

Rolla Clymer correspondence

Section 146, Pages 4351 - 4380

This series of the Rolla Clymer collection includes sent and received correspondence arranged chronologically beginning in 1909. With few exceptions, the correspondence provides a continuous and very complete view of his activities. Much of the earliest correspondence in the Clymer collection pertains to information about the College of Emporia for the period Clymer was a student there. Scattered throughout the remainder of the correspondence is information about Emporia athletics and alumni activities and letters with former classmates. From 1914 to 1918, Clymer was editor and manager of the Olathe, Kansas, Register. In 1918, Rolla Clymer moved his young family to El Dorado, Kansas, where he became editor and manager of the El Dorado Republican. Except for a six month hiatus in 1937 as editor and manager of the Santa Fe New Mexican in Santa Fe, New Mexico, Clymer served the remainder of his professional career in El Dorado.

In his later years, Clymer devoted much of his time to efforts to preserve the Kansas Flint Hills region which he dearly loved. In addition to newspaper editorials, he wrote and published numerous widely circulated articles and poems about the Flint Hills. Perhaps his best known tribute was his poem "Majesty of the Hills," which helped earn him the designation as Poet Laureate of the Flint Hills. Rolla Clymer died on June 4, 1977, having been the editor of the El Dorado Times for fifty-nine years. For a complete contents list of the Rolla Clymer collection, see the External Links below.

Date: 1909-1977

Callnumber: Rolla Clymer Coll. #9, Box 1 - 49

KSHS Identifier: DaRT ID: 229011

Item Identifier: 229011

www.kansasmemory.org/item/229011

Rolla Clymer correspondence

Form 1294

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its character is indicated by a symbol in the check or in the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

SYMBOLS

DL	Day Letter
NM	Night Message
NL	Night Letter
AD	Deferred
CL	Cable Letter
WLT	Week End Letter

The Rate Time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at
4WZ XR NPR West Pine St., El Dorado, Kansas.

WICHITA KANS JAN 5 1927

MANAGING EDITOR
ELDORADO TIMES ELDORADO KANS

WOULD YOU BE INTERESTED IN SPECIAL CORRESPONDENT AT LEGISLATURE
EXCLUSIVE STORY COLUMN LONG PER DAY WIRED OR PHONED AT YOUR
EXPENSE TO YOU PHOTOS TWICE PER WEEK TWO SPECIAL STORIES OF
YOUR OWN CHOOSING PER WEEK PROTECTION ON EVERYTHING FORTY DOLLARS
MONTH WIRE ANSWER LEAVE FOR TOPEKA FRIDAY

VICTOR RUGH

WICHITA EAGLE
742A

Rolla Clymer correspondence

January 5, 1927

Miss Anna S. Hofer,
Cassoday, Kansas

Dear Miss Hofer:-

In reference to your telephonic inquiry of yesterday regarding prices for printing a high school paper, I find that our Mr. Hudson has been cutting some stock for you which has evidently been used in the publication of your paper to date. He says the stock he has been giving you measured 12 x 18 inches, which would make each page 9 x 12 inches, ~~xx~~ instead of the 9 x 9 dimensions you gave me yesterday. Assuming that 9 x 12 is the size of each page, I have proceeded on that basis in estimating figures for the publication.

With a newspaper of that size, we would be able to get four columns of the size we use in our own paper by crowding the margins at the side. This would allow more matter to be included in the publication and might extend your advertising revenue.

We could print such a paper of four pages up to 75 copies for \$15.75 an issue. Copy would have to be in on Monday for printing on Thursday and you would have to assume the expense of delivery from Eldorado to Cassoday. The copy should be legibly written on one side of the sheet only. Payment should be made the first of every month on proper presentation of statements.


I think this figure is reasonable in every way (I assure you it is much less than we generally charge for such work,) and we would be glad to serve you. Let us hear from you, anyway.

