

#### Frederick W. Brinkerhoff correspondence

Section 35, Pages 1021 - 1050

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

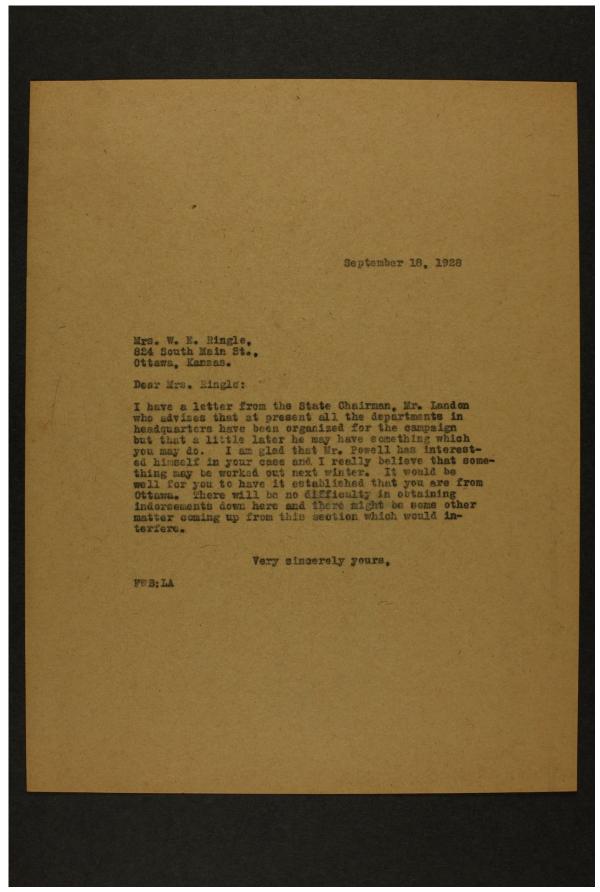
KSHS Identifier: DaRT ID: 228487

Item Identifier: 228487

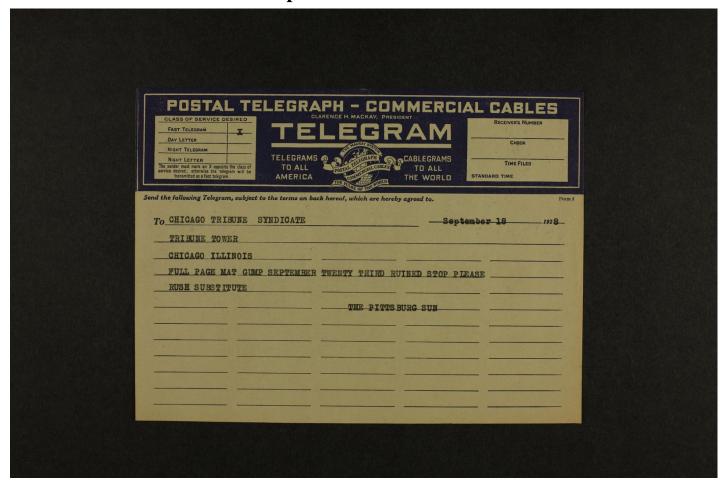
www.kansasmemory.org/item/228487



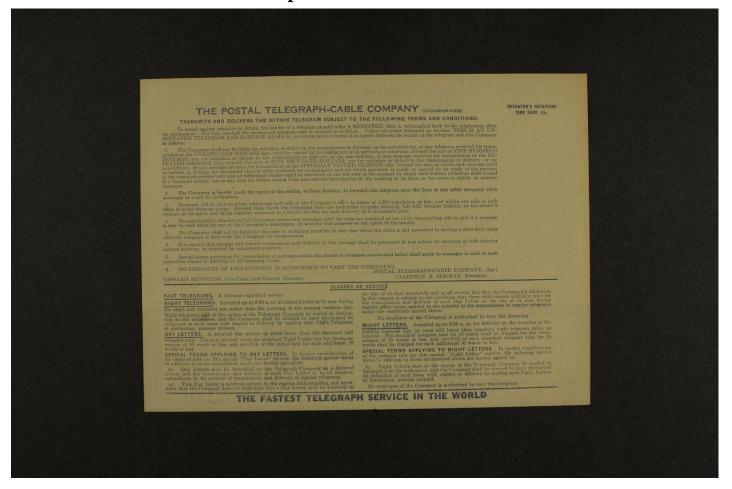




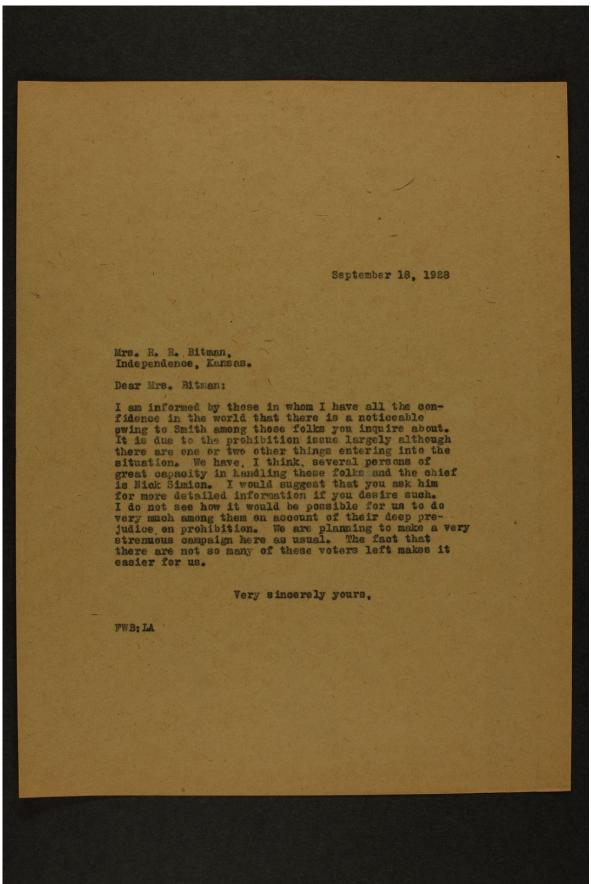




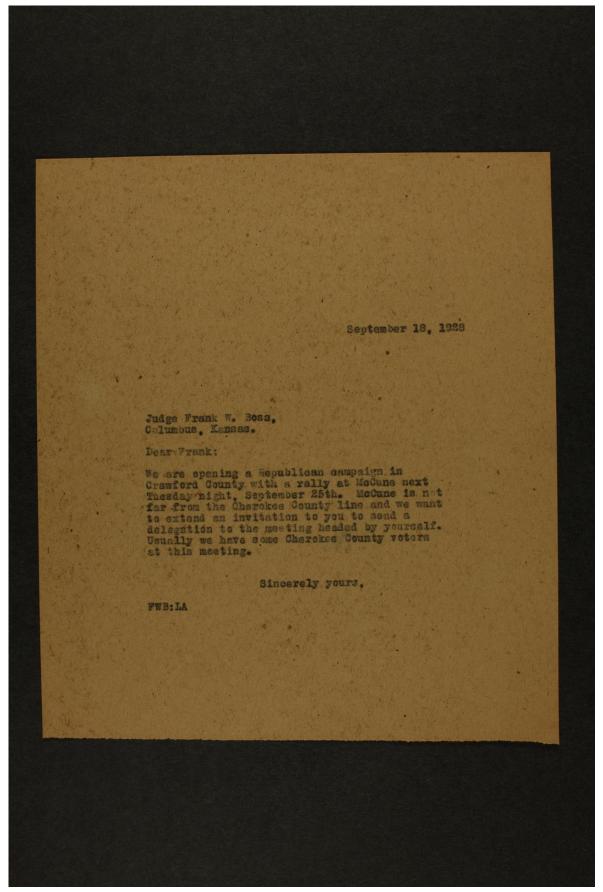




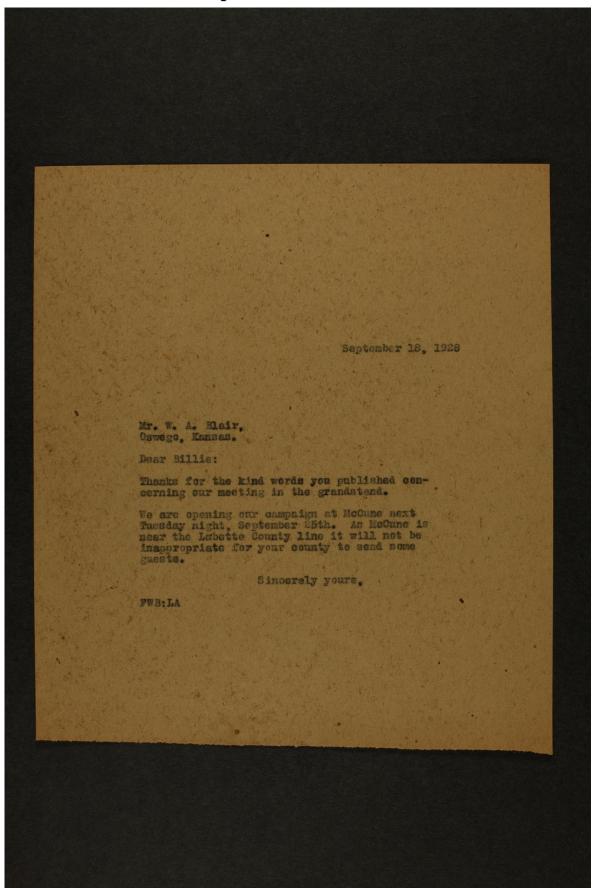




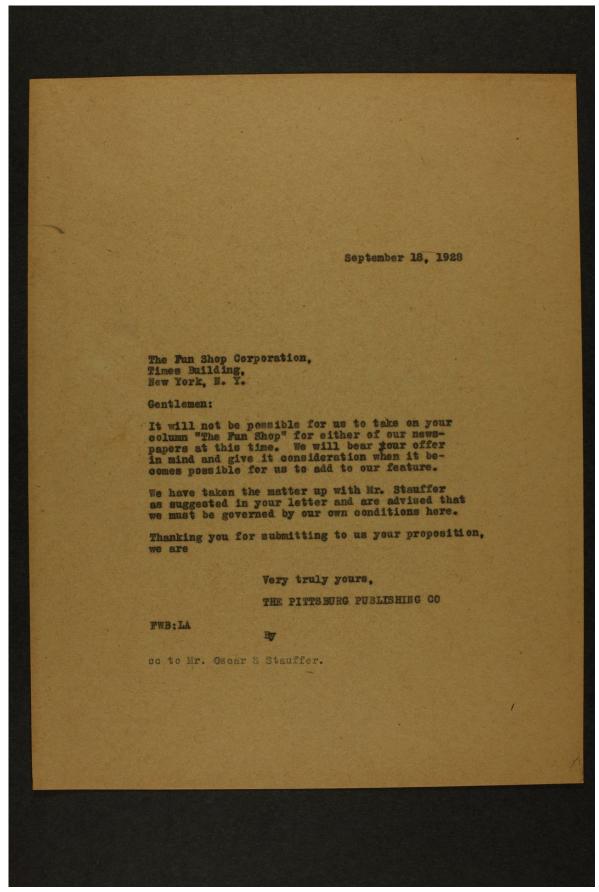




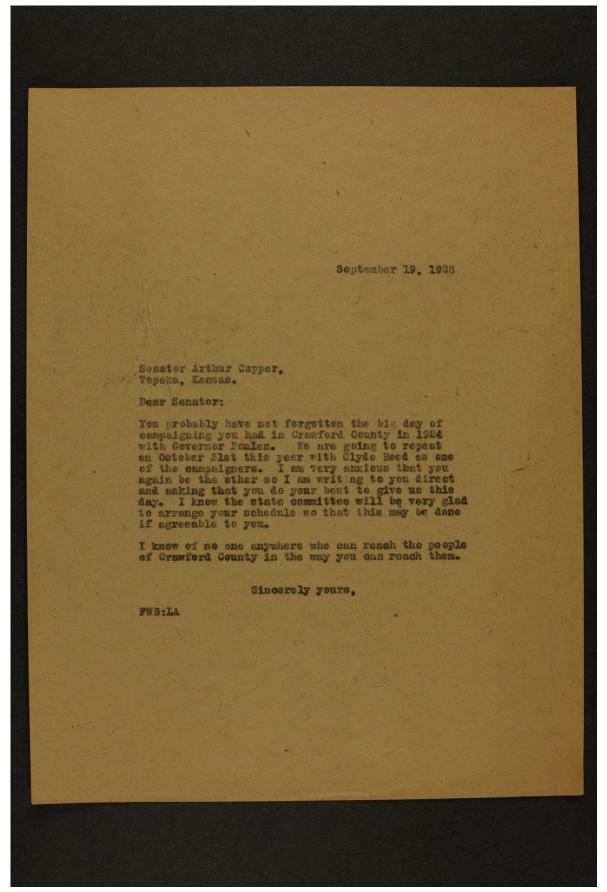




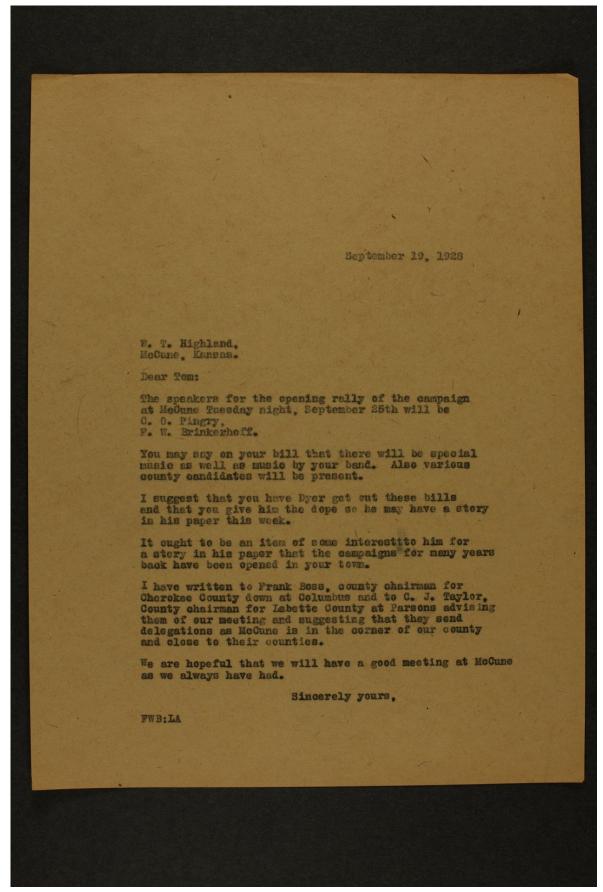




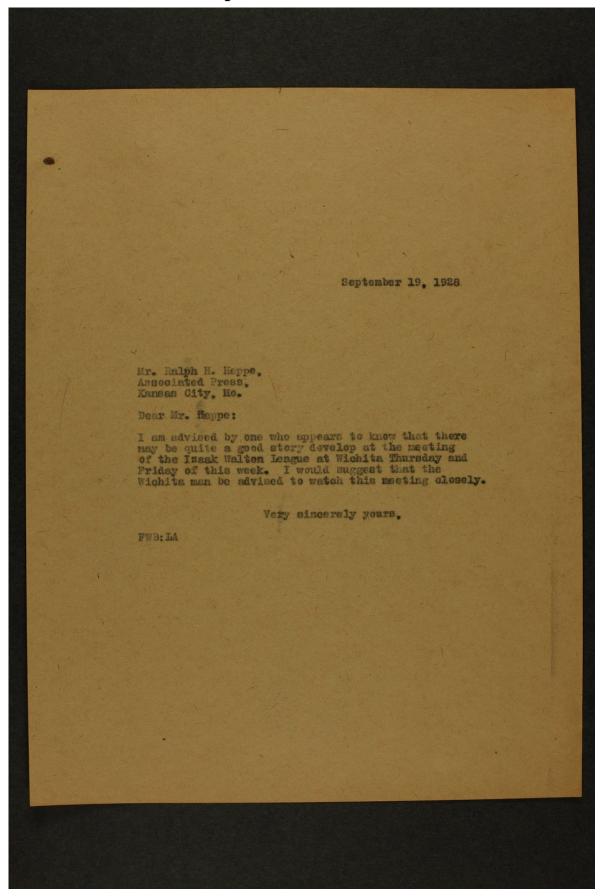




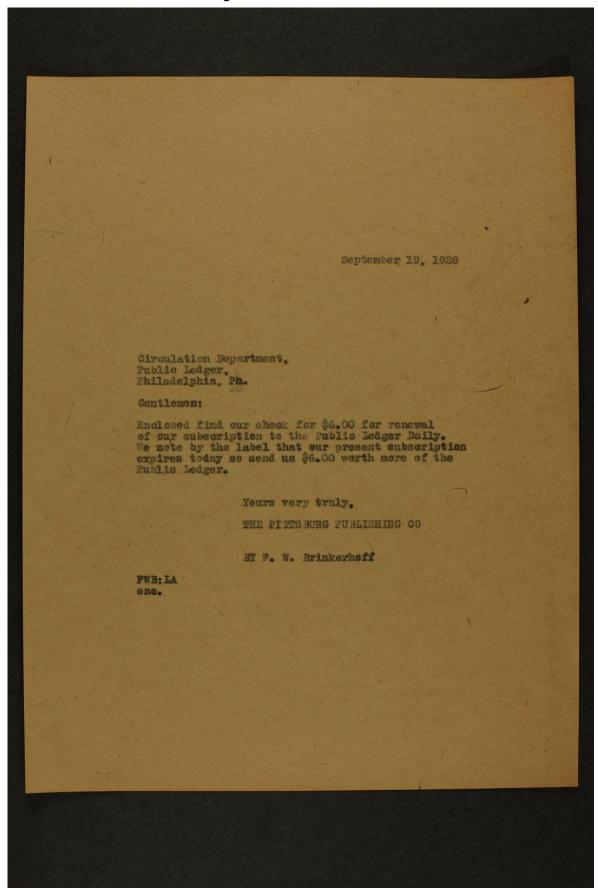




