Frederick W. Brinkerhoff correspondence

Section 162, Pages 4831 - 4860

This is correspondence to and from newspaper editor and publisher Frederick W. Brinkerhoff. The bulk of letters date from the 1940s and 1950s, His first newspaper job was with the Ottawa Herald, after which he worked for the Fort Scott Republican, Chanute Sun, Chanute Tribune, Kansas City Star, Pittsburg Headlight, and the Pittsburg Sun. Brinkerhoff was also vice-president and a director of Stauffer Publications as well as director of Capper Publications Inc., the Topeka State Journal Company, and Newton Publishing Company. In addition, he was vice-president of the KSEK Broadcasting Company in Pittsburg. Brinkerhoff was well known as a journalist, serving as president of the Kansas Press Association in 1935 and as chairman of the Kansas Associated Press in 1946-1947. He also served as a member of the Pulitzer Prize jury for editorial writing in 1950 and 1951. In 1956, he received the William Allen White award to a Kansas editor for journalistic merit. Active in community affairs, Brinkerhoff was a member of the board of the Pittsburg Public Library, served as chairman of the Pittsburg Industrial Commission, and was on the board of directors and served a term as president of the Pittsburg Chamber of Commerce. He was also active in Republican party politics. Brinkerhoff was interested in the history of the state and served as president of the Kansas State Historical Society in 1944. The correspondence is arranged chronologically and grouped alphabetically by individuals with whom Brinkerhoff was in frequent contact, including Roy F. Bailey, Arthur Capper, Rolla Clymer, Harry W. Colmery, Harry Darby, Jess C. Denious, Myron George, Merl Huffman, Clyde M. Reed, Richard W. Robbins, Andrew Schoeppel, and Oscar Stauffer, among many others.

Date: 1909-1966

Callnumber: Frederick W. Brinkerhoff Coll. #97, Box 1 Folder 1 - Box 8 Folder 5

KSHS Identifier: DaRT ID: 228487

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Stanley Stauffer--2--Feb. 23, 1956

That is the point to the matter. If there is any interest in showing where a party official may be profiting because of influence as such a party official, there will be interest in the Semple case.

Sincerely yours,

F. W. Brinkerhoff

FWB:ls

STAUFFER PUBLICATIONS
INCORPORATED

OFFICE OF THE PRESIDENT

Topeka, Kansas
March 21, 1956

Dear Brink:

Gaylords want to buy only Capper's Farmer. They weren't invited up here to meet with Cappers. In fact, Ed Gaylord told me at lunch that Zach appeared interested but declined to discuss a sale until he "got things squared away." I reviewed the situation with Ed and he went down to talk to John Kirk, trust officer, National Bank of Topeka. I will be interested in learning what he found out. As executor of the Senator's will, the bank is now voting majority of the stock.

Both Rex and Van are now urging a meeting on negotiations this spring. Therefore, I wonder if you would please set aside Friday, May 4, as the prospective date for such a meeting here. At the same time, perhaps you will be able to report on what you find out at the ANPA meeting about ITU demands and publisher plans.

I am enclosing Van's latest letters to familiarize you with the Grand Island situation. Please return.

UP is attempting to invoke a 10% rate increase for all clients. That effects us in York, Independence and Santa Maria. Fortunately, at Santa Maria our contract expires in 18 months and we can hold that over their head with the idea of changing to Associated Press if they persist in the increase. However, I think we are stuck at both York and Independence. Possibly you can find out from UP clients at ANPA what they are doing about the increase.

Sincerely,

Stan

Stanley H. Stauffer

SHS:S
Enc.

Mr. F. W. Brinkerhoff
Headlight & Sun
Pittsburg, Kansas

Frederick W. Brinkerhoff correspondence

March 23, 1956

Stanley H. Stauffer
State Journal
Topeka, Kas.

Dear Stan:

So far as I know May 4 is ok for me. I will probably be in trouble at the same time.

While I will be mixing up with ANPA fellows, I will not attend the meeting because The Pittsburg Publishing Company is not a member. My vice presidency of the State Journal is not acceptable for admission as a representative of the State Journal. That matter was up once before and Cranston Williams raised a roar at my attendance. But your father also was there. We are a member of the Bureau of Advertising but never have joined the parent organization. You might write a cautious letter to Williams explaining that OSS is out of the country and that I would be the only State Journal representative available in New York since I would be there attending other meetings. I think he will explain that the rules are against it but he might have a different attitude now.

I am returning Van's letter. It looks like an unhappy situation up there, negotiations having gone on as long as they have.

I am greatly interested in the developments on the other side of the building and in the Oklahoman's report.

The meeting of the right to know committee of the KPA is called for Sunday morning, April 8 in Topeka. I plan to be there and to get away as soon as I can after the luncheon meeting.

Sincerely yours,

F. W. Brinkerhoff

FWB:ls

Topeka, Kansas
April 2, 1956

Dear Brink:

You have shown continued interest on the eventual outcome of the settlement of the Capper estate and the effect Henry Blake's death will have on that settlement. It still appears that Phil Zach will move to Topeka and occupy much the same position that Mr. Blake did.

There is one possible change, however. It is probable that Leland H. Schenck will be elected president of the Capper Crippled Children's Foundation, to replace Mr. Blake, and thereby be empowered to vote the Foundation's 25,000 shares of stock.

