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John Oliver Emmerich, Sr. papers MSS.429

- Dates:** 1877-1978
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Donor: John Oliver Emmerich, Jr. and the *Enterprise-Journal*, 1985.

Scope and Contents

The collection consists of correspondence, clippings, biographical sketches, manuscripts, research material, photographs, and memorabilia concerning John Oliver Emmerich (1896-1978), editor and publisher of the McComb *Enterprise-Journal* for more than thirty years. He also served as editor of the *Jackson State Times*. Mr. Emmerich was deeply involved in community affairs and rural improvement programs, concerns which are reflected in the collection. He was recognized by several state and national organizations for his journalistic work, especially for his editorials urging an end to racial violence.

In addition to the activities mentioned above, the collection concerns the civil rights movement in Mississippi, the States Rights movement, the national Democratic Party, and the *Enterprise-Journal*. Included are much research material and many photographs documenting the history of McComb and Pike County, which were collected for use in the centennial edition (1972) of the *Enterprise-*

Journal. The collection also contains manuscripts of Emmerich's editorials; speeches; book, *Two Faces of Janus*; and articles, among which are the chapter "Collapse and Recovery" that appeared in *A History of Mississippi*, edited by Richard A. McLemore.

Among the correspondents are Dwight D. Eisenhower, John Oliver Emmerich, Jr., Cliff Finch, Albert W. "Red" Heffner, Bruce Lancaster, James Silver, John C. Stennis, Boswell Stevens, and William Waller.

Biographical Information

(compiled circa 1977)

J. O. Emmerich was born in New Orleans, La., moved to McComb, Miss. at the age of four; was graduated from McComb High School; entered Mississippi State University, and while a student served as an assistant professor. He received his baccalaureate degree from Mississippi State University; achieved his M. A. degree at University of Missouri, and was honored by Millsaps College with the degree of Doctor of Laws.

Earlier in his career he launched a rural life improvement program in Mississippi which aroused national interest. Reader's Digest published an article about his activities under the title "A Crusading Editor Gets Results ". Progressive Farmer of Memphis named him as "The Man of the Year in Agriculture in Mississippi." He has spoken in many of the states in the Union.

Sigma Delta Chi, professional journalistic society has honored him with the top national awards for "Distinguished Service to the American people" and both for "editorial writing", and "public service".

In 1954 at Valley Forge he was given the top award for editorial writing in the United States by Freedom's Foundation. In 1965 the Headliner's Association honored him in Atlantic City for "a comprehensive editorial campaign to curb racial violence". In 1965 in New York City, Sidney Hillman Foundation cited him for "responsible journalism". The University of Mississippi School of Journalism awarded him its "Silver M" and the Mississippi Press Association has honored him in several categories of achievement.

Annually the University of Mississippi through its First Federal Foundation selects three Mississippians for outstanding public service. In 1966 Mr. Emmerich was one of the citizens so honored. That year Millsaps College in a meeting which filled the state's coliseum, honored 10 Mississippians for their public service, Mr. Emmerich was included.

He is a member of the American Society of Newspaper Editors, Sigma Delta Chi, and has served as a member of the Board of Mississippi's Institutions of Higher Learning, director and chairman of the board of New Orleans branch of the Federal Reserve Bank of Atlanta, president of Mississippi Heart Association, governor of Rotary, board of Mississippi Economic Council, five times delegate to the National Democratic Convection, chairman of State Planning Commission, past president of Mississippi Press Association, and director of Southern Newspaper Publishing Association. For a period he was editor of the State Times in Jackson, Miss. He is chairman of the publishing board of the Mississippi Methodist Advocate. Member of Southern Growth Policies Board and Mississippi Committee for the Humanities.

Mr. Emmerich has visited some seventy-odd foreign countries during which time his readers traveled with him vicariously through his daily column. He has interviewed a

number of world leaders such as Chiang Kai-shek, Fidel Castro, Dr. Sarvepalli, president of India, and Ian Smith, prime minister of Rhodesia and others. In 1956 he was a member of a 28-nation conference on European migration held in Geneva, Switzerland. That year he traveled behind the Iron Curtain and returning produced a series of articles on Russia which proved to be prophetic.

