

Dear Jaun:

Enclosed, herewith, you will find a copy of a general letter the Star-Telegram is sending in connection with the opening of the Consolidated Aircraft Corporation's new bomber plant. It is our purpose to issue a paper similar to the one published by Silliman Evans in Nashville at the time of the opening of the Vultee plant in which issue the Pan American had a 100 inche advertisement.

While we realize in a way that this is somewhat foreign to your setup at the same time we would be delighted to have you carry a page, or at least as much as you carried with Silliman Evans in the Nashville Tennessean. A page is 20", 8 columns or a total of 160 inches.

General Knudsen was here Tuesday and I had the pleasure of having lunch with him at the plant and making an inspection tour. I think it is one of the most marvelous setups anywhere in the United States. They should have from one to three of these bombers completed by the time of the issue, April 19th, which will be a year from the date on which the ground was broken to start erection of the plant.

When this plant is in full operation, together with the other Army activites which are already under way as well as the enlargement f of the plant it will probably increase the population of Port Worth 75,000 to 100,000 people.

*It was just
a nice edition
covering about
50% of work
of ad.*

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 has the pleasure as well as the duty of selling all of the advertising in the first issue, ~~consisting~~ of 16 pages, with less than 4,000 circulation. I continued in a minor capacity ^{to work well} in 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} consisting of fifteen ^{thousand} million dollars. Following this issue I was relegated or retired, so-to-speak, to the stud farm on the basis that I had served my time in the Adverting Department.

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

The construction of the Consolidated Aircfrat Corporation's plant nad its affiliated interested 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.

and Attached you will find a copy of a letter we are sending generally ^{fact} 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 objection

that the Star-Telegram will be delighted to have a page advertisement from
in this issue which will be published Sunday,
April 19th. If you favor us with this ad it will be necessary to get the
copy in at an early date. The size of the page is 8 columns, 20 inches, or
a total of 160 inches.

*our Sunday circulation is
larger in Texas by some
\$5000 the ~~rate~~ ^{price} of the regular
Sunday Rate*

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.