

FRED MEDART MANUFACTURING Co.

POTOMAC AND DE KALB STREETS

SAINT LOUIS, Mo.

R. E. WEINZETTEL
SALES PROMOTION MANAGER

February 19, 1941

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

Dear "Phog":

I have your letter with reference to the question of whether we could get "Esquire" interested in a feature story on Goal-Hi and have given your thoughts considerable attention.

There is a very promising angle to this hookup with Gene Tunney that is receiving our consideration at this time, together with your thought, and I will not be able to give you anything definite for about ten days as I am leaving tomorrow for about a week or more on a trip East, and I want to discuss the thought that I have with Mr. Medart and following that discussion, I will write you in full.

At the moment, my only negative reaction to your excellent suggestion is that "Esquire", unlike "Life", goes to press several months in advance and if we succeeded in gaining their interest, it would be the beginning of summer before we might expect the article to appear. What I would like to do is get "Life" to run something within the next thirty to forty-five days at the outside. That is merely a thought on my part at this moment, but getting back to my letter to you of several days ago, I hope that you have followed my suggestion and have written Gene Tunney in Pensacola, asking him what has been accomplished in the way of playing Goal-Hi. I think this is extremely important, "Phog" and it should be done by all means. The thought behind writing him is that we would like to encourage an exchange of correspondence between Tunney and yourself so that if the thought I have in mind is sifted down and approved, we could possibly arrange to meet with Tunney in Pensacola and believe me, the tie-up of Gene Tunney and "Phog" Allen, the Naval Air Station, and Goal-Hi would be a 100% attraction to any newspaper or magazine publisher in the country. I think you get my idea from these few remarks. At any event, I am anxious to have an exchange of correspondence between you and Tunney at this time so that when, and if, we go through with this thought, we will have prepared the way in advance and would not be further delayed in putting the suggestion to him that we meet in Pensacola for the purpose of giving him the benefit of your knowledge of Goal-Hi as a play-game. Understand, "Phog," I don't want you to mention anything about a meeting in your letters and not until I write you further. The thought now is merely to shorten the miles between you and Tunney against the possibility of