

FORT WORTH STAR-TELEGRAM

MORNING

EVENING

SUNDAY

AMON G. CARTER, PRESIDENT

FORT WORTH, TEXAS

July 28, 1936.

Mr. S. D. Hopkins,
Asst. Director Sales Section,
General Motors Corporation,
General Motors Building,
Detroit, Michigan.

Dear Mr. Hopkins:

Your letter of July 23rd, enclosing General Motors Corporation check #C38645 in the amount of \$25,000.00 as the first installment in connection with your contract dated July 18th with the Fort Worth Frontier Centennial, received for which please accept our thanks and appreciation.

Mr. Harold Hough and Mr. Cobb have been in touch with each other in reference to working out operations of the plan on the grounds. A special radio man has been employed whose duty it is to see that proper announcements are made on the pylon system at the grounds and to identify programs used on the ground system. A WBAP trade mark cowbell is being used at the opening and the closing of all announcements on the grounds which, in a way, identifies them with our station. The recognition announcements are being made - one each thirty minutes or less. The commercial minute announcements are being made evening and night. The "Schedule of events" announcements are being used regularly over WBAP at Fort Worth and over KGKO at Wichita Falls.

Mr. Hough has an appointment with Mr. Cobb for an inspection of the grounds and in the event additional spots for pylons can be located or found necessary they are to be installed. It is our desire to work all details out to the entire satisfaction of Mr. Cobb in every consistent way possible.

Hoping you will come down and see us soon and with sincere thanks and appreciation for your timely co-operation, I am,

Sincerely,

AGC.KD