



BLUE NETWORK • 50,000 WATTS

CLEAR CHANNEL • 890 KILOCYCLES

BURRIDGE D. BUTLER, PRESIDENT
GLENN SNYDER, MANAGER

1230 WASHINGTON BOULEVARD
TELEPHONE • MONROE 9700

C H I C A G O

June 27, 1947

Mr. Ferdie J. Deering
1407 Sherwood Lane
Oklahoma City 6, Oklahoma

Dear Mr. Deering:

Thanks so much for your letter of June 25th in which you enclosed a bill for your traveling expenses in amount of \$84.25. I am enclosing a Prairie Farmer check in that amount to reimburse you for that expenditure.

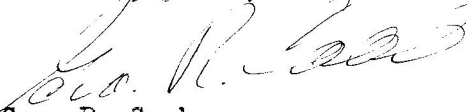
It was good to hear from you again and I am very glad you have written Mr. Butler. Unfortunately he is not in the office today but we have sent your letter out to him at his home in Hinsdale.

I noted the postmark other than Oklahoma City so I dare say you and your family are now on your vacation. Let's hope you enjoy it and hope those fish you were talking about jumping into the boat do so.

It was very nice meeting you and I sincerely hope you and Mr. Butler can arrive at some mutual understanding that will be beneficial for all concerned.

Kindest regards.

Sincerely yours,


Geo. R. Cook
Treasurer

GRC:ir

FOUNDED IN 1841



PUBLISHED EVERY OTHER SATURDAY AT 1230 WASHINGTON BLVD., CHICAGO 7

BURRIDGE D. BUTLER,
PUBLISHER

July 3, 1947

Dear Mr. Deering:

I was glad to get your good letter and to know that you enjoyed the short visit you had with us. I feel, after reading your letter, that another personal visit is desirable. So many of the points raised can best be agreed upon in a face-to-face discussion.

To that end I would like to request that you come here again, and if that is agreeable to you, to do so at your earliest convenience. Considering that your time might be pretty well taken up during the week because of your vacation, it might be that you would prefer to be here on Saturday. Would like to have you here Saturday, July 12, if that would be agreeable. Or, if possible for you to be here sooner, that would be even better because I am leaving for Arizona July 18 to be gone three weeks.

I am pleased to say that you made a favorable impression and all of us feel that you are the man we have been looking for to join us in the great work Prairie Farmer-WLS are doing. As Editor of Prairie Farmer you will have the opportunity to head the biggest job in agriculture today.

To be more specific as to questions you brought up and for your thinking prior to visiting us again, I would like, as to salary, to start you at \$10,000 a year with a bonus now of \$2,000 annually.

Regarding stock, there is an opportunity here to participate in the stock holdings, but I believe the amount of your interest is something that can best be left for personal discussion.

What I want is someone who will give the Midwest farmer the news and all other information he needs regarding agriculture, and give him the economic and financial trend probabilities that affect his business of farming. Prairie Farmer is a home and

7/3/47

family paper, too, so I want the best and most interesting information at all times for mother and the boys and girls. I am very proud of the fact that our fieldmen go right up to the house and renew Prairie Farmer subscriptions without even having to bother to see the man if he is out in the field. Prairie Farmer uses no premiums whatever. When the Mrs. goes and gets her money for renewal, she does so because she, too, likes to read Prairie Farmer.

You need not worry about having authority and freedom as Editor. You will be in full charge of the editorial department as well as have every opportunity to be one of the leaders in the whole organization.

I do not believe the house situation is as serious as it was several months ago. John Baker, who has rejoined us, taking up his duties July 1st, sold his home in Washington and was able to buy another one in a Chicago suburb, and made a profit on the deal.

As to moving, we would expect to defray those expenses.

Regarding termination of connections, I do not feel that's even necessary to talk about. I am asking you to come with us with the idea we all feel you are going to be with us permanently. Should you, for any reason, sever your connections, you may rest assured that you will receive every consideration and a most fair treatment.

If there is any point in this letter that does not meet your wishes, we can discuss such points when you're here. I want to give you every opportunity to make a great and influential position for yourself, and do a real job for Midwest agriculture through your good work in Prairie Farmer.

Looking forward to seeing you July 12, or sooner if you can make it,

Yours sincerely,


Publisher

BDB:MC

Mr. Ferdie J. Deering
1407 Sherwood Lane
Oklahoma City 6, Oklahoma

July 8, 1947

Dear Mr. Butler:

Every man traveling the road of life from time to time comes to intersections. Sometimes it is a crossroads, and at other times it is a fork in the road. The right road to choose is not always plainly marked. I have come to a fork in the road. My road divides, and down each of the lanes ahead I can visualize the opportunities for service and profit that beckon. Each road is attractive and inviting. Perhaps challenging is a better word.

Which to choose? My choice will determine my entire future. It must be made with care and deliberation. Yet it must be made. I feel the time has come. It is not an easy decision to make.

Your letter of July 3 certainly is an attractive proposition. To me, it is a flattering one. The field that Prairie Farmer-WLS serves is a rich and important one. The editor of your publication certainly occupies an influential position. The responsibility is great, but there are many compensations in prestige and other ways.