Thanking you for your inquiry, we are

Very truly yours, THE TIMES

Rolla Clymer correspondence

Form 1227 B

<p>CLASS OF SERVICE DESIRED</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>TELEGRAM</td><td></td></tr> <tr><td>DAY LETTER</td><td></td></tr> <tr><td>NIGHT MESSAGE</td><td></td></tr> <tr><td>NIGHT LETTER</td><td></td></tr> </table> <p><small>Patrons should mark an X opposite the class of service desired; OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE TELEGRAM</small></p>	TELEGRAM		DAY LETTER		NIGHT MESSAGE		NIGHT LETTER		<h2 style="margin: 0;">WESTERN UNION</h2>  <h2 style="margin: 0;">TELEGRAM</h2> <p style="font-size: small; margin: 5px 0;">NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">NO.</td> <td>CASH OR CHG</td> </tr> <tr> <td colspan="2" style="height: 20px;"> </td> </tr> <tr> <td colspan="2" style="text-align: center;">CHECK</td> </tr> <tr> <td colspan="2" style="height: 20px;"> </td> </tr> <tr> <td colspan="2" style="text-align: center;">TIME FILED</td> </tr> <tr> <td colspan="2" style="height: 20px;"> </td> </tr> </table>	NO.	CASH OR CHG			CHECK				TIME FILED			
TELEGRAM																						
DAY LETTER																						
NIGHT MESSAGE																						
NIGHT LETTER																						
NO.	CASH OR CHG																					
CHECK																						
TIME FILED																						

Send the following message, subject to the terms on back hereof, which are hereby agreed to

Eldorado, Kan., Jan. 5, 1927 19

To E. Katz Special Advertising Agency,

Street and No. (or Telephone Number) 58 West 40th Street,

Place New York City

Have Lorillard contract but no orders Old Gold. Please

investigate.

THE TIMES

prepay and charge

SENDER'S ADDRESS FOR REFERENCE SENDER'S TELEPHONE NUMBER



Rolla Clymer correspondence

ALL MESSAGES TAKEN BY THIS COMPANY ARE SUBJECT TO THE FOLLOWING TERMS:

- To guard against mistakes or delays, the sender of a message should order it repeated, that is, telegraphed back to the originating office for comparison. For this, one-half the unreported message rate is charged in addition. Unless otherwise indicated on its face, this is an unreported message and paid for as such in consideration whereof it is agreed between the sender of the message and this company as follows:
1. The company shall not be liable for mistakes or delays in the transmission or delivery, or for non-delivery, of any message received for transmission at the unreported-message rate beyond the sum of five thousand dollars, unless specially valued; nor in any case for delays arising from unavoidable interruption in the working of its lines; nor for errors in cipher or obscure messages.
 2. In any event the company shall not be liable for damages for mistakes or delays on the transmission or delivery, or for the non-delivery, of any message whether caused by the negligence of its servants or otherwise, beyond the sum of five thousand dollars, at which amount each message is deemed to be valued, unless a greater value is stated in writing by the sender, thereof at the time the message is tendered for transmission, and unless the repeated-message rate is paid or agreed to be paid, and an additional charge equal to one-tenth of one per cent of the amount by which such valuation shall exceed five thousand dollars.
 3. The company is hereby made the agent of the sender, without liability, to forward this message over the lines of any other company when necessary to reach its destination.
 4. Messages will be delivered free within one-half mile of the company's office in towns of 5,000 population or less, and within one mile of such office in other cities or towns. Beyond these limits the company does not undertake to make delivery, but will, without liability, at the sender's request, as his agent and at his expense, endeavor to contract for him for such delivery at a reasonable price.
 5. No responsibility attaches to this company concerning messages until the same are accepted at one of its transmitting offices; and if a message is sent to such office by one of the company's messengers, he acts for that purpose as the agent of the sender.
 6. The company will not be liable for damages or statutory penalties in any case where the claim is not presented in writing within sixty days after the message is filed with the company for transmission.
 7. It is agreed that in any action by the company to recover the tolls for any message or messages the prompt and correct transmission and delivery thereof shall be presumed, subject to rebuttal by competent evidence.
 8. Special terms governing the transmission of messages under the classes of messages enumerated below shall apply to messages in each of such respective classes in addition to all the foregoing terms.
 9. No employee of the company is authorized to vary the foregoing.

