

WM. H. RANKIN COMPANY  
*Advertising*

ASSOCIATED WITH CHAS. F. HIGHAM, LTD., LONDON, ENG.



1 WEST 37<sup>TH</sup> STREET  
NEW YORK

September 10, 1924

Mr. Amon G. Carter,  
Star Telegram  
Ft. Worth, Texas

Dear Amon Carter:

Your hired man sent me a very delicious watermelon, and to show you how much I appreciate it I had several pictures taken and have written a message on each picture. Please, in reading the pictures read first No. 1 then the back of No. 1; No. 2, then the back of No. 2 and so on. You will get a complete story.

I wish you would send a duplicate of that melon to Mr. L. A. McQueen, advertising manager of The B. F. Goodrich Rubber Company. Send it to his home address -- 249 Edgerton Road, Akron, Ohio.

I don't think you ever write a letter do you?

Very sincerely,

President

WHR:LMH