

P

November 23, 1940

Lucky Tiger Manufacturing Company
Kansas City, Missouri

Gentlemen:

For more than fifteen years I have been a consistent and an ardent user of your Lucky Tiger hair tonic. I first started educating my sons to the use of this tonic and then my daughters developed some dandruff and I sold them on the idea. I purchase from four to six bottles a month. However, something has happened that has cooled me off considerably.

I did buy the twelve ounce bottle. For several years I have been buying this from the Crown Drug Store. For a while you put a leader on sale together with the tonic and that was your Magic Shampoo Soap, for the same price as the tonic. I have never used the shampoo, but noticed in the last package I bought that your bottle has shrunk from twelve ounces to eight ounces. That is a 33 1/3% increase, which makes it all out of reason. Certainly there is no consistent reason why such a radical drop should be made in the size of your product. Alcohol for scientific purposes and other drugs can not justifiably account for such a change.

Many firms and corporations are taking advantage of this situation and have hiked the prices already, and, so far as I am concerned, if you can not give a better explanation than I have heard, I certainly will not continue to use your product because I think you are either taking advantage of the situation or adopting unfair tactics.

Very cordially yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg:mln

A

November 27, 1940

Mr. J.H. Welsh
Lucky Tiger Manufacturing Company
Kansas City, Missouri

Dear Mr. Welsh:

I acknowledge receipt of your favor of the 26th instant and I appreciate the fact that you delved very deeply into the Lucky Tiger "Both - 69¢" Deal.

After I received your letter I called the Crown Drug store and asked if I could buy your former regular sized 12-ounce Lucky Tiger Hair Tonic which listed for \$1.00 but sold at cut rate for 70¢; they said they had none in stock, only the combination 8-ounce "Both - 69¢" Deal.

I certainly am not questioning your right to do business as you see fit but as I told you, for 15 to 20 years it seems as if I bought great quantities of the Lucky Tiger Hair Tonic. At every barber shop I go to, whether in Chicago, New York or Lawrence, I insist on Lucky Tiger Hair Tonic. I have used for years the plain tonic without oil, but for the last year I have been using your combination with oil and like it very much.

When you sold the 12-ounce Lucky Tiger Hair Tonic I formerly bought the bottle without the Magic Shampoo, then for 79¢ you began putting the Magic Shampoo in with the Hair Tonic at the same figure. I think I have six or seven bottles of the Magic Shampoo which has never been touched, but I have used all of my Lucky Tiger Hair Tonic. The point that I am making is that I do not want to buy Magic Shampoo. I would accumulate enough of it through the year to take a bath in it. I do use the Lucky Tiger Hair Tonic and this is the question that I am asking you: do you sell the 12-ounce Lucky Tiger Hair Tonic without the Magic Shampoo? That is the thing I want to buy and I do not care for the shampoo even though it is given to me.

I might say, however, that it is a fine piece of goods and my daughters are very enthusiastic about it, but they never wash their hair enough to get rid of all the accumulated stock I have on hand. I notice that you did not answer this point and maybe I did not make it plain enough so I am asking you if you are merchandizing the Hair Tonic separate from the Magic Shampoo.

Mr. Welsh

Page Two

Nov. 27, 1940

I appreciate the fact that you wrote your letter from a personal interest and I assure you that you and I have some very strong mutual friends. I assure you I am not questioning the individual merits of you, Mr. Welsh, but I am like any other buyer, I want to buy what I want and a fellow cannot give me something I do not want, even though it may be a good product.

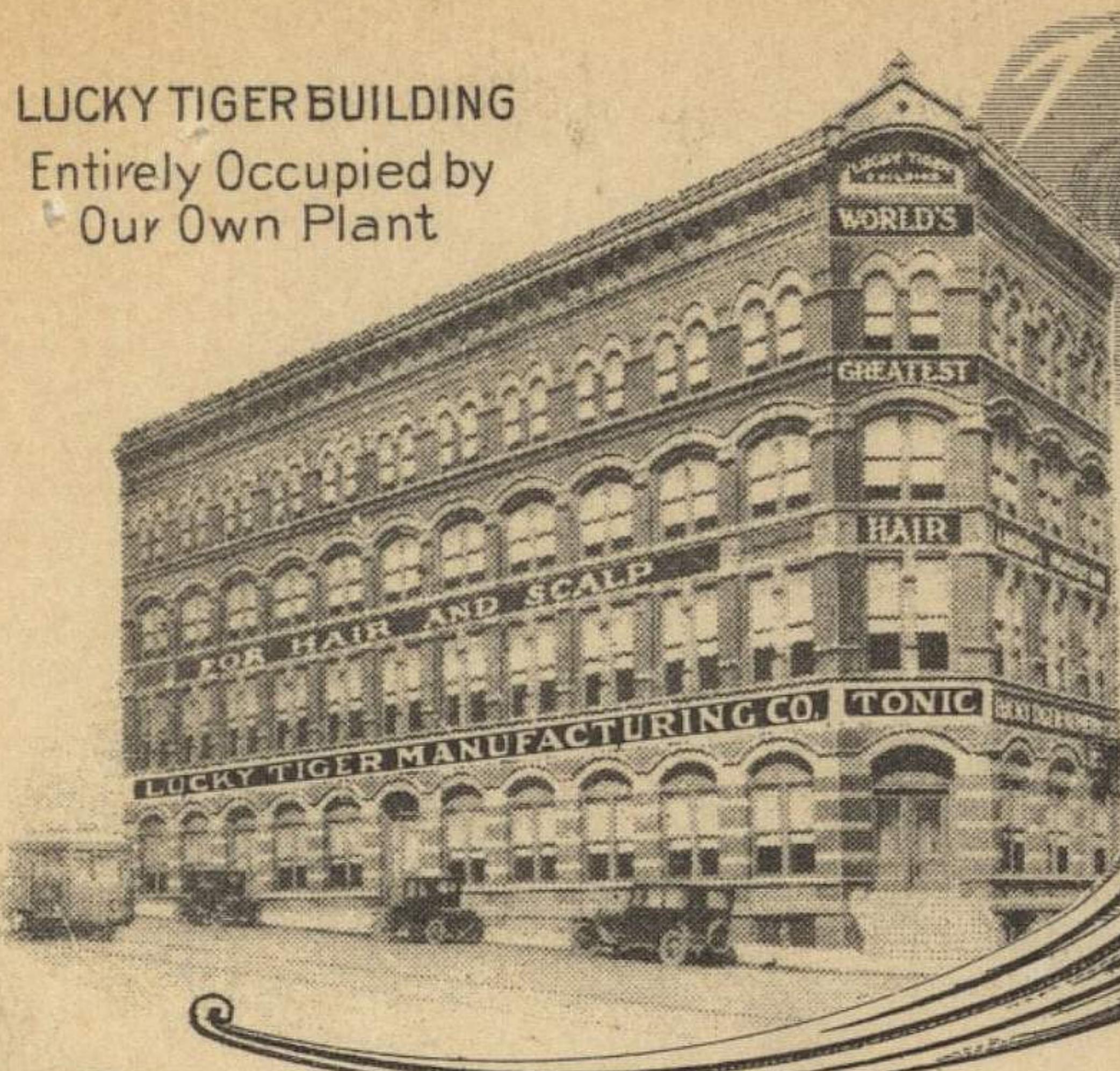
Thanking you graciously for your kindness, and assuring you that should your son come to K.U. we will welcome him here and do everything we can to make his stay here both pleasant and profitable, I am,

