

OFFICE MEMORANDUM

2-I-45

Date _____

Garter

Mr. _____

_____ Department

Attached is answer to letter to you from Sam, which you passed on to me, regarding the newspaper column. The reason for burdening him^W with our newspaperprint problem (which has no place in the letter) is the belief that someday it might not be a bad idea for him to know it. JMN

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February 1, 1945.

Hon. Sam Rayburn,
House Office Building,
WASHINGTON.

Dear Sam:

Mr. Carter passed on to me your letter regarding the column of Mrs. Hope Ridings Miller. I previously had received and answered a letter about it from Bascom.

We are one of McNaught's clients, and it would be a simple matter to take on her column, if we had any place in which to use it. But we have so many that are going unused I don't feel justified in buying another.

The print paper situation is extremely acute with us. It seems to me, though my own personal feeling and desire to give better service aggravates it, that we are taking the worst licking of any paper in Texas. All the others have made larger circulation gains than we and, though we are about 7% above 1941, the base year, on the evening Star-Telegram, and a little under 1941 on the morning Star-Telegram, we have had to withdraw entirely from North and Northeast Texas, South Oklahoma, the area Northwest of Lubbock and that North of Amarillo. We have had to reduce the number of copies going to agents, in our immediate territory-- about 10,000 in the case of the evening Star-Telegram and 5,000 in the case of the morning. We have had to do it in order to meet the continuing and rapid increase in Fort Worth and immediate suburbs, due to the influx of war workers.

We are having to issue both morning and evening Monday papers in 8-page sizes, without any advertising whatsoever; to hold our Sunday papers to 40 and 44 pages, and, after restricting our local advertisers 15% in 1944, we left out an average of \$40,000 worth of national advertising per month. This year, we were forced to impose an additional 15% restriction on local advertisers.

None of us is as much concerned about this loss of national advertising revenue, or the restrictions upon our local advertisers, as we are over our inability to serve the public and to furnish our papers to those who wish to buy them. It has always been my view, and is that of the others in this organization, that our first obligation is to the public....our subscribers and readers, and when we can not meet their demands we are not fulfilling our obligation.

The acuteness of our situation is largely due to having always operated on a sound, economical basis, permitting no agents' returns, having no unpaid circulation and a minimum of waste. Consequently, we did not have any "fat" upon which to draw, when rationing became effective.

Our general manager, Mr. Bert Honea, is a member of the Newsprint Advisory Committee. I served on it myself for about six months. We appreciate to the fullest the necessity for rationing and we have conscientiously lived up to the program throughout. As a matter of fact, we twice refrained from seeking appeal tonnage, when we were clearly entitled to it, because we felt at the time we could get by without it and that so feeling we should do it, in order to cooperate with the general program. Perhaps, if we had not been so conscientious, we might not be so bad off now.

However, there is no justification for my burdening you with our troubles, when you have heard thousands like them and have others of far greater import. Please excuse it. I get a bit worked up about it, at times.

With all good wishes, I am,

Sincerely yours,

J M NORTH, Jr.