Rumor persists that attorneys are now ready to settle Senator Capper's estate with the internal revenue service. If this is done without the need for selling any of the 61,700 shares of Capper common stock still remaining in the estate, it will leave this stock to be divided among the residual beneficiaries. I presume only those original beneficiaries still in Capper employ will be eligible for shares of this remaining stock. Also, I assume this remaining stock will be divided pro rata in the same proportion as originally set out in the Senator's will.

Therefore, I have prepared the enclosed table showing: 1) the amount of stock originally divided according to the will; 2) the division of the 61,700 shares remaining in the estate ~~and~~ after the closing; 3) the shareholdings after the estate has been closed as outlined above; and 4) the percentage of stock held by each stockholder after such a division.

Sincerely,

Stanley H. Stauffer

SHS:S
Enc.

Frederick W. Brinkerhoff correspondence

	Stockholder	Original Legacy	Residual Legacy	Total Holdings	Percent Holding
1.	Crippled Children's Foundation	25,000	***	25,000	25.0
2.	Henry S. Blake (estate)#	4,000	—	4,000	4.0
3.	Philip Zach	2,000	14,867	16,867	16.9
4.	W. A. Bailey, Kansas City, Kan.	1,000	7,432	8,432	8.4
5.	Marshall Crawford*	500	—	500	.5
6.	Edith Capper Eustice (estate)#	500	—	500	.5
7.	Clif Stratton	500	3,718	4,218	4.2
8.	Ray Yarnell	500	3,718	4,218	4.2
9.	Charles E. Sweet	500	3,718	4,218	4.2
10.	Frank X. Gaughen, Chicago	500	3,718	4,218	4.2
11.	Julia McKee	500	3,718	4,218	4.2
12.	L. H. Schenck	500	3,718	4,218	4.2
13.	Brook Haines	500	3,718	4,218	4.2
14.	Roy Vogel	500	3,718	4,218	4.2
15.	Ray H. Gilkeson	500	3,718	4,218	4.2
16.	James M. Rankin	500	3,718	4,218	4.2
17.	E. R. McKenzie	300	2,221	2,521	2.5
		38,300	61,700	100,000	100.0

#Died since will probated.

*Left employ since will probated.

THE LAWRENCE DAILY JOURNAL-WORLD

DOLPH SIMONS, EDITOR AND PUBLISHER

AUDIT BUREAU OF CIRCULATIONS

MEMBER ASSOCIATED PRESS

LAWRENCE, KANSAS

April 5, 1956

Mr. Fred Brinkerhoff
The Pittsburg Publishing Co.
Pittsburg, Kansas

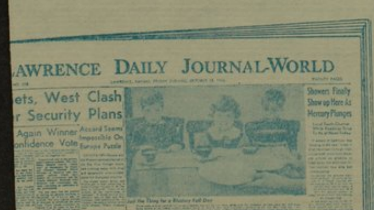
Dear Fred:

As you probably know, Clyde Reed is a candidate for president of the Alumni Association of the University of Kansas opposed by Arthur Cromb of Kansas City. Clyde is a first class fellow in every way and I would like very much to see him elected. This last year, as a hard working vice president and membership chairman, he has demonstrated his interest in Alumni Association affairs. He has just completed two years of good work as president of the William Allen White Foundation.

I would like to have you be one of a committee of several names to sign a postcard which will go to perhaps 2,000 association members. Others I am writing are Roy Edwards, Charles Strickland, Maurice Breidenthal, Harrison Johnson, Margaret Heizer O'Neil and Virginia Getto.

The postcard message would be something like this:

> "We will appreciate your vote for Clyde Reed of Parsons as president of the K.U. Alumni Association. He now serves as vice-president and chairman of the membership committee. He is energetic and an able worker, and he is deeply interested in the welfare of K.U. The election of Clyde Reed should substantially benefit both the Alumni Association and the University. Thank you.
>
> REED FOR PRESIDENT COMMITTEE
>
> ____________ ____________
>
> ____________ ____________"



Frederick W. Brinkerhoff correspondence

There would be no expense to you or any obligation other than authorization of your name as one of the signatures on the postcard. To be effective, the cards must be mailed the last week in April, so there cannot be much delay.

I will be appreciative if you will advise me by return mail if you are willing to be one of the names on the card.

Best wishes.

Sincerely,

Dolph

Dolph Simons

DS:df

Topeka, Kansas
April 4, 1956

Mr. F. H. Vandegrift
Grand Island Independent
Grand Island, Nebraska

I have been going further into the advisability and possibility of setting up a separate corporation to own the new Grand Island building and to lease it to Stauffer Publications.

In this connection, there are several questions I would like to know from you. Assuming the building cost $275,000, what would be a fair estimate of:

1) The annual ad valorem taxes on the building and real estate?

2) The annual insurance premium on the building?

3) A fair annual rental for the building and real estate?

At this point, using rough estimates for various factors, the separate corporation proposal seems to stack up something like this:

Cost of land (actual)	$ 71,000.00
Cost of building (estimated)	275,000.00

Basing the annual rental at 8% on the land and 12% on the building, a fair annual rental, according to a Topeka property management consultant, would total $38,680.