Very cordially yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

LUCKY TIGER BUILDING
Entirely Occupied by
Our Own Plant



LUCKY TIGER MANUFACTURING COMPANY



PRODUCTS

LUCKY TIGER HAIR TONIC
LUCKY TIGER MAGIC SHAMPOO
LUCKY TIGER OIL SHAMPOO
LUCKY TIGER HAIR DRESSING
LUCKY TIGER SKIN TONIC
LUCKY TIGER OINTMENT

SIXTH AND DELAWARE STS.

KANSAS CITY, MO.

November 26, 1940

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

Dear Dr. Allen:

We appreciate your letter of the 23rd and to have the opportunity to correct the erroneous impression that we are profiteering on our "Both - 69¢" Deal.

In the early Fall of 1939 we introduced a combination package made up of 1 - 12 ounce bottle of Lucky Tiger and 1 - 8 ounce bottle of Magic Shampoo and set up a Fair Trade Minimum Selling Price thereon of 79¢. This Fall we introduced a combination package made up of 1 - 8 ounce bottle of Lucky Tiger and 1 - 8 ounce bottle of Magic Shampoo and set up a Fair Trade Minimum Selling Price of 69¢ or 10¢ less than the 1939 combination.

The 1939 combination cost you 3.95 cents per fluid ounce of contents and the 1940 cost you 4.31 cents per fluid ounce of contents. This shows an increased cost to you of 3.6 mills per fluid ounce of contents. However, this was not increased profit to us for our labor costs have increased because of the Wage and Hour Bill, which Bill and the war have also increased our cost of cartons, labels, shipping cases and other items. The war has increased the cost of perfume oils and some other chemicals. To these increases we must add excise taxes 10%, corporation taxes, income taxes (if any net income is left,) State Taxes, City Taxes.

We do not know who told you we are profiteering on our 1940 special unit, but whoever suggested such a thing was wrong.

I have written this letter to you with a lot of personal interest for I have heard a great deal of you from some very good friends of mine in Kansas City, Kansas, where I live - Renz Edwards and Morris Briedenthal. Also I have a son whom I intend to send to K. U. in 1942. And, by the way, if you want to know what kind of folks we are, ask

