

# THE EMPORIA GAZETTE

DAILY AND WEEKLY

W. A. WHITE, EDITOR AND OWNER

W. E. HUGHES, MANAGER

EMPORIA, KANSAS

December 9, 1924.


Dear Mr. Simons:

I have your letter of December 4. I am enclosing herewith a check for \$2.50 for the Journal-World. We have already placed you on our mailing list.

Now in regard to the time it takes to change rolls on our Tubular press. If we have to take out an empty core and put in a new roll, it takes about a minute. But if we are not running capacity and have a new roll in the rack ready to paste to it, it takes less time than that. The rolls can be run from any of the four positions; that is, when not running capacity, you don't have to run in regular position and can have a new roll in the rack ready to paste to and let the old one remain until after the run. We always run rolls down as near the core as we can with rapidity, but by slowing press down near the end we get about all of it. We are using a thirty-two inch roll which is very satisfactory.

As to the volume of business I should say we are getting much more advertising because we are able to serve the advertisers better with the new press. The circulation has grown and we feel that in every way it has been a profitable deal and I know the folks like the paper better. All in all, we are greatly pleased with the venture from a business standpoint.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "W. A. White". The signature is stylized with a large, looped initial "W" and a trailing flourish.

Mr. W. C. Simons,  
The Daily Journal-World,  
Lawrence, Kansas.