The building should be depreciated over either 50 or 40 years. Merl thinks that 40 years would probably be acceptable to the Internal Revenue Service. Therefore, at 2½% annual depreciation would total $6,875. However, we would be better off with a higher depreciation and Merl says we probably could get by with a sum-of-the digits depreciation schedule. This would give us $8,000 or $9,000 in depreciation the first year and slowly graduate down.

However, assuming we used a 2½% depreciation rate, borrowing $250,000 at 3% from the bank to construct the building and our other charges ran as estimated below, our operation of a building corporation would run something like this the first year:

Annual Rental		$ 38,680.00
Depreciation	$6,875.00	
Interest	7,500.00	
Insurance	500.00	
Ad valorem taxes	2,500.00	
Administration expense	1,000.00	
Maintenance Expense	1,000.00	

Total Expenses	$19,375.00
Profit before Federal Taxes	$19,305.00
Federal Income Taxes	5,791.00
Profit after taxes	$13,514.00

This $13,514 plus the $6,875 charge for depreciation or a total of $20,389 would be available for annual debt retirement. This would make it possible for the building company to pay off the $250,000 loan in 12½ years. Keep in mind that the profit goes up slightly each year as the interest expense and depreciation expense decline. It is perfectly reasonable to assume that the maintenance expense might rise accordingly to offset these. However, it doesn't appear from the above that the profit of the Grand Island building corporation would ever exceed $25,000 annually and thus put that corporation into the higher tax bracket, which shows signs now of remaining at 50% at least.

Using the above figures, Merl and I computed that having a separate corporation which is taxed at the 30% rate rather than Grand Island's present 52% rate will save 22% tax wise on the building corporation's profits until the building corporation starts paying dividends. Then, when the building corporation has amortized its debts and its profits start coming into Stauffer Publications, another 7½% tax will have to be added to its profits to allow for bringing these dividends into Stauffer Publications. At that point the tax saving will be 14½%.

I wish you would check these estimated expense items in the above projection and let me know if you think the figures are realistic for: 1) an annual rental figure; 2) an annual insurance premium; 3) an annual ad valorem tax.

Of course, if Dad and our board members decide we should go through with the setting up a separate building corporation, it will have to be cleared with the bank. However, since Dad made arrangements with Bud Wolbach, bank president, for the loan at 3%, I would want him to be the one to approach Bud on making the loan to the building corporation rather than to Stauffer Publications. Therefore, please don't say anything to Bud or other bank officials now.

The property management consultant whom I approached here was surprised that the cost of the building would run anywhere near $16 a foot. He cited some comparable buildings here that were erected for $12 a foot. I have expressed myself similarly to you and Frank McNett on several occasions.

Sincerely,

Stanley H. Stauffer

SHS:S

Frederick W. Brinkerhoff correspondence

GARRISON & GRESSER
Certified Public Accountants
National Bank of Topeka Building
Topeka, Kansas

April 26, 1956

Mr. Stanley Stauffer
Stauffer Publications, Inc.
Topeka, Kansas

Dear Stan:

We have studied the data that you and Merl left at our office in connection with the proposed Grand Island Building Corporation.

We can see no complications involved in setting up a new corporation, a wholly owned subsidiary of Stauffer Publications, Inc., for the ownership of this property, even though it becomes necessary for the parent company to guarantee the mortgage in one way or another. Further, as the land has only recently been purchased by the parent company, there is no particular tax question involved in the transfer of the land to the new subsidiary in exchange for its stock as there would be no gain or loss on the transfer where the transfer is made at cost.

We have reached the conclusion that the separate corporation is advisable as contrasted to putting the real estate ownership in the hands of the parent company. You will recall we thought perhaps that the "sum-of-the-Digits" or "Declining Balance" method of computing depreciation might result for the first two or three years, this loss would soon be converted into a profit and we feel that your original approach of using a separate corporation where the income would be taxed at a 30% Federal rate in lieu of a 52% rate is advantageous.

We prepared some additional schedules in pencil form and decided that little information was developed that was not available from your schedules. We do believe that the depreciation charge should be increased to 4% at the very minimum and that probably it can be increased sufficiently to offset practically all of the taxable income. The elimination of income tax would increase the amount available for debt retirement from your figure of $16,535.00 to approximately $20,000.00 annually. We sometimes overlook that, on the basis of 5% interest, a dollar in tax savings today is worth two dollars twenty years from now, so we think it is advisable that the taxable income of the new corporation be held at a minimum through the various elective methods available for figuring depreciation, even though the tax liability would be based on a 30% rate factor.

Please call if you have any further questions on this matter.

Yours very truly,

S/ Don F. Gresser

DFG:tc

Topeka, Kansas
April 11, 1956

TO ALL MANAGERS:

I am completing a survey of all of our liability and workmen's compensation coverage. Enclosed is the latest tabulation.

I would appreciate you going over this carefully and checking it for accuracy.

If you have any lease agreements you have not previously sent me, I would appreciate receiving these as soon as possible.

Also I need a copy of your last final annual payroll audit under your workmen's compensation policy. If you do not have this in your files, please secure same from your local insurance agent. If he cannot provide a copy, please ask him to write your carrier immediately and instruct your carrier to send a copy of the audit directly to me.

In addition, please send me the number of newspaper-boys, including adult contract motor route carriers, you have. 93 +

Then one more request: Please send me the names of those whose use of automobiles is usual to their employment duties.

If you detect any errors listed opposite your operation, please notify me at once.