Yet, here I occupy a similar position. True, The Farmer-Stockman is not as old, is not as rich in tradition, and its territory is not as closely geared to the national welfare. Yet, the southwest is home to me. I know it and love it. My present connections have been pleasant and profitable. I have no complaint.

I could elaborate on the comparison of these two positions, but it is not necessary. You will agree, I am sure, that each of them has its own peculiar advantages. I have weighed them from every angle possible. The balance has always tipped in the same direction, and I have concluded that it is best for me not to change positions at this time.

It is my sincerest hope that my deliberations have not caused you any serious inconvenience. I understand you have some other men under consideration. No doubt, you will be able to make a highly desirable selection from among them. Although I know of only one, possibly two, agricultural editors who can meet your specifications on qualifications, age and experience, I am sure that with what you have to offer you can attract most of them, if you choose. Few are as peculiar as I am, I suppose, but I am afraid that when I walked down a Chicago street with my feet in the slush and my head in the smog, I would always long for the fresh air and sunshine of the Great Southwest.

Thank you very

Page 2

Therefore, I think it would be to the advantage of all that I not undertake another visit to Chicago just now, as suggested in your letter. I do sincerely appreciate the consideration that you have given me, and the many courtesies extended by your fine staff. It has been a pleasure and an inspiration to make your acquaintance and theirs.

I regret that we have not been able to make a connection. I am sure that it would have been pleasant and profitable. I fully realize that this might easily be the greatest opportunity I ever will have to get in the "Big Leagues" of the agricultural paper field. I just feel that my place is in the southwest, and even the opportunity that you have extended has not battered down that feeling.

If I can be of assistance to you in other ways, I will be very happy to have you call upon me. With kindest regards and deepest appreciation, I remain

Yours very truly,

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

A. N. WILLIAMS
PRESIDENT

1201
(15)

SYMBOLS

DL=Day Letter

NL=Night Letter

LC=Deferred Cable

NLT=Cable Night Letter

Ship Radiogram

The filing time shown in the data line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

CA 119 PD=WUX CHICAGO ILL 10 111P

FERDIE J DEERING=

1947 JUL 10 PM 1 25

=1407 SHERWOOD LANE OKCTY=

WILL CALL YOU TONIGHT SEVEN PM CHICAGO TIME. REGARDS=

GEORGE R COOK.

PM.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



CLEAR CHANNEL • 890 KILOCYCLES

BLUE NETWORK • 50,000 WATTS

BURRIDGE D. BUTLER, PRESIDENT
GLENN SNYDER, MANAGER

1230 WASHINGTON BOULEVARD
TELEPHONE • MONROE 9700
C H I C A G O

July 23, 1947

Mr. Ferdie J. Deering
1407 Sherwood Lane
Oklahoma City 6, Oklahoma

Dear Mr. Deering:

I wonder whether I can impose on your good nature to ask you a considerable favor. In our long distance conversation early in July you gave me the names of Mr. Sam Whitlow and Mr. Jim McFatrige, who you thought were potential prospects for the editorship of Prairie Farmer.

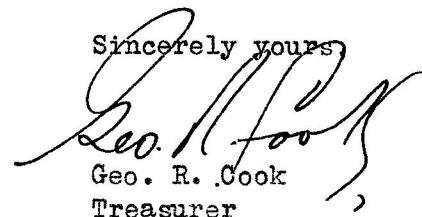
The connection was not too good that night and I was not able to get all the information on these two men that I am sure you gave me. The favor I am asking is whether you would be kind enough to put down in writing your knowledge of the backgrounds of these two men. I would appreciate as much detail as you can possibly give me.

For your information, Mr. Butler left here last Friday for Arizona where he will spend about three weeks. He left in good spirits and I believe that the warm climate out there will be conducive to the betterment of his health.

I will be most grateful for this favor if you can grant it, Mr. Deering, and I can assure you that if we ever have an opportunity to reciprocate in any way we want you to have no hesitancy in calling on us.

Kindest regards.

Sincerely yours,



Geo. R. Cook
Treasurer

GRC:r



CLEAR CHANNEL • 890 KILOCYCLES

BLUE NETWORK • 50,000 WATTS

BURRIDGE D. BUTLER, PRESIDENT
GLENN SNYDER, MANAGER

1230 WASHINGTON BOULEVARD
TELEPHONE • MONROE 9700

C H I C A G O

July 29, 1947

Mr. Ferdie J. Deering
1407 Sherwood Lane
Oklahoma City 6, Okla.

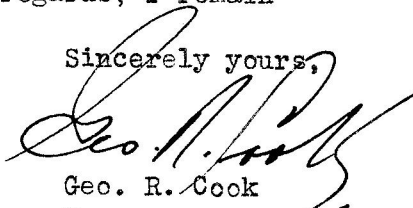
Dear Mr. Deering:

Thank you so much for your letter of July 28 in which you have given me the information I requested in a recent letter to you on Whitlow and McFatridge.

It was very kind of you to take the time to compile this data for us and I want you to know we appreciate it. If we are ever in a position to reciprocate the favor, will you please call upon us?

With kindest regards, I remain

Sincerely yours,



Geo. R. Cook
Treasurer

GRC:s