

Mr Carter: With reference to the attached: We had this matter up when you were ill, last Winter, and I talked with Mr Weare on June 14, as the letter mentions.

My principal objections to the Eisenhower story were that the edge had been taken off by previous stories that had been published on the European campaign, particularly Commander Butcher's series; that the price of \$7500 was more than the story was worth to us, in my judgment; that if we had \$7500 we wanted to spend in the paper I believed there were other needs to which it could be put and better results obtained.

We've already started to put into effect some of the recommendations contained in the lengthy report I sent to you and with which you said you agreed.

We're getting ready to set up a farm department to handle farm news twice weekly and put out a farm tabloid section once a month as a regular part of the Sunday paper.

We've signed up with the AP for the State wirephoto network. This will provide an exchange of photographs with Texas newspapers, tie the main circuit into Fort Worth for specified periods during the day and night. The additional cost will be \$98.15 per week, which may be reduced \$15 to \$20 per week, depending upon the messenger fees we can eliminate. This service is projected to start January 1.

I understand from some of the advertising boys that, in addition to Leonard Bros. complaining considerably

about the printing of their ads-- a criticism that is fully justified-- they've had inquiries from other advertisers about what improvements we'll make in the paper itself, when we get the new equipment. One inquirer specifically wanted to know if there wouldn't be more to read in the Sunday paper.

Recommendations in this respect were for a compromise between the space we had before the war and that now, which I believe involved an increase of 32 columns per Sunday and at an estimated cost of approximately \$47,000 per year. Since we've had increases in labor costs, and undoubtedly will have an increase in newsprint, this figure will be increased probably 10 or 15%.

If we have the paper available, I think the increased content should be provided as soon as we get the new equipment. JMN

July 17 1948

