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MONNIG'S

FORT WORTH

TEXAS

September 19, 1925.

OFFICE OF
WILLIAM MONNIG, JR.

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

Dear Mr. Carter:-

Recipe for a Monnig's Rapid Service Cock-
tail.

The first thing needed is a container and
for this concoction that is a key chain which we
supply. The real kick of this mixture is supplied
by a numbered tag on the key chain. You can supply
the non-intoxicating part which are your keys.

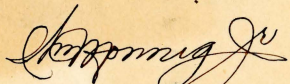
Directions for use.

When you charge a purchase in our store after
giving your name and address show your tag and "pres-
to" the merchandise will be given to you.

In working out this scheme the question arose
as to who should get the key ring number One. The
logical answer is our leading citizen and this an-
swer brought you to my mind. I appreciate all you
have done for Fort Worth. The recent acquisition of
the Marnald Oil Company is another illustration of
your untiring efforts for our community.

I am sending you key rings number One and Two,
one of which you may give to your wife to use them
when shipping at Monnigs.

Yours truly,



Secretary.

WM.M:GS

P.S. Of course, Amon, I know as a matter of fact you
don't need a key ring to get what you want on credit
in our store. I believe every salesperson in our in-
stitution knows you and would deliver merchandise
without question.