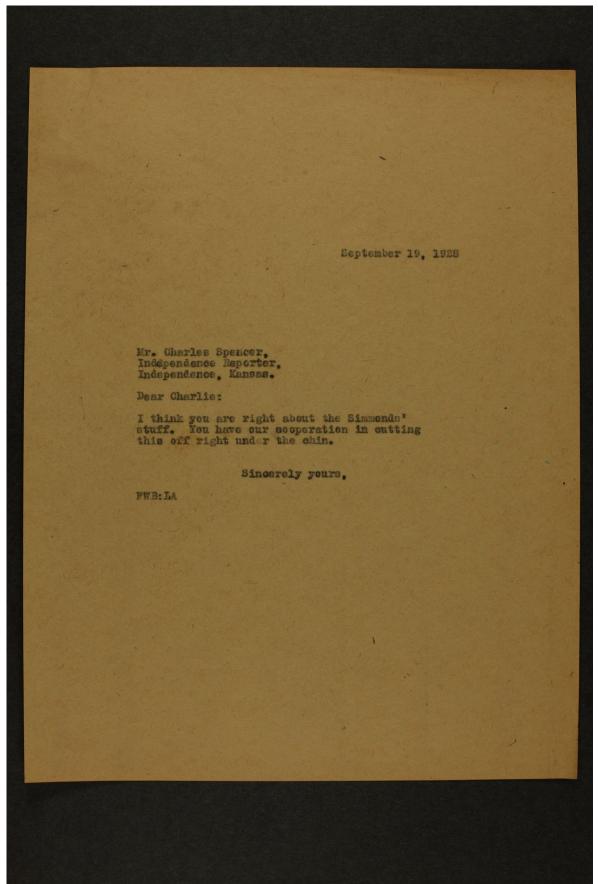




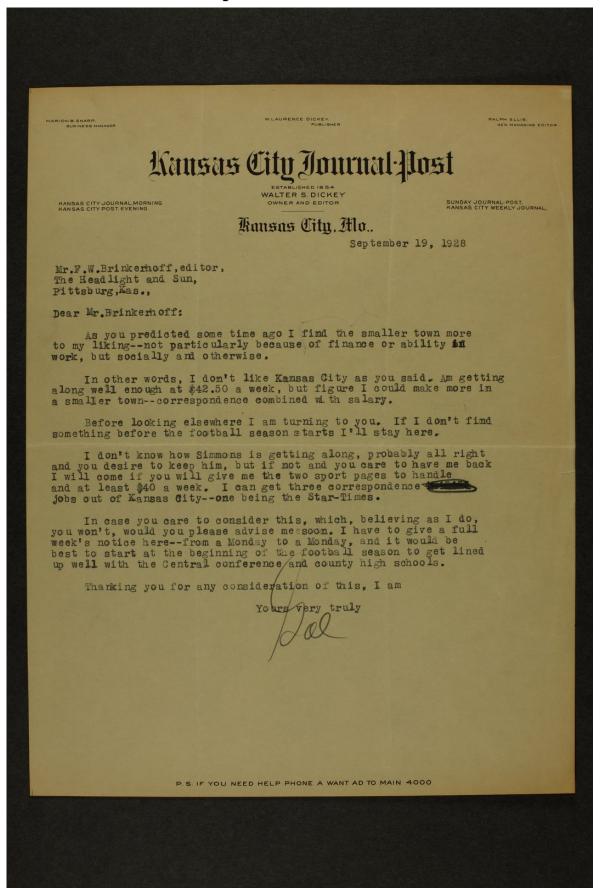




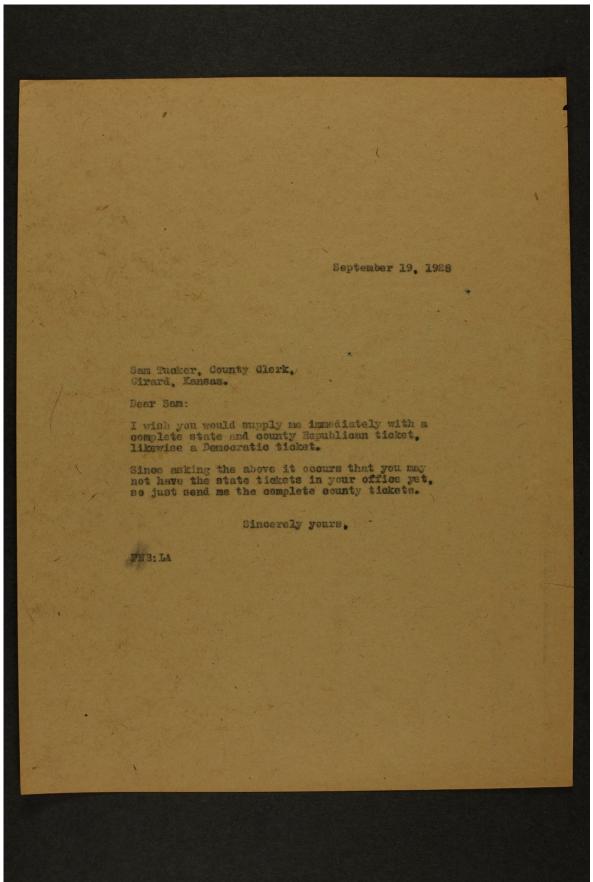




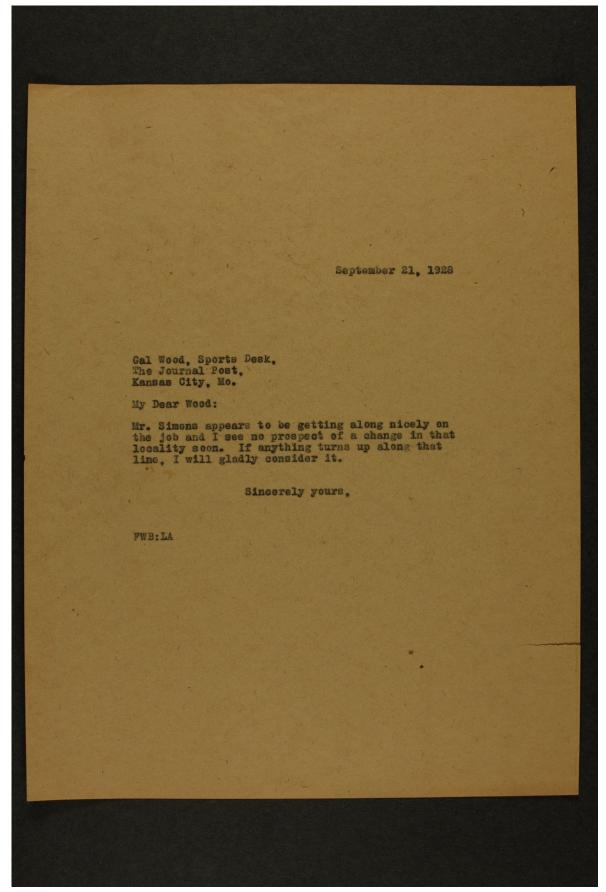




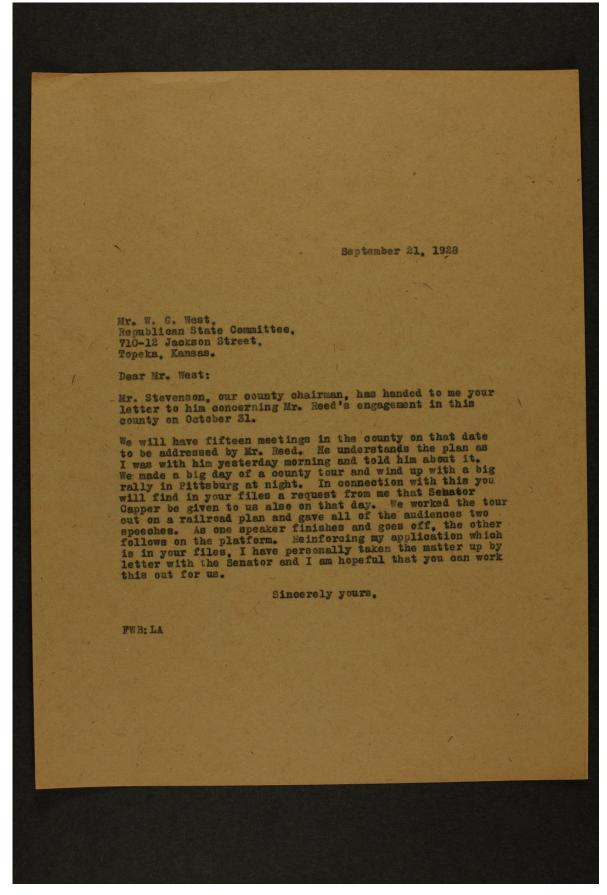




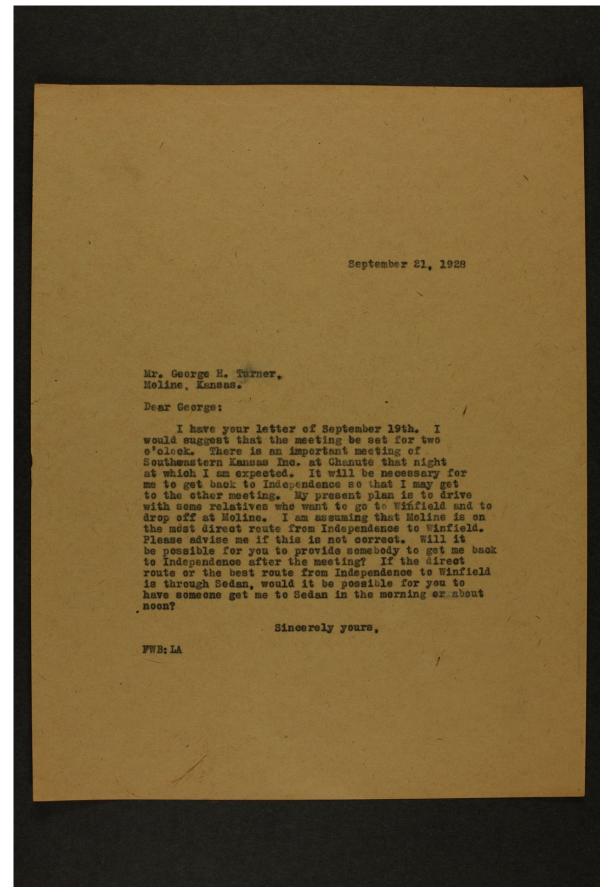




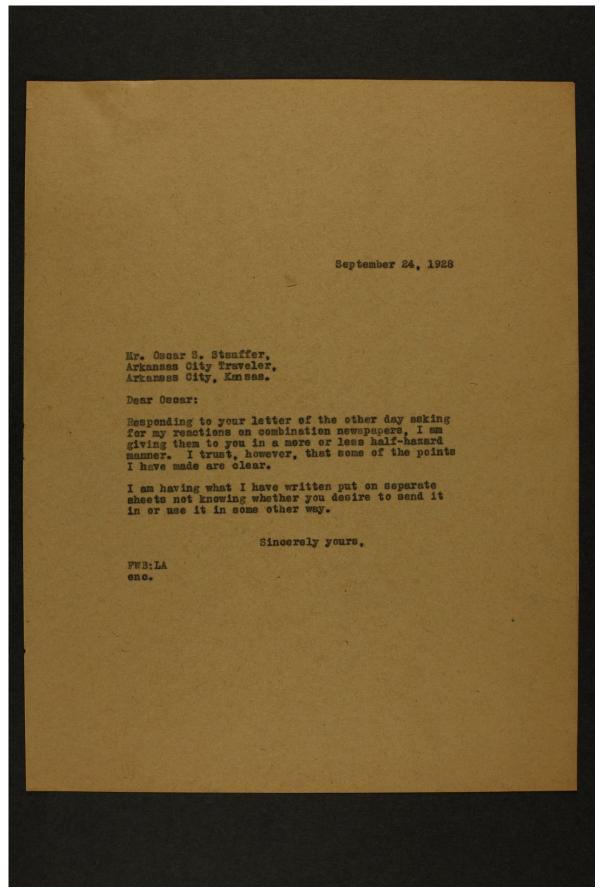






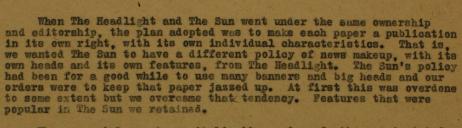








#### Frederick W. Brinkerhoff correspondence



The same style as to espitalization and so forth was adopted for the two papers. But this, of course, was a matter of no concern to the public.

We realized that it would be The Sun which would be on trial. The Sun had been taken over. There were rumors that it was to be killed. We had to meet that report by boosting The Sun.

