

# Bureau of Advertising

370 LEXINGTON AVENUE  
NEW YORK

AMERICAN NEWSPAPER  
PUBLISHERS ASSOCIATION

75 EAST WACKER DRIVE  
CHICAGO



New York, Jan. 25, 1933.

Mr. Amon G. Carter,  
The Fort Worth Star-Telegram,  
Fort Worth, Texas.

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&  
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Dear Amon:

The dinner committee met yesterday and considered the plan for an "Encore Dinner" which I discussed with you over the telephone. They were delighted at the prospect of having you for toastmaster and Will Rogers as the principal speaker, but they felt that it might be desirable to find someone other than Mr. Schwab. It is believed that he is not specially inclined to do any speaking and also that the presence of another actor to serve as a feeder in the stunt that you and Rogers will undoubtedly do would be highly advisable.

Other names suggested were first Henry Ford, second Thomas Lamont and third Melvin Traylor of Chicago. It was also suggested that a woman speaker might be got in addition to the men and the names of Mrs. Amelia Earhart Putnam, Mrs. Belmont and Peggy Fears were all mentioned.

The sentiment was that you should be consulted very fully on this point; first, as to the man you would like to have to "operate on" with Rogers and also, whether or not the woman idea as an extra attraction would be in line with your sentiments.

If we go ahead on this basis, we would of course lay off the "Encore Dinner" idea so far as the preliminary announcements are concerned, because it won't actually be an encore without Schwab and there is no point in offending him. When you and Will get to the table you can hark back to the dinner all you like and I know that many things that happened there will be great topics for both of you.

The committee realizes that this is a large order to put up to you and is very enthusiastic over your apparent willingness to assume it. They know also that if anyone can get Will Rogers, you are the man.

Will you give me your full thought on this matter both as to possible speakers and the number that ought to be considered?

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Mr. Amon G. Carter,

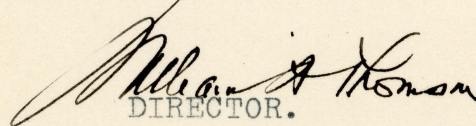
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Jan. 25, 1933.

Also let me know at your convenience what you think the prospects are of landing Rogers. If you and he land there, I am not afraid of anything short of a 100% success.

With best regards, I am

Sincerely yours,

  
DIRECTOR.

WAT:MO

Joe McKee, temporary mayor of  
N.Y. was also talked about