THE WESTERN UNION TELEGRAPH COMPANY
INCORPORATED
NEWCOMB CARLTON, PRESIDENT

CLASSES OF SERVICE

TELEGRAMS

A full-rate expedited service.

NIGHT MESSAGES

Accepted up to 2:00 A.M. at reduced rates to be sent during the night and delivered not earlier than the morning of the ensuing business day. Night Messages may at the option of the Telegraph Company be mailed at destination to the addressee, and the Company shall be deemed to have discharged its obligation in such cases with respect to delivery by mailing such Night Messages at destination, postage prepaid.

DAY LETTERS

A deferred day service at rates lower than the standard telegram rates as follows: One and one-half times the standard Night Letter rate for the transmission of 50 words or less and one-fifth of the initial rates for each additional 10 words or less.

SPECIAL TERMS APPLYING TO DAY LETTERS:

- In further consideration of the reduced rate for this special Day Letter service, the following special terms in addition to those enumerated above are hereby agreed to:
- a. Day Letters may be forwarded by the Telegraph Company as a deferred service and the transmission and delivery of such Day Letters is, in all respects, subordinate to the priority of transmission and delivery of regular telegrams.
 - b. Day Letters shall be written in plain English. Code language is not permissible.
 - c. This Day Letter is received subject to the express understanding and

agreement that the Company does not undertake that a Day Letter shall be delivered on the day of its date absolutely and at all events; but that the Company's obligation in this respect is subject to the condition that there shall remain sufficient time for the transmission and delivery of such Day Letter on the day of its date during regular office hours, subject to the priority of the transmission of regular telegrams under the conditions named above.

NIGHT LETTERS

Accepted up to 2:00 A.M. for delivery on the morning of the ensuing business day, at rates still lower than standard night message rates, as follows: The standard telegram rate for 10 words shall be charged for the transmission of 50 words or less, and one-fifth of such standard telegram rate for 10 words shall be charged for each additional 10 words or less.

SPECIAL TERMS APPLYING TO NIGHT LETTERS:

- In further consideration of the reduced rate for this special Night Letter service, the following special terms in addition to those enumerated above are hereby agreed to:
- a. Night Letters may at the option of the Telegraph Company be mailed at destination to the addressee, and the Company shall be deemed to have discharged its obligation in such cases with respect to delivery by mailing such Night Letters at destination, postage prepaid.
 - b. Night Letters shall be written in plain English. Code language is not permissible.
 - c. No employee of the Company is authorized to vary the foregoing.



NEW YORK • CHICAGO • TORONTO • SAN FRANCISCO • AKRON • WASHINGTON

WM. H. RANKIN COMPANY
Advertising

CANADIAN PACIFIC BUILDING
342 MADISON AVENUE
NEW YORK



January 6th, 1927.

Publisher,
Times,
El Dorado, Kan.

Dear Sir:

We are contemplating a three-month campaign for the General Cigar Company on the Wm. Penn Cigar, and in preparing our estimates for this campaign, which has some special features, we find that your rate card is not clear on several points.

The campaign we contemplate consists of two 200-line display advertisements a month, for which it is easy enough to estimate the cost from your rate card.

In addition to this, we intend to run thirty single line bold face liners a week - ten on three separate days. This makes a total of 120 lines a month of the bold face liners. We wish to run these liners five on the first page of your paper at the bottom of the page or at such places as your make-up man cares to place them, and five in your column of personalities and local brevities.

The campaign, designed to run three months, may be repeated another three.

We have not been able to make out clearly from your rate card the cost of these liners and we wish you would give us the figures on them yourself. In short, what is the cost in your publication of single line liners similar to the one shown in a proof we are sending you?

We wish to obtain this information as rapidly as possible in order that we may include your newspaper in making up our schedules on Wm. Penn.

Very truly yours,

L. Miller

RER:EL
Encl.

