

North

April 7, 1936.

Mr. R. O. Head, President,
Railway Express Agency, Inc.,
230 Park Ave.,
New York City, N.Y.

Dear Mr. Head:

In reading the Pan American weekly magazine regarding the first Pacific flight, I noticed where you sent one of the old Wells Fargo stage coaches which hauled the mail down Market Street and over to Alameda for the take off to Honolulu and Manila.

Fort Worth is staging a Frontier Centennial show depicting the city as it appeared in 1849 at the time General Worth was in command of the Post. This show together with our new auditorium seating 3,000 people, the new Will Rogers Memorial Coliseum which will seat 6,000 people and our annual Fall Exposition & Rodeo will entail the expenditure of approximately \$5,000,000. The Frontier Centennial, which is under the auspices of the City of Fort Worth, has made a contract with Billy Rose, producer of "Jumbo" now playing at the Hippodrome in New York, to stage the show. While they are going to have a big and interesting show in Dallas, I think Fort Worth will have a real thrilling, wild West, exciting show that everybody attending the Central Centennial in Dallas will be anxious to see.

This brings me down to the point in which you could render a real service to our community - that is, by furnishing one of the old Wells Fargo stage coaches to be used in connection with the Frontier period, at which time the Indian hostilities prevailed, stage coaches were being robbed, etc. Incidentally, this would be a fine advertisement for the Railway Express Agency and give you some real publicity.

The citizens of Fort Worth are buying and subscribing for \$750,000.00 worth of Centennial bonds. The three utilities bought \$75,000 worth;

the Clearing House Association will buy \$75,000.00 worth and as the best evidence of our faith in the project, the Star-Telegram is buying \$25,000 worth of bonds. There has been no announcement as yet made, however Paul Whiteman has been signed up to play for six weeks in the Casino, which has a seating capacity of 3400 people and all arrangements for dancing, serving food, refreshments, etc., together with an interesting and thrilling show.

We are also figuring with Billy Rose to move the "Jumbo" show down from the Hippodrome to Fort Worth. Everyone connected with the show and exposition grounds will be dressed in pioneer costume prevailing in that period. Showing a Wells Fargo stage coach would be an outstanding attraction.

Trusting you will give the matter your favorable consideration and thanking you, I am,

Sincerely,

AGC.KD