

## Jason Rogers Papers (SC89)

### *Introduction*

These files of Jason Rogers pertain to the time he was an advisor and General Manager of the *Kansas City Journal-Post* during the mid to late 1920s. The collection gives insight into the local newspaper world of that time period.

### *Descriptive Summary*

Creator: Jason Rogers  
Title: Jason Rogers Papers  
Dates: 1923-1929  
Size: 0.83 linear feet, 2 boxes  
Collection Number: SC89

### *Donor Information*

Purchase, Charles Apfelbaum, Rare Manuscripts & Archives, Watchung, New Jersey, April 30, 1997.

### *Citation Note*

Jason Rogers Papers (SC89), Missouri Valley Special Collections, Kansas City Public Library, Kansas City, Missouri.

### *Administrative Information*

Related Collections: Issues of the *Kansas City Journal-Post* are available in the microfilm department on the 3<sup>rd</sup> floor of the Central Library.

### *Biographical Sketch*

Jason Rogers was born in New York City, August 5, 1868, the son of Thomas and Emily Louise Cauldwell Rogers. He was a self-taught journalist, dropping out of school before graduating to start working for the *New York Sunday Mercury*. He subsequently worked as publisher of the *New York Commercial and Advertiser*, Advertising Manager of the *Chicago Inter-Ocean*, Manager of the *Providence (R.I.) News*, and Assistant Publisher and then Publisher of the *New York Globe*. When the *Globe* was bought by Frank Munsey in 1923 and amalgamated with the *Sun* he chose to leave the paper and open his own office as an advisor to newspapers. It was from this position that he was tapped by Walter S. Dickey to provide advice on how to build up his two papers. He was named General Manager of the *Kansas City Journal-Post* in May 1927 a position he held until 1928.

In 1912 he organized the United Newspapers, an organization of 800 newspapers that later became a portion of the American Newspaper Publishers Association. He was also involved in the organization of the Audit Bureau of Circulation and the

Publishers Buying Corporation which promoted group purchase of print paper by 240 newspapers to bring down high prices brought about by paper combination. He was the author of *Newspaper Efficiency*, *Newspaper Building*, *Building Newspaper Advertising*, *Fundamentals of Newspaper Building* and *Newspaper Making*. He also was editor and publisher of the *Advertisers' Weekly* from 1924 to 1926.

Rogers married Marian F. Shillaber in 1894 and had two sons, Penhallow, who predeceased him, and Walter Shillabar. Jason Rogers died April 26, 1932 in North Falmouth, Massachusetts after a long illness. Marian Rogers died in Melrose, Massachusetts in 1964.

### ***Scope and Content Note***

The collection consists primarily of correspondence, clippings, speeches, reports and other items from Jason Rogers' files accumulated during the time he served first as an advisor to and then as General Manager of the *Kansas City Journal-Post*. Most of the material dates from late 1925 through August 1928 although there are a few supplementary materials from 1929 as well as some background clippings from 1923.

Principal correspondents include: Walter S. Dickey, owner of Dickey Clay Company and the *Kansas City Journal-Post*; his son, W. Laurence Dickey; and Marion B. Sharpe, Business Manager. There is also some correspondence with the trustees of the *Kansas City Star-Times* concerning the value of the papers at the time they were put up for sale.

The collection is valuable for the insights it provides on the fiercely competitive and sometimes slightly unethical newspaper world in Kansas City in the 1920s. Of special interest are numerous manuscripts and legal documents concerning the Rogers' investigation of the *Kansas City Star's* advertising practices and circulation statistics in an attempt to prove fraudulent figures. Rogers' numerous reports concerning the state of the two papers and of Kansas City provide a good view of the period. Also important are materials concerning the *Journal-Post's* founding of KMBC radio station.

There is also a copy of one of Rogers' books, *Building Newspaper Advertising*. Some materials, particularly the data he gathered about the Star, have experienced severe water damage and some of the hand-written correspondence is very difficult to read. The collection ends abruptly with Rogers' letter protesting his dismissal from his post as General Manager.