P. S. HARRIS, PRESIDENT
J. E. GOAR, SECY.-TREAS.
CLAYTON E. GOAR, VICE-PRESIDENT
J. J. HARRIS, 2ND VICE-PRESIDENT

LUCKY TIGER MANUFACTURING COMPANY, KANSAS CITY, MISSOURI

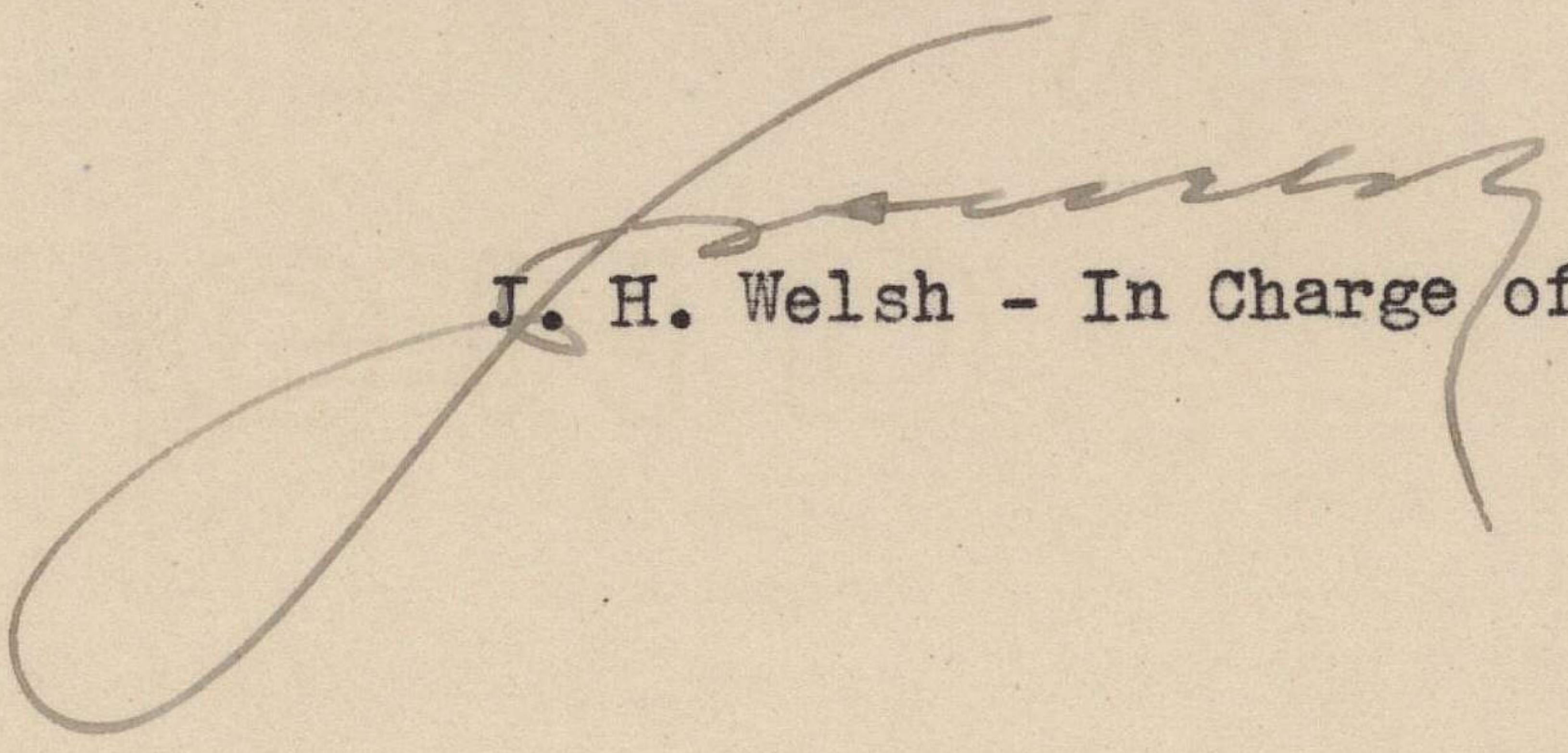
-2-

Professor R. Q. Brewster in the Chemistry Department, whom we know quite well.

I hope this explanation clarifies the situation, for we do appreciate every customer, and particularly a booster like you.

Very cordially yours,

LUCKY TIGER MFG COMPANY


J. H. Welsh - In Charge of Sales

JHW:SP

A

November 30, 1940

Mr. J. H. Welsh
Lucky Tiger Manufacturing Co.
Sixth and Delaware
Kansas City, Missouri

Dear Mr. Welsh:

You overwhelm me with your kindness and with your generosity. I assure you that I have no semblance of a chizzler. I had previously called the Crown Drug Company and asked them if they had the \$1.00 or 12 ounce size of Lucky Tiger with and without oil, and they said "no." I was only desiring to buy the thing that I had bought before, and when they had none, I supposed, perhaps erroneously, that the 69¢ deal of both the Lucky Tiger tonic and shampoo had gone out of sales circulation.

My secretary is not here today so I cannot refer to our previous correspondence, but in the first letter I endeavored to be conservative when I stated that I boosted your Lucky Tiger. From coast to coast I have gone in barber shops, and when they would try to sell me a certain shampoo or a tonic I insisted on Lucky Tiger, telling them that maybe some other brand might be good and they may have found it beneficial. For more than twenty years, yes, it seems to me nearly 30 years, I have used Lucky Tiger with marvelous results. I can remember when Fitch and Penaud was the rage and I did allow the barber to sell me these tonics and shampoos because they did state what wonderful effects they had with them. Then I would tell the barbers that by using this I would have an accumulation of dandruff and falling hair. I immediately would go back to Lucky Tiger and in less than two weeks all difficulty would be obviated. Perhaps it may be an idiosyncrasy, but I know that Lucky Tiger does the job for me, and having used so much with such splendid results you could not get me to use anything else.

I then started on my daughters. When they would have dandruff they would go to beauty parlors and they would try this and that with very little result. After much persuasion, I would beg them to use the tonic that I had on my dressing table, and if I kept after them they would report gratifying results.

I have had the same experience with my sons. The youngest one, Bob, who is a pre-medie, was bothered terribly two years ago with dandruff. His barber had been selling him on other ideas and I had the most difficult time with him of any of the children. I finally told him that if he would use it three times a week and did not get rid of the dandruff in a month that I would buy him a new hat. He followed orders and I did not have to buy him a new hat. He is as enthusiastic about Lucky Tiger as I am.

Mr. Welsh

Page 2

November 30, 1940

I have told you these things to let you know how enthusiastic I am about your products, and it was more from disappointment in not getting what I wanted than anything else. I desire to pay for what I want, but I cannot refrain from feeling like a "meaney" when you kill me with kindness and generosity.

I, too, am hoping that some of these days we may have the privilege of meeting, and I want to tell you now, the drings are on me.

