

Frank Presbrey Co.
Advertising
Fourth Avenue, at 31st Street,
New York.

January Twenty-Fourth,
1 9 1 7.

MR. A. G. CARTER,
Vice President & General Manager,
The Star-Telegram,
Forth Worth,
Texas.

Dear Mr. Carter:

This is to acknowledge receipt of copy submitted by you for the Epworth League, full column single. We have made a number of insertions of this advertisement and find that it pulls excellently well in this section of the country.

We are enclosing herewith an advertisement as we have modified it for the Texas trade and we trust that you will find this acceptable for use in the Star-Telegram. You will note that we have taken out the "whiskey" and this term no longer appears in the advertisement. Under these circumstances, no doubt, you will see your way clear to consider same in spite of your ruling effective January 1st discontinuing liquor advertising of any kind.

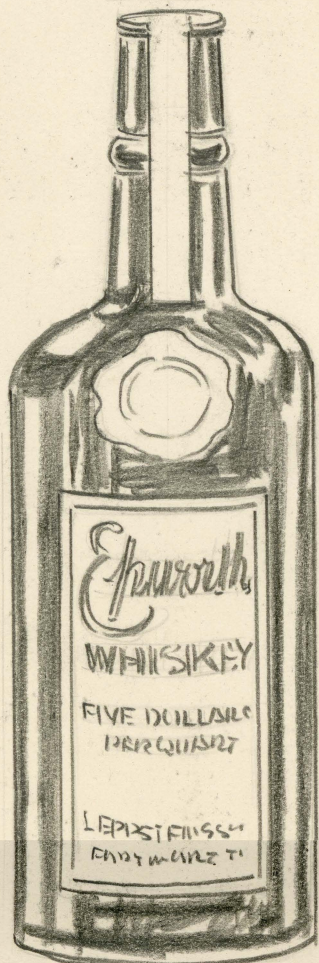
We are a little late in coming across with this acknowledgment due to absence from the city and other causes, the latter referring particularly to activities in connection with your shipment. However, this delay has in no sense inhibited our appreciation as you must know, so in thanking you we reciprocate your good wishes for the New Year with interest and, furthermore, this wish is made retroactive as effective from January 1st, 1917.

Trusting to have the pleasure of seeing you in New York soon, I remain

Yours very truly,

FRANK PRESBREY COMPANY

TCF-5
Enclosure.

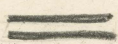


Join The Epworth League



← use
slug

One quart
Assures
You Full
Membership

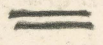


Spreads instantly
to every part
of the system
including the
vital organs
One good stiff
drink makes
an excellent
aphrodisiac



Representative
Patrons

Col. "Aim" Carter
Rev. Chas. Presbrey
Capt. T.C. Fogel



*Fully
Guaranteed
by
this paper*