

November 9, 1937.

Mr. Creed Joyce,
General Sales Director,
Lowe & Campbell Athletic Goods Co.,
1509 Baltimore,
Kansas City, Mo.

Dear Mr. Joyce:

Referring to your letter of November 6th regarding a purchase order #69874 for athletic equipment ordered by the School of Education, I find that only one item was received here at this office - one football. That has been turned over to the proper person. If the other items come here we shall be glad to see that the Department of Education receives them.

This order was for equipment for the Oread Training School, a high school under the supervision of the Department of Education. As you know, all orders for the Department of Physical Education should be addressed to this department at room 105 Robinson Gymnasium. The School of Education is room 103 Fraser Hall.

Very sincerely yours,

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

Nov. 6, 1937.

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

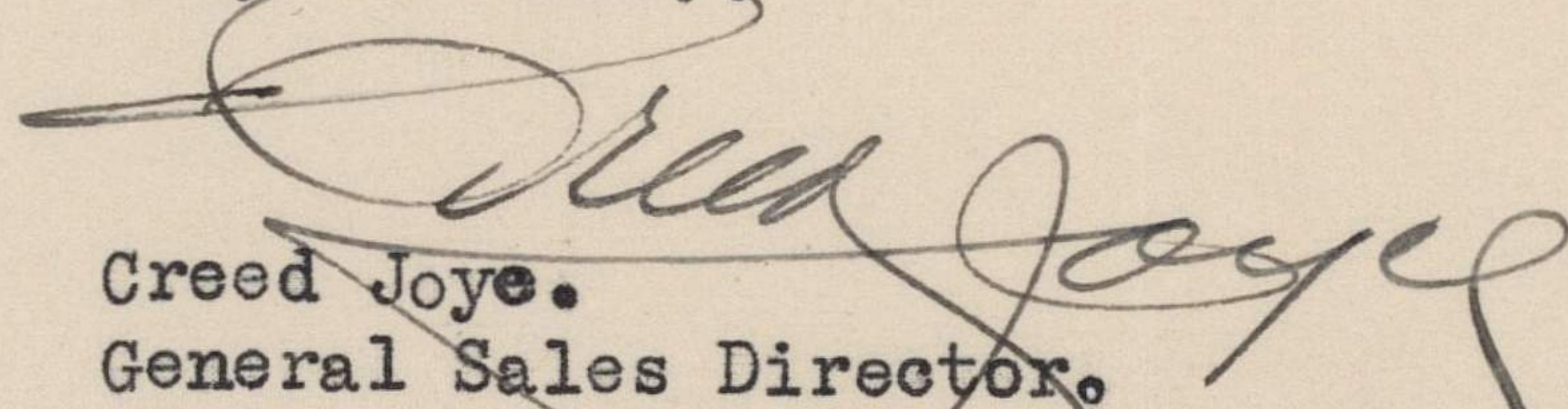
Dear Doctor:

I just checked up on orders which have been shipped to the University of Kansas and I find that on Sept. 24th we received a purchase order #69874 from Mr. J.A. Mermis, State Business Manager, for two of our #F106 Footballs; one #F571 Bag; one #M307 Horn; one #M366 Timer and twelve #V32 Gauze Bandages.

In checking the order I find it specified that shipment was to be made to the Department of Education; however, our order was written incorrectly and shipment was made to the Department of Physical Education.

We presume the package which you received contained these various items and we will appreciate it if you will see that this package reaches its correct destination. If we should change our billing on this or transfer the charge which has been made to the Physical Education Corporation, please let us know.

Very cordially,


Creed Joye.
General Sales Director.
LOWE & CAMPBELL ATHLETIC GOODS CO.

CJ:JP

October 26, 1937.

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

Dear Les:

Your letter of the 25th instant has been received this morning. It is fine of you to send six Field and Court Dimension Charts, as well as the six Activities Calendars. I am sure we shall find good use for these, and we greatly appreciate your thoughtfulness.

I received the warmup suit yesterday, and it certainly is swell. Thank you very, very much.

Cordially yours,

Director of Physical Education.

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

October 25, 1937

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

Dear Doctor:

Your request for the Field and Court Dimension Charts has been received and we are very happy to send these to you.

In today's mail we are sending six of these charts and we are also including six of the Activities Calendars, which may serve some useful purpose in some of your departments.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS CO.

Les
L. R. Freeburg
Vice-President

LRF/rw

October 22, 1937.

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

Dear Less:

We should greatly appreciate receiving
two or three of your Field and Court Dimension
Charts which are described in the September issue
of The Coach, if you can spare that many.

Very sincerely yours,

eh

Director of Physical Education.

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

October 11, 1937

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

Dear Doctor:

There will certainly be no hard feelings if we do not get the order on the gym clothing - certainly if Rawlings, or any other company, have better qualities to offer at comparable prices, we will be the last ones in the world to criticize a buyer for favoring them with his business.

We follow the same system in our own buying - other things being equal, we favor our friends, but price and quality are the two determining factors when it comes to placing the name on the dotted line.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS CO.

Les
L. R. Freeburg
Vice-President

LRF/rw

October 13, 1937.