Sincerely,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lw

LUCKY TIGER BUILDING
Entirely Occupied by
Our Own Plant



LUCKY TIGER MANUFACTURING COMPANY



PRODUCTS

LUCKY TIGER HAIR TONIC
LUCKY TIGER MAGIC SHAMPOO
LUCKY TIGER OIL SHAMPOO
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P. S. HARRIS, PRESIDENT
J. E. GOAR, SECY.-TREAS.
CLAYTON E. GOAR, VICE-PRESIDENT
J. J. HARRIS, 2ND VICE-PRESIDENT

SIXTH AND DELAWARE STS.

KANSAS CITY, MO.
November 29, 1940

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

Dear Dr. Allen:

Have your letter of the 27th and just finished talking to the Buyer at the Crown Drug Company asking him to be sure that the Crown Drug Store in Lawrence has the \$1.00 or 12 ounce size of both Lucky Tiger Hair Tonic Regular and Lucky Tiger With Oil in stock at all times. Both of these items retail, under our Fair Trade Price in Kansas, at 79¢.

Under separate cover I am sending you, postpaid, with our compliments, a bottle of each. I am also including in this package two jars of our Hand and Face Kreme, also two purse size bottles of Never-Tel, which I believe your daughters will enjoy using.

In the meantime, I have enjoyed this correspondence with you and hope that some of these days I might have the privilege of meeting you.

Yours very truly,

LUCKY TIGER MFG COMPANY

J. H. Welsh
J. H. Welsh - In Charge of Sales

JHW:SP

December 7, 1940

A

Mr. J.H. Welsh
Lucky Tiger Manufacturing Co.
Sixth and Delaware
Kansas City, Missouri

Dear Mr. Welsh:

I acknowledge with gratitude your kindness in sending me one bottle of the 12-ounce regular and one 12-ounce bottle of the Lucky Tiger Hair Tonic with oil. They have arrived and my entire family is enjoying the benefits thereof.

I also acknowledge receipt of the Never-Tel and the hand and face creme. Mrs. Allen and Eleanor will be very glad to try these, I am sure.

With thanks and appreciation, I am,

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

B

February 25, 1941

Mr. W. K. Leatherock
Perry, Oklahoma

Dear Mr. Leatherock:

I am a little tardy in acknowledging your kindness and courtesy to us when we were in Perry, Oklahoma on February 17.

Not only did I enjoy the very wholesome conversation that we had, but I also enjoyed getting back to a small town which I first visited in 1895. My grandfather was a circuit rider--a Southern Methodist minister, and I remember when I was a youngster of ten we visited Stillwater, Perry, and Pawnee. There were plenty of Indians in their blankets in those days, and I got quite a kick out of my early days' experiences in that town. What a change now in your progressive and hospitable town!

If you are ever in our part of the country, it will be a delight to have you and your family as our guests.

Again thanking you for your many courtesies,
I am,

Sincerely yours,

FCA:lg:mln

Director of Physical Education and Recreation
Varsity Basketball Coach

March 3, 1941

Mr. P. A. Lightner
Sports Editor, The Eagle
Wichita, Kansas

Dear friend Pete:

I am belatedly answering your good letter of February 14th and regret that the publicity caused you any unpleasantness.

Some time when I am Wichita which I trust will not be far hence, I will drop in and have a good talk with you. I do not know the Wichita angle; in fact, I imagine that I am about the poorest politician in the world, but I do want to have a talk with you because many people in Wichita have stated to me that you have taken a "crack" at me every time the door was open. Now I have never taken this grape-vine rumor seriously, but I have had many of my friends in Wichita come to me and say, "Pete Lightner sure pours it on to you every chance he gets."

This has not bothered me at all, Pete, and I assure you that when you and I sit down and talk things over, we will find much of this talk is like Mark Twain's death--greatly exaggerated.

If you happen to be in Lawrence in the near future, it will be a delight to see you. With all good wishes, I am

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FGA:mh

The Wichita Eagle

Morning, Evening and Sunday

WICHITA, KANSAS Feb. 14.

Dr. F. C. Allen,
K. U. Basketball Coach
Lawrence Kan.

Dear Friend:

I am inclosing a pair of clipping, one taken from the Beacon of Feb. 13 and the other from our Evening Paper of Feb. 14, the next day. The latter was written by our Evening Eagle sports reporter, Jimmy Armour.

You will note that Al Gebert passed the ball neatly to you in the controversy over a news story our evening paper felt it had been given a bit of a slight over.

I am sure I understand considerable of the situation as I have been on the paper for quite a time and a Kansan all my life. But the fact remains that Gebert in order to square himself with Armour, and to some extent with myself, (we are not pals by any means, that is Gebert and myself), passed the buck to you and made it appear like you were playing favorites around town.

I am sure you had no such intentions. I am also sure that we have a battery of 15 trunk lines and a 24 hour service. In other words, could it be that a phone call would have relieved all this little feeling over what was labeled a news favoritism?

Some time when you are here or I am in Lawrence I might give you a little more inside dope on the local angle, which I am sure you may have overlooked.

In the meantime, we are wishing K. U. the best of luck in your campaign and hope you can come back here next year, and make it an annual affair, under slightly difference circumstances.

J. A. Lightner
Sincerely
Sports editor
The Eagle

Thurs
Feb. 13

Exclusive Shockers To Meet K.U. Again

The universities of Wichita and Kansas will meet again on the basketball court next season, in Wichita, The Beacon learned in an exclusive interview with Dr. Forrest C. Allen.

The K. U. coach was in Wichita Wednesday afternoon and completed arrangements for the game. No date has been set, altho it is expected that the date will be sometime after semester examinations.

Allen was highly pleased with the reception accorded Kansas in the game this year, and told Wichita University officials that he was only too happy to return next season.

