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NEW YORK
Herald Tribune
230 WEST 41ST STREET, NEW YORK

July 7, 1948

Mr. Amon G. Carter, Publisher
Fort Worth Star-Telegram
Fort Worth, Texas

Dear Amon Carter:

I want respectfully to urge your re-consideration of the serialization of General Eisenhower's book, CRUSADE IN EUROPE, for the Fort Worth Star-Telegram. Buel Weare, the manager of our Syndicate, talked with Jack North on June 14th and reported that Mr. North did not think your paper would be interested.

I know that you know the General, and I assume from his high regard for you that the feeling must be mutual. However much you admire and respect his talents, I predict that after you have read his book and/or the serialization, your estimation of him will be enhanced.

It is an amazingly fine piece of writing in the judgment of everyone who has seen it, and that includes some very sharp and qualified critics. Beyond its sheer excellence as a piece of writing, it is a fascinating story and one that will be read avidly by every veteran of World War II. Certainly that should mean great interest and demand in Fort Worth because, when I was in Europe, it seemed to me that half the Army came from Texas.

Beyond this readership, I believe that the enormous enthusiasm already demonstrated for Eisenhower will assure a general public interest in the serialization which will establish an all-time record.

When you have read the serialization or the book, I think you will agree that it should be read by every man, woman and youngster in the United States as a benefit to national morale.

The Syndicate sales already have reached an all-time record as far as our knowledge is concerned, and there is every indication now that it will be serialized in almost every town and city in the United States.

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I realize the price of \$7,500 is higher than the usual figure for such serializations, but I am sure you will understand that that is necessary because of the high original price paid for the total rights. And, of course, that is the price that will be paid by the Dallas Times Herald.

My best regards ...

Sincerely yours,


Wm. E. Robinson
Executive Vice President

P.S. - A letter just came to my desk from Oslo, Norway, informing us that the MORGENBLADET there has agreed to publish the serialization for \$5,000 -- in dollars -- of which, as you know, they are desperately short. This is typical of the interest in Europe where commitments have already been obtained from newspapers in every country this side of the Iron Curtain.

