

FORT WORTH STAR-TELEGRAM

MORNING

EVENING

SUNDAY

COMPLETE ASSOCIATED PRESS SERVICE

FORT WORTH TEXAS

April 18, 1942.

OFFICE OF
THE EDITOR

Dear Mr. Carter:

I am still trying to find Mr. Girdler. The Fort Worth Club reports he has not checked out, Mr. Hall's office that he has already left town. He is about the snappiest, busiest little fellow for 65 years old that I have encountered. Maybe he moves so fast neither the Club nor the Consolidated can keep track of him.

As I told you over the phone a moment ago, the edition coming out tomorrow has been the easiest handled we have had. We have had better cooperation between the operating departments and among the men in those departments than we have had on any other. Likewise, and more important, they have been in better humor. Usually, whenever we have a big edition, or even a special section of some kind, we have a few blow-ups, men with frayed nerves, which result in bad tempers and bad language. Outside of the first morning, there has been nothing of the kind. Everybody snapped into it in good humor, enthusiastic, anxious to do a good job. The result is we scheduled our stuff, as late as it was coming in, and made our runs on time. Tonight we have what ought to be a normal Sunday paper, but a bit larger than normal ... 56 pages.

Everyone connected with getting out this edition deserves a lot of credit. Particularly is this true of Jim Record. The edition is his conception and his layout throughout. He mapped out the stories, illustrations and cover pages, and one factor in getting it out as satisfactorily as has been the case was due to Jim's end of the work being out of the way before advertising copy came in. He had the equivalent of 200 columns in text and illustrations set and ready to go a week before any ads were received. This left the composing room free entirely on advertising and enabled it to handle these late pages as rapidly as they came in. Fortunately, most of these pages contained little to set.

Bob Hicks deserves a great deal of credit too, for Jim turned over to him the preparation

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and handling of all stuff laid out.

The advertising department and all the mechanical departments, as I mentioned, functioned beautifully.

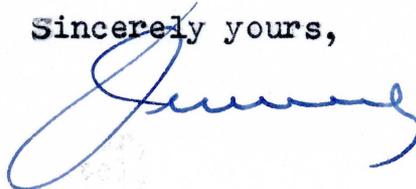
I know it wouldn't be possible for us to get out editions of this kind very often, because the opportunities don't exist. But they serve an excellent purpose, besides the amount of extra business obtained; they show the organization what it can do, when under pressure. I think there has been more pep and spirit shown around here in the last two weeks than I have seen for several years.

Of course that was to be expected with your leadership. When you took hold and started selling, it was a challenge to everybody else selling. When the business started to roll in, it was a challenge to the production end to handle it and get it out, likewise to get out a good looking product. I hope it will be, and particularly that you like it. My hat's off to you!

One would think, after nearly 36 years of almost daily association with a person, one would know him. It is not true in your case; you constantly amaze me. When we counted on you for 20 pages, I expected 30, possibly 40. I didn't expect better than 60! I don't think anybody else did. It shows what you can do that the rest can't. If you wish to retire to your farm, I will say you have earned it; but I also say we had better keep a tight string on you, so we can pull you back when opportunities of this kind come along, which only you can handle.

I know you are enjoying your stay with Amon. Remember me to him.

Sincerely yours,



Mr. Amon G. Carter,
Ritz Carlton Hotel,
NEW YORK.