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ST. LOUIS, MO.

July 24, 1939

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

Dear Dr. Allen:

We have noted with more than ordinary interest your letter of July 21, especially that part with reference to the interest in the new game on the part of Paramount News.

I want to answer several questions in this letter, and also call attention to several facts so we can advance our program in support of the new game in keeping with the developments as they are occurring.

In the first place, we note what you say regarding the publicity in the magazine "Life". We have given quite a lot of thought to this question of publicity in "Life" and also in the Paramount News, and have weighed the question very carefully. Obviously, we are faced with this problem: Should we delay these two National organizations until we have coverage in the way of copyrights, trade-marks, etc., or should we go ahead and get this publicity immediately and take a chance on not being protected in the above matter. As we see it, we are running the risk of having both "Life" and Paramount News 'cool off' if we attempt to delay them now, and possibly when we want this sort of publicity later we would be unable to get it. We have concluded that it would be best to go ahead and accept the offers from these two organizations and at the same time do everything possible to get our products, the rules book, etc., protected in Washington.

With that decision we must give some thought to what we are going to release to "Life" and also just what we are going to do in the way of giving the Paramount people what they want. For example, could you arrange to have a game played for the motion picture company at this time? By 'this time' I refer to the fact that you have advised your school is about ready to close and I am wondering whether you have players who would co-operate. By like token, what material are you in a position to give "Life". We would like to get in on this publicity angle and work up this story for "Life", in conjunction with you, and a representative from this organization, and are wondering just what steps must be taken to do this. We have not received from you any information concerning the inquiry you received from "Life" other than the fact that one had been made to you.

Another factor that enters into this picture of how and when we are going to get this publicity, is the fact that you are scheduled to come through St. Louis one of these days, and we will have to work out a schedule convenient for all con-