

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