Mr. Fairhurst:

We are sending through today an order to Lowe and Campbell for four pairs of Official Horseshoes, No. W272, priced at 80¢ per pair in your fall catalog.

Requisition No. 68145 should reach you within a few days from the University Business Office covering this order.

Sincerely yours,

Director of Physical Education.



GEORGE C. LOWE, PRESIDENT  
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1509-11-13 BALTIMORE AVE.,  
**KANSAS CITY, MO.**

August 19th, 1937

*not aus*

Dr. Forrest C. Allen,  
The Inn,  
Dickinson County, Iowa.

Dear Doctor:

Your letter of the 17th to Keedy was opened by me as he is in the east on a business trip and will not return until after September 1st.

Karl Royer is also away on his vacation but he is due back next Tuesday so it is likely that he and I both will be here when you come in to do your stuff in the basketball picture.

It has been terribly hot here for the past several days but it looks as though we might get a break today as it is cloudy and threatening rain. I can assure you though that it will not be necessary for you to bring your long-legged underwear with you when you come down next week!

Best regards.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS CO.

*Les*  
L. R. Freeburg - Vice Pres.

IRF:BK



September 27, 1937.

Mr. D. Keedy Campbell,  
Lowe & Campbell Athletic Goods Co.,  
15th and Baltimore,  
Kansas City, Missouri.

Dear Keedy:

Yesterday I made arrangements with the business office of the Athletic Association to order some basketball shoes.

Frank Mandeville was in and he took the order, and also made arrangements regarding the four pairs of shoes that were consigned to me on memorandum. I am sure everything has been cleared up regarding the basketball order on shoes.

Incidentally, I want to thank you for your kind letter regarding the basketball film. I am very anxious to see the film in the near future, and will let you know my reaction.

With every good wish, I am

Sincerely yours,

FCA:AH

Director of Physical Education.



GEORGE C. LOWE, PRESIDENT  
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1509-11-13 BALTIMORE AVE.,  
**KANSAS CITY, MO.**

September 24, 1937

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

My dear "Phog":

Yes, I saw the basket ball film and talkie and I thought it very fine indeed. I believe that it is something that will go over splendidly with the schools.

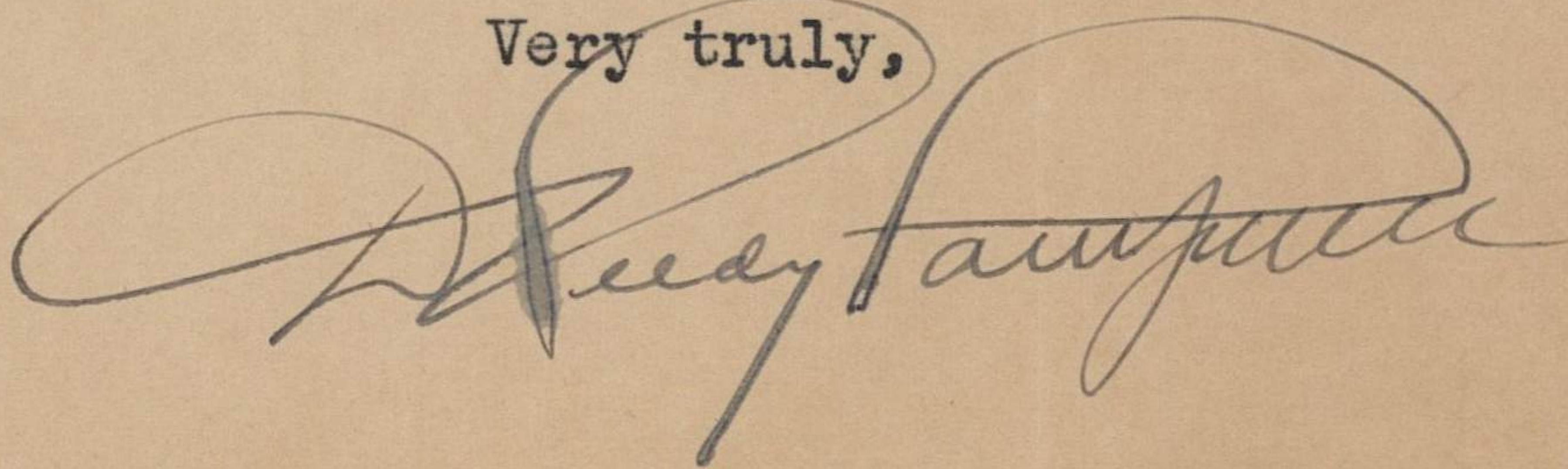
I was surprised and quite delighted at the way you and the other five coaches each put over his ideas. You all really did a fine job of it, and I am not throwing any baloney when I say that the concensus of opinion among our crowd was that your part of it was the best.

The performance put up by the Phillips 66 team we all thought was marvelous, and "Chuck" Taylor's part of it was a very fitting climax to the talks made by the coaches.

Now I am no expert at basket ball, at least present day basket ball, although I used to think I knew something about the game, and will admit I haven't kept on it. However, even though that is a fact I was very much impressed with the way the plays were executed and I am quite sure that the high shool basket ball coach and his players are going to get a wonderful amount of good out of this film and it really ought to go over in quite a big way.

Incidentally, I'd say it was no mean advertisement for you and for Kansas University, either. As I said, your part of it was splendidly done and I believe it is going to be well worth while to you and to the other coaches as well.

Very truly,



DKC:AM



September 27, 1937.

Mr. D. Keady Campbell,  
Lowe & Campbell athletic Goods Co.,  
15th and Baltimore,  
Kansas City, Missouri.

Dear Keady:

The Rawlings people quote a price of \$2.89 on those trousers, and Carl's sell them for \$3.50 to the students. The shirts are \$1.95 retail, and \$1.50 Rawlings price to Carl's. They are also showing the crease in the long trousers at this figure.

Please let me know your reaction on those.

I enjoyed the visit with you.

Sincerely yours,

FCA:AH

Director of Physical Education.



September 23, 1937.

Mr. D. Keedy Campbell,  
Vice President,  
Lowe & Campbell Athletic Goods Co.,  
15th and Baltimore,  
Kansas City, Mo.

Dear Keedy:

The Calvin Film people phoned me last Saturday that they were showing the basketball talkie reel in your place at 4 o'clock that day.

I am writing you wishing to have you give me your very frank estimate of the film as it listened and as it looked to you. What good points and poor points did it have for an educational film? I will be very happy to learn.

Very cordially yours,

FCA:AH

Director of Physical Education.