In 1973 Mr. Emmerich authored a book entitled *Two Faces of Janus: the Saga of Deep South Change*, published by the University and College Press of Mississippi.

He is a Methodist, a past Sunday School teacher, and has served on the Methodist General Board of Christian Concerns. He and Mrs. Emmerich, the former Lyda Will Wyatt of Macon, Miss. have two children, Ida Fae, wife of Dr. R. C. Hardy, a neurosurgeon of San Antonio, Texas, and J. O. Emmerich, Jr., editor and publisher of the *Greenwood Commonwealth*, Greenwood, Mississippi.

Series List

I. FOLDERS (Correspondence, Manuscripts, Clippings, Research Material, Etc.)

II. PHOTOGRAPHS

III. MEMORABILIA/MISCELLANY

IV. NEWSPAPERS/PUBLICATIONS

Container List

<u>Container</u>	<u>Contents</u>
1	Folders: Biographical Information: Alumnus Article through Manuscripts: "Collapse and Recovery": Miscellaneous Drafts and Research Material (1/2)
2	Folders: Manuscripts: "Collapse and Recovery": Miscellaneous Drafts and Research Material (2/2) through Manuscripts: Speech Notecards (6/7)
3	Folders: Manuscripts: Speech Notecards (7/7) through Printed Material: McComb High School Annual for 1913
4	Folders: Printed Material: Mississippi through Research Material: Hugh White
5	Photographs (excluding oversized)
6	Memorabilia/Miscellany (artifacts)
7	Oversized Photographs 100, 106, 132, 168, 457, 557, 565, 566, 568-570 Folders: Printed Material: McComb and Pike County: General (173) Scrapbook: "Some Excerpts from National Magazine Articles Relating to the Community Service of The Enterprise- Journal, McComb, Mississippi, 1950"
SMO	Oversized Photographs 1, 13, 59, 86, 96, 98, 99, 136, 169, 571, 572, Box 9 573, 575
9	Oversized Newspapers/Publications

Subject Tracings

Names:

Barnett, Ross
Clark, Mark W.
Conner, Martin Sennett
Eisenhower, Dwight D.
Emmerich, John Oliver, Jr.
Emmerich, John Oliver, Sr.
Finch, Cliff
Hardy, Ida Fae Emmerich
Heffner, Albert W. "Red"
Johnston, Erle
Lancaster, Bruce
Nixon, Richard M.
Purvis, Will
Schur, Alfred
Silver, James
Stennis, John C.
Stevens, Boswell
Waller, William
White, Hugh

Subjects:

Agriculture
Broadsides
Business Papers
Campaign Buttons
Child Development Group of Mississippi
Churches
Civil Rights Movement
Democratic Party
Dixiecrats
Eye Glasses
Greenwood (Miss.)
Journalism
Korean War
Maps
McComb (Miss.)
Mississippi College Board
Mississippi Governors
Mississippi Legislature
Mississippi Power and Light Company
Parchman
Parks

Photographs
Pike County (Miss.)
Race Relations
Railroads
Rural Electric association
Sigma Delta Chi
States' Rights
Summit (Miss.)
Yellow Fever

Inventory

<u>Folders</u>	<u>Dates</u>
Folders:	
Biographical Information - <u>Alumnus</u> Article	1978
Biographical Information: General (2 folders)	1932-1978
Biographical Information: Resolutions Concerning Death of John Oliver Emmerich, Sr.	1978
Book Jackets: <u>Two Faces of Janus</u> (3 copies)	[1973]
Clippings: Emmerich, John Oliver, S.	1922-1978
Clippings: General	1950-1978, n.d.
Clippings: "Goals for McComb: and "Goals for Greenwood"	1977
Correspondence: "Collapse and Recovery"	1970-1971
Correspondence: Emmerich, Ida Fae	1949-1950
Correspondence: Emmerich, John Oliver, [See also Correspondence: Silver, James]	1949-1965
Correspondence: Family (Excluding children)	1921-1977
Correspondence: General (7 folders) Includes following letters amongst correspondence:	1914-1978
Clark, Mark W., to JOE. TLS. Concerns national campaign for Heart Fund. Jan. 27, 1956	
Eisenhower, Dwight D., to JOE. TLS. Concerns presidential election. Dec. 29, 1952	
Finch, Cliff, to JOE. TLS. Concerns Finch's election as governor and plans for his Administration. Jan. 13, 1976	
Stennis, John C., to JOE. TLS with AN. Dec. 22. 1975	
Stennis, John C., to JOE. TLS with lengthy AN. Concerns Stennis Chair of Political Science at Mississippi State University. July 14, 1976	

