Mr. Amon G. Carter,

OFFICE.

Dear Mr. Carter:

We have planned, for sponsorship, a twice daily program to be known as "SCHEDULE OF EVENTS" and to be broadcast from both our stations at 9:30 a.m. daily and probably 10:00 p.m. at night. We wish to block this program at the same time daily and as near the same time, as possible, night, the idea being to acquaint the people, not only in Fort Worth but outside, of special events, schedule changes, available seats, prices, etc.

We feel quite sure that this program will be of such great importance to people planning a visit to the FRONTIER CENTENNIAL that they will watch for it and arrange their itinerary accordingly. For instance, at 9:30 o'clock in the morning, they will know if any changes have been made in the opening time of shows, special or unusual events to take place on the grounds that night. Thus, a family two hundred miles from Fort Worth, can arrange their leaving time from home to arrive in Fort Worth in ample time to take in any particular feature they have been talking about at home.

At night, we propose to give them an outline of what will be going on for the next day and night.

All of this is planned for the convenience of visitors, and we feel that within a few days, prospective visitors to the Centennial, folks who are planning a trip, will receive information of such value to them that these periods will be watched and listened to closely. A service of this nature is somewhat of a necessity.

I might say that we have approached two sponsors on this, and I do not have any doubt about being able to dispose of it, because it will be better than an entertainment feature or a news report.
In view of the fact that you have told me to go the limit in arranging something for General Motors, I am giving you this information, because this is the most important and the biggest thing we have on our schedule at this time. In fact, this schedule is practically "wheat in the bin".

If you desire to use it on the General Motors proposition, I hope it will be convenient for you to notify me as quickly as possible, as we have some matters hanging fire.

Sincerely yours,

[Signature]

Harold Hough,
Radio Supervisor - WBAP-KGKO

P. S. A sample of the announcement to be made over our radio stations WBAP, in Fort Worth, and KGKO, in Wichita Falls:

"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 above, by Mr. Hough, these announcements will be handled in connection with a special announcement we make regarding a daily "SCHEDULE OF EVENTS" on the Centennial grounds.

This courtesy, on the part of the FORT WORTH STAR-TELEGRAM, is in appreciation of the cooperation which the General Motors Corporation is extending to the Fort Worth FRONTIER CENTENNIAL and is handled without any expense to the General Motors Corporation.

[Signature]

President,
FORT WORTH STAR-TELEGRAM.