

CAPPER'S FARMER
KANSAS FARMER
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MICHIGAN FARMER
PENNSYLVANIA FARMER
THE HOUSEHOLD MAGAZINE
CAPPER'S WEEKLY
TOPEKA DAILY CAPITAL
KANSAS CITY KANSAN



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July
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1931

Mr. W. C. Simons
Lawrence Journal World
Lawrence, Kansas

Dear Mr. Simons:

R. Kenneth Evans, who has been identified with the Capital for quite some time handling specialty work, tells me he is planning on presenting to you his fifteen weeks publicity and advertising campaign. On behalf of Mr. Evans I would like to say that we have found him square in all his dealings, leaves no dissatisfaction with the advertisers and handles this program in a way that makes it valuable to the advertiser, community and the publisher.

We have just printed the third issue of his second publicity campaign for Topeka. His job last year was so satisfactory that it was no trouble to line it up again here even in the face of re-adjustment in business circles. He also handled a thoroughly satisfactory campaign for us on the Kansas City Kansan last year.

I have no hesitancy in recommending Mr. Evans and his plan to you for the Journal World if economic conditions there warrant your putting it on. Mr. Evans does not use the tactics used by so many specialty men -- that of strong arm methods -- and if the territory is right I am sure the job would be a satisfactory one for you.

Very truly yours,

THE TOPEKA DAILY CAPITAL

By

Assistant Publisher.