

Dear Matt:

The Fort Worth Star-Telegram paid the M. K. & T. Ry. Co., \$21,089.81 for freight in 1941. The ~~Aty's~~ total advertising with the Star-Telegram mounted to \$123.76. Meanwhile the other roads with which we spent a similar amount used from \$1800.00 to \$2900.00 worth of advertising in our paper. So, it would look as though a page ad would not be amiss on a basis of reciprocity and I hope you will agree with me.

A.G.C.