Friday Feb 14

Page Fourteen

North and East Cagers

EAST MUST HOP IF THEY ARE TO LICK EL DORADO

Strong Wildcat Cagers See Chance of Overtaking the Leading Newtons

El Dorado is hot after the lead in the Ark Valley league, and will be tough opposition tonight for the East high Aces when the two teams collide on the East playing floor.

East has had strong offense through most of the season, and will count on power to upset their touted rivals.

East has had an on-an-off season, with most of their victories coming when either Bill Ellis or Bill Jernigan, or both, were hitting the basket. When those two hot shots are off, the East team suffers accordingly.

Tonight they might win if both play well. El Dorado has a rangy team, complete with basket shooters, and fine guarding. They led Newton much of the way in a recent game between the two schools, and now see a chance to overhaul the league.

They will be going full out tonight, which means that the locals must match them stride for stride if they want to win.

HOPPE CERTAIN OF AT LEAST A TIE

Has Won Fifteen Out of Sixteen Matches

CHICAGO, Feb. 14.—(UP)—Willie Hoppe entered the final round of the world's three-cushion billiard tournament today certain of at least a tie for the championship he has defended through 16 consecutive matches.

Only his opponent in the final match, Jake Schaefer of Chicago, had a mathematical chance of taking the winner's share of the \$20,000 prize money and even that chance would depend on the outcome of a run-off match. Hoppe, working on a hurry-up schedule that has put him on the schedule every night since he returned to the table after a severe attack of influenza, has won 15 of his 16 matches. Schaefer has won 14 of 16.



SPY SERVICE — Thursday night we drove to Newton to see Bethel tangle with Kansas Wesleyan. The game was interesting all the way, but we used intermissions for a bit of spy work.

We searched for the secret and now are prepared to tell local high school officials what they should do to build winning teams in their institutions.

There was an admission to the game, but it didn't keep the kids away. In all probability they pooled their total resources to buy one ticket, and that kid opened a side door to let the others in.

But that's guess work and beside the point. The main thing was their action, and the fact that every kid in town was on hand.

Like soldiers before a general, the kids paid strict attention to all detail during the playing time. During time out and intermissions, they played mock basketball, using a hat for the ball, along the sidelines.

Kids old enough to talk, called rules infractions before the referee could get his whistle to his mouth, and one infant, not yet able to talk, pointed and squirmed in his mother's lap when a player committed a foul.

Social standing among youngsters there depends entirely on their ability to toss baskets. At the age of six, to amount to anything at all, a kid has to be able to hit eight out of ten shots from the center of the court.

Newton is high school basketball nuts. Even the players on the Bethel team were making wagers on the high school game tonight while they dressed for their game.

The interest of the older folks, who reserve their tickets during the summer for the winter cage activity helps greatly. But the fact that the kids start learning the game early, and keep at it for years, seems to be the biggest factor in the continued successes of their teams.

DIFFICULTY — Coaches here who shout in loud terms about their difficulty in coaching conditions, would run a temperature with the situation faced by Coach Otto Unruh of Bethel.

His school is building a new

PORTER'S CAP



BEFORE a crowd of 35,000 fans Anita Derby, romping home to a close third. Porter's Cap is owned

KANSAS-SHOCKER TILT NOT SIGNED

Gebert Says Athletic Department Not Contacted

Kansas and Wichita university may meet here again next year if Dr. Allen is agreeable, but the game has not been signed yet, and no one in the athletic department at the local school ask for or suggested such a game, Al Gebert, director of athletics, announced today.

"We have thought about the basketball schedule for next year," Gebert said. "If we could come to an agreement, we would like to have the game again, but we haven't thought about it. No one in this department has seen Dr. Allen since the night of the Kansas-Wichita game."

Supporters of both the Kansas and Wichita team, however, are highly in favor of a repeat performance if such could be arranged.

Before the game could be assured, the two schools would have to make the arrangements, and the arrangements would have to be given the O. K. of the athletic committee and the regents at the local school, Gebert pointed out.

July 23, 1940.

Mr. T. E. Lail,
Athletic Director,
Chillicothe Business College,
Chillicothe, Missouri.

Dear Mr. Lail:

I have your favor of the 20th instant and find that at the present time February 12th is not taken with a game or other administrative duties. So I will be glad to come on that date.

