

ROY W. HOWARD
SCRIPPS-HOWARD NEWSPAPERS
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WWT
January 16, 1950.

CONFIDENTIAL

Messrs. George Carmack,
Ray L. Powers.

Gentlemen:

Please treat the following as confidential, at least all of it except the fact of my having had Oveta to lunch with me on last Wednesday. She told me that she was still having trouble with her throat. As her discussion of the nature of the trouble was somewhat hard to follow, I did not press her for details, and got none.

At one time during our luncheon she started in to say something about her general manager having been unable to work out any figures that would justify them in selling our boys their Sunday paper for five cents. I believe that she stated that her man and Ray had been unable to get anywhere in their discussions.

I might have pursued the matter further. However, I had a feeling that extensive conversation on her part might not be altogether easy. Since I knew the answer was to be no anyway, I merely suggested that we forget the topic for the time being. To this she readily acceded. I told her that one of the reasons why I thought it was more or less pointless to pursue the matter further at this time had to do with a new proposition, or rather the revival of an old one, that I hoped to be able to take up with her and the Governor sometime in the next couple of months. I said that this had to do with the application of the printing company plan (Albuquerque plan) to Houston. I showed her a few figures that revealed the literally fantastic change in the picture for the better that had resulted in Albuquerque, El Paso and Evansville through the adoption of this formula.

Oveta told me that her son's interest centers entirely in the editorial operation. I pointed out to her how a printing company set-up would not only materially clarify the situation in Houston as between the Press and the Post, but that it would achieve a further result which might be of especial interest to the Governor and herself, namely, that while it would assure for the boy independence of action in the editorial operation, in which his interests will continue to center if he elects to remain in journalism, it would do more than that in that it would relieve them and him of worry over the business operation and assure the continuity of that operation along successful lines which our performance in Albuquerque, El Paso and Evansville had clearly demonstrated our capacity for successful operation and co-operation.

Just how deeply what I said sunk in is more than I can say, but Oleta definitely registered interest in having me talk the matter over sometime with her and the Governor.

I am taking steps to see that this letter reaches each of you unopened, and I would like to suggest that unless each of you has confidential files inaccessible to anyone other than yourselves, it might be best for each of you to destroy this letter. There is nothing in it that is a matter of record which would make the keeping of it by you of sufficient importance to offset the possibility of some leak.

Sincerely,

cc: RAH-MF JRN CES WWH

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