

CHEVROLET MOTOR COMPANY

DALLAS, TEXAS

TOWER PETROLEUM BUILDING

1905 ELM STREET

FOR ECONOMICAL TRANSPORTATION



September 3, 1936

Mr. Amon G. Carter, President
Fort Worth Star Telegram
Fort Worth, Texas

Dear Mr. Carter:

Mr. Johnson wrote you yesterday, attaching a list of the General Motors Dealers in Fort Worth whom you wish to invite personally, to your luncheon at Shady Oaks on September 12.

I would also like to remind you that it was your decision to invite two additional men in Fort Worth, personally.

P. E. McCracken, Manager
General Motors Parts Corporation Warehouse

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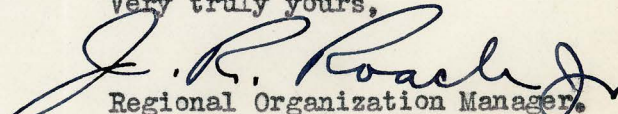
J. J. Pearson, General Motors Attorney
Wren, Pearson and Jeffrey.

During our conversation in your suite Tuesday, you asked me to remind you that it was your desire to arrange for a police escort to meet the executive party on the East edge of Fort Worth at the carbarns -- this escort to carry the party all the way out to Shady Oaks.

Due to the fact that a large part of the responsibilities of the Transportation Committee are located in Fort Worth, I am taking the privilege of forwarding for your attention, a copy of the complete instructions for the Transportation Committee, which include the entire routing during the time the party is in Fort Worth.

If we can be of any further assistance to you in any arrangements in Fort Worth, please feel free to call on us.

Very truly yours,


Regional Organization Manager.

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TRANSPORTATION COMMITTEE

This letter will be your notification to act on the Transportation Committee, consisting of yourself and those who have been delegated to work out the details and handle all transportation requirements for the General Motors Executives' visit to Dallas on Friday, September 11, and Fort Worth, September 12:

W. E. Cabeen, Chairman
Zone Manager, Pontiac

L. B. Strayhorn
Zone Manager, Buick

L. R. Gates
Divisional Representative, Cadillac

N. J. DeSanders
Cadillac-LaSalle Dealer

J. A. McDaniel
Zone Manager, General Motors Truck Corp.

Ira J. Kennedy
United Motor Service, Dallas

Detailed instructions of your duties will be delegated by Mr. Cabeen, your Chairman; however, your General Chairman would like to make the following suggestions:

FRIDAY, SEPTEMBER 11TH:

1. At 6:45 A.M. - a member of this committee should be designated to board the special car and work with the steward in charge to place specially prepared baggage tags on all of the executives' luggage. At least six baggage tags should be provided for each executive with his name and suite number designated. When the party leaves the car at 7:30 A.M., two cars with drivers should be provided to take their luggage to the Adolphus Hotel and place it in the proper bedroom.
2. Two Cadillacs with drivers should be at the Union Station, Dallas, not later than 7:00 A.M. at a convenient place to take the executives to the Hotel. These Cadillacs will not carry any baggage, except personal brief cases, which the executives may not care to turn over to the baggage cars.
3. A police escort, consisting of two motorcycle policemen should be provided to bring the executives to the Hotel.
4. It is my recommendation that these two Cadillacs; one Buick; one Olds; one Pontiac and one Chevrolet, be available at all times in the garage adjacent to the Adolphus Hotel with drivers. The reason for this is that if our executives carry out their usual

custom, they will divide up and call on Divisional Offices and General Motors' Dealers in that part of the morning which is left unscheduled. These cars should be handled thru the headquarter's room.

5. 2:00 P.M. Cars should be in readiness to take executives and members of the Public Relations Committee to the Texas Centennial. It will be necessary to arrange thru Mr. Gardner Cobb and the Centennial Officials to get passes for these cars thru the gate adjacent to the General Motors Exhibit. The Texas Centennial will be paid for the necessary number of admission tickets. It may be necessary to charter a Bowen Bus for the Centennial and Executive Group, as well as all members of the Public Relations Committee to make their tour of the Exposition Ground after the executives have visited the General Motors Exhibit and the Centennial Officials have carried out their program. If possible, make arrangements to tour the grounds with our General Motors Company cars. All Company Cars should be properly designated as "Official General Motors Party Cars".
6. Arrangements should be made to have cars in readiness to take the entire General Motors Party back to the Adolphus Hotel.