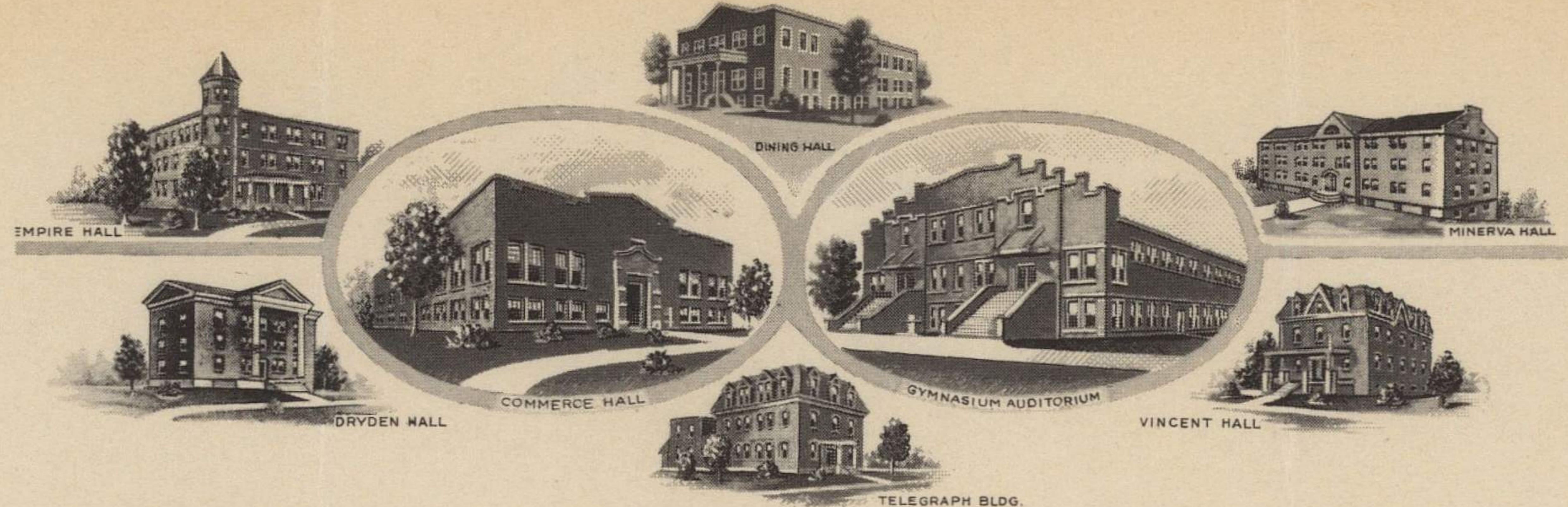
Congratulations on your fiftieth anniversary! It is something when an institution not only can keep alive but continues to expand over this long period.

Very cordially yours,

FGA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

ALLEN MOORE, President
ROY MOORE, Vice Pres.
P. E. NEWELL, Dean
EDNA B. BRYANT, Treasurer
NELLIE VOELKER, Correspondent
E. M. ROBERTS, Supt. Personnel
and Employment Department



I. W. LIVELY, Field Secretary
TED ADAMS, Field Secretary
W. Q. FARRIS, Field Secretary
T. E. LAIL, Athletic Director
ANNA HAWKINS, Alumni Secy.
W. S. FAVER, Superintendent
of Bd. Dept. and Dormitories

CHILlicothe BUSINESS COLLEGE

LARGEST PLANT IN AMERICA DEVOTED EXCLUSIVELY TO BUSINESS EDUCATION

CHILlicothe, Missouri

July 20, 1940

Dr. Forrest Allen,
c/o Kansas University,
Lawrence, Kansas.

My dear Dr. Allen:

Our college is celebrating its 50th anniversary this coming school year. As part of the commemorative program, we have set aside the month of February as athletic month. It is our plan to have four speakers, one on each of the Wednesdays in February. These programs are to be in our assembly hall and are to be held at 10:30 o'clock in the morning.

We hope to have on these programs one of the outstanding athletic publicity men of this territory, an outstanding football coach, basketball coach, and athletic director. I am very anxious to have you on the program as representative of the basketball group. I want you for two reasons--one is a personal reason and the other is that we recognize you here as the leading basketball coach in the United States.

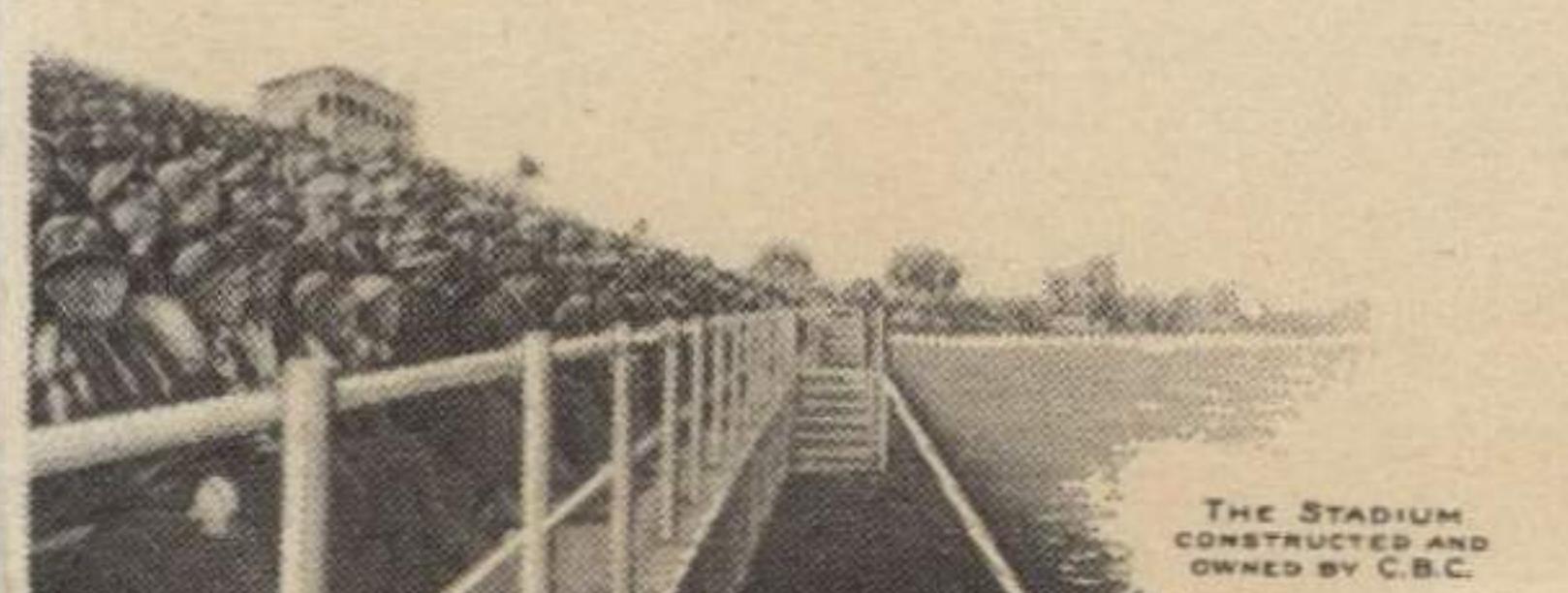
The dates on which we expect to hold these programs are February 5, 12, 19, and 26. I am placing you on the program tentatively for February 12. I know you will be busy with your basketball schedule at that time so you may have to shift to one of the other dates. I wish you would write me at your earliest convenience and let me know when you can accept this invitation and which of the four dates would be the most convenient for you to come.