Correspondence: Heffner, Albert W. "Red"	1965, 1973
Correspondence: Illinois Central Railroad	1949-1964
Correspondence: Lancaster, Bruce	1975-1976
Correspondence: New York Times Magazine: "Story of McComb" [See also Manuscripts: "Story of McComb"]	1964
Correspondence: Silver, James	1951
<u>Enterprise-Journal</u> [See also Financial Records and Research Material]	1950-1971
Financial Records: <u>Enterprise-Journal</u> : Centennial Edition	1972
Financial Records: <u>Enterprise-Journal</u> : General	1955-1973
Financial Records: <u>Enterprise-Journal</u> : Reports (2 folders)	1957-1970
Financial Records: Personal	1970-1978
Manuscripts: Centennial Edition	1972
Manuscripts: "Collapse and Recovery": Draft for Typescript (Typed pages 29-49)	1971
Manuscripts: "Collapse and Recovery": Notes and Bibliography	1971
Manuscripts: "Collapse and Recovery": Outlines	1971
Manuscripts: "Collapse and Recovery": Miscellaneous Drafts and Research Material (2 folders) [See also Printed Material: Conner, Martin Sennett, Research Material: Conner, Martin Sennett, and Research Material: White, Hugh]	1925-1970, n.d.
Manuscripts: "Collapse and Recovery": Typescripts	1971
Manuscripts: Enlightened Capitalism [See also Printed Material: <u>Enlightened Capitalism</u>]	[1977]
Manuscripts: General (9 folders)	1950-1969, n.d.

Manuscripts: "Goals for McComb"	n.d.
Manuscripts: Speech Notecards (7 folders) [See also Manuscripts: General]	n.d.
Manuscripts: States Rights	n.d.
Manuscripts: "Story of McComb" [See also Correspondence:New York Times Magazine: "Story of McComb"]	[1964]
Manuscripts: "Two Faces of Janus": Miscellaneous Drafts and Research Material (2 folders)	1941-1973, n.d.
Manuscripts: "Two Faces of Janus": Typescript (copy)	n.d.
Manuscripts: "Two Faces of Janus": Typescript (Edited copy)	n.d.
Manuscripts: "Two Faces of Janus": Typescript (Original)	n.d.
Manuscripts by John Oliver Emmerich Jr.: European Common Market	1971
Manuscripts by Others	n.d.
Memorials	1978
Miscellany	1954-1978
Mississippi Committee for the Humanities	1975
Percy Quin State Park: History and Emmerich Museum	1976
Printed Material: Conner, Martin Sennett (3 addresses) [See also Research Material: Conner, Martin Sennett]	1932-1934
Printed Material: Editorials: <u>America's Concepts (In Name of Justice and Day-by Day Support)</u> and <u>America's Tomorrow</u> (both <u>State Times</u>)	1958-1960, n.d.
Printed Material: Editorials: <u>Enlightened Captialism: America Must Not Lose It (Enterprise-Journal)</u> (3 copies)	1977
Printed Material: Editorials: <u>Highlights in the Headlines</u> and <u>A Positive Program for the South and Goals for America in 1976 (Enterprise-Journal)</u>	1950-1969, n.d.