It was necessary, however, that expenses be reduced. We consolidated the society departments and put one reporter in charge with a split shift. Later we consolidated the sports department and put one reporter in charge on the same plan as in the society department. The advantage in consolidating these departments has been shown. Society is society and the story of a party must appear in both papers. Maintaining a calendar is a big job and the calendar if complete will be the same for one paper as another. Society news obtained once is sufficient for both papers. It is advantageous to the women who act as reporters for the scores of clubs. They are bothered only once for both papers. The society reporter uses ingenuity in shifting items and makeup so that those who take both papers can't complain. The Sun features the society news that breaks in its time and The Readlight features the news which breaks in its time. In the sporting department the reporter has the same advantage the society reporter has. Obtaining the facts about a game or fight is necessary only once although he writes different stories.

Except for these two departments, the staffs of the two papers are separate. It is true, however, that frequently a Headlight reporter assigned to some distant meeting or unusual story will handle the story for The Sun. This saves the expense of double coverage. In this event the reporter writes a new story for his own paper. For the same reason Sun reporters are used sometimes to cover stores for The Headlight.



#### Frederick W. Brinkerhoff correspondence

#2

The markets appearing in The Headlight are lifted into The Sun. Before the consolidation The Sun set markets from The Headlight and so there is no change made there except that the expense of composition is saved.

As The Sun has a larger circulation on rural routes farm news or news of special interest to farmers is given special consideration in that paper. Correspondence from the country and from smaller towns also appears in both papers. But there is little circulation duplication in those places.