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

Dear Les:

I have just had a letter from T. L. Chisholm, of Talon, Inc., Meadville, Pa., stating that he had written Lowe-Campbell asking them to make up a warm-up suit for me the same as I ordered through your firm along in 1920 or '21.

I would like a small pocket on the left hand side of the jacket with a zipper to close the pocket, and I would like a hip pocket in the trousers with a zipper. I have started basketball practice, and would appreciate it if your firm could get that out to me at your earliest convenience.

I am writing you, knowing that you will have them take care of this without any delay.

I thank you for the same.

Very sincerely yours,

FCA:AH

Director of Physical Education.

October 12, 1937.

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

Dear Les:

Thank you so much for your good letter of the 10th instant explaining to me the flannel situation.

The only reaction that I had came from Carl's Clothing Store. Mr. Owen Carl looked over the two sets of samples and it was his statement as a clothier that the flannel of Rawlings was much superior to the one of your make. That happened to be my opinion after looking at the two sets of garments. The Rawlings garment looked much more like a woollen than your garment did. The Lowe-Campbell garment looked harsh and unyielding, while the Rawlings garment looked more soft and pliable.

I think the procedure will be to permit the students to choose from the two garments, and order the one that they like the better. The retail price is the same, so while I was endeavoring to do the best I could for Lowe-Campbell, it will be up to the individual students to make the selection.

We are having a meeting of our Physical Education majors very soon, and they will doubtless make the decision.

I want to thank you, Leslie, for your kindness in following through on this, because I am now fortified with all the information that any individual could possibly have under the conditions.

With every good wish, I am

Sincerely yours,

FCA:AH

Director of Physical Education.

10 H



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

October 11, 1937

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

Dear Doctor:

Since writing to you earlier in the day I have checked with Arno regarding the quality of the sample gym trousers.

Not by way of argument at all, but merely for the purpose of information, I am giving you the following particulars: the Rawlings trousers are made from a material which Arno identifies as Libby-Hoff Flannel, and in this particular grade it consists of a cotton warp with a shoddy fill.

The material used in the samples which were made in our factory was a Dodge-Davis Flannel, which in this particular grade is a cotton warp with a mixed shoddy and live wool fill. The main difference, therefore, is that the Dodge-Davis has some live wool in the goods while the Libby-Hoff does not.

The present market quotations on the Libby-Hoff in this particular grade is 95¢ a yard - the Dodge-Davis is \$1.05 a yard.

Arno also contends that there is a decided difference in the pattern and he suggests that you try on both of the samples and compare the fit. He says he tried on the Rawlings samples on one of his boys here in the factory and that he noticed the same tendency which is common in all trousers of low priced construction - the legs will twist.

There is a difference in the workmanship all the way through which would probably account for a 20¢ differential per pair on the labor charges. This is something, of course, which cannot be definitely determined, but Arno at least puts it forth as a conservative guess. This doesn't mean that Rawlings use a cheaper class of labor than we do but that there is that much difference in the character of workmanship.

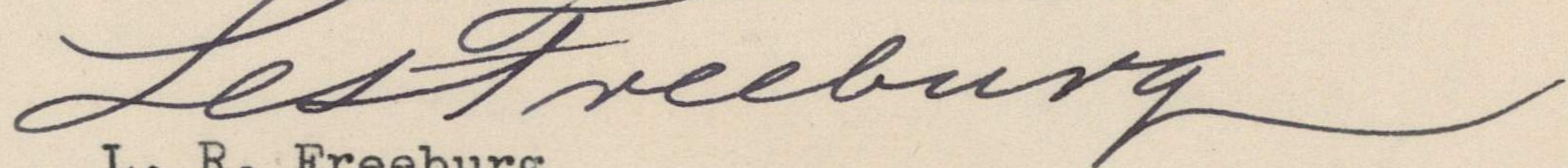
I am enclosing two pieces of flannel - one of these - the white one - is a Libby-Hoff in the same grade as the sample made by

Page Two.

Rawlings - you will notice on this piece that a little friction will cause it to fuzz up noticeably. The gray piece of flannel is of Dodge-Davis manufacture in exactly the same quality as the sample trousers made in our factory. This is in the Oxford or steel gray - possibly in the blue gray it would show up decidedly better.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS CO.

A handwritten signature in cursive script, reading "L. R. Freeburg". The signature is written in dark ink and is positioned above the typed name and title.

L. R. Freeburg
Vice-President

LRF/rw

October 14, 1937.

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

Dear Keedy:

Thank you so much for your good letter of the 13th instant. I have a little surprise for you, however, in regard to the flannels.

We had a staff meeting yesterday of our entire department, both men and women - about 12 in all - and I asked them to sit in and discuss the majors uniforms before we submitted it to the students.

The most surprising thing to me, and I might say it made me happy, was that they picked the Lowe & Campbell pant as the one that looked much the better. I agree with everybody that the flannel in the Rawlings pant looked better and is of better material so far as woollens go. Expert clothing men who handle clothing have all been unanimous in picking the Rawlings flannel, and personally I would pick it, too.

