

March 27, 1942.

Mr. Dan Moran, President,  
Continental Oil Company,  
Oil and Gas Building,  
Houston, Texas.

Dear Dan:

On February 1, 1906, the Fort Worth Star made its first appearance. Three years later it absorbed its competitor and became known as the Fort Worth Star-Telegram. The writer had the pleasure as well as the duty of selling all of the advertising in the first issue of 16 pages with less than 4,000 circulation.

I continued in a minor capacity to work with the Advertising Department up until November 1, 1931, at which time the Star-Telegram issued a special edition in connection with the opening of the Texas & Pacific Railway Company's new passenger station, freight terminal, warehouse, yards and allied activities costing fifteen million dollars. It was quite a nice edition and carried about fifty thousand dollars worth of advertising. Following that issue, I was relegated or retired, so-to-speak, to the stud farm on the basis that I had served my time in the Advertising Department.

Now, comes the opening of the Consolidated Aircraft Corporation's new thirty million dollar plant and my associated promised that if I would try and come back for another issue I would be permanently retired - at least in that department. Thus in a few words as possible I have tried to explain the predicament that now confronts me.

The construction of the Consolidated Aircraft Corporation's plant and its affiliated interests by the government in Fort Worth has been the largest civic development during the history of our city and will mean an increase within the next 15 or 18 months of more than 75,000 in our population. It is our purpose to depict and present to the public this achievement of our city.

Attached, you will find a copy of a letter we are sending out generally to all of the firms participating in supplying equipment for the building of this project. This letter explains the purpose of the edition.

As long as the responsibility has been placed up to me, even though I have a hesitancy in doing so, I have no alternative than to state to you without apology that the Star-Telegram will be delighted to have a page from the Continental Oil Company in this issue which will be published April 19th.

Our Sunday circulation is the largest in Texas by some 25,000. The price is the regular Sunday rate - \$761.60. The size of the page is 8 columns, 20 inches, or a total of 160 inches. If you favor us with this ad it will be necessary to get the copy in at an early date.

Sincerely,

AGC.KD

P r e s i d e n t .

P.S.: My guarantee goes with this letter that if you do join us in this celebration you will have a firm declaration on my part that this will positively be my last appearance in the Advertising Department. So, I hope you don't let me down.

P. S #2: Attached is a copy of the last full page ad which the writer sold the Continental Oil Company in the Texas & Pacific special edition November 1, 1931.

# FORT WORTH STAR-TELEGRAM

MORNING EVENING SUNDAY

AMON G. CARTER, PRESIDENT

FORT WORTH, TEXAS

March 27, 1942

The completion of the \$30,000,000.00 Consolidated Bomber Plant in Fort Worth is the biggest single factor in the development of this prosperous West Texas city. It is the largest factory of any description in Texas, and certainly one of the nation's greatest war machine plants. We are sure you are proud of your part in the successful completion of this tremendous undertaking. The plant will soon be in production and when fully under way will employ about fifteen to twenty thousand men.

To see it now, rising majestically 4,000 feet long, 320 feet wide and 65 feet high, containing nearly two million feet of floor space, air-conditioned, it is hard to realize that a little over a year ago the plant site was flat pasture land. It defies description, and is a testimonial to what American ingenuity can produce when challenged. We wish, too, that you could see the four motored B-24's rolling off the assembly line, each one a shining defender of the freedom of all Americans. Everyone who helped - whether he furnished the rubber stamps or the steel - may feel pride in a job well done.

The Star-Telegram in cooperation with the Consolidated management will issue a special Bomber Plant edition Sunday, April 19th, which will reach its regular subscribers of over 150,000 (incidentally, the largest circulation in Texas) and we would be delighted to have your institution represented on this occasion.

Many concerns have already expressed a desire to have a representative advertisement in this issue of the Star-Telegram. The thought of the officials at Consolidated Aircraft Corporation, who furnished us with your name, was simply that everyone should have

an equal opportunity to participate in this important edition.

The regular advertising rate of \$761.60 per page will apply. Less than a page will be on the basis of 34¢ per agate line (14 lines to an inch). While it will be a special occasion and many extra copies will be sent throughout the country there is no extra charge above the regular rate. Inasmuch as it is quite an undertaking to publish an edition of this kind, it will be necessary to get the copy in at an early date. We will appreciate your making your reservation and the copy can follow later.

The Consolidated Company is using a double page spread and while they do not feel that any one is obligated to join in on this issue, they are tremendously interested in a proper presentation of the facts and the achievement in making this plant ready for production in a short period of one year. Therefore, we are sure they would naturally be pleased to have you participate.

Sincerely,

  
P r e s i d e n t.

AGC.KD