

August 17, 1935.

Mr. T. L. Rouse,
The TIMES,
Vernon, Tex.

Dear Mr. Rouse:

In Mr. Carter's absence, your letter of August 16 has been referred to me.

Your offer to try out your feature without cost to us is a generous and sporting proposition, but at this time we are not in need of any features of any description. While we are using more than any other paper of our size in the country, we have more than any other unused, for we have what amounts to blanket contracts covering practically the entire output of the three largest syndicates in the country, and contracts for separate or small groups of features with numerous others.

What will be done about the Will Rogers feature we do not know. Replacing him is impossible, for there is no writer in America, to our knowledge, though there are many very able ones, that could take his place. Rival syndicates tried it during his lifetime with other humorists and comedians, and failed. Rogers' death is a loss to our newspaper and a personal blow to all of us here who were acquainted with him and enjoyed his friendship. Our offhand opinion is that, while the syndicate marketing his articles will offer some other feature as part of its contract budget, it will make no effort to substitute for his work.

The reproductions of your comments, which you enclosed, are good. If we had need of something of the kind we should be glad indeed to give them consideration; but at this time we are carrying the largest editorial force in our history; have kept intact all of our established features and our syndicate contracts, in the face of the fact that daily papers are below normal in size and our Sunday papers fully 50 percent below normal. You can see from this situation there is little or no opportunity for any additions.

Yours very truly,

J M NORTH, JR.