Yours very truly,

T. E. Lail

T. E. Lail,
Athletic Director.

:MN



September 19, 1940

Dr. James L. Lowe
504 Commerce Building
Kansas City, Missouri

Dear Dr. Lowe:

I am enclosing copy of a letter I have written to Mr. Amos L. Burks, Junior College of Kansas City.

Mr. Burks has written to me asking where he might obtain help for his youngest son who has some sort of bronchial disorder. I have advised Mr. Burks to get in touch with you.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg
Enc.

October 7, 1940

The Lowe and Campbell Athletic Goods Co.
1509-11-13 Baltimore Avenue
Kansas City, Missouri

Gentlemen:

We are starting our practice drills and our basketball free-throw contest and I would appreciate it if you would send us a supply of the weight, record and basketball free-throw charts, as well as your field and court dimensions charts, to last us through our basketball season.

Thanking you, I am,

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

October 7, 1940

Mr. Elmer Lynch
Sheffield Steel Corporation
Kansas City, Missouri

Dear Mr. Lynch:

I desire to thank you very much for your kindness in cooperating with Mr. C.A. Fordyce when you were instrumental in giving Paul Turner a job this summer.

Paul is a fine boy, making a splendid record here in academics and athletics during his early freshman year, and the fact that you gave him a job enabled him to save some money so that he might attend the University of Kansas.

We appreciate your kind and friendly cooperation.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

October 10, 1940

Mr. Donald A. Lancaster
204 S. Rothsay
Minneapolis, Kansas

Dear Mr. Lancaster:

Your letter to the Registrar's office,
University of Kansas, has been forwarded to me.
Mr. Burt DeGroot, instructor in our Department,
is teaching and supervising equitation.

The horses now being used for our
equitation course are owned by Mr. Gale Mott
of the Mott Stables. A letter directed to him will
doubtless receive prompt attention.

Very cordially yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

Philip ad West
Philip ad you

Registrar Office
Kansas University
Lawerance, Kans.

Mineapolis, Kans.

10 / 8 / 40.

Dear Sirs:-

I am interested in knowing who I should contact in regard to the supervision of the riding acadamy of the University.

Not knowing where to acquire the wanted information, I thought perhaps the Registrar's Office may be able to furnish me the name of the person or persons to whom I should write.

My cheif interest with said person or persons is the sale of a very fine riding horse(gilding) to them, as I have knowledge of the academy loosing several horses by disease.

If your office can furnish this information; please send it to-

Donald A. Lancaster

204 S. Rothsay,

Minneapolis,

Kans.

I Remain

Donald Lancaster

October 10, 1940

Mr. Paul Fairhurst
General Sales Director
Lowe & Campbell
Kansas City, Missouri

Dear Paul:

This acknowledges receipt of your good favor of the 9th instant regarding the new Medart fan-shaped basketball backboards and goals. We have had about four different salesmen around here pressing for orders on this equipment, and the early bird has already come and got the worm.

You know, Paul, that lots of the salesmen think that I am too partial to Lowe & Campbell, and we have to divide our business here and there. It is for that reason that you have not already received an order for this equipment.

Thank you for writing me.

With all good wishes, I am,

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

PCA:lg

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

ARNO F. HEINRICH, V.P. & FACTY. SUPT.
R. C. CAMPBELL, VICE PRESIDENT
KARL H. ROYER, MDSE. MANAGER

LOREN V. BROWN, SALES MANAGER
REED G. GENTRY, GENERAL AUDITOR
KEITH W. DANCY, CREDIT MANAGER

KANSAS CITY, MO.
MINNEAPOLIS, MINN.
CINCINNATI, OHIO
PHILADELPHIA, PA.
PITTSBURGH, PA.
WASHINGTON, D.C.
KANSAS CITY, KANS.
CLEVELAND, OHIO
DES MOINES, IOWA
WORCESTER, MASS.



BOSTON, MASS.
DALLAS, TEXAS
CHICAGO, ILL.
ST. PAUL, MINN.
ST. LOUIS, MO.
DETROIT, MICH.
DENVER, COLO.
SYRACUSE, N.Y.
NASHVILLE, TENN.
CHARLOTTE, N.C.

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

Oct. 9, 1940

Dr. F.C. Allen,
Basket Ball Coach
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

You are probably considering the new official fan-shaped steel basket ball backboards and the new goals for Big Six League games. We wanted you to know that we are selling the Medart product at the price of \$45.00 a set complete for two backboards and two goals and this price is prepaid to your nearest freight office.

If it is decided that the new goals and boards will be used in the Big Six competition, we will welcome the opportunity to handle your order and promise delivery of the boards and goals, promptly.

Very truly,

PF:JP

LOWE & CAMPBELL

By
Paul Fairhurst
General Sales Director

October 12, 1940

Lowe & Campbell Athletic Goods Co.
1509-11-13 Baltimore Avenue
Kansas City, Missouri

Dear Sirs:

Enclosed please find twenty-five cents in
coin (25¢) for which please send me one copy of
the Official Guide and Rules for Badminton.