### ***Collection Inventory***

#### **Box 1**

**Book** - Rogers, Jason. *Building Newspaper Advertising: Selling the By-product of the Newspaper, Printed Salesmanship*. New York: Harper & Brothers, 1919.

**Folder 1** - Clipping - "Rogers scores rival papers" and "600 Employees of Globe Dispersed to City's Newspaper Currents", Editor & Publisher, June 9, 1923, 1 p.

**Folder 2** - Correspondence and supporting documents concerning Roger's estimation of the *Journal-Post* and how the papers' position might be improved, December 1925 – March 17, 1926

**To:** Walter S. Dickey, William Volker

**From:** Walter S. Dickey, W. Laurence Dickey, Marion B. Sharp." Report Regarding the *Kansas City Journal – Post*", typewritten, 9 pp.

**Folder 3** - Correspondence and telegrams to and from Trustees of the *Kansas City Star* regarding sale of *Star* and its valuation and to and from *Journal-Post.*, March 25, 1926 -April 30, 1926.

**To:** William Volker; E. H. Lindley; Marion B. Sharp.

**From:** William Volker; Stratton D. Brooks; Marion B. Sharp

**Related materials:**

- "On the making of wills," Article from *Chicago Tribune*, March 21, 1926  
1 p.
- "The *Kansas City Star* to be sold" first draft (with edits) and final, 4 pp.
- Publisher's statement for *Kansas City Star*, 2 cc.
- Handwritten sheet on expenditures, subject unidentified
- Handwritten earnings and operating expenses for *Star* [1926] in envelope "Valuation KC Star"
- Profit and loss account – ten years ending December 31, 1925 - *Kansas City Star*, *Kansas City Times* and *Kansas City Weekly Star*
- Advertising, *Kansas City Star* October 19, 1925 and February 1, 1926

**Folder 4** - Correspondence and telegrams, typed and handwritten, mostly regarding Rogers' prospective employment, April 14, 1926 - April 30, 1926.

**To:** Walter S. Dickey, Marion B. Sharp

**From:** Marion B. Sharp, E.D. Moore, J.R. Winter

**Folder 5** - Correspondence and telegrams, concerning advertising and valuation of the *Star*, May 3, 1926 - December 1, 1926.

**To:** *Advertisers Weekly*, *Journal-Post*, Marion B. Sharp, Walter S. Dickey

**From:** E.D. Moore, Marion B. Sharp, J.R. Winter

**Clippings:**

- "Star Bidders Asked to Hurry, *Journal-Post*, June 18, 1926
- "A real danger to Kansas City", *Kansas Citian*, June 15, 1926

**Folder 6** - Correspondence and telegrams, typed and handwritten, concerning Rogers' terms of employment by the *Journal-Post*, February 10, 1927 - April 24, 1927.

**To:** Walter S. Dickey, Marion E. Sharp, Dean Emery.

**From:** Ralph Ellis, Marion E. Sharp, Bayard Taylor, Dean Emery, Walter S. Dickey, J. R. Winter

**Manuscripts:**

- “To the People of Kansas City”, typed announcement of appointment of Jason Rogers as General Manager, [1927]
- Announcement by Rogers of acceptance, [1927]

**Folder 7** - Correspondence and memoranda, mostly concerning A.B.C. Auditor’s Report.

**To:** O.C. Harn, William S. Dickey, J. M. Richey.

**From:** O.C. Harn, Lorenzen & Thompson, Inc., Walter S. Dickey, R. P. Michaelson, Bayard Taylor, Audit Bureau of Circulations

- “A.B.C. Auditor’s Report, Daily & Sunday *Journal Post*, Sept. 30/26”, June 4, 1927 –August 1927
- Accompanying documents

**Folder 8** - Correspondence to and from local businesses and organizations, December 15, 1927 – May 11, 1928.

**From:** D.R. Christie, Edward T. Hall, William E. Morton, Drama League of America, Federal Business Association, Boy Scouts of America, Christian Science Monitor, ABC Fireproof Warehouse Company, Louise Findley, Walter S. Dickey, Marie G. Becker, Mrs R. J. Jordan, A. Hardgrave, Kansas Press Association, D.R. Christie, Kansas City Public Service Company, Kansas City Live Stock Exchange, Chamber of Commerce of Kansas City.