Printed Material: Editorials: <u>The McComb, Mississippi Story</u> (<u>Enterprise-Journal</u>) (Numbers 1 and 2)	1964
Printed Material: <u>56th Annual Daily Newspaper Cost and Revenue</u> <u>Study Covering 1975</u> (<u>Greenwood Commonwealth</u> and <u>Enterprise</u> <u>Journal</u>)	1975
Printed Material: General	1919-1974
Printed Material: McComb and Pike County: General (3 folders; 1/3 is oversized)	1922-1976, n.d.
Printed Material: McComb and Pike County: Grass Roots Program	1948-1954
Printed Material: McComb High School Annual for 1913 (3 copies)	1913
Printed Material: Mississippi	1954-1971
Printed Material: States Rights	1949-1951
Printed Material: <u>Two Faces of Janus</u>	1973
Research Material: Barnett, Ross and Erle Johnston	1961-1966
Research Material: Centennial Edition of <u>Enterprise-Journal:</u> Chronology	1972
Research Material: Centennial Edition of <u>Enterprise-Journal:</u> Churches	1901-1972
Research Material: Centennial Edition of <u>Enterprise-Journal:</u> General (3 folders)	1877-1972, n.d.
Research Material: Centennial Edition of <u>Enterprise-Journal:</u> Sandown, Mrs. William H. (Blanch)	1972
Research Material: Centennial Edition of <u>Enterprise-Journal:</u> "Striking Memories"	1972
Research Material: Centennial Edition of <u>Enterprise-Journal:</u> Veterans	1940-1972
Research Material: Civil Rights Movements: McComb, Child Development Group of Mississippi, Etc.	1964-1966
Research Material: Conner, Martin Sennett	1925-1964

[See also Printed Material: Conner, Martin Sennett]

Research Material: Electric Utility Companies and Cooperatives	1953-1975
Research Material: General	1945-1978
Research Material: Mississippi State Penitentiary and Dr. Alfred Schur, University of Mississippi Professor	1954
Research Material: National Democratic Conventions of 1948, 1952, 1956	1948-1956
Research Material: Purvis, Will	1970-1972
Research Material: Railroads	1905-1976
Research Material: South	1960-1975
Research Material: White, Hugh	1938-1965

Photographs:

The collection contains more than 500 photographs dating from 1886 to 1972. Many of the photographs were collected for use in the centennial edition (1972) of the McComb Enterprise-Journal, which traced the histories of McComb and Pike County. Each photograph has been given a number. The photographs that were published in the centennial edition have been identified and described from the captions in the edition. The photographs that did not appear in the centennial edition have not been described individually, with the exception of some of the portraits of John Oliver Emmerich, Sr. A bound copy of the centennial edition is housed in the Special Collections Department.

Memorabilia/Miscellany:

Lapel Ribbons:

"J. Oliver Emmerich, State-Times, Pat & Dick Nixon Day Platform Committee"

[1960]

"Mississippi Methodist Action Crusade, 1967"

Lapel Buttons:

"I'm for Nixon and Lodge" [1960]

"Today August 4th Is My Day!"

Paperweight: Photograph of Emmerich and his children

Business Cards: "J. O. Emmerich, Editor-Publisher, Enterprise-Journal, McComb, Mississippi"

Notepads (personalized)

Envelope: Enterprise-Journal

Engraving Plate: "John Oliver Emmerich, Jr."

Eyeglasses:

1 pair of glasses with 1 broken lens, in metal case

1 loose lens

Hat: blue felt hat with flowers, Red Cross symbol, and word. "Montreux"

Currency: 100 marks (1 bill)

Equipment: speaking tube for "Voicewriter"

Token: "Good for 5 cents Soda Water" Gibson Druggists, McComb, Mississippi

Audiovisual:

Slides (12)

Reel-to-reel audiotape (1)

Film (8 rolls) photofilm

Newspapers/Publications:

OS 7 Chicago, Illinois:

The Chicago Sunday Times, February 23, 1908, several loose pages

Jackson, Mississippi:

OS 7 Jackson Daily News, July 20, 1930, Rotogravure Section [cover photograph is of

Hugh L. White]

State Times, Vol. 1, No. 1, February 28, 1955

McComb, Mississippi:

Enterprise-Journal [issues listed in order by date]:

OSN Progress Edition, [ca. 1960]

OS 7 Recreation Edition, [ca. 1960s]

OSN Old Timer's Edition, July 21, 1964

OSN Sample Copy, September 29, 1971

OSN Centennial Edition, March 31, 1972, Section D

OS 7 August 17, 1978, pages 1-2 [articles concerning the death of Emmerich]

OS 7 [Special Publication]: Pike's Peak [about Summit, Mississippi], n.d.

