

GENERAL MOTORS CORPORATION

DETROIT, MICHIGAN

April 23, 1936

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

My dear Mr. Carter:

In a previous letter I advised that I would take up with our Distributive Committee the question of our going into the Fort Worth Frontier Centennial.

The Committee gave considerable time to your proposal, but finally decided that we should not go into the Centennial because we are already spending a large amount of money at Dallas to show our cars, and we feel that the crowds who will come to Fort Worth would be very much the same as those who go to Dallas, so that one exhibit of automobiles ought to serve our purpose as far as these Texas gatherings are concerned.

Under the circumstances, it would seem rather an extravagant undertaking to have exhibits of cars at both places, as they are so close together, and particularly as most people who come to the Centennial will also go to Dallas, and vice versa. I realize it might be claimed that many people who come to Fort Worth will not go to Dallas. In attempting to decide this matter, we would not consider ourselves as expert as you who are on the ground, but nevertheless I think anyone must admit that the two crowds will mingle more or less.

Matters of this kind, as well as many others, were given thorough consideration by the Committee before arriving at their final decision. Consequently, I hope that our decision will be satisfactory to you, on the basis that it was made after thorough consideration, and not without proper analysis and attention.

Yours very truly,

(signed) R. H. Grant.

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