Perhaps the fact that your pant had a good cut and style to it, and the fact that the seams were stitched in made a very classy looking garment.

So the staff unanimously, or nearly unanimously, picked your trousers. The next thing will be to submit the garment to the majors in physical education, which will be done very soon, and frankly, I am looking to see them pick your garment. This relieves me of a responsibility and a criticism that might come to me because I naturally favor your firm on account of guaranteed quality and an instant response to adjustment of anything that is out of line.

With very few exceptions, Lowe & Campbell have always delivered the goods not only on time but just a little ahead of our schedule.

I say this in view of the letter that I wrote Les about this garment, as I have been pressing strenuously to get this before our majors. I even made a special trip, as you know, down to Kansas City to talk with you when I brought along the Rawlings garment. I have so much confidence in you and your firm that my first thought, when I am in any dilemma, is to consult you people for advice. And since we are just starting this majors setup in physical education I wanted everything to be at its very best.

The type of letter that you have written shows that you are willing to get the business on your merits rather than any personal or friendship pull. And this is most pleasing to an individual who is advising other people to spend their money.

Thank you, Keedy, for your fine letter.

Very cordially yours,

FCA:AH

Director of Physical Education.

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

October 13, 1937

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

My dear "Phog":

I have just read your letter of the 12th that you have written to Les Freeburg. I am sorry we could not duplicate the flannel offered you by the Rawlings Manufacturing Co.

Personally I agree with you that the flannel they used in their garment had a better appearance than the one we presented to you. I really believe this situation is about as follows:

You wrote to Rawlings for these items and probably they were told about how many you would need. They may have had a small amount of this flannel in stock that they were willing to use up on this order of yours, as they didn't have enough of the material maybe to list in their catalog. We often run into situations of this kind ourselves.

They accordingly made these garments up and made a good price on them because the stock on hand was more or less of a remnant.

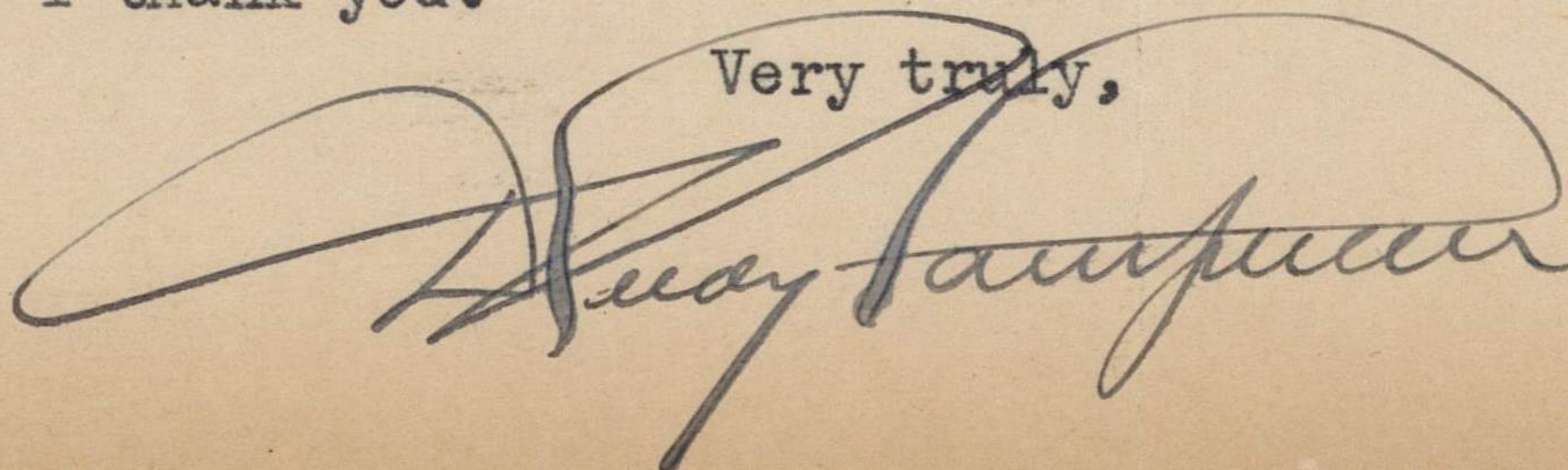
Actually, I believe if you picked the thing to pieces or rather if we had it done by experts, they would tell us that so far as quality is concerned our flannel was as good or better. As Arno points out, the Rawlings' flannel is "fulled" and has considerable shoddy in it; however, this can be ironed down and made to look very good.

I just want to say, though, that I appreciate your giving us this opportunity to get this business; and I think it is just a little piece of unfortunate bad luck that we cannot meet the situation. There is always a distinct advantage, I think, too, in the fellow who submits the first samples in a situation of this kind.

I think your answer to the matter is O.K., and that is let the students select what they like best, although I don't think there is a chance in the world of our getting the business because I think if I were the student I'd pick the Rawlings' flannel, too.

Just the same, I thank you.

Very truly,



DKC :AM

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

ARNO F. HEINRICH, V.P. & FACY. SUPT.
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1509-11-13 BALTIMORE AVE.,
KANSAS CITY, MO.