Sincerely,

Stan

Stanley H. Stauffer

SHS:S
Enc.

Topeka, Kansas
April 10, 1956

To all directors:

We have scheduled here Friday, May 4 a meeting of Fred Brinkerhoff, Fred Vandegrift, Beachy Musselman and Rex Woods, the four who negotiate ITU contracts. Also here for the session will be Marion and John Stauffer and Frank Terrell and Guy Magruder.

Since a majority of our directors will be on hand, I thought it advisable to use the opportunity to hold our annual directors meeting here.

Therefore, we have set the meeting for 10 a. m., Friday, May 4, in Brink's suite in Hotel Kansan.

Besides regular business, I should like for board members to consider at the meeting two special matters:

1) formation of a separate Grand Island building corporation;

2) purchase of company-wide workmen's compensation and liability insurance coverage.

On the former, I am enclosing for your study a revised operational prospectus. It will interest you to learn, I'm sure, that tax consultant Joe Garrison advised the Internal Revenue Service would not challenge the formation of such a building company. Garrison said his firm had recently divided existing corporations into building corporations and operating corporations with no objection by the IRS. Garrison also verified that an annual rental figure of 8% on the land cost and 12% on the building cost was entirely in line. In fact, he said we could in all probability get by with 12% on the cost of both the land and the building. Depreciation is something that should be investigated more thoroughly. Although I have used a straight-line 2½% depreciation figure, it is possible a sum-of-the-digits or declining-balance schedule would be more desirable. The effect of either of the latter would be to give more tax-free money in early years for debt-retirement, but subject the building corporation to higher taxes in later years. I was wrong on the interest rate with the Grand Island bank being 3%. The commitment Dad got before leaving last January was 4% on $125,000. Insurance expense is still an estimate at $500. However, it could be as low as $425, according to Fred Vandegrift. Similarly, ad valorem tax expense is only an approximation, although Van thinks it is nearly accurate.

Until Aetna completes its survey of our existing Workmen's Compensation and liability coverage, it cannot submit a proposal. But you'll note from the enclosure that jointly we are paying nearly $7,000 annually for such coverage. I have hopes one-policy coverage can cut this cost by perhaps 40%. Frank Terrell has this to say on the matter: "From the standpoint of efficiency of operation, adequacy of coverage and knowledge at all time of adequacy of coverage, master policies wherever possible would be advisable. In addition, while I am not too familiar with insurance rates, I believe you would find that there would be some saving. . ." At any rate, I think Paul Heinz of Aetna will be able to make a presentation at the meeting and we can determine at that time whether to proceed further with the master policy idea.

In regard to the situation here in Topeka, I find I erred on interpreting the will of Senator Capper. Residual beneficiaries share in the remainder of the estate whether or not they have since left Capper Publications' employ because of death or otherwise. Therefore, Capper Publications common stockholders and their percentage equity on final settlement of the senator's estate will be: Capper Crippled Children's Foundation, 25%; Henry S. Blake estate, 22 Philip Zach, 11.25%; W. A. Bailey, 5.875%; Marshall Crawford, Edith Capper Eustic estate, Clif Stratton, Ray Yarnell, Charles E. Sweet, Frank X. Gaughen, Julia McKee, L. H. Schenck, Brook Haines, Roy Vogel, Ray H. Gilkeson and James Rankin, 2.9395% each; and E. R. McKenzie, 1.7625%. Furthermore, Robert A. McClure, Capper Publications attorney, Saturday confirmed the rumor that they were just about ready for final settlement of the Capper estate, on which the National Bank of Topeka will step out as executor of the senator's estate that still contains 61,700 shares of the common stock.

Also, Van will have at the meeting final plans and specifications for the Grand Island building, and possibly the architect. The latter is scheduled to be here for a session on the building at 9 a. m. Saturday, May 5.

If you cannot attend the May 4 meeting here, please advise. If you want hotel reservations for either Thursday or Friday night, also please let me know.

Sincerely,

Stan

Stanley H. Stauffer

Enc. 2

P. S.

In connection with our May 4 meeting, Brink and I thought it would be desirable to hold a dinner that night to which Phil Zach, new Capper Publications president, and other Capper representatives on the Topeka Newspaper Printing Co. board would be our guests. Therefore, we have arranged for a social hour beginning at 6:30, followed by the dinner, at Topeka Country Club. The dinner should be over by 9:30. We hope you all can attend. However, if you find it impossible to remain for the dinner, please advise. Similarly, if staying for the dinner makes it more convenient for you to remain over night here, please let me know and I will arrange whatever hotel reservations you desire.—S.H.S.

OPERATIONAL PROSPECTUS OF PROPOSED GRAND ISLAND BUILDING CORP.

Annual Rental (8% on land, 12% on bldg.)		$38,680.00
Depreciation (2½%)	$ 6,875.00	
Interest 1st year (4% on $250,000)	10,000.00	
Insurance	500.00	
Taxes (54.25 mills on $101,500 valuation)	5,505.00	
Administration	1,000.00	
Maintenance	1,000.00	
Total Expense		$24,880.00
Profit Before Federal Taxes		$13,800.00
Federal Income Taxes		4,140.00
Profit After Taxes		$ 9,660.00

- -

Depreciation	$ 6,875.00
Profit	9,660.00
Available for Debt Retirement (1st year)	$16,535.00

- -

Debt Retired in 15 Years.

