

FORT WORTH STAR-TELEGRAM

MORNING

EVENING

SUNDAY

AMON G. CARTER, PRESIDENT

FORT WORTH, TEXAS

March 28, 1942.

Mr. E. B. Melton,
Division Passenger Agent,
Gulf, Colorado and Santa Fe Ry. Co.,
808 Houston Street,
Fort Worth, Texas.

Dear Mr. Melton:

Your letter of March 25th received in reply to my letter of the 21st regarding advertising in the special edition which will be issued by the Star-Telegram on Sunday, April 19th, in connection with the opening of the Consolidated Aircraft Corporation's new thirty million dollar plant.

Incidentally, the construction of the Consolidated Aircraft Corporation's plant and its affiliated interests by the government in Fort Worth has been the largest civic development during the history of our city and will mean an increase within the next 15 or 18 months of more than 75,000 in our population. It is our purpose to depict and present to the public this achievement of our city.

You state in your letter that the General Passenger Agent, Mr. A. C. Ater, has recommended that you give us an ad in this edition, for which please accept our thanks. We would like very much to have a full page ad. Incidentally, the Star-Telegram spent with the Gulf, Colorado and Santa Fe on freight alone in 1941 \$35,197.91. In addition, the writer shipped over \$250,000.00 worth of drilling equipment over your line in 1941, while the Santa Fe spent with the Star-Telegram \$2,910.00 in 1941. So, taking it altogether, as a matter of reciprocity we hope that you will send us copy for a full page for this special occasion.

The writer retired from the Advertising Department, so-to-speak, following the special edition on the opening of the Texas & Pacific Railway Company's new passenger station and allied activities November 1, 1931 on the basis that I had served my time in that department. Now, comes the Consolidated project and

my associates promised that if I would try and come back for another issue I would be permanently retired - at least in that department. Thus in as few words as possible I have tried to explain the predicament that now confronts me. We are very anxious to make this one of the best special editions we have ever issued and I hope you can go along with us.

Sincerely,

A handwritten signature in purple ink, appearing to read "W. J. ...", written over the typed name "President".

President.

AGC.KD

C O P