

December 19, 1971

Schwinn Bicycle Company
1846 North Kostner Avenue
Chicago, Illinois 60639

Dear Sirs:

I am the owner of a successful new bicycle shop on the North side of San Antonio, Texas. I am interested in opening a large Schwinn store to be located between San Antonio's two major shopping centers. I feel you would probably agree with me on these points:

-- San Antonio needs a large, attractive Schwinn store that deals only in bicycles (such as the new stores in Dallas).

-- The present dealers of San Antonio are not presenting a modern and attractive approach to bicycle retailing and repair.

I am twenty-four years of age, a recent graduate of The University of Texas and, of course, a long-time bicycle enthusiast (I own three Schwinn bicycles, including a Paramount). I would appreciate your sending me your complete franchise information.

Thank you.

Sincerely,

Whitfield Snell
5933 Broadway
San Antonio, Texas 78209

SCHWINN BICYCLE COMPANY

1856 NORTH KOSTNER AVENUE • CHICAGO, ILLINOIS 60639 • TELEPHONE 312-227-3000

December 27, 1971

Mr. Whitfield Snell
Alamo Heights Bicycle
5933 Broadway
San Antonio, Texas 78209

Dear Mr. Snell:

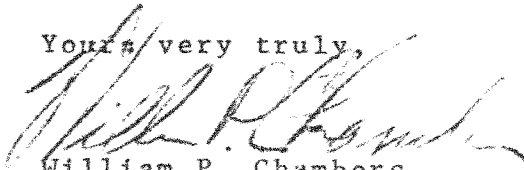
Thank you for your inquiry, regarding the possibility of obtaining a Schwinn Dealership.

At the present time we are not in a position to accept any applications for New Dealerships, and we will not be able to do so until further notice. Due to the unprecedented demand for Schwinn bicycles, especially those bicycles with five- and ten-speed gears, we are making our supply available to our present dealers. Many of the components required to make the five- and ten-speed type bicycles are in short supply, not only in this country, but also in the world market; and, we feel that it would not be in our interest to take on additional retail distribution at this time.

It is our sincere hope that this situation will be alleviated some time in the near future, although, it does not appear likely at this time. In any event, please feel free to contact us at any time, if you are interested in a Schwinn Dealership.

Thank you again for writing to us; we appreciate your interest in Schwinn products.

Yours very truly,



William P. Chambers
Manager, Dealer Relations

WPC:ls

November 26, 1972

Mr. William P. Chambers
Manager, Dealer Relations
Schwinn Bicycle Company
1856 North Kostner Avenue
Chicago, Illinois 60639

Dear Mr. Chambers:

I am writing you again to continue my request for a Schwinn franchise. As I have stated before, I would like to open a Schwinn Concept store in San Antonio. With this letter I am enclosing pictures of my present shop in San Antonio to demonstrate to you my ideas of bicycle merchandising. I ask that you give me a chance to speak with your representative in my area. Your product is not properly represented in San Antonio, as it is handled only as a side line by a lawn mower shop and a toy store.

I can assure you that if I am offered the franchise I can meet the requirements, with respect to both finances and management.

Sincerely,

Whitfield Snell

SCHWINN BICYCLE COMPANY

1856 NORTH KOSTNER AVENUE • CHICAGO, ILLINOIS 60639 • TELEPHONE 312-227-3000

December 15, 1972

Mr. Whitfield Snell
Alamo Heights Bicycle
5933 Broadway
San Antonio, Texas 78209

Dear Mr. Snell:

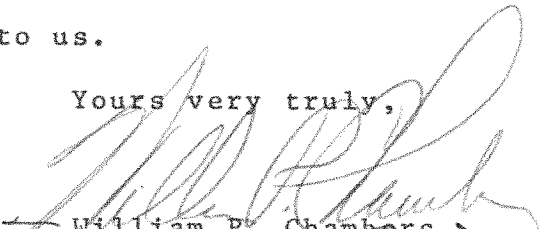
Thanks for your letter of November 26, advising us of your continued interest in obtaining a Schwinn dealership. I also appreciate receiving the photographs of your store.

While it is true that our distribution in San Antonio may have its shortcomings, we are still not in a position to take on any new accounts, because we are selling all of our merchandise on an allocation program. Each dealer's allocation is based on its purchases for the previous two years.

I am referring your letter and the photographs to our Regional Sales Manager, Mr. Galen Bowcutt, for his information, and I am asking him to contact you the next time he is in the San Antonio area.

Thanks again for writing to us.

Yours very truly,


William P. Chambers →
Manager, Dealer Relations

WPC:ls

CC: Galen Bowcutt
214 - ~~235 8844~~ 424 8826
2803 CUSTER PKY
RICHARDSON TX
214 219 76080

SCHWINN BICYCLE COMPANY

1856 NORTH KOSTNER AVENUE • CHICAGO, ILLINOIS 60639 • TELEPHONE 312-227-3000

September 18, 1973

Mr. Whitfield Snell
Alamo Heights Bicycle
5933 Broadway
San Antonio, Texas 78209

Dear Mr. Snell:

Thank you so very much for the most impressive photographs of your new store. the improvements are something you can be very proud of.

Im passing these photo's on to Mr. Bill Chambers, Manager of Dealer Relations for our company, to keep him informed to the activity in the San Antonio area.

I plan on being in the San Antonio area in mid October and hope we can get together for a chat.

Thank you once again for the beautiful photographs and the kind letter and I hope we can give you more concrete information on the Schwinn Program in the near future.

Very truly yours,



Galen Bowcutt
Regional Sales Manager

SCHWINN BICYCLE COMPANY

1856 NORTH KOSTNER AVENUE • CHICAGO, ILLINOIS 60639 • TELEPHONE 312-227-3000

October 17, 1974

Mr. Whitfield Snell
ALAMO HEIGHTS BICYCLE SHOP
5933 Broadway
San Antonio, Texas 72809

Dear Mr. Snell:

I am glad to be able to tell you that our Franchise Committee has approved your application for a Schwinn Franchise.

As quickly as possible, we will set up our records here at the Factory and mail your file copy of our Franchise Agreement bearing your Franchise number.


The Schwinn Subsidiary serving your area is:

Schwinn Sales Midwest, Inc.
2101 Arthur Avenue
Elk Grove Village, Illinois 60007

They carry in stock a large selection of Schwinn bicycles, parts and accessories, and will give you prompt service for all of your bicycle requirements.

Meanwhile, we will be glad to process your orders, and are looking forward to long and mutually profitable business relations with your Company.

Yours very truly,


William P. Chambers
Manager, Dealer Relations

WPC:lp



ALAMO HEIGHTS BICYCLE

5933 BROADWAY • SAN ANTONIO, TEXAS 78209 • PHONE 512 828-6664