- -

Annual Tax Saving until Debt Retired & Dividends Paid.

22% of Profit Before Federal Taxes ($3,036, first Year).

Annual Tax Saving after Debt Retired & Dividends being Paid.

14½% of Profit Before Federal Taxes ($3,451, sixteenth year).

April 23, 1956

Blake heirs have reportedly bought at $7.50 a share, 500 shares of Capper Publications common stock each from Julia McKee, Brook Haines and the Eustace heirs. This gives the Blake heirs 5500 shares.

Having done this the Blake heirs, along with Bill Bailey (1,000 shares), Clif Stratton (500 shares), and Leland Schenck (500 shares) are attempting to take control of the company away from Phil Zach (2,000 shares), Jim Rankin (500 shares) and others. Also, the Blake heir faction has gotten control of the Capper Crippled Children Foundation by voting David Blake onto the foundation's five-member board. Foundation board members now are Leland Schenck, Dr. Henry S. Blake, Jr., David Blake, E. R. McKenzie and Ray Gilkeson.

Although Capper Publications was authorized by the district court to give the foundation 2,500 shares of stock in lieu of the $250,000 bequeathed by the Senator, the stock has not yet been given.

Noting this reported attempt to gain control of the organization, Zach, Rankin and Associates are about to file in the District Court here a suit asking that the order to bequeath stock to the foundation be set aside and $250,000 in cash be given the foundation instead. The company has set aside $260,000 in a separate bank account for this. In the petition Zach and Associates allege that Blake heirs and associates are attempting to steal control of the company away from the employees of Capper Publications in violation of the spirit of the Senator's will.

I am further advised that Capper Publications Profit & Loss statement filed with the FCC last week, shows an operating profit "heavy on the black side."

Frederick W. Brinkerhoff correspondence

June 1, 1956

Wint Smith
House of Representatives
Washington, D. C.

Dear Wint:

I am glad you sent me a copy of the letter you wrote to McMillen. I am sending you a copy of a front page editorial I wrote in which I take cognizance of what you said and act in accordance. We have always the ignorant and we have always the undesirables in any movement that goes on. I know your attitude completely. Furthermore, I know that down here we could not hold you or any of the other representatives from Kansas responsible for things in our district. But I appreciate your attitude of helpfulness to Myron and I certainly appreciate your general attitude on the whole situation.

I am supremely critical of an administrative attitude that permits the bureaucrats left over from previous administrations to chance an announced and an important policy of the administration.

Thanks for what you have done and the best of luck to you. If I can give you any assistance in any fights you have out in your district, I will cross the state to help you.

Sincerely yours,

F. W. Brinkerhoff

FWB:ls

Frederick W. Brinkerhoff correspondence

Topeka, Kansas
June 7, 1956

Mr. Rex Woods
Arkansas City Daily Traveler
Arkansas City, Kansas

Dear Rex:

I noticed in the Chicago pa ers yesterday that the Chicago Publishers Association, embracing all the newspapers there, had signed a new contract with the ITU calling for a $3.50 raise and giving ITU jurisdiction over photo composition and paste-up work. I presume the latter is the jurisdictional clause ITU has been demanding.

It doesn't seem to me that we smaller papers can be expected to refuse jurisdiction on this when the larger papers concede same. I think we all agree that we would prefer that the ITU have the jurisdiction rather than some other union.

It would be my idea that we hold out on the jurisdictional clause until the very last and then use it as a clincher to offset some of their other demands such as the holiday half-day double time they have been asking of you.

Let me know when they decide whether they are going to take the (1) $60 down, $2 till October 1, and $1 until October 1, 1957 deal, or (2) your offer of $3.50 until October 1 and another 25¢ between October 1, 1956 and October 1, 1957.

I am enclosing ANPA's listings of new contracts signed in Wichita and several smaller mid-western cities. You will notice that Wichita and Jefferson City retained time and a half for holiday work.

It cut me to the quick to hear from you that many parents of teen-age girls in Arkansas City were not enthusiastic about getting an air force base there. However, this only tends to bear out my contention that young air force officers are greatly misunderstood.

Sincerely,

Stanley H. Stauffer

SHS:S

Topeka, Kansas
June 7, 1956

TO ALL MANAGERS

Ed Laubengayer reports from Santa Maria that he is losing his composing room employees to other California shops paying from $2.75 an hour up. Ed pays $2.35. My thinking is that if any of you have or know of competent operators or floor men who are determined to go to California that you suggest they get in touch with Ed and perhaps they can be transferred without losing their retirement benefits.

Sincerely,

Stan by FS

Stanley H. Stauffer

SHS:S

STAUFFER PUBLICATIONS

INCORPORATED

OFFICE OF THE PRESIDENT

Topeka, Kansas
June 14, 1956

Mr. F. H. Vandegrift
Mr. N. B. Musselman
Mr. F. W. Brinkerhoff
Mr. Rex Woods

Dear Brink:

Jim Arnold "Family Weekly" was here Wednesday to sell the supplement to OSS. Dad asked me to apprize you of the deal so you could advise us whether you would like to add "Family Weekly" to your weekend paper.

Starting October 1 the supplement can be had for $1.95 a thousand, plus baggage. Then starting January 1, 1957, it can be had for nothing except for the shipping charges.

I am enclosing a sample issue.

