

C. G. SHANNON & COMPANY

PUBLISHERS REPRESENTATIVES

410 NORTH MICHIGAN AVENUE

CHICAGO

February 1st, 1940.

Mr. Dolph Simons
Lawrence Journal World,
Lawrence, Kansas.

Dear Dolph:

I rode into town the other morning with George Hollingberry. He said he had visited with you sometime around the holidays and that during the conversation you intimated that you did not think I wanted to represent the Journal World.

I can easily see why you might be laboring under such an impression since I have made no special effort to interest you in our organization.

Frankly, we had very definite reasons for not making any serious effort to add to our list the first six months. We wanted to get established and prove what kind of a selling job we could do.

The following is a comparison of the general lineage of 1939 over 1938; On August 31st, at the time we took on the job and December 31st, 1939,

GENERAL LINAGE

August 31 1939	647,525	December 31 1939	1,288,325
August 31 1938	<u>873,235</u>	December 31 1938	<u>1,279,621</u>
Loss	225,710	Gain	<u>8,704</u>

While we were naturally pleased with the figures, what was more gratifying was the fact that we were able to sell a great number of new accounts into the Journal.

There is no question but what we can do a good job for the Lawrence Journal World, and I hope that you will give serious consideration to placing your paper with this organization.

Hope this finds you and the family all well and with my kindest personal regards to you all, I am

Sincerely yours,

C. G. SHANNON & COMPANY

P.S:

Please tell your father that both Ann and I enjoyed his cruise book immensely.