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Reg
Kacy - 17817
28 June 1949

MEMORANDUM FOR MR. COVLEN

SUBJECT: Proposed Life Magazine article -- Dr. Bergstrom.

1. Referring to our several conversations concerning Charlie Murphy's interest in getting one or more articles in Life Magazine based upon material which can be furnished by Dr. Bergstrom, I have had another telephone conversation with Charlie and a subsequent one with "Danny" Longwell of the Life organization. The upshot of these telephone conversations is that Mr. Longwell plans to come to Washington probably bringing with him John Chamberlin, on Tuesday, 28 June, and I have a tentative appointment with him in my office at four p.m. The purpose of this trip and visit is to explore the possibilities of doing the article. Mr. Chamberlin is a competent writer who is most highly recommended by Charlie Murphy--who would like nothing better than to do the job himself but continues to be mired in the Windsor mess. You are aware of Charlie's keen interest in this matter and the uses to which he believes such a writing could be put. He told me that he would be glad to fly over for a few days to help in getting the work off to the right start and I intend to suggest to Mr. Longwell that this be arranged. Charlie also said that the Beaverbrook newspapers in England have expressed definite interest, so that if the piece or pieces were to prove good from our point of view--they would receive a very broad play. Incidentally, it should be worked out so that Dr. Bergstrom would realize quite a substantial amount of money--maybe even enough to provide him with a feeling of security and to relieve us of the responsibility for supporting him.

2. I am assuming that you favor this proposition generally and that Dr. Bergstrom would not be adverse to doing this work. Please let me know immediately if my assumption is incorrect in either of these respects.

3. What do you think of arranging for a meeting between Longwell and Bergstrom late Tuesday afternoon next, following the meeting between ourselves and Mr. Longwell. I have suggested to Mr. Longwell that such might be possible, but I have made no promises. (I think I told you on an earlier occasion that Charlie had informed me of Mr. Luce's personal interest in this venture. Mr. Luce has since become a member of the New York Committee, which gives us an extra line of approach to him for our purposes, including this particular matter if we need it.)

FGW:lgw

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