- OS 7** [Special Publication]: The Thrilling Story of Rural Telephone Expansion - A Corporation's Contribution to Mississippi's Progress, n.d.
- OSN** McComb Daily Enterprise, Golden Jubilee Edition, [1939]
- OSN** The McComb Enterprise, May 1, 1931

Magnolia, Mississippi:

- OS 7** The Magnolia Gazette, November 15, 1964, one page (unnumbered)

New Orleans, Louisiana:

- OSN** The Times-Democrat, September 26, 1910

Philadelphia, Pennsylvania:

- OS 7** The Sunday Bulletin News and Views, May 17, 1964, Section 2 (2 copies)

Summit, Mississippi:

Mississippi Enterprise, September 5, 1980

- OSN** The Summit Sun:

April 10-17, 1958; January 14, 1965

- OSN** The Woman Constitutionalist ("the official organ of Women for Constitutional Government"; edited by Mary D. Cain), Vol. 1, No. 2, October 3, 1964

Separation Sheet

Small Oversized Manuscripts Box 9

The following items have been routed to the above unit for appropriate disposition:

Photographs: #1, 13, 59, 86, 96, 98, 99, 136, 169, 571, 572, 573, 575

Separation Sheet

Oversized Manuscripts Box 7

The following items have been routed to the above unit for appropriate disposition:

Oversized publications and clippings:

Chicago, Illinois:

The Chicago Sunday Times, February 23, 1908, several loose pages

Jackson, Mississippi:

Jackson Daily News, July 20, 1930, Rotogravure Section [cover photograph is of Hugh L. White]

McComb, Mississippi:

Enterprise-Journal [issues listed in order by date]:

Recreation Edition, [ca. 1960s]

August 17, 1978, pages 1-2 [articles concerning the death of Emmerich]

[Special Publication]: Pike's Peak [about Summit, Mississippi], n.d.

[Special Publication]: The Thrilling Story of Rural Telephone Expansion - A Corporation's Contribution to Mississippi's Progress, n.d.

Magnolia, Mississippi:

The Magnolia Gazette, November 15, 1964, one page (unnumbered).

Philadelphia, Pennsylvania:

The Sunday Bulletin News and Views, May 17, 1964, Section 2 (2 copies)

Photograph #565

Separation Sheet

Broadside Collection

The following item has been routed to the above unit for appropriate disposition:

Broadside: "Mississippi: One Hundred First Things for Mississippi", compiled by Laura Martin (Mrs. S. E. F.) Rose, President of the Mississippi Division, U. D. C., West Point, Miss.: Leader Office, 1915.

Separation Sheet

Special Collections

The following items have been routed to the above unit for appropriate disposition:

MISSISSIPPI: Jackson: Helping Build Mississippi ("published bimonthly as a public service by Mississippi Power and Light Company"), April 1950; May-June 1957.

Separation Sheet

Oversized Newspapers

The following items have been routed to the above unit for appropriate disposition:

LOUISIANA: New Orleans: The Times-Democrat, September 26, 1910.

MISSISSIPPI:

Jackson:

State Times, February 28, 1955.

McComb:

Enterprise - Journal: Progress Edition, ca. 1960; Centennial Edition, September 29, 1971; Old-Timers Edition, July 21, 1964.

McComb Daily Enterprise: Golden Jubilee Edition, 1939.

McComb Enterprise: May 1, 1931.

Summit:

The Summit Sun: April 10 - 17, 1958; January 14, 1965.

The Woman Constitutionalist: October 3, 1964.