October 15, 1937

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

My dear "Phog":

I must admit I was surprised at your letter of the 14th but naturally very much pleased. When I started my letter to you the other day I thought at first I would go into a rather lengthy discourse on this material proposition; but while dictating it decided to change my tune.

Now, however, that you tell me that the order is coming our way anyhow, I am going to make just a little further explanation of this material business. In the first place, Arno Heinrich has been handling flannels now for more than fifteen years--that is, flannels of this particular sort, such as we use for athletic purposes. He knows his stuff, and I'd be safe to say that he knows it better than Mr. Carl would who runs a clothing business and sells an entirely different type of material.

On outside appearance, the Rawlings' flannel did look better but, as Arno pointed out to me, the warp of the material had a shoddy wool worked into it. Shoddy, you know, means the short fluffy part of the wool and not the long strands which insure wearing quality.

Another thing about the Rawlings type of flannel is that after being worn it will fluff up and have a much rougher appearance, whereas our harder finish goods will look just the same so long as the garment lasts.

Arno also brought out the fact to me that he has tried this Rawlings pants on one of his boys and he didn't think much of the fit, and that he knew ours was a better pattern; but in view of the fact that you all felt the appearance was so much better, I didn't dwell on this subject, either. I am glad to note that you found that our pants did have the better fit.

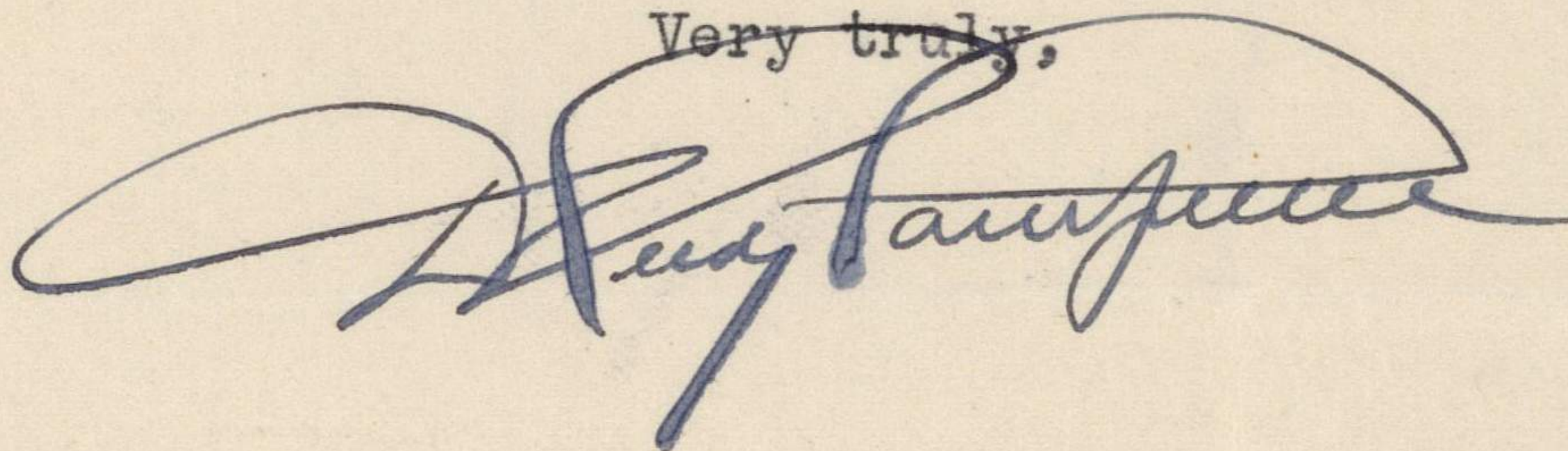
Well anyway, I want to say again that I do appreciate your efforts in our behalf. Now I thought when I dictated the above that the final choice had been made on our pants, but I see further down in your letter that it must now be submitted to the boys themselves.

#2.

Therefore, as I have written this letter I'll let it stand; and if you want to put forth any of these additional arguments that I have advanced, we naturally will appreciate it.

If and when you send us the order on these, please mark on it for Mr. A. F. Heinrich's attention. Then it will go direct to him and he will know all about it.

Very truly,

A handwritten signature in blue ink, appearing to read "Henry Lawrence". The signature is written in a cursive style with a large, sweeping initial "H" and a long, horizontal flourish extending to the right.

DKC:AM

October 18, 1937.

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

Dear Keedy:

In the last statement mailed me by Carl Royer I notice several sheets that heretofore have had big sales on the Phog Allen Basketball showing no sales at all.

I would like to drop in and talk to you and Carl on some angles of this situation. I recognize that most of the contracts are out, but with the making of this new film and the publishing of the new book which, in my opinion, is even better than what you say about the film, I believe that we are going to be very definitely in the foreground of the first group of coaches in the country. You will excuse any modesty that I might project too far ahead.

Our freshman prospects are the best this year that have ever been here since I have been here.

Very cordially yours,

FCA:AH

Director of Physical Education.

October 18, 1937.

