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President, Republic Steel Corporation
Cleveland, Ohio

The Star-Telegram is issuing a special edition for the opening of the Consolidated Aircraft Corporation's new thirty million dollar bomber plant Sunday, April 19th. Although I retired from the Advertising Department eleven years ago, they have enlisted my aid in trying to make this one of the best issues of this kind ever published and have promised me permanent retirement if I will do a good job. So, I have no alternative than to accept the challenge and I have been shaking the bushes all over the country. Incidentally, Mr. Girdler of the Consolidated and all of their affiliated companies of the Aviation Corporation are carrying about eight pages. While I realize the Republic is probably besieged on all sides for similar requests meanwhile you have the assurance that the government has just issued an order that this will be the last paper of this kind they will permit to be published in connection with national defense projects and we would be might happy to have a page from the Republic, I ^{recall} ~~realize, of course~~ that the Republic had a similar advertisement with the Nashville Tennessean at the time of the Vultee plant opening. The Star-Telegram has the largest circulation Texas, over 150,000 Sunday, the regular rate of \$761.60 will apply on this issue. I discussed the matter with Tom when he was here recently and wrote him a letter and he just wired me to take the matter up with you direct. We would be delighted to have the Republic with us.

(You might tell the National Supply Company that we already have a page ad each from the Cities Service, Consolidated, Continental, Gulf, Magnolia, Humble and Shell Oil Companies)