

August 2, 1932.

Mr. Earl Cogdell,
Granbury, Tex.

Dear Mr. Cogdell:

In every heated campaign it is usual for us to get letters accusing us of being prejudiced or impugning our motives. Every newspaper that takes any decided stand, that fights hard for a cause or a candidate, receives them. It is only natural and to be expected. No newspaper could expect all of its readers to approve of its stand, and a newspaper that attempted to chart its course to fit all of them would have to follow such a weak-kneed policy as to make itself ridiculous even in the eyes of its own supporters. However, the number of such letters we receive has been and even in this campaign is negligible.

There are two surprising things about your letter of July 29. One is that a man of your evident intelligence and standing would make charges so reckless, and the other is how you could have been so far wrong and be a reader of the paper. As an intelligent man, regardless of what you think of The Star-Telegram or how little you may think of Mr. Carter, or how much you disapprove of our opposition to the Fergusons, you should give us credit for some intelligence....intelligence enough to appreciate at least that the newspaper is, as you say, a public service corporation, that we are in the business to disseminate news, and that we would have sense enough to publish it, no matter what our personal feelings or our editorial policies. You ought to know that in making such charges they are subject to ready proof or disproof, as the files of the papers speak for themselves and it is not necessary to take anyone's word, not even our own, as to whether election results have been or have not been printed.

You should know that a newspaper which has built up a circulation of 140,000 daily has not built it up by suppression of the news. You should know that an institution which has been built to that point involves such investment that only a bunch of idiots would think of jeopardizing that investment by suppression of the news. Any sane man knows that news can not be suppressed, and any sensible man, particularly

one in the newspaper business, knows that any attempt at suppression is fatal. In addition, it is our business to publish the news, and the best answer as to whether we have done it or not, and are continuing to do it, lies in the circulation we have built up.

Now, as to how groundless are your charges: Your letter is dated July 29. In its first paragraph it states: "We looked through your paper this A.M. to see how far in the lead Mrs. Ferguson was running, but not a thing could we find; so we had to go buy a Dallas News to see how our favorite candidate was leading in the Governor's race".

Two editions serve your town: the city edition, delivered in the town through the agent, and the mail edition, serving principally rural subscribers and those on the mailing list. The city edition of July 29 carried the election story on the first page, in column five. The mail edition of the same date had the story on page two, column six, and also a table showing the returns by counties. This table was not carried in the city edition of July 29, which serves your town, because it had appeared in the city edition of the day before. We issue thirteen editions daily and the news is published as fast as it develops, and carried through from the starting edition until it has served the complete circulation. Tear sheets of the city edition of July 29 and the mail edition of that same date, as well as tear sheets of other state editions, are being sent you as evidence of how the election returns were handled. If you would be interested in a fair comparison, you might take The Star-Telegram of July 24 and the Dallas News of the same date, wherein The Star-Telegram carried more than a page of county returns and tables in the governor's and other important state races.

After Monday, the reader interest in the election switched from the governor's to other state races, for on Sunday morning it was quite evident there would be a runoff in the governor's race, and that the runoff would be between Mrs. Ferguson and Mr. Sterling. On Monday morning Mrs. Ferguson's lead had reached

73,000. Therefore, the only question about her race was whether her plurality would remain at that figure or climb to 100,000, or better. Whichever way it went was without effect on the result in that race. There was a great deal of question though about some of the other state races as to whether there would be run-offs, and, if so, who would be the candidates in them. From a newspaper standpoint, reader interest would have justified devoting all attention and giving the play to these other state races, about which there was some doubt, and dropping that of governor to a minor news consideration. The fact that it was not done and Mrs. Ferguson's lead was still featured on the front page three and four days after the election supplies its own answer as to whether prejudice, as you call it, governs us in the handling of news.

Since we don't expect all of our readers to agree with us in matters of editorial policy and it is only natural in the heat of a campaign to have bitter partisans attack us, such charges are of no moment. But when an intelligent man attacks the integrity of a newspaper by charging it not only with failure to print the news, but with deliberate suppression of it, it is a serious matter and one I feel justified in answering. That is the reason I have dictated this lengthy letter and the reason I am enclosing tear sheets from the editions of the various days. I want the printed evidence to refute your charges, rather than any statements of mine.

Yours very truly,

J M North Jr,

Enc.

THE FIRST NATIONAL BANK 88-258

CAPITAL \$ 100,000.00 SURPLUS \$ 50,000.00

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Granbury, Texas, July 29th. 1932.

-FOR PUBLICATION-

Star-Telegram.
Fort Worth,
Texas.

The Ferguson supporters of this, (HOOD COUNTY) who constitute fully 50 per cent of your subscribers don't think you are giving Mrs. Ferguson any thing like a FAIR deal, we looked through your paper this A.M. to see how far in the lead Mrs. Ferguson was running, but not a thing could we find, so we had to go buy a Dallas News to see how our favorite candidate was leading in the Governor's race.

Now, we realize that your President Mr. Amon Carter does not like the Ferguson's, but at the same time we know and you certainly realize that fully 50 per cent of your subscribers in Texas are Ferguson supporters and we feel like we are entitled to a fair deal in this election and we know if Ross Sterling had been leading the ticket by any-thing like Mrs. Ferguson's lead, that in your issue of this date you would have had large type head lines showing this more than NINETY EIGHT THOUSAND MAJORITY which we find in to day's issue of the DALLAS NEWS, to be MRS. FERGUSON'S majority over Mr. Carter's friend, Ross Sterling.

We the supporters of Mrs. Ferguson, realize that your President Mr. Carter, has a right to his own choice in this Governor's race, but at the same time we think we have been the means of his building up his paper to where it has almost made him independently rich, therefore, why can't you give us and our candidate a head line and a front page editorial and lay aside your prejudice for just one SINGLE ISSUE of the Star-Telegram? Your paper is a public service Corporation, just the same as the Southwestern-Bell Telephone Co, The Lone Star Gas Company, or The Texas Electric Service Co. Suppose these large Corporations should treat their Ferguson subscribers like you have treated us in this campaign? Then, Mr. Carter, would be the first man in Fort Worth to reprimand them. Many of the strong Ferguson supporters of this County know your Mr. Carter personally and they know him to be a fair and honest Gentleman, but we feel like he is taking his personal hate for the Ferguson's a little too far when he fails to give us, the Ferguson subscribers to the Star Telegram, any thing like 1 tenth of a fair deal.

We herewith enclose 3¢ in postage stamps for the return of this letter, should you not care to publish same.

Yours very truly,
FERGUSON SUPPORTERS OF HOOD COUNTY.