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

Dear Keedy:

It just occurred to me that I should pass on to you a tip.

Glenn Oatman, captain of our varsity golf team last year, and a K. U. graduate, is without a position, but Spalding's have been definitely in his going on the road for them. Oatman is a Lawrence boy and one of the most popular boys that has been on the Hill.

This is written in entire confidence, but Charles Alyward, the vice president of the Columbia National Bank, has talked to him about his going with the Columbia people.

Glenn Oatman has wonderful friendly connections here in Lawrence. Mr. Irving Hill, the president of the Lawrence National Bank, and other outstanding business men are strongly behind Oatman. He is a graduate of the School of Business, specializing in finance.

It just occurred to me that Lowe-Campbell, Wilson-Western, or some of your eastern connections could possibly use this chap in a way that would be reciprocally beneficial.

I have known Glenn Oatman from his grade school days, and I am interested in him. Will you personally, as a favor to me, study the whole proposition thoughtfully, and write me? Oatman wants a job, and although the Spalding people have discussed with him a tentative possibility of going with them in the spring, there is nothing definite.

I will appreciate any very earnest counselling you do in Glenn Oatman's behalf. He is helping us with our University golf course, and making trips to nearby cities, but this boy wants a steady job, and I know he will go places. Any favor extended to Glenn will be a personal favor to me.

If you would like to have him drop in some time to talk with you I know he can make arrangements to see you.

Very sincerely yours,

FCA:AH

Director of Physical Education.

October 18, 1937.

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

Dear Les:

I wish that you would hold up the work on the coaching outfit until you hear from Mr. Chilholm. I have written him today, and am very sure that the order will come in soon.

Last year when he was here to borrow the sweat outfit I think that he called on your Mr. Heinrich or Mr. Royer to get all the data on the make up of the suit that was made along in 1928 or '29, instead of 1920 or '21.

You will have no difficulty in getting specifications, because Mr. Chisholm has all the data. Thank you, however, for writing.

Sincerely yours,

FCA:AH

Director of Physical Education.

GEORGE C. LOWE, PRESIDENT
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LES R. FREEBURG, VICE PRES. & TREAS.

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

October 14, 1937

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

Dear Doctor:

Upon receipt of your letter of yesterday I checked with the boys here but I find that no information has been received from Mr. Chisholm.- of course this information may come in within the next day or so.

At any rate your letter mentions a warm-up suit that was made for you "along in 1920 or '21" - if it was that far back, Doc, I am sure we are going to have some difficulty in getting the specifications. We keep our files only for a certain number of years and that would be several years beyond the limit.

Do you want us to start work on the suit without waiting to hear from Mr. Chisholm?

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS CO.

L. R. Freeburg
L. R. Freeburg
Vice-President

LRF/rw

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

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1509-11-13 BALTIMORE AVE.,
KANSAS CITY, Mo.
October 16, 1937.

N.

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

Dear Dr. Allen:

We will be very glad to add the members of your physical education department to our mailing list for "The Coach" and will see that they receive it regularly.

Thanks for your thoughtfulness in sending these names to us.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS COMPANY

By

Marion Miller
M. H. Miller, Editor "The Coach"

MHM:LR

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

October 16, 1937

J

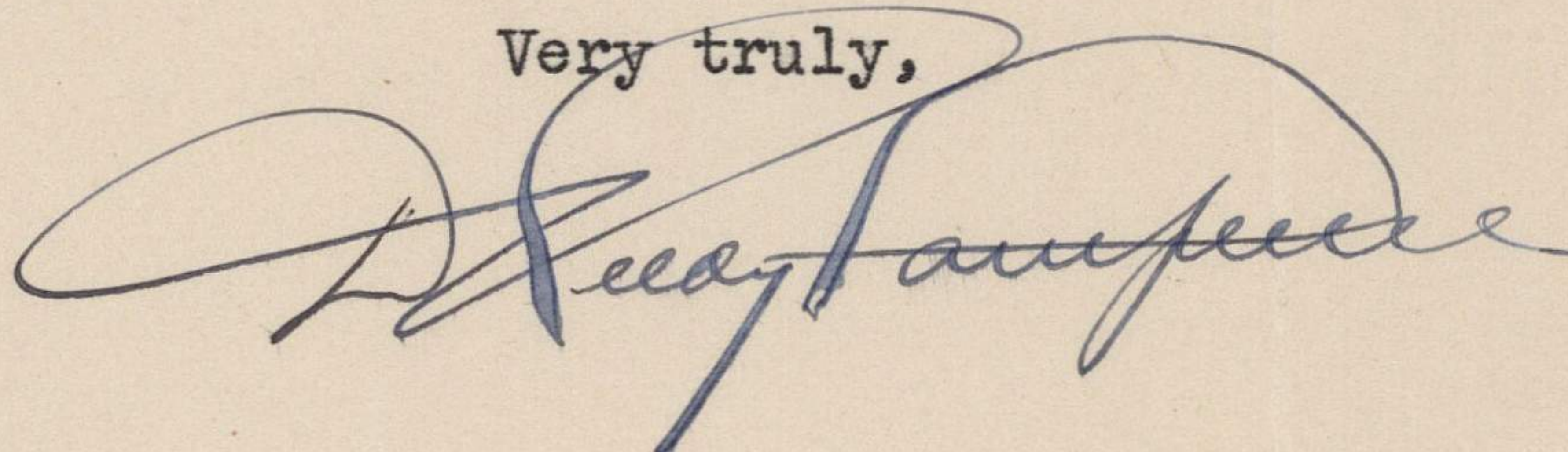
Dr. Forrest C. Allen,
University of Kansas,
Lawrence, Kansas.

