

AMERICAN PROGRESS PUBLISHING COMPANY RECORDS

Mss. 3654

Inventory

Compiled by
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Louisiana and Lower Mississippi Valley Collections
Special Collections, Hill Memorial Library
Louisiana State University Libraries
Baton Rouge, Louisiana State University

2024

CONTENTS OF INVENTORY

CONTENTS OF INVENTORY	2
SUMMARY	3
BIOGRAPHICAL/HISTORICAL NOTE	4
SCOPE AND CONTENT NOTE	4
LIST OF SERIES.....	5
SERIES DESCRIPTIONS	6
INDEX TERMS.....	7
CONTAINER LIST	8

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SUMMARY

Size	1.33 linear feet, 7 vols., 2 OS folders
Geographic Locations	New Orleans, Louisiana, and Baton Rouge, Louisiana.
Inclusive Dates	1930-1939, undated
Languages	English
Summary	These records detail the financial history of the American Progress Publishing Company, a newspaper publishing company founded by Huey P. Long. Based out of Louisiana, it was established to promote his initiatives and attack his political opponents. It published two newspapers under varying titles between 1930 and 1940.
Access Restrictions	None.
Reproduction Note	May be reproduced.
Copyright	For those materials not in the public domain, copyright is retained by the descendants of the creators in accordance with U.S. Copyright law.
Related Collections	Huey P. Long Papers, Mss. 557, 1240, 1350, etc., Louisiana and Lower Mississippi Valley Collections, LSU Libraries Special Collections, Baton Rouge, La.
Citation	American Progress Publishing Company Records, Mss. 3654, Louisiana and Lower Mississippi Valley Collections, LSU Libraries Special Collections, Baton Rouge, La.
Stack Location(s)	43:69, OS:A

BIOGRAPHICAL/HISTORICAL NOTE

The American Progress Publishing Company was founded in March 1930 when Huey P. Long started *The Louisiana Progress*, a Louisiana-based newspaper. He established this newspaper to promote his initiatives and attack his political opponents. It was renamed *The American Progress* in 1932 and became a national publication to promote his ambition to run for the presidency in the 1936 election. It was similar in tone and intent to the state-based version, making it clear that he was the only person with the vision and ability to solve the nation's problems. State employees were required to subscribe, otherwise it was a free publication mailed to his followers. Circulation varied from 300,000 to 1.5 million, especially for special issues. It was paid for with political contributions but also gained some income from subscribers and advertisers. In September 1939, Earl Long resurrected *The American Progress* by purchasing *The Progress*, a daily newspaper that had been published in Hammond, Louisiana, from 1937 to 1939. It began as *The Daily Progress* in 1936. The newspaper did not survive after Earl Long lost his bid for governor in 1940.

John D. Klorer was a film writer and former secretary to Huey P. Long. He studied at Tulane University and worked as a reporter for the *New Orleans States*, *Memphis Appeal* and *Times-Picayune*. While at the *Times-Picayune*, he was an assistant city editor. As Long rose to prominence, Klorer became the editor of *The Louisiana Progress*, followed by time as Long's secretary in Washington, D.C. During his time working for the Long administration, he was editor of *The Louisiana Progress*, *The American Progress*, and Earl Long's resurrected *The American Progress*. After the failure of the paper, Klorer turned to writing fiction before moving to Los Angeles in 1941, where he wrote original stories and screenplays for films.

SCOPE AND CONTENT NOTE

These records contain the financial and subscription records of the American Progress Publishing Company, of which John Klorer was the editor. These records detail the financial history of the newspapers between 1930 and 1939, the publication of a special edition of the book *The New Louisiana: The Story of the Greatest State of the Nation* in 1936, and names of subscribers. The series of financial records includes seven ledgers that detail the expenditures of the publishing company during that time. The series of *The New Louisiana: The Story of the Greatest State of the Nation* covers a special inaugural edition featuring Governor Richard Leche on the cover and a remembrance of Huey P. Long. John Klorer was also the editor for this publication. The final series contains subscription records. Most of these records are undated and list some of the subscribers of the newspaper. John Klorer was the editor of all of the publications encompassed in these records. The records are arranged chronologically within each series.

LIST OF SERIES

Series I. Financial Records, 1930-1939

Series II. *The New Louisiana, The Story of the Greatest State of the Nation*, Inaugural Program Committee, 1936, undated

Series III. Subscription Records, 1934-1935, undated

SERIES DESCRIPTIONS

Series I. Financial Records, 1930-1939

This series contains financial records including deposit slips, cancelled checks, and bank statements for the American Progress Publishing Company. Also included in this series are ledgers that include financials of the company from 1930 through 1939. Included in the oversize folder are several tax forms that were filed for the publishing company. Of particular interest in this series is a folder of cancelled bank drafts, found in box 1, folder 67. This series is arranged chronologically.

Series II. *The New Louisiana: The Story of the Greatest State of the Nation*, Inaugural Program Committee, 1936, undated

This series contains files for the book *The New Louisiana: The Story of the Greatest State of the Nation*. Included in this series are correspondence and a headshot of Huey P. Long. Of note in this series is the lease for the American Progress Publishing Company headquarters in New Orleans, found in box 1, folder 74. This series is arranged chronologically.

Series III. Subscription Records, 1934-1935, undated

The subscription records contain a file of the total number of subscribers as well as a box of notecards with information about subscribers. The information found on these notecards provides only the subscriber's name, address, and the cost of their subscription.

INDEX TERMS

Long, Huey Pierce, 1893-1935	I-II
Leche, Richard W. (Richard Webster), 1898-1965	II
Klorer, John D.	I-II
American progress (New Orleans, La.)	I-III
American progress (Hammond, La.)	I-III
Louisiana progress.	II
Louisiana—Politics and government—20th century	I-III
Photographic prints.	II
Letters (correspondence).	II

CONTAINER LIST

<u>Stack Location</u>	<u>Box</u>	<u>Folder</u>	<u>Contents (with dates)</u>
Series I. Financial Records, 1930-1939			
43:69	1	1	Cancelled bank checks, 1933-1935
		2-15	Bank deposit slips, August 1933-June 1935
		16-63	Bank statements with cancelled checks, 1934-1938
		64	Return of capital-stock tax, 1934
OS:A	--	OS 1	IRS tax forms, 1934-1938
43:69	1	65	Receipt Book, 1936
		66	Analysis of dividends paid and receipts and expenditures on account of changes in corporation's obligation and capital stock, Form 1120-Schedule N, 1936
		67	Bank drafts, 1937-1939
		68	Lease, 1937
OS:A	--	OS 2	Lease and blueprint, 1938
43:69	1	69	Telegram bills, 1938-1939
	--	v 1	Petty Cash Ledger, 1930-1934
	--	v 2	Ledger, 1930-1935
	--	v 3	Cash Dispensed Ledger, 1933-1935
	--	v 4	Ledger, 1933-1935
	--	v 5	Cash Receipts Ledger, 1933-1935
OS:A	--	OS 2	Ledger, 1935-1939
43:69	--	v 6	Ledger, 1936
	--	v 7	Checkbook, 1933-1935
Series II. <i>The New Louisiana, The Story of the Greatest State of the Nation</i>, Inaugural Program Committee, 1936, undated			
	1	70	Advertisement contract, 1936
		71	Correspondence, 1936
		72	Huey P. Long Portrait, undated
OS:A	--	OS 2	Book proofs, undated
Series III. Subscription Records, 1934-1935, undated			
43:69	1	73-75	Subscription requests, 1934-1935
		76	Subscription records, undated
	2	--	Subscription notecards, undated