Rolla Clymer correspondence

January 6, 1927

The Mid-Continent Engraving Company,
Wichita, Kansas

Dear Sirs:-

Under separate cover, we are sending you photograph of an elderly lady from which please make us a single column square halftone (width 12 or 13 ems.) This engraving should be of the same screen as the others you have made for us this week, as it is to be used in the same booklet. We also urge you to take extra-special care of this photograph, x as it is an old one and prized by the x owners.

Thanking you for the attention we know you will give this order, we are,

Very truly yours,

THE TIMES PUBLISHING COMPANY
per



KANSAS CITY
ATLANTA



CHICAGO
ROCK ISLAND

Ferry-Hanly Advertising Company

1110 Grand Avenue

Kansas City, Mo.

January 6, 1927

El Dorado Times
El Dorado, Kansas

Attention - Advertising Dept.

Gentlemen:

Enclosed is a news story regarding Folger Coffee which should make interesting reading in your regular news columns. I hope that you will be able to use this story as it shows a remarkable record for Folger Coffee and is substantial evidence that advertising in your newspaper helped us accomplish the record made by Folger. Please do your best to have this story published and send me tear sheets out of the same so that I can call it to Mr. Athea's attention.

The spring schedule will be released very soon resuming the Folger advertising which left off the middle of December.

Sincerely yours,

Marvin Harms

FERRY-HANLY ADVERTISING COMPANY

Marvin Harms:LC

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, AUDIT BUREAU OF CIRCULATIONS AND
NATIONAL OUTDOOR ADVERTISING BUREAU

Rolla Clymer correspondence

January 7, 1927

The Cassoday State Bank,
Cassoday, Kansas

Dear Sirs:-

Enclosed you will find copy of your bank statement with proof of publication attached.

We noted in setting up this form that there was evidently a mistake in addition under the head of liabilities and concerning the items "undivided profits" and "interest." We took the liberty of making a correction and so set it up on the form. If you find this correct, you may change your figures in ink before forwarding the form to the State Bank Commissioner. If our action in this respect has not been right, return the form and we will publish the statement without additional charge. Our sole purpose, however, was to serve your bank in what we conceived to be a minor error.

Assuring you that we appreciate your business and are always glad to help you, we remain,

Very truly yours,

THE TIMES PUBLISHING COMPANY
per



Rolla Clymer correspondence

CHICAGO NEW YORK PHILADELPHIA DETROIT CLEVELAND ST. LOUIS SAN FRANCISCO WASHINGTON, D. C.
608 S. Dearborn 120 W. 42nd St. 261 S. 3rd 1632 W. Lafayette 1013 Oregon 2208 Pine St. 201 Sharon Bldg. 9th & Rhode Island

THE KANSAS CITY KANSAN

EVENING AND SUNDAY

ARTHUR CAPPER, Publisher
W. A. BAILEY, General Manager

CARL F. WHITE
Managing Editor

MEMBER
AUDIT BUREAU OF CIRCULATIONS

KANSAS CITY, KANSAS

1/7/27

Mr. Rolla A. Clymer,
Eldorado Times,
Eldorado, Kansas.

Dear Mr. Clymer:

The Kansas City Kansan will be moving into its new building about January 30. We think it is one of the best little newspaper plants in this part of the country.

You may remember the circumstances under which The Kansan was founded. The metropolis of this great state had for years struggled along without a daily newspaper, overshadowed and submerged by papers published in a sister state. The enterprising citizens of Kansas City, Kansas, finally decided that the situation was unbearable and that the civic, business, educational and religious interests of the city demanded a daily newspaper. It was upon their insistence that I consented to establish The Kansas City Kansan. Citizens committees canvassed the city for subscribers and solicited the business men for yearly advertising contracts. The paper was literally founded by the public-spirited people of Kansas City, Kansas. The first issue appeared January 31, 1921, and the child has grown in stature and in grace ever since that day. It has succeeded beyond my expectations. It has remade Kansas City.

