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**FRANTZ, ALFRED ARTHUR, 1908-1993**

PAPERS, 1901-1977  
(bulk dates, 1929-1955)  
Quantity 1.5 linear ft.

ACQUISITION: Alfred A. Frantz donated the collection to the University of South Dakota in 1960.

ACCESS: This collection is open for research without restrictions.

PHOTOGRAPHS: The Photographs are located in Box 2.

PRINTED MATERIAL: The Printed Materials are located in Box 2.

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PROCESSED BY: Anne Hinseth, September 2001

## History

Alfred Arthur Frantz was the son of Bert L. and Josephine Leona Brown France, born on March 13, 1908. Frantz attended Sioux Falls High School until 1924 when his grandfather, Alfred George Brown, became ill and the family moved to California to enable Frantz's mother to care for him. In 1926, Frantz graduated from the San Diego High School and then returned to South Dakota to attend the University of South Dakota. After his first year at USD, he transferred to the University of Minnesota, where he received a degree in Journalism in 1930. Frantz began postgraduate work at the University of Texas but ran out of money after one semester. He then spent time "riding the rails" and working odd jobs. He eventually ended up writing travel publicity for the Institute of Foreign Travel in New York City, the Public Relations branch for Lines of the Trans-Atlantic Passenger Conference. Frantz founded his own Public Relations business in 1937. It was through his work in promoting the Norwegian Liner Oslofjord that Frantz met Rosebud Yellow Robe. They had attended USD at the same time, but had never met. He had heard she was working in New York and asked her if she would dress in her traditional Indian clothing to welcome the ship to America. After the success of the event, Frantz and Yellow Robe became friends and eventually married in June of 1951. Alfred Frantz died in 1993.

### Relations to Alfred A. Frantz as they appear in this collection:

Brown, Alfred George – Maternal Grandfather  
 France, Bert L. - Father  
 France, Constance (married name Reichelt) - Sister  
 France, John - Uncle  
 France, John B. "Jackie" - Nephew  
 France, John C. – Brother  
 France, Josephine Leona Brown – Mother  
 Iverson, Rolf – Friend  
 Moy, Karen Winona – Granddaughter (Step-granddaughter)  
 Yellow Robe, Rosebud – Wife

## Scope and Content Note

Alfred A. Frantz donated his collection to the University of South Dakota in 1960. The Collection is divided into five series: **Correspondence, Diaries, Photographs, Printed Materials, Typescripts** and **Ephemera**. The family name is either spelled France or Frantz. The original spelling was Frantz and at some point they decided to change it to France. Alfred A. Frantz was the only member of his family to use the original spelling, although he occasionally used France.

**Correspondence** is the largest series in the collection. The majority of the letters are incoming and outgoing letters between Alfred Frantz and his Mother, Josephine Leona Brown France. There are also letters to his father, sister and a mass of outgoing letters addressed to "Everybody". These letters together document the course of Frantz's life, including his experiences at Universities of South Dakota and Minnesota, his time in New York, and trips to South America. The Outgoing correspondence to John B. France or "Jackie" and Karen Moy contain Brown, Frantz, and Yellow Robe family histories. The histories relate antidotal information about where the families came from, how people are related, farming in South Dakota and other interesting stories.

The **Diaries** series contains three diaries written by Frantz's maternal grandfather, Alfred George Brown.

The **Photographs** series contains 12 photographs of an unidentified baby, all taken in 1935.

The **Printed Materials** series includes Newspaper Clippings are that were enclosed in the correspondence. They are organized by date.

In the **Typescripts** series are several writings by Alfred A. Frantz including a family history and some of his work for the Institute of Foreign Travel. His work *A Death on the Prairie* is one of six known copies. There are also several articles from the Institute of Foreign Travel.

**The Ephemera** series contains photocopies of the Frantz family tree and graduation invitation to Frantz's graduation from the University of Minnesota. There is a note card with Frantz's name spelled France.

### **Subjects**

Frantz Family; South Dakota—History  
Frantz, Henry A.  
Minnehaha County (S.D.)--History  
Turner County (S.D.)—History  
Yellow Robe family

### **Additional Resources**

Frantz, Alfred A. Collection, Center for Western Studies, Augustana College

Yellow Robe, Rosebud, Richardson Collections, Special Collections, University of South Dakota

Frantz, Alfred A.

Henry Frantz in Dakota Territory. [s.l. : s.n., 1970?]  
Chilson Collection F651.5 .F73

They came to the prairie. [S.l. : s.n.], 1983.  
Chilson Collection F651.5 .F73x

What the letters tell : a memorial to Genevieve A. F. Carpenter.  
[s. l.] : A.A. Frantz, 1947.  
SD State Archives, Main Collection CT275 .C29 1947

Box No. Description**Box 1**

## CORRESPONDENCE

## Incoming

France, Bert L. (1 folder)  
1929 –1933

France, Constance (Reichelt) (1 folder)  
1930- 1938

France, Josephine, Leona Brown (6 folders)  
1924-1954, n.d.