Thank you.

Sincerely yours,

Burt DeGroot
Instructor in Physical Education

⁵
Enc.

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

ARNO F. HEINRICH, V.P. & FACTY. SUPT.
R. C. CAMPBELL, VICE PRESIDENT
KARL H. ROYER, MDSE. MANAGER

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1509-11-13 BALTIMORE AVE.,
Kansas City, Mo.

Oct. 18, 1940

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

Dear Dr. Allen:

The Weight Record and Field & Court charts which you requested some time ago, were shipped to you today by parcel post. *— in*

When you first put in your request for these, we were entirely out of both numbers, and we were having more of them printed. There was a greater delay than we had anticipated or you would have been notified of that delay.

We are sorry that we did not let you know about these sooner.

We are sending twelve of the Weight Record & Basketball Free Throw charts and five of the Field & Court charts. If you want more of them, please feel that you are more than welcome to any quantity that you will need.

Very truly yours,

LOWE & CAMPBELL
By

C. Moffatt
C. Moffatt - Order Supervisor

CM NRH

October 26, 1940

Mr. Karl Royer
Merchandise Manager
Lowe & Campbell Athletic Goods Co.
1509-11-13 Baltimore Avenue
Kansas City, Missouri

Dear Mr. Royer:

In looking over your Fall and Winter Catalog, Athletic Goods, 1940-1941, I note in a description of my book that you state it contains approximately 400 pages. There is a slight error in this because there are 482 or approximately 500 pages; also there are over 160 photographs and over 80 diagrams.

I realize that you have already given much space to my book and have mentioned practically all the important details, but I believe after studying this book and putting it beside some of the others that it deserves the space. You will pardon the unjustifiable pride that I have in this text, but by comparing it with some of the others I believe it merits a little more description; especially mentioning the larger size of the text--approximately 500 pages instead of approximately 400.

I do appreciate also, Karl, the fact that you placed my text in the top spot. If you do not make any other changes in the next catalog, I would appreciate it if you would make the correction in the number of pages.

This small matter to bother a busy man with. But I am constantly looking to see how we can increase the legitimate sales of this text.

Too, I do want to thank you for your generous display of Goal-Hi. You have certainly given us a dinger of an ad on page 27, and I want you to know that Goal-Hi is really selling. It is also keeping the wolf from the garage door at the Allen household.

I am looking on your page 41 and reading about your electric basketball scoreboard. We would need two faces for ours if we got one, because of the location of the students on the stage and the spectators in the main auditorium of Hoch palestra. I am wondering what price you could quote for providing two faces with the scoreboard. I would like to have this information and would appreciate it if you are able to quote prices. Perhaps I should have addressed this to Paul Fairhurst, but you can pass this on to him for a bid.

With all good wishes, I am,

Sincerely yours,

FCA:lg

Director of Physical Education and Recreation
Varsity Basketball Coach

October 26, 1940

Mr. D.L. Ligon
Director of Athletics
Hardin Junior College
Wichita Falls, Texas

Dear Mr. Ligon:

I am very happy to have your letter of the 21st instant. Yes, indeed I remember you, and I assure you that the pleasure is reciprocal regarding our work in Texas.

I quite agree with you that the emphasis upon interpretation of the rules and the mechanics of officiating would be the thing to stress. Doubtless you know that the new 1940-41 Basketball Guide is out with the new changes in rules and interpretation. Mr. H.V. Porter, 11 S. LaSalle Street, Chicago, Illinois, would be able to supply you with any additional interpretations or play situations that you might desire.

I am to go to Toledo, Ohio the first of November, and on the 8th of November, I am scheduled to be in Milwaukee, Wisconsin for just such meetings. I am sure that you will get along in fine shape.

Replying to your inquiry regarding my book, Better Basketball, I am sending you some printed information on the text. The volume contains 163 action photographs and 86 diagrams of plays, together with information on training and conditioning, treatment of athletic injuries, bandaging, emergencies, and so forth. The cost of the text is \$4.00 parcel post prepaid. If you will mail me a check for \$4.00 I shall be glad to autograph a copy for you and send it promptly.

Sincerely yours,

FCA:lg
Enc.

Director of Physical Education and Recreation
Varsity Basketball Coach

HARDIN JUNIOR COLLEGE

WICHITA FALLS, TEXAS

H. D. FILLERS
PRESIDENT

GEORGE M. CRUTSINGER
DIRECTOR AND DEAN

October 21, 1940

Dr. Forrest C. Allen
Department of Health and Physical Education
University of Kansas
Lawrence, Kansas

Dear Dr. Allen:

Perhaps you don't remember me from last summer but I was in your basketball coaching class last summer at the University of Texas. I would like to tell you again how much I enjoyed the work under you. I have only one complaint to make; the time was just too short.

Now that I have identified myself, I would like to ask a favor or two. On November 9th the basketball coaches of this area have decided to hold a kind of clinic for the discussion and interpretation of basketball rules for the benefit of coaches and basketball officials. For some reason I have been selected to lead this meeting. Now I have felt for some time that the type of basketball officiating in this district should be improved and it seems now that such a program will get started. I would appreciate any suggestion that you might give in regard to some things that might be taken up at our meeting. My idea is that the rules should be thoroughly discussed along with demonstrations, etc., and also a good discussion of the mechanics of officiating.

For my second favor I would like to have the name and address of the book that you mentioned last summer on basketball officiating. I didn't take the name of it because I thought I had the address.

Thanking you very much and with best regards, I am

Very sincerely yours,
D. L. Ligon
D. L. Ligon