Editorials are written for each separately. Except on something of such local interest that it is deemed necessary to handle for all of our subscribers the subjects treated are not duplicated.

So much for the publication. Now for the readers.

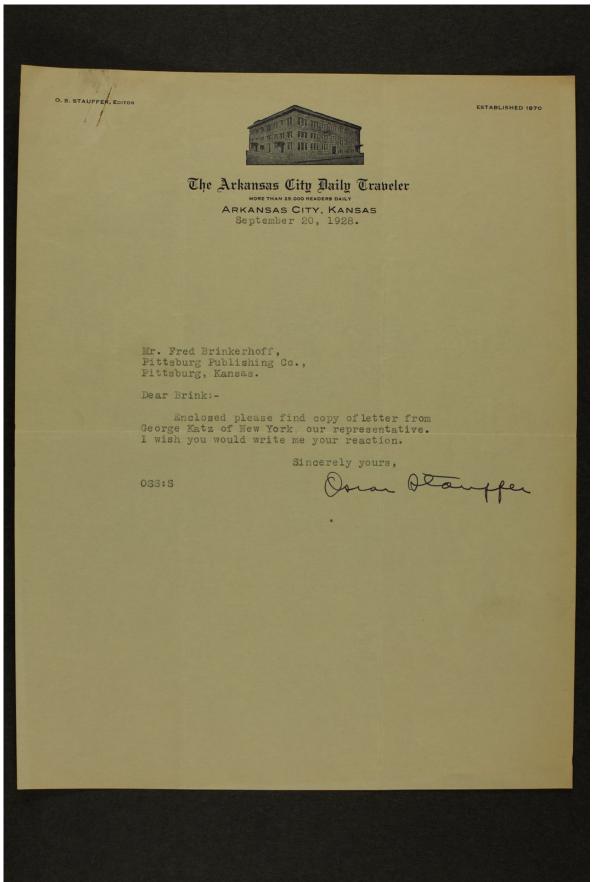
I have been surprised at the attitude of the reading public. We have heard complaints that if you take one paper you get everything, that the same matter appears in both papers. But we heard just as many complaints of that kind when the papers were competing. And there has been so little of that that I have been astonished. The fact that we do not duplicate real live news stuff is doubtless the cause for the lack of complaint.