My dear "Phog":

In reference to the sample coat I sent you yesterday and wrote about, we have received the invoice and we are able to quote this to you at \$1.35.

However, this coat is not carried in stock so care must be used in ordering sizes if you decide you want them, and you must allow us about ten days for delivery.

Very truly,



DKC:AM

October 20, 1937.

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

Dear Les :

Thanks for your good letter of the 19th concerning Glenn Oatman. I realized that my letter might not strike a responsive chord due to the unseasonal angle of the inquiry, but I was happy to get your memorandum from your desk telling me that you have a place in your city department in which Glenn might be interested.

I am very sure that you will find him so. He is a swell boy, and not only will he give you a full day's work but there is a certain enthusiasm in which he goes about his work that you will like especially well. At least, I have found it so, and I have had him doing a lot of chores for me from his high school days on through the University.

I will recommend him without reservation or evasion. I am getting in touch with him and passing on the information that you desire. I am very sure he will be in to see you in a short while.

In regard to the order for the warm-up suit, I am very happy that Mr. Chisholm has sent it in and that the order is on the way. Thank you very much.

Sincerely yours,

FCA:AH

Director of Physical Education.

From the desk of—
LES R. FREEBURG

10/19/37

Doc - Since writing you
earlier today, I have
found out that we
have a place in our
city department which
Glenn A might be
interested. I'll be
glad if you will tell
him to come in at
once to see about it.

Les

GEORGE C. LOWE, PRESIDENT
D. KEEDY CAMPBELL, V.P. & GEN. MGR.
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1509-11-13 BALTIMORE AVE.,
KANSAS CITY, MO.

October 19, 1937

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

Dear Doctor:

Mr. Campbell has asked me to reply to your letter regarding Glenn Oatman as the hiring and firing is one of my headaches.

Your interest is appreciated a lot - I think it was mighty fine of you to pass along the tip and our only regret is that we do not have something definite to offer right now.

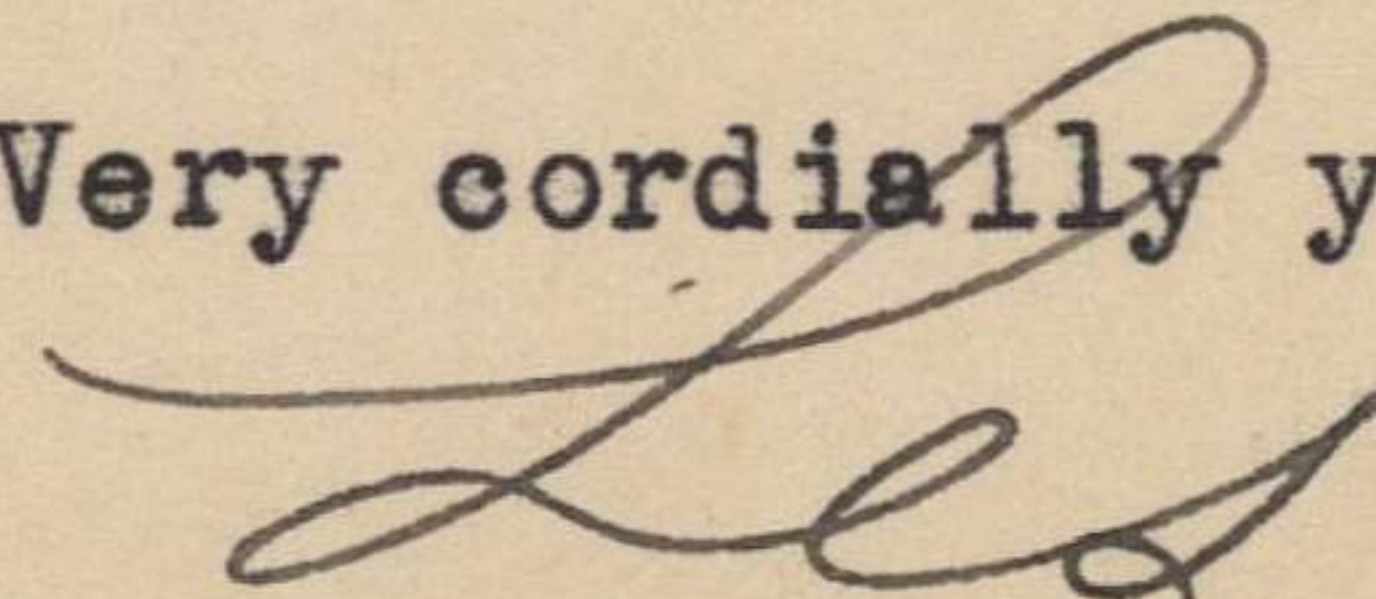
I have never met Glenn personally but I have seen him play golf - if he does everything as well as he plays that game he should be a valuable addition to any business organization.