Iverson, Rolf  
1939-1940

## Single Letters

Abercrombie and Fitch Co., 1943, Jan. 29

Babe, 1929, Aug. 28 and 1931, Sept. 7

Betron, Cecil, 1934, Apr. 16

Dorothy, 1936, Dec. 31

Dorothy and August 1933, Nov. 14

Erle, Ada and Family, 1930, June 9

Haney, Michael, 1937, Sept. 3 and Dec. 27

Hellman, Geoffrey T., 1935, Oct. 22

Hoit, O. W., 1934, Nov. 17

Humphrey, Betty, 1942, Dec. 28

Jo, 1939, June 14

Johnson, Frank W., 1931, July 6

Libby, 1933, Dec. 5

Lueg, E., 1943, Jan. 18

Petre, Edwin Robert, 1933, Mar. 23

Unknown, 1942, Feb. 5

Van Hull, Mrs. John, 1933, July 31

Vargas, Jorge C., 1942, Feb. 28

Yeta?, 1942, Aug. 3

## Outgoing

“Everybody”, “Peoples” or “Fambly” (8 folders)  
1928-1951, n.d.

France, Bert L. (1 folder)  
1928 –1951

France, Constance (Reichelt)(1 folder)  
1929- 1951

France, John (Uncle John)  
1939-1940

France, John B. “Jackie”  
1972-1976

France, Josephine, Leona Brown (9 folders)  
1924-1945

Box No. Description**Box 2**

## CORRESPONDENCE, cont.

## Outgoing, cont.

France, Josephine, Leona Brown (5 folders)  
1946-1955, n.d.

Moy, Karen  
1975, n.d.

## Single Letters

John and Constance, 1973, June 22

Katie and John, 1942, Aug. 13

Katie, 1942, June 26

Lenker, Mr., 1951, Aug. 8

Petre, Edwin Robert, 1939, Dec. 7 and 1940, Feb. 23

Richard, 1951, June 25

Sandra and Garth, 1942, Oct. 28; 1943, May 30 and Nov. 17

## Miscellaneous (2 folders)

From Albert Bros. Milling Company To the Stockholders, Feb. 15,  
1937

From Anna and Family To Josie and Family, 1929, June 22

From Constance To Folks, 1936, Jan. 11 and 1952, Nov. 21

From Constance To Mother, 1935, Nov. 23

From Dad To Ma and Son, Apr. 15 and Apr. 22

From John To Folks, May 24

From Katie To Folks, 1942, Aug. 6 and Nov. 21; 1943, July 28

From Louise To Josie, 1929, June 30

From McKinnan, Sue A. To Josie, 1930, Apr. 15

From Michael To Bert and Mrs. France, 1942, Sept. 2

From Mom To Bertie, 1942, Apr. 12

From Mother To Dad, Feb. 22

From Petre, Edwin Robert To Frederic Babcock, 1935, May 20

From Pratt, A. R. To Unknown, 1937

From Raftery, John To Santa Claus, 1942, Jan. 10

From Sam and Louise To B.L. France and Family, 1935, Jan.. 6

From Sam To B.L. France and Family, 1929, June 30

From Sefert, J. Bruce To B. L. France, 1936, Aug. 21

From Skoros, Patricia To Santa, 1942, Jan. 10

From Sweetheart To Constance, n.d.

## Unidentified Letter Pages

## DIARIES

Brown, Alfred George

1901

1902

1908

## PHOTOGRAPHS

Photographs of an unidentified baby, 1935 (12 photos)

## PRINTED MATERIALS

Newspaper Clippings

Box No. Description

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**Box 2, cont.**

TYPESCRIPTS

Frantz, Alfred A.

*Death on the Prairie*, 1974

*The Frantzes*, n.d.

*Gullible among the Bermudans*, n.d.

*Last of the Old Settlers*, n.d.

*Life in the 1910's, 20's and 30's*, n.d.

Untitled, "... St. Gauderis Memorial a few miles away." n.d.

*What is the Institute of Foreign Travel?*, 1935, Mar.

Institute of Foreign Travel

"Report of Accomplishments", 1935, Mar.

"Universal Aunts LTD. Give Hand in London", n.d.

"Women outdo men as Deep-Sea Divers", n.d.

EPHEMERA

Frantz Family Tree

Graduation Invitation for the University of Minnesota, 1930, June 9