Sometimes we do use in The Headlight stuff that was in The Sun and the other way around. But it is in such cases as this: the political platforms, the acceptance speeches, other addresses. Obviously we must use the same stuff.

We have folks who insist they want The Sun because they "like it better." We have folks who want The Headlight for the same reason, or because they have been taking it for 35 years.

I am convinced that the readers of each paper largely, will say that the papers are at least as good as they were before the consolidation. And I firmly believe we have maintained this attitude on their part because we have insisted upon each paper being a distinct newspaper of its own. I am also convinced that if any other policy is adopted, there will be a big howl--and a just howl.







#### Frederick W. Brinkerhoff correspondence

COPY

New York, September 17th, 1928.

Mr. Oscar Stauffer, publisher The Arkansas City Traveler, Arkansas City, Kansas.

Re: Pittsburg Headlight & Sun

Dear Mr. Stauffer:

Will you, at your leisure, write me something of your experience in publishing combination newspapers? Will you point out from the standpoint of good business the improvements you have been able to make in both papers, and will you go into any other details that you care to?

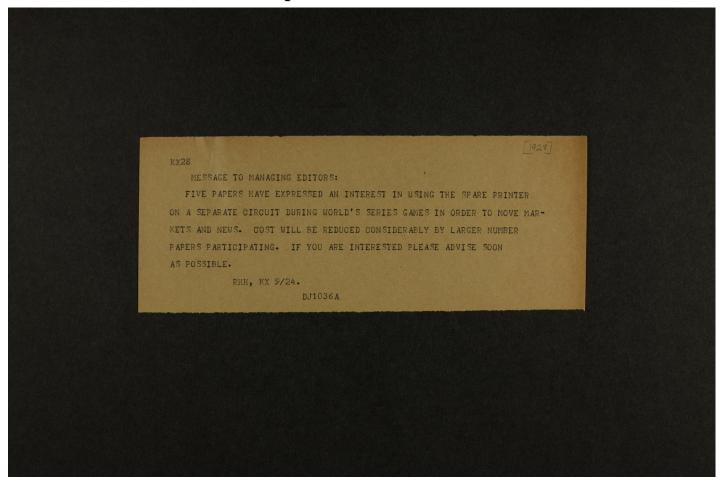
I am asking the publisher of each of our combination newspapers to give us something of his experience, and to dwell upon those particular features which are being opposed by certain advertisers.

Out of it all will come some very good arguments and some information from almost every publisher that will help every other. It will supply us too with new ideas and I am sure your letter will be helpful.