In celebration of its sixth anniversary The Kansan is moving into its new building and gives three cheers in the form of a special edition. If you feel so moved I would be mighty glad to have you join in the cheering. I will appreciate anything you may care to say for publication in this edition.

Fraternally yours,

P. S. Please address your answer to me in care of The Kansan. - A. C.

THE ONLY DAILY NEWSPAPER IN THE LARGEST CITY IN KANSAS—123,000 POPULATION

Rolla Clymer correspondence

THE Kansas City Kansan announces the occupancy about January 31, of its new home, a strictly modern, well equipped newspaper and publishing plant erected for The Kansan and said by newspaper men who have inspected it to be one of the most complete and convenient medium sized newspaper plants in the middle west. The building and its equipment are estimated to be worth about \$750,000.

With The Kansan's announce-

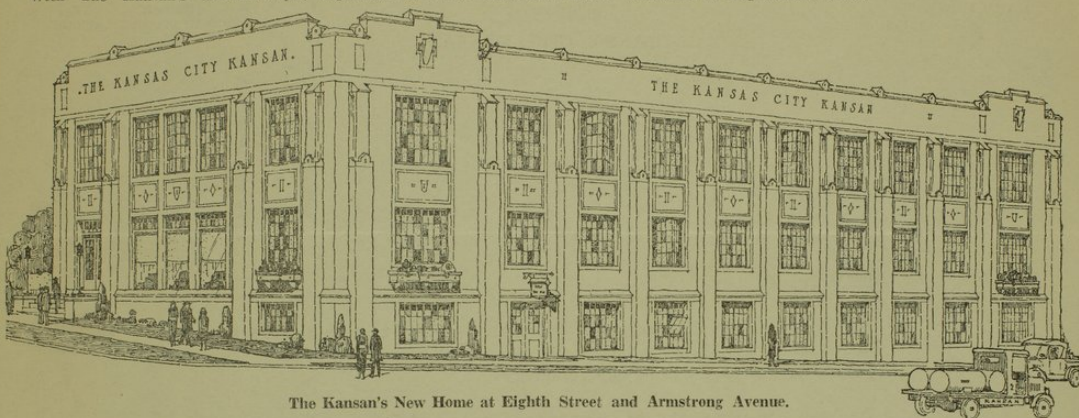
OCCUPATION OF MODERN AND COMPLETE PLANT CLIMAX IN UNIQUE HISTORY OF PAPER

ing at the beginning of the war. With the coming of the war, Kansas City Kansas had its quota to raise for the several liberty loan drives and for other drives pertaining to war activity. Its people, organized thru the Chamber

Accordingly, he sent group of experts from his other publications to make the survey. The experts reported adversely to the undertaking. Senator Capper notified the Chamber of Commerce group that while he would like to help Kansas

In the terminology of war times, the drive "came thru," "went over the top," and, amid jubulations as wild as those that had marked any of the actual war drives, it was announced that Senator Capper's requirements had more than been met.

Senator Capper at once began the installation of a modern newspaper plant in Kansas City Kansas and on January 31, 1921, the first Kansas City Kansan came off the press.



The Kansan's New Home at Eighth Street and Armstrong Avenue.

ment of its new building, newspaper men thruout the state are recalling the unusual history of The Kansan. In 1920 Kansas City Kansas was the only city in the United States, if not in the world, of more than 100,000 population without a daily newspaper. In a period of twenty-six years, twenty-six different newspaper men had attempted to establish a daily paper in Kansas City Kansas and had failed.

Little Civic Spirit.

Many of the men who had tried to found a paper in Kansas City Kansas were men of ability in their profession and either had made conspicuous successes before trying the Kansas City Kansas field or achieved success after the Kansas City Kansas failure.

The causes which led to the failure of local newspapers were pointed out to be: First, a lack of unified civic spirit due to the fact that Kansas City Kansas had been made up of a group of small cities which had consolidated in name and government without consolidating in purpose and in vision for the future; and, second, that Kansas City Kansas had for so many years been regarded as a suburb of the larger city, Kansas City, Mo., just across the state line, that its citizens had grown accustomed to thinking of their city as an adjunct to the larger city.

