

THE TEXAS COMPANY  
135 EAST 42<sup>ND</sup> STREET  
NEW YORK

W. S. S. RODGERS  
PRESIDENT

April 3, 1942

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

Dear Amon:

Replying to your letter of March 27:

We have carefully considered placing an advertisement in your special Bomber Plant Edition, on April 19, but regret that we cannot see the way clear to do so.

I thought that it might be possible to time one of our regular series of advertisements to appear in this special edition, but find that while the Star-Telegram was on the schedule for previous advertisements and is also on the list for others later this year, there is nothing scheduled to appear at this time in any of the papers, and in view of this we could not consistently have one of the advertisements in the Star-Telegram now. Furthermore, we feel that regular advertising in any special edition of this kind is very apt to be lost, and things are so uncertain in the oil industry at this time we would not feel justified in spending money for advertising which would be entirely institutional and from which there would be very little direct benefit to the Company.

Regretting that we cannot go along with you on this,  
and with kindest regards, I am

Sincerely yours,

