

THE HEARST CORPORATION

959 EIGHTH AVENUE

NEW YORK

OFFICE OF
THE PRESIDENT

May 2, 1942

K. Deakins
Secretary to A. G. Carter
Fort Worth Star-Telegram
Fort Worth, Texas.

Dear Mr., Mrs. or Miss Deakins:

Please thank Mr. Carter for sending me the 188 page special edition of the Fort Worth Star-Telegram. I am delighted to see that anyone could get 266,000 lines of business in a newspaper on one day.

Tell Amon I know of no better way to make his fellow publishers jealous than to have him publish an issue such as this. It is splendid work and while I know Mr. Carter was not responsible for it, would you please tell him to congratulate the Promotion Manager or the office boy who had the idea, the advertising salesman who relayed it to the Advertising Department and, last but not least, to the advertising boys who violated Leon Henderson's priorities by wearing out a pair of shoes to pack in this volume of business in the paper.

Give me the low-down. Who really did do this job? I know of at least fifty places in the Hearst Organization where I would like to have him working at the present time.

Seriously, it is a marvelous job and everyone should be heartily congratulated.

Will you please tell Mr. Carter that Sherman Billingsley

sent up to me his prize steaks the other evening and that after eating them I have to send back that gorgeous belt he gave me last Christmas for it is at the last notch now and the steaks just ruined its usefulness.

They were delicious. Many thanks.

Sincerely,

R. E. Berlin

REB*m