We usually make our changes in the personnel of our sales department along in the summer, when we are getting ready for the fall rush. We are usually pretty well set by the first of September to go through the entire school year.

I am enclosing an application blank and I will appreciate it if you will hand this to Glenn and tell him to fill it out and mail to me at his convenience. I would also like for you to suggest to him that he drop in to see me the first time he is down this way - something may open up in one department or another which would enable him to get a start.

Now, on another subject - I am glad to tell you that Mr. Chisholm has sent in the specifications for the warmup suits. He sent us a photostat copy of the original order and we have already sent this on up to the factory with the additional specifications given in your last letter.

Very cordially yours ,


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

LRF/rw
Encl.

October 20, 1937.

Mr. D. Keedy Campbell,
Lowe & Campbell Athletic Goods Co.,
1509 Baltimore,
Kansas City, Mo.

Dear Keedy:

I will follow your directions concerning the matter of addressing the ball to Karl Royer. There is only one at the present time because we only blew up six to start with and the ball that went bad had not been used six days.

So I am glad to have your angle and if any more go bad we will send each one of them to Karl Royer so that he can see them.

I just checked up with Mr. Falkenstien, and he said the ball had not been sent in as yet, but he will send it right away.

I want to explain our procedure so that you will know the modus operandi. Gwinn Henry, of course, is Athletic Director, and Earl Falkenstien is financial secretary and bookkeeper. All stuff clears through the Athletic Office. In my position as basketball coach it is entirely logical and advisable for me to pass on such friendly criticism as I can to you concerning these defective parts. I am doing it, of course, for the criticism that you can avert by correcting such things. But the ball will be sent from the Athletic department, and of course instructions will come from them, but this is just a friendly and helpful correspondence, I hope.

I will be glad to drop in and have a talk with you regarding the basketball situation as concerns Lowe-Campbell and ourselves. There are several angles that I want to talk with you about.

Think nothing about my interest and desire to pass on to you and your firm any little business that might come your way. In my position now I can do a lot more for you and your firm than I

could in my other position. I do this because you give better service than other firms and you are always ready to make things right if anything should go wrong. I want to make this explanation so that you can see that I am in a much better position than I was before because everybody had to be treated exactly alike with no preference shown. Now, I am in a different position, and it is my business.

I like the coat and in the next week I am going to meet the physical education majors and have a definite decision. Some of the boys are now out contacting the physical education majors getting a promise of the boys through the local clothier here. They will, of course, order through you if your uniform is adopted, and I am very sure from all indications that will be done. The boys will pay for their own uniform, so it is not a departmental matter that concerns the state. For that reason we can be free to express our preferences without any administrative quirks that might come if the state were paying the bill.

Sincerely yours,

FCA:AH

Director of Physical Education.

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1509-11-13 BALTIMORE AVE.,
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October 19, 1937

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

My dear "Phog":

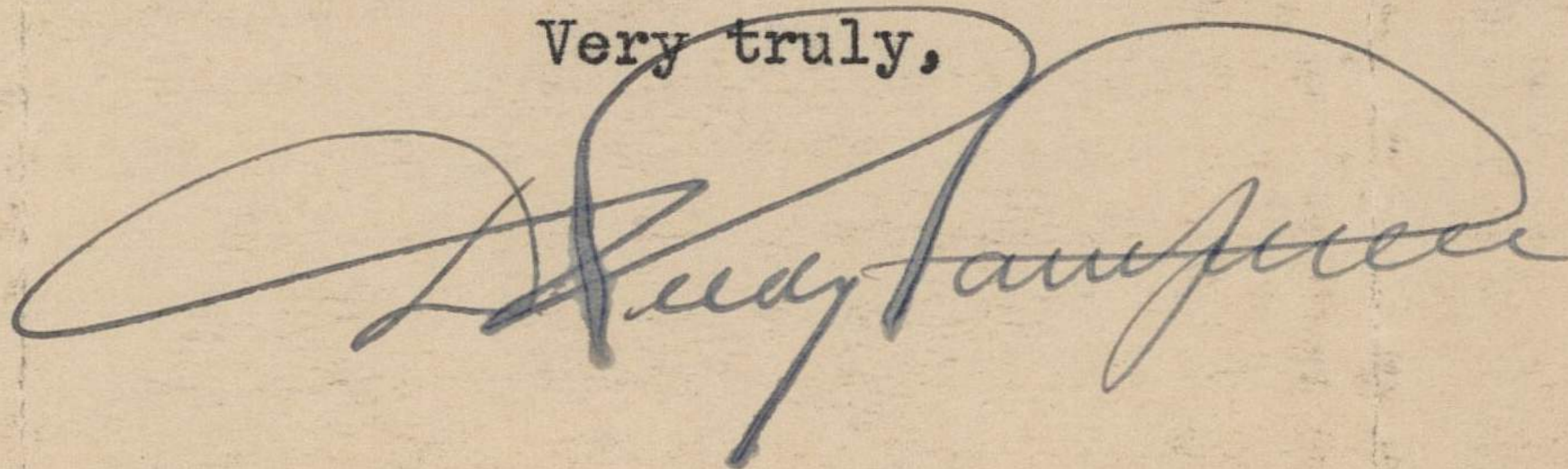
I have just shown your letter of the 18th to Karl Royer in which you mentioned that some of the basket balls are ripping. We are unable to account for this and can say truthfully that we have had no similar complaint.