In my opinion it is a good supplement and can help smaller newspapers compete with the voluminous weekend mets. In addition to the supplement itself, "Family Weekly" sends out with the advanced copies about ten days prior to release a weekly group of advertising mats that can be used in local advertising copy. In addition, the merchandising package contains an institutional type mat that can be used on the first page of special sections in the newspaper for such promotions as barbequing, furniture, outdoor sports, boating, paint-up--fix-up, etc. The merchandising package also contains weekly a list of retail outlets in your city where products advertised in the supplement can be bought. Obviously, this list can help get tie-ins that can be run in conjunction with the ads appearing in "Family Weekly". One more item contained in the merchandising package is an index of editorial matter in the forthcoming supplement. This index can be used for advanced promotion or for a page one promotional piece calling attention to the accompanying supplement.

Arnold called attention to Paragraph 4 in the enclosed sample contracts. The paragraph cites how the newspapers may receive a pro rata share on 40% on all net advertising revenue carried in excess of weekly average of 7 pages of advertising during the year.

There seems to be only three possible liabilities connected with adding a supplement like "Family Weekly".

First is the possibility that it robs subscribing papers of black and white national advertising. This can be argued. However, Arnold claims that if there is such loss it would be most apparent to larger papers of around 100,000 or more circulation who get in on more and larger national schedules.

Frederick W. Brinkerhoff correspondence

Arnold cites publications who claim it has not decreased their national.

Second possible objection is necessary stuffing operation. Arnold says, however, that the smaller papers generally require the newsboys to do the stuffing, just as they require the comics supplements by stuffing by the carriers.

Third possible objection to adding a supplement is that once it has been offered it is difficult to halt. This may or may not be true.

There is one more thing I should tell you about the contractural arrangement with "Family Weekly". Arnold says that since it costs them $20.60 to change nameplates on each individual newspaper at the top of the front page of the supplement, they find it necessary to pass $20 of this charge on to the newspaper. He says, however, if a newspaper does not wish to pay this $20 weekly the space is filled in with promotional copy calling attention to features inside the supplement.

The contract covers two years from the starting date, with the provision that either party can terminate same on one year's advance notice. The contract specifies the supplement will consist of not less than 16 pages of which its yearly average will not contain more than 50% advertising.

Please let me have as soon as possible your thoughts on this "Family Weekly" deal. Please return these copies of a contract with your letters.

Sincerely,

Stan by FS

Stanley H. Stauffer

SHS:S
Enc.

P

June 15, 1956

Stanley H. Stauffer
State Journal
Topeka, Kas.

Dear Stan:

I am not at all sure that we want to take on the "Family Weekly." I have given considerable attention to this publication from the time I attended the champagne breakfast a year ago given by Davidow. I was not much impressed for a long time with the content but it has been improved.

I have not had time yet to go over the contract. But at this moment I would set down the proposition that unless the magazine can give us more circulation, certainly we are not justified in spending any money for it.

It seems to me that we could not add materially to our circulation because of this "Family Weekly."

We would be required to employ additional inserters and that would be an expense item of material importance. I would hesitate to attempt to force our carriers to do this work in addition to what they are already doing. Carriers are not easily obtained any more.

Certainly the item concerning a change in the name plate at an expense of $20 a week would be out of the question. That, however, has an alternative.

I will write you further when I can get a little time to peruse the contract. But, as I said, there would be no logic in taking on this additional expense unless we could increase our circulation.

I am trying to find a means of cutting expenses to meet the situation with which we are now confronted.

I will write you further.

Sincerely yours,

F. W. Brinkerhoff

FWB:ls

Topeka, Kansas
August 20, 1956

Dear Brink--

Enclosed is the mechanical cost report for July.

Overall, our mechanical cost per page is up 20 cents over a year ago. Our composing cost is up 4 cents a page and our press-stereo up 16 cents.

Independence leads the parade in cost-cutting. They are producing pages for $1.38 less than a year ago. York is running second with an improvement of $1.02 a page. Shawnee has cut its page costs 73 cents.

You'll also notice that our average operating profit percentage is down----5½ per cent from July a year ago and almost a half per cent for the year-to-date compared with 1955.

I'd like to announce at this time the fourth annual Stauffer Publications contest.

The same rules will apply again this year except that the deadline for entries will be October 1. If any of you need copies of the rules, please write.

Dates selected for tear sheets to be submitted in the Best Front Page, Best Editorial Page, Best Sports Page and Best Women's Page divisions are Tuesday, March 20; Thursday, April 19; and Friday, May 11.

Those who now have trophies should send them in with their entries.

Sincerely,

Stanley H. Stauffer TS

Stanley H. Stauffer

enc. 1.

Aug. 27, 1956

Warren W. Shaw
Jayhawk Hotel
Topeka, Kas.

Dear Mr. Shaw:

Thank you for your letter of Aug. 14. I shall be looking forward to a visit from you when you are in these parts.

My sincere congratulations to you on your big victory. You certainly did a tremendous job of work and the same kind of work will carry the ticket on through in November.

I trust that you will not take the primary results in this county and in Cherokee County to mean that you will not be as welcome in this area as in others. It would be a wrong impression because while the results were rather lopsided they followed a pattern of the last two primary campaigns. Cherokee County changed control of its county committee but on a little study I am sure you will realize that is all to the good.

