

CHRYSLER CORPORATION

Detroit, Michigan

April 9, 1942.

A. VANDERZEE
VICE PRESIDENT

Mr. Amon Carter, President,
Fort Worth Star-Telegram,
Fort Worth, Texas.

Dear Amon:

K. T. received your letter of April 4th in which you indicate that you are, temporarily at least, back in the Advertising Department of the Fort Worth Star-Telegram.

Amon, I am sure you know that we would like to co-operate with you. However, since the cessation of the automobile business and the devotion of our capacities to the production of war materials, we have not determined that we can see the whole situation clearly enough to warrant the consideration of advertising. We have continued our Thursday Night Radio Program on a very much adjusted basis, with the feeling that it could be of help to our thousands of dealers throughout the country and of informative value to the millions of owner-users of Chrysler Corporation passenger cars and trucks. Beyond that we have not gone.

I rather imagine that since the celebration to which you refer has to do with the opening of the Consolidated Aircraft Corporation's new \$30,000,000 plant, you will be successful in securing a very considerable amount of advertising from those who are directly and indirectly concerned.

While I am turning you down regarding an advertisement at this time, I want to express to you our appreciation of your friendship and your interest in writing to K. T. about your program. Both K. T. and I extend to you our best regards and good wishes.

Cordially yours,

AV-b

