

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.