SATURDAY, SEPTEMBER 12TH: FORT WORTH PROGRAM

7. Cars should be in readiness to take the Executive Party and the Public Relations Committee to Fort Worth at 10:00 A.M. Saturday Morning, September 12.

The other General Motors people, whom the Car Divisional Managers have designated as guests to Mr. Amon G. Carter's "Shady Oaks Farm" luncheon must furnish their own transportation to Mr. Carter's ranch, but it would be well for them to be ready to start at the same time from downtown, and the Transportation Committee should know the total number of cars involved in the caravan to "Shady Oaks Farm", because the party will be met on the Eastern City Limits of Fort Worth by special police escort, which will take the cars through the City of Fort Worth and all the way out to "Shady Oaks Farm".

A member of the Transportation Committee should check these arrangements not later than Friday, September 11 with Mr. Carter, as a reminder that the escort will be there.

8. At conclusion of Mr. Carter's luncheon at "Shady Oaks Farm", cars should be in readiness to take Official Party, consisting of executives and the members of the Public Relations Committee, back to the Fort Worth Club, where the following rooms have been reserved:

10-A	10-F
10-B	10-G
10-D	10-H
10-E	10-I

This will provide sufficient facilities for the Executive Group and the Public Relations Committee, to rest and visit during the afternoon. No special room assignments are made -- the entire floor is for our use.

9. Arrangements should be made to park all company cars in parking lots across the street from the Fort Worth Club and they should stand in readiness to take the party to the General Motors Parts Corporation Warehouse in Fort Worth, whenever the executives are ready to make the trip during the afternoon.
10. The special cars should be held in readiness at the parking lot in front of the Fort Worth Club to take the executive party and Public Relations Committee to the Frontier Centennial Ground at 6:00 P.M. Promptly.

The party will be driven into the ground and parked in the rear of the Jumbo Shows.

All Dallas and Fort Worth visitors, who attended the "Shady Oaks Farm" luncheon, and who will attend the Casa Manana dinner, will be given tickets, which will pass them also inside the gates and enable them to stay with the party as a unit.

Be sure that all drivers are familiar with the automobile entrance gates of the Frontier Centennial, so they will take the party to the right spot.

The party will take a short walking trip through the Frontier Village, proceeding to the Frontier Palace, arriving at 7:00 P.M. where special performance will be given, lasting about thirty minutes.

From there, the party will walk to the Casa Manana, arriving about 7:30 P.M. where they will be seated in special section reserved for the General Motors Party. They will have dinner and see the first show, will be through about 9:30 P.M.

The party will then walk to the Will Rogers' Exhibit for inspection from 9:30 to 9:45 P.M. - proceeding from the Will Rogers' Exhibit to the Last Frontier, where full performance will be shown, starting promptly at 10:00 P.M. This should end about 10:50 P.M., and the official cars should be held waiting at the West entrance of the Frontier Centennial, where the party will be driven directly to the MK&T railway station, where the executives will entrain for return trip to Detroit.

11. The executives' private car will be leaving from Dallas to Fort Worth during the night of Friday, September 11.

The Transportation Committee will have to furnish two cars to handle the executives' baggage, approximately 9:00 A. M. Saturday, September 12 - taking this luggage from the Adolphus Hotel in Dallas and delivering -- properly tagged with each executive's name on it -- to the District Passenger Agent of the MK&T at the station in Fort Worth. The Agent will be personally responsible

for the baggage - placing in special cars in the proper rooms when the train is made up.

The cars use to carry the baggage to Fort Worth can return to Dallas and be dismissed - otherwise, they would have to stay in Fort Worth all day, simply for the purpose of holding this baggage intact for the train.

A member of the Transportation Committee should find out from the Agent of the MK&T railway company in Fort Worth what time the train will be made up and should check to see that the luggage is properly handled and placed on the train.

Please be sure to have your report ready to read at the next meeting of the Public Relations Committee, which will be held at the Adolphus Hotel at 12:00 Noon, Saturday, September 5.

J. E. Johnson
General Chairman

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