

NATIONAL BROADCASTING COMPANY, INC.,
RCA BUILDING
30 Rockefeller Plaza,
New York

October 9th
1934

Office of the President

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

Dear Amon:

We were very sorry to lose your friend,
Will Rogers, but Gulf Oil took only the Eastern sta-
tions and he was not heard as far west as Chicago.

It was necessary for us to sell the Gulf
time on which Rogers appeared to a sponsor who would
go coast-to-coast and, incidentally, take in your
station.

Therefore, while we lose a good friend I
hope he will come back on some coast-to-coast program
and be heard on your station over our network. Please
explain this to Mr. Rogers.

With all good wishes,

Faithfully yours

(Signed) Deak
M. H. Aylesworth

COPY

RECEIVED
OCT 11 1934