March 28, 1942.

Mr. O. H. Carlisle,
District Sales Manager,
Gulf Oil Corporation,
Houston, Texas.

Dear Mr. Carlisle:

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 associates promised that if I would try and come back for another issue 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 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 Gulf Oil Corporation 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 page ad I sold you from the T & P special edition November 1, 1931.