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SAINT LOUIS

February 18, 1932.

Senator Francis M. Wilson,
2008 Linwood Boulevard,
Kansas City, Missouri.

My dear Senator:

I received your letter of the 10th inst., and am delighted to hear from you.

If it meets with your approval and that of Mr. Igoe and your other friends here in St. Louis, we will plan on having you address the Jefferson Club in July, which will place you in the position of being the last candidate to address our organization before the Primary.

As for the St. Louis situation as I see it, the Post-Dispatch seems to be advocating Dearmont's candidacy, not through any opposition to you, but through opposition to the Prendergast organization, which they voice on all occasions. However, the Prendergast organization will mean many more votes to your candidacy than the Post-Dispatch will detract from it, in my opinion. I have not noticed that the other newspapers have taken any particularly definite stand as yet in the Gubernatorial Race. However, there may have been some articles or editorials which I have not seen and which you refer to in your letter.

My guess this time will be that there will be about thirty-five thousand votes cast at the Democratic Primary in St. Louis, and that you will get between twenty and twenty-five

thousand of this number.

Dearmont has some of our leading citizens supporting his candidacy, men of integrity and high standing in the City, whose position we cannot under-estimate. However, your backers are composed of men of equally high standing and integrity, such as Bill Igoe, Charlie Lemp and George Priest, who have forgotten more about political organization and campaigning than the other side ever knew.

Any suggestions I make to you or your friends such as the ones named above, I make with the realization that you gentlemen know much more about campaigning than I do or probably ever will, but from what knowledge I have of campaigning, derived in the past ten years' as campaign manager for Judge Priest in two races and from my experience in making a State-wide canvass in the 1928 Primaries on

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Senator Francis M. Wilson,

behalf of my own candidacy for Attorney General, and from the campaigns waged on behalf of the ticket during all of the elections since I have been able to vote, I believe that a series of radio addresses made from different parts of the State, starting about May 1st, together with a systematized method of sending news items to all the metropolitan and rural papers, would be about the best manner in which to make this campaign.

You will remember in 1928 how we travelled all over the State and addressed meetings of very often 75 or 100 people, most of whom were for you before they ever came to the meeting.

This does not impress me as being nearly as effective as making, either through yourself or your friends, ten or fifteen minute talks over the radio, which will reach thousands of listeners, both men and women, many of whom could not otherwise be reached. The expense of a fifteen minute radio talk is not great and would be cheerfully donated by your friends in the community in which it is given.

You no doubt have already given this matter careful consideration, but I make the suggestion merely for the good of the cause, because I know that you are glad to have various points of view presented to you.

With best regards, and assuring you that your friends in St. Louis are doing everything in support of your candidacy, I am

Sincerely yours,

George G. Vest

[P.S. The radio idea does not preclude you from visiting around in different communities as that is very effective - but is merely a substitute for the usual speech making tour.

G.G.V.]