

July 26, 1939.

Mr. R. E. Weinzettel,
Medart Manufacturing Co.,
St. Louis, Missouri.

Dear Mr. Weinzettel:

I am sending you a copy of a letter I received from Billy Andlauer this morning, but before I give him a definite answer I will await further word from you. Billy Andlauer is a personal friend of mine - I have known him a great number of years.

In reply to your letter of the 24th instant concerning the publicity in LIFE, and also in Paramount News, as I told you before, we have not sought this publicity. We played the "Goal-Hi" game as one of our playground activities here on the campus, and of course the newspapers took it up immediately as something new. The news-photographer of the Kansas City Star took the pictures, which will appear in the rotogravure section of the Star. Our commercial photographer in Lawrence was off on his honeymoon at the time we played this game.

I have had no contact with LIFE at all. Their inquiry was made to Tom Bowlus, the representative of the Kansas City Star, and it is he who is handling the publicity angle. I, of course, could not interfere with the news stories.

It might be a good idea if you could come to Lawrence early next week. At that time we could probably arrange a game to be played in the stadium for the Paramount people. We have to use our people while they are here in summer school, and we would probably have to build our crowd in the stadium for the pictures. These last two weeks of school are going to be busy ones for the students, but I believe we could get players for the game on Monday or Tuesday next week. I shall be glad to hear from you on this point. Then, of course, I will need to make arrangements with Billy Andlauer in Kansas City.

In regard to my trip to St. Louis, I do not believe I could be there earlier than August 14 or 15. While school is out on the 9th, I have a number of things I must clear up here before leaving my desk.