

December 22, 1941

Mr. L. L. Robinson
Rush County News
LaCrosse, Kansas

Dear Friends:

I appreciate your letter of December 11th to Dolph in which you asked him to extend your congratulations to me on my fifty years of work here. I want you to know that we have appreciated the friendship that we have had with you.

I think that one of the best compliments that I have ever had is that given me by my son who said that he didn't know of anyone to whom money meant less simply for its own sake than it did to me.

When I learned in 1905 that the credit of newspaper ranked with that of the keepers of livery stables, I decided right there that as far as I could, I was going to try to raise that standard. I don't demean the poor old publishers of a former day who worked so hard at publishing papers and got so little out of it, because at that time none of us knew the possibilities of advertising and neither did we know how to prepare copy that would pull.

Years ago I decided that circulation of a newspaper should not be a vague claim, but should be definite and subject to proof. I have felt that when a man went to a bank and presented a \$10 bill, he was entitled to \$10 in change, and when a man advertises in a newspaper, he is entitled to a definite service, and so along these lines, I labored. You cannot maintain circulation unless you have a paper worth reading. You cannot maintain volume of advertising unless you can give your advertisers results, and you cannot hold the confidence and good will of your community unless you are worthy of that confidence, and so thru the fifty years we have constantly striven to make the going just a little bit easier for those who follow than it has been for us.

I take off my hat to the newspaper men like yourselves who maintain creditable newspapers and by so doing improve the morale and prosperity of everyone who reads your paper.