

Mr. Carter: Relative to your inquiry regarding "Bill Rogers' stuff last night:

I think we were one of the first papers in the country to buy his stuff. My recollection is that I bought it in the early part of 1921, before he went with the McNaught syndicate. The old New York Herald had a syndicate that never had amounted to anything run by ~~an~~ man named Davidson. He put out an offer on Rogers stuff. I had met Rogers when he played here at the Majestic; his act then was mostly a roping act though he sandwiched in some wisecracks and humor (I believe that was about 1912 or 1913) and had seen his first attempt at syndicate writing, which I believe was handled by the NEA. When the Herald put out its general offer, The Star Telegram and the Wichita Falls times bought it. The offer covered only an article once a week, either for Saturday or Sunday release. However, the service never started. Davidson wrote in later that he could not get enough papers interested. Then McNaught took it up; took over the list from the Herald and the service started. McNaught told us at the time that the service had been sold in Texas to us and Wichita Falls which accounts for the fact that Wichita Falls has the Sunday now. Later Rogers put out a daily feature under the title "Today's Worst story". We bought that. We did not come in on the wire feature for several months after it had started and after it got going so well the "Worst story" was dropped. I think we have used him on every convention and bought every other service of his since. I do not recall

7

a time when we have not.

I also recall along about 19<sup>12</sup> or 19<sup>13</sup> when he was playing the Majestic that I walked all over town with him early one morning trying to find some tamales for him and that failing he finally compromised on a bowl of chili at Reid's old chili parlor on Main. Also in the files of that time is a half page story I wrote on him, which probably wasn't ~~was~~ worth a rap but is important because it was the longest we'd ever run any actor up to that time ~~xxxxixxxxxxxxxxxxxxxx~~ or since.

*accidentally*

We were also instrumental in bringing about the syndication of Odd McIntyre. It came about in this way: Joe Glass, former AP manager at Dallas, had gone to Ohio as editorial director for the Governor Cox papers. On a visit to the state he told me of the luck he was having with the Odd McIntyre feature. I had never heard of it; it wasn't syndicated. He told me to write to Odd at the old Majestic hotel, I believe, that he would sell it for little or nothing; that he was a press agent and the column was a side line. I did; ~~xxxx~~ Odd quoted the feature at \$20 per month and we bought it. A few weeks later, Charlie McAdam, whom I had known when with McClure but who was then with McNaught blew in. He saw McIntyre running, asked how it was going and said Odd was a friend of his. That night at dinner he asked me if I thought he could be syndicated. Later in New York he told me Odd was making \$400 per week out of his press agent and other activities; that he would have to give these up if he started syndicating and that the syndicate naturally would have to pay him that much. Odd's list at the time

3

showed a gross revenue of \$168. Charlie said he would take him on if he could get the \$400 guaranteed. He asked me to stand a raise to \$10 per week, which I did. He asked the others on the list to do the same and got within shooting distance of the \$400. Then Odd felt sorry for him and agreed to do a Sunday article, letting Charlie take all the gross revenue from it. From that he has gone up to where I think his guarantee is \$2750 weekly, and this from about 1922.

JMN