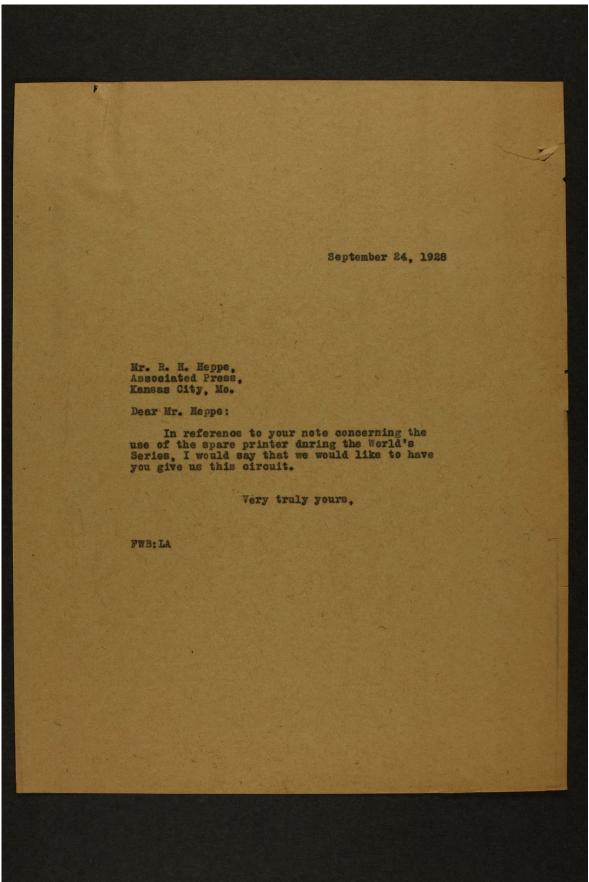
Sincerely,

(Signed) G. R. Katz, President, E. Katz Special Advertising Agency

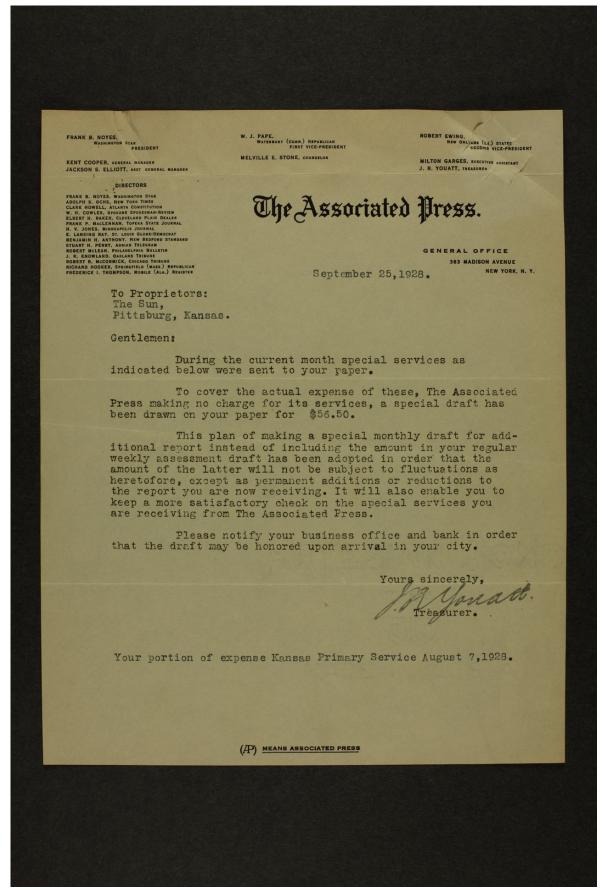




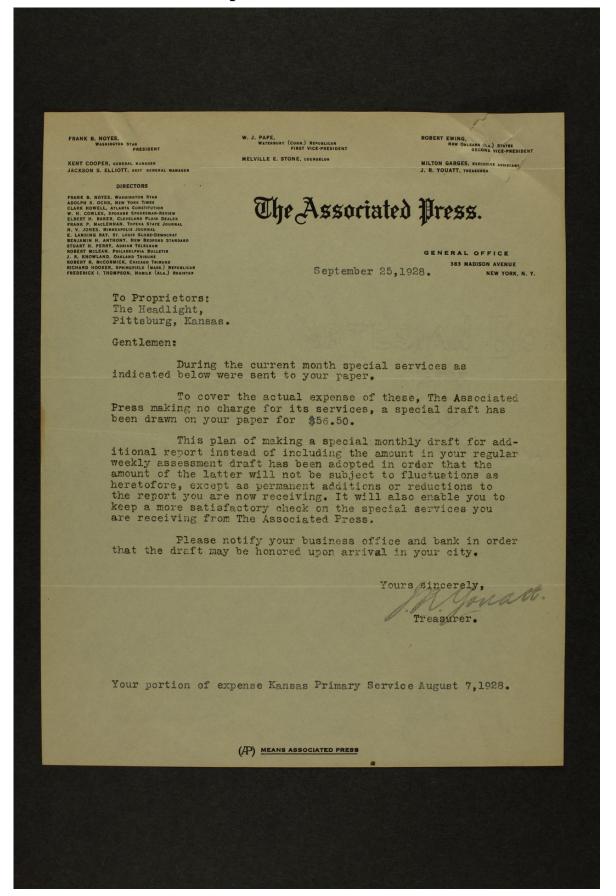














#### Frederick W. Brinkerhoff correspondence

REFUSEIGAN STATE CONTRAL CONTITUED 710-718 Jackson

Publicity Department

Topeka, Kansas Sept. 25, 1928

RELEASE # 35 Afternoon papers

September 28 and later.

Mr. F. W. Brinkerhoff, editor of The Pittsburg Headlight and The Pittsburg Sun, will make the principal Republican speech at the Kafir Korn Karnival at Moline on the afternoon of September 28.

Mr. Brinkerhoff will say in part:

"We propose for the governorship this year Clyde M. Reed. Rever has there been a man nominated for this high office more qualified to meet the peculiar requirements of the job at the time. The question of railroad rates is a live question. The influence of transportation costs upon the things we sell and the things we buy cannot be put aside as trivial. Transportation facilities had to accompany the development of all the sections of our country. It was impossible to build up a community unless some means of getting the products of that community to a market were provided. In the early days rivers were used and canals were dug. Then the steam railroad came. Here in Kansas the communities that were touched by the railroads grew with greatest rapidity. They could dispose of their products.

"Foremost in our own section and foremost in Kansas in advocating fair freight rates is Mr. Reed. He has a grasp of the rate situation possessed by no other Kansan. He has fought stubbornly against the efforts to increase rates and he has fought with splendid determination for lower rates. His knowledge, his ability and his righting spirit have put his services in demand by organizations and associations and private concerns affected by freight rates. Each of his time he has given without cost to Kansas organizations.

"Now Kansas has the opportunity to acquire the full time services of Mr. Reed with the outlay only of the salary the state pays to any sort of a governor. His election is justified on the ground that he can handle the matter of freight rates for Kansas.

"Mr. Reed will present a program for legislation. That program will contain his ideas upon various matters, such as taxation, roads, and public service regulation. His election will be an encorsement by the people of those ideas. It would be folly to elect Mr. Reed governor and not elect members of the legislature, senate and house, who are in sympathy with those ideas and who are running on the same platform with Mr. Reed. We appeal for the election of senators and representatives who will stand with him in carrying out the Republican platform.

"There is another thing of vital interest in the selection of sembers of the legislature. Al Smith, in his speech of acceptance, aid that he would propose the amendment of the Volstead act and he amendment of the bighteenth amendment. I quote him: 'It will then be for the people and the representatives in the national and state legislatures to determine whether these changes shall be made.'

"To amend the Eighteenth amendment will require the approval of the state legislatures -- three fourths of them. We have a right ask every Democratic candidate for state senator and every Democratic candidate for state representative how he stands on this atter of repealing the Eighteenth amendment. Do you stand with Mansas and repudiate Al Smith and John Barleycorn or do you stand with Al Smith and John Barleycorn and repudiate Kansas?

"We have a right to ask the same question of the Democratic candidate for governor. And with even more reason we have a right to ask it of every Democratic candidate for Congress where Al Smith would first make his recommendation. Do these candidates take their stand with Kansas or Tammany?"

Leslie E. Edmonds

Director of Publicity