**To:** D.R. Christie, O.W. Little

- “And this is Kansas City,” Transcript of speech

**Folder 9** - Correspondence and telegrams, handwritten and typed, including a lengthy letter from Rogers regarding termination of his employment, January 16, 1928 – August 30, 1928.

**From:** Walter S. Dickey, Harry S. Smedley, Marion B. Sharp.

**To:** C. C. Peters, Walter S. Dickey, W. Laurence Dickey.

- Memorandum of agreement between Jason Rogers and Ora F. Haibe

**Box 2**

**Folder 1**

- Typed and handwritten statistics on newspapers and advertising
- Circulation and advertising figures for national newspapers
- Expenditures by Department stores in newspapers
- Major national companies in newspapers and magazines

**Folder 2**

- Case 44 Triplicate, (Legal file consisting of affidavits concerning purchase of *Star's* excess papers), September 6, 1926 – November 20, 1926
- A.A. Ash, Carrier, 41pp.
- O.S. Smith, Hauler, 6 pp.
- Photos of papers in warehouse, copies of cancelled checks, Interview by Ash of R. B. Pollard formerly *Star* route carrier, 16 pp.
- Classifier's affidavit
- Extract from Summary Sheets

### Folder 3

- "Report on Test Check of Certain Newspapers used in your report on the Circulation of the *Kansas City Times and Star*." Arthur Andersen, November 9, 1927.
- "From the time Mr. Dickey combined the Journal....," Manuscript, typed, 1 p.

### Folder 4

- Manuscripts on circulation "advertising fraud" by *Kansas City Star*, typed.
- "Suggested Letter," 1 p., 2 copies
- "Epitome," 3 pp., 2 copies
- "The Truth about Newspaper Circulations in Kansas City, Missouri," 16 pp.
- "The Combination Graft," 10 pp.

### Folder 5

- Manuscripts on circulation "advertising fraud" by *Kansas City Star*, typed and hand-written, all n.d.
- "Much of what is not", 14 pp.
- Untitled – "David G. Allen....," Affidavit from Mr. Allen, 6 pp.
- "Synopsis of Evidence of Circulation Padding of the *Kansas City Star*," 5 pp.
- "A Grave Charge," 3 pp.
- "Main Story", 21 pp.
- "Hundreds of interested persons have seen....," 6 pp.
- "If a long and patient inquiry....," 6 pp.
- "*Star-Times* Offenses," 1 p.

### Folder 6

- Materials related to *Journal-Post* advertising
- Untitled report on work which has been done with advertisers, 3 pp., n.d.
- Advertising contract between Walter S. Dickey... and Jones Stove Company, Inc., 4 pp., n.d.
- Flyer promoting advertising in *Journal-Post*
- Clippings with statistics on advertising, J-P 1928
- Preliminary Lineage Report June 14, 1928.

### Folder 7 - and radio in general

- Resume of Radio & Photograph Survey
- Total Radio Advertising statistics
- Clippings on *Journal-Post* beginning broadcasting on KMBC, June – November, 1927.
- *Kansas City Post* Radio Section, February 11, 1928

**Folder 8**

- “Correspondence showing how Columbia Chain Radio programs were secured for Kansas City When both Columbia Chain and Radio Station were not able to break into that Market. Second part shows some of the Correspondence received from Columbia and Kolster Dealers to indicate their Backing”. [October 5, 1927 March 30, 1928], 63 pp
- Includes photographs: KMBC Studios building (Aladdin Hotel), radio tower, KMBC, floor plan of studio, dance orchestras (2).

**Folder 9**

- Promotional materials for Kansas City from *Nation's Business* and *Kansas Citian*, 1929.
- Transcript of speech promoting Kansas City advertising and trade, n.d.
- Typewritten scripts promoting *Journal*, *Post*, and *Journal-Post*, n.d.
- Advertisement for *Evening Bulletin* from unknown source
- Reduced reproduction of pages of *Post*, March 30, 1928.

**Processed by Department Manager Mary Beveridge, July 2002.**

**Updated by Senior Archivist Kate Hill, April 2021.**