

July 17, 1936.

Mr. R. H. Grant, V. P.,
General Motors Corporation,
General Motors Bldg.,
Detroit, Mich.

Dear Mr. Grant:

The attached letter from Mr. Harold Hough is self-explanatory. Mr. Hough is Treasurer of the Star-Telegram as well as Supervisor of our radio stations.

It is our purpose, as a courtesy to General Motors in appreciation of its co-operation extended the Fort Worth Frontier Centennial to the extent of \$50,000.00, to give you two announcements daily, at 9:30 A. M. and probably 10:00 P.M., without any expense to General Motors.

A sample of this announcement to be made over our stations, WBAP at Fort Worth and KOKO at Wichita Falls, will be something as follows:

"The music on the grounds of the Fort Worth Frontier Centennial is through the courtesy of the General Motors Corporation." Or, if you so desire, we can state the music comes to you through the courtesy of the Chevrolet Division of the General Motors Corporation, with the right at your discretion to rotate these on separate announcements.

As stated in Mr. Hough's letter, attached hereto, these announcements will be handled in connection with a special announcement we make regarding a daily "SCHEDULE OF EVENTS" on the Centennial grounds. Frankly, it is our desire to cooperate with you in every consistent way possible and give you the full, maximum benefit of the \$50,000 you are spending on the Frontier Centennial. Incidentally, the announcements we are contributing would ordinarily sell for better than \$7,000.

Assuring you of our appreciation for your co-operation at a time when we needed it very badly, and with best wishes, I am,

Sincerely,

ACC.KD