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ADVERTISING AND PUBLICITY
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ST. LOUIS, Mo.

October 17, 1935

Maj. Lloyd C. Stark,
Louisiana, Mo.

Dear Major:-

The reaction (of the Pendergast announcement) has been quite gratifying to your personal friends here, and your own influx of local mail as its result should substantiate this.

In our perplexed and confused condition here in St. Louis it is a real stimulus to see a real horse out in front, at this early stage of the race--one, to switch the metaphor, that can easily be made the greatest common denominator of all factions. This, of course, is demonstrable when one realizes that "the boys" have come to the conclusion that only a popular and winning candidate can save a lot of them in minor offices next November.

Which is to say, that while our organization is not shot by any means, only a damn fool would depend again on the miracle of a Roosevelt popularity to give us such majorities as we have recently enjoyed--in St. Louis. The well known "synopsis of opinion" today here is that your nomination is assured; that most, if not all, of the local organization will go down the line for you; that there will be vigorous opposition in the primary (Bill Hirth) or somebody else; that the "anti-boss issue" will be raised aplenty, and that it will hurt in the Fall—a little if the National swing is with us, terrible if it should be close. Which I don't think it will, as it affects you and the state, but St. Louis is different.

Personal * I tried hard to contact you during the recent American Legion Convention, and narrowly missed you at the Jefferson. Since the Aldermanic election in April I have been quite on the political sidelines, but one or two things have come to me which I know would interest you, and, in particular, I had one man I wanted you to meet (in re St. Louis organized labor, a man, a Democrat, an admirer of yours, whose horse sense and loyalty will prove invaluable to you.)

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Before me is your letter of April 15, and I hereby remind you that Golden Delicious apples ought to be plenty ripe--if not gathered—and that Golden Delicious Cider by this time should be in a legally transportable stage. May I remind you, "If you drive up here, etc.,"--well, my car went away long ago in the depression, but I have made tentative arrangements with a friend to make the drive, and so, if you are in Louisiana in the next few days, and, weather permitting, affairs go well, I should like to accept the invitation.

Confidential**As stated, since handling the general publicity of Jack Cochran's campaign, the local November election and the spring aldermanic election, I have been in political eclipse, i.e. inactive, but on or before the first of the year I am slated to take an obscure place, probably in the civil courts, and lay the groundwork for the coming campaign.

In the meantime—if I can be of any use to you in the publicity field, or allied service, call on me. Of course, I don't know what your publicity setup, or plans, may be, but I am footloose to travel, contact county editors, county key men, or any other chores called for. And No Compensation asked. Your good will, plus renewal of old acquaintances outstate, would be ample.

Of course, I will, in my small way, continue here in St. Louis to put in any good licks I can,

but necessarily I will be restricted to orders, when, and as if, I go in to next year's job.

Should you be coming to St. Louis the week end, or any week end, I am indicating below address and telephone.

With kindest personal regards, I am,

Sincerely,

Robert A. Glenn

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