Our congratulations to you and best wishes for a lively campaign with satisfactory results in November.

Sincerely yours,

F. W. Brinkerhoff

FWB:ls

Frederick W. Brinkerhoff correspondence

Warren W. Shaw

Republican Candidate for

GOVERNOR

Room 511, Jayh
Pho

September 7, 1956
(Dictated 9-5-56)

Mr. F. W. Brinkerhoff
Editor and Manager
The Pittsburg Publishing Company
Pittsburg, Kansas

Dear Mr. Brinkerhoff:

I was very pleased to receive your letter of August 27th and your comments therein. Before the campaign actually gets under way, I hope I have the opportunity of being in your vicinity and visiting with you personally. I hope to be near Pittsburg and would like to include it on that same trip. If it does look possible, I will give you a call to make sure that you are in the city.

Since the primary, I have used my best efforts in an attempt to unite the Republican Party. I so firmly believe that it can be done if the winners will make an honest attempt to invite all those of the Republican faith in Kansas to join in the effort. I have been on the losing side perhaps more often than on the winning side, and in not only politics but in many other efforts, and I hope that I can be big enough to realize that the Republican Party is the best vehicle in Kansas for good government, and that we need everyone working shoulder to shoulder to have the best government in Kansas.

I was sorry that I missed you the last time I was in Pittsburg, but at that time I intended to return and see you later in the afternoon, but as often happens on a campaign, I got behind in my schedule and was unable to get back until late.

I know there are a lot of problems that confront the Kansas communities, and I would certainly appreciate your suggestions and thinking regarding the most satisfactory way of working these problems out for the best for all of Kansas. Regarding Southeast Kansas, I am tremendously interested (because of what I saw and learned while I was there) in that part of the state needs so much in the way of industrial plants to help alleviate the economic situation and the unemployment. I am hoping that with our combined efforts we can obtain for Kansas some new industries to help take up both the economic and the employment slack. I look forward to visiting with you in the near future.

With kindest personal regards, I am

Sincerely,
Warren
WARREN W. SHAW

WWS:em

Frederick W. Brinkerhoff correspondence

STAUFFER PUBLICATIONS

INCORPORATED

STANLEY H. STAUFFER
EXECUTIVE VICE PRESIDENT

Topeka, Kansas
December 5, 1956

Dear Brink:

In connection with the sale of Santa Maria, Guy Magruder has asked that I assemble all documents having to do with Santa Maria Publishing Company. In this connection, will you please send me the $20,000 Santa Maria Publishing Company note held by Pittsburg Publishing Company. This note will be escrowed in the deal, along with the stock and other notes.

Sincerely,

Stan

SHS:S

Mr. F. W. Brinkerhoff
Headlight & Sun
Pittsburg, Kansas

THE TOPEKA STATE JOURNAL
TOPEKA, KANSAS

THE ARKANSAS CITY DAILY TRAVELER
ARKANSAS CITY, KANSAS

THE PITTSBURG HEADLIGHT
THE PITTSBURG SUN
PITTSBURG, KANSAS

THE GRAND ISLAND DAILY INDEPENDENT
GRAND ISLAND, NEBRASKA

THE YORK DAILY NEWS-TIMES
YORK, NEBRASKA

THE MARYVILLE DAILY FORUM
MARYVILLE, MISSOURI

THE NEVADA DAILY MAIL
NEVADA, MISSOURI

THE INDEPENDENCE EXAMINER
INDEPENDENCE, MISSOURI

SHAWNEE NEWS-STAR
SHAWNEE, OKLAHOMA

THE NEWTON KANSAN
NEWTON, KANSAS

SANTA MARIA TIMES
SANTA MARIA, CALIFORNIA

BROADCASTING STATIONS

K G F F BROADCASTING COMPANY
SHAWNEE, OKLAHOMA

K S O K BROADCASTING COMPANY
ARKANSAS CITY, KANSAS

K S E K BROADCASTING COMPANY
PITTSBURG, KANSAS

Frederick W. Brinkerhoff correspondence

ASSOCIATED PRESS AND OTHER SERVICES

The Grand Island Daily Independent

MEMBER AUDIT BUREAU OF CIRCULATIONS

G. A. WINTERS
GENERAL MANAGER
ARCH W. JARRELL
EDITOR
F. H. VANDEGRIFT
ADVERTISING MANAGER
EMMETTE S. GIBSON
CIRCULATION MANAGER

GRAND ISLAND, NEBRASKA

April 9, 1948

Mr. F. W. Brinkerhoff,
Pittsburg Publishing Co.,
Pittsburg, Kans.

Dear Fred:

Enclosed you will find note for $25,000.00 payable to the Pittsburg Publishing Company representing the money loaned to Santa Maria.

I have instructed Stanley to send you a check each month for $83.33, which represents one month's interest on this note.

Yours truly,

Stauffer Publications, Inc.,

Gus.

G. A. Winters,
Vice-President.

GAW:MF.
Encl.