We suggest that these balls be sent in immediately so that we can investigate and find out if possible what is the trouble. In sending them, please address them personally to Karl Royer so he'll be sure to see them, and drop him a note at the same time.

I also note your letter of the same date concerning your name on the basket ball, and I am sure it will be better for us to talk this over rather than to try to correspond about it. We will be glad to have you stop in at any time and we'll dig into the matter further.

I again want to thank you for your interest in our behalf concerning the garments we have been corresponding about recently. Hope the coat I sent may meet with your approval.

Very truly,



DKC:AM

October 8, 1937.

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

Dear Les:

You know I was just kidding. I say things but I do not want any sting to be in them because I miss so many details that I always try to be human when something like that happens. It is perfectly all right.

I want to thank you for getting action, Les. You certainly did the job.

Thank you for ordering the coat. I wanted to set this whole thing up before the physical education majors so they could see the entire picture. Being able to sell a thing depends a lot on the first appearance of the thing.

Les, you are a good sport, and I thank you for your breezy epistle.

However, I do hope the quality is a little nearer in line of competition than the shorts and longs are.

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.

October 7, 1937

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

Dear Doctor:

If I have anything to say about it, the "House that Service Built" stuff will be soft pedaled from here on out!

I tried my best to find out just what happened in delaying your order for the samples and so far I haven't even received a good alibi. This is just between us, but my hunch is that the matter was entirely forgotten about upstairs until you wrote in your reminder to Mr. Campbell - that was the first I knew anything about the matter at all and I would not have known about it then if he had not been out of town and his mail was placed on my desk.

I certainly do not blame you in the least for your impatience - even after I got in on the thing and tried to stir up some action, promises were made to me which were not kept. It seems to have fallen to my lot now to carry on the correspondence on a subject which I know nothing about.

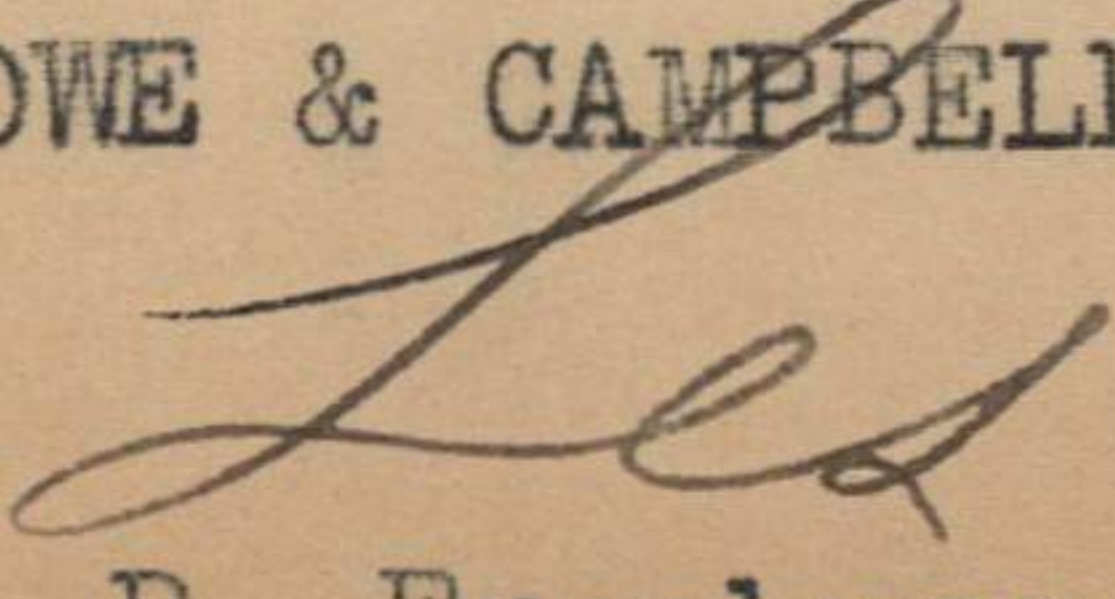
For example, I did not know anything about a coat at all until today, and I find out now that this has been ordered special from an outside factory. We have hopes of an early delivery but I will tell you frankly that the order was not placed until last week.

Now if anyone says anything about the "House that Service Built" you are entitled to more than a snicker - you are justified in a horse laugh!

We will send you the sample coat and complete price information as soon as we get the coat - and that should be only a matter of days.

Very cordially yours,

LOWE & CAMPBELL ATHLETIC GOODS CO.


L. R. Freeburg
Vice-President

LRF/rw