



PETROLEUM AND ITS PRODUCTS

# GULF OIL CORPORATION

HOUSTON SALES DIVISION

GULF BUILDING · HOUSTON, TEXAS

O. H. CARLISLE  
DIVISION MANAGER  
H. S. GWYN  
M. FARNSWORTH  
ASST. DIVISION MANAGERS  
G. O. MARKINS  
L. E. DEWS  
DISTRICT SALES MANAGERS

SUCCESSOR TO  
GULF REFINING  
COMPANY

April 6, 1942

-Personal

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

Dear Mr. Carter:

I acknowledge receipt of your personal letter of March 28th, asking that we go along with you on a page ad in your Sunday, April 19th edition dedicated to the Consolidated Aircraft Corporation.

You are the only man in Texas who could induce me to break a rule of several years standing not to go into advertising of this kind, especially when you put it on a personal basis, as you have done in this case.

I am doing this with the full knowledge that it will bring down upon me the horde of other newspapers where Defense Projects are either underway or contemplated, but I cannot refuse the request of a man who has done as much for Ft. Worth and for Texas as yourself.

Our Promotional Department will send out copy for a page ad direct to the paper and it will reach you in ample time for your edition on the 19th.

With kindest personal regards, I am

Sincerely,

OHC/LR