CIRCULATION A WORLD RECORD FOR CITIES OF THIS SIZE

Frederick W. Brinkerhoff correspondence

GARLINGHOUSE, SHAW & HERGENRETER
LAWYERS
CAPITOL FEDERAL BUILDING
TELEPHONE 2-8277
TOPEKA, KANSAS

WENDELL L. GARLINGHOUSE
WARREN W. SHAW
WILLIAM HERGENRETER

November 20, 1956

Mr. F. W. Brinkerhoff
Pittsburg Headlight & Sun
Pittsburg, Kansas

Dear Mr. Brinkerhoff:

Now that the election is over, I want to thank you for the news stories carried by your paper about the campaign. Too often the general public (including myself) fails to realize the great service rendered by our newspapers and the great responsibility of the editors in helping to inform their readers about the issues. Sometimes it is hard to make just plain facts and the truth attractive to read and understand. You surely did your part.

The Republican Party of Kansas has a great responsibility to the fine people of this state. We must learn from past experiences. Our candidates and party program must be acceptable to and for all Kansans. I am confident that we need the help and constructive thoughts of everyone to solve the problems of the party, if we are to assume a place of leadership in the years ahead for good state government.

I have certainly appreciated our recent associations.
I am

Sincerely yours,

Warren
Warren W. Shaw

WWS:ds

P.S. I'm pleased that this campaign gave me the opportunity of knowing you better. I did appreciate your time and efforts for the Republican Party. W.

ESTABLISHED IN 1916

JOHNSON-STEPHENS & SHINKLE SHOE CO.
SAINT LOUIS
U. S. A.

McLEOD STEPHENS
PRESIDENT

December 10, 1956

Mrs. Pearl Brinkerhoff,
307 West Jefferson St.,
Pittsburg, Kansas.

Dear Mrs. Brinkerhoff:

Our records indicate that 1580 shares of Common Stock of the Johnson, Stephens & Shinkle Shoe Company are held in your name. For sometime now we have had a number of requests from some of the younger as well as new employees in our organization to purchase shoe company stock. The stock is rather closely held, and while it appears on the Midwest Stock Exchange, there is as you no doubt know, relatively little activity on it and consequently limited opportunities for our employees to acquire it. We approve of the principle of having our employees own the stock and it is with this purpose in mind, to help them obtain it, that we are taking the liberty of writing to you.

We want to tell you right at the start however, that our business is going along very well. This past year we will show a nice increase in volume and profits, however we plan to go into a costly modernization program of our factory facilities and I think it is only fair to tell you that at the moment we have no plans for increasing dividends as we feel we will need as much working capital as possible to finance this program. I am personally most optimistic about the future of our company. I tell you this in all honesty because I would not want to influence you in disposing of your stock and then later on have you feel that we were withholding information from you or trying to influence you against your better judgment.

However, there always remains the possibility that for some reason unknown to us, you might consider or be planning to dispose of your shoe company stock. If this should happen to be the case, the company would be interested in obtaining it so that we could give our own employees an opportunity to buy the stock for themselves.

If you have any questions at all in this regard we would be most happy to discuss them with you. I do hope you will give this some consideration, and would appreciate a note from you so that I will have some basis on which to discuss the situation with our employees who have been trying to obtain shoe company stock.

With kindest personal regards, I am,

Sincerely yours,

McLeod Stephens

McLeod Stephens
President

MS:CO'R

STATE OF KANSAS
EXECUTIVE DEPARTMENT
PAUL R. SHANAHAN, SECRETARY OF STATE
TOPEKA

December 28, 1956

Mr. F. W. Brinkerhoff
The Pittsburg Publishing Company
Pittsburg, Kansas

Dear Fred:

I have forwarded to you, under separate cover, the vote for Governor by counties. Should you need any other information which we have in this office we will be only to happy to get it out for you.

I agree with you completely that the Republican Party will have to find some new leadership and rebuild their organization in the State. Rolla Clymer was in the office as a Presidential Elector and he said "a lot of us old bulls will have to be driven out of the pasture and out of the herd whether we want to go or not." I thought he expressed it quite well.

Thanks for your message of congratulations. I withstood the onslaught better than some and I think it was because I have attempted to keep out of the factional fueding in the party, along with the support of my friends.

Let me extend to you best wishes for a Happy and Prosperous 1957.

Very sincerely yours,

Paul

PAUL R. SHANAHAN
Secretary of State

PRS:JG

Jan. 14, 1957

McLeod Stephens
President
Johnson, Stephens & Shinkle Shoe Company
4242 LaClede Avenue
St. Louis 8, Mo.

Dear Mr. Stephens:

Will you please overlook the delay in answering your letter of Dec. 10 to Mrs. Brinkerhoff. A combination of holiday rush and illness caused the delay.

Mrs. Brinkerhoff, as you know, inherited the stock in your company from the estate of her brother, Homer S. Brown, long with your company, and a director. Her sister, Mrs. Lowther, inherited an equal number of shares. I was the executor of the estate. Soon after the distribution of the stock had been made, Mrs. Lowther asked Mr. Stephens to buy her stock which he did. Mr. Stephens and I talked about that and I told him Mrs. Brinkerhoff had a sentimental interest in the stock and desired to remain as a stockholder. I told him, however, that if at any time she decided to dispose of the stock, it would be offered to the company before it was sold to anyone else. Two or three requests to purchase the stock have been made by St. Louis persons. They were told the stock was not for sale.

Speaking now for Mrs. Brinkerhoff, she is not inclined to sell the stock although she would like to be cooperative. But she appreciates your situation and what you want to do and would welcome any further discussion of the matter from you.

Kindest regards.

Cordially yours,

F. W. Brinkerhoff

FWB:ls