Divorcing Missouri.

But Kansas City Kansas had begun to have stirrings of a civic consciousness, its business men said. A Chamber of Commerce had been organized and was function-

ing at the beginning of the war. With the coming of the war, Kansas City Kansas had its quota to raise for the several liberty loan drives and for other drives pertaining to war activity. Its people, organized thru the Chamber

of Commerce, undertook and carried to a successful conclusion one after the other of these drives. "Kansas City Kansas learned in those trying days of the war," as one citizen said in congratulating The Kansan upon its new building, "that the spirit of Kansas still was in the hearts of its people and the people began to wonder why their city should not have a personality, an entity of its own, instead of being thought of only as the 'Kansas side' of Kansas City, Mo."

Following the war, the Chamber of Commerce undertook and "put over" a number of projects looking toward the development of the city but at every turn the citizens were handicapped by having no publicity medium.

A Veteran Is Skeptical.

In 1920, W. A. Bailey, then connected with the Exchange State bank, became president of the Chamber of Commerce. He and his executive committee decided that there was little use for Kansas City Kansas to try to develop civic unity or to establish an identity of its own unless it could secure a newspaper which would serve as a medium of exchange among its own citizens and carry word of its undertakings and progress to the rest of the country.

Bailey and his committee and Ray Gilbe, who was then secretary of the Chamber of Commerce, tried to interest various publishers in starting a paper in Kansas City Kansas. They broached the project to Senator Arthur Capper. The senator was skeptical but consented to have the field surveyed.

City Kansas obtain a paper of her own, the project seemed too precarious.

Up to K. C. K.

The Chamber of Commerce group went again to talk to the senator. Their faith in their city and their enthusiasm were so strong that the senator began to renew his interest. It was a poor business proposition, he said, but if the people of Kansas City Kansas were as much in earnest as their representatives believed they were —?

Senator Capper made the Chamber of Commerce group a proposition: If a guaranteed number of subscribers could be obtained and a guaranteed amount of advertising could be signed up for the first year, Senator Capper would establish a daily paper. His terms, the committee thought, were "pretty stiff." Senator Capper agreed with them, but pointed out that he would expect to have to put in an additional \$100,000 (which he eventually did—and more) and that unless the citizens wanted that paper enough to meet the conditions, they didn't want it enough to support it after it should be established.

The Dawn of a New Era.

With Bailey at their head the members of the Chamber of Commerce organized to meet Senator Capper's terms. They organized a wartime drive with teams and speeches and parades and house-to-house soliciting. Patriotism—patriotism for the home town—was the slogan in the drive. Both men and women worked in that drive, the men "selling" the idea to business men not yet sold, the women writing orders for subscriptions.

Since The Kansan was founded in 1921 every store building on Minnesota avenue, the principal shopping district of the city, either has been rebuilt or has had a new front installed; a handsome memorial structure has been built; the business skyline has risen to the skyscraper class and almost two entire blocks of new buildings on both sides of the street have been added to the downtown district.

Past Experimental Stage.

The lineage of national and foreign advertising in The Kansan indicates that advertising agencies and their patrons thruout the United States have learned the name "Kansas City Kansas," and have learned that it is a city in its own right and a valuable field of potential buyers.

With the cooperation of The Kansan the merchants of Kansas City Kansas have set out to put their town on a level, in its retail selling, with the level it had previously attained as an industrial center.

The building and plant which was equipped in 1921 and which promised to be adequate for The Kansan for many years has been outgrown a long time and all departments of the paper have been occupying cramped and crowded quarters for two years or more. The moving into the new building is pointed to by citizens not only as an evidence of the paper's expansion but its permanency and as an evidence that the city has passed the critical period in its history; that Kansas City Kansas is assured for all future a place on the map of the cities of the United States.

Rolla Clymer correspondence

E. Katz Special Advertising Agency Established 1888

From New York Office

DATE January 7, 1927

To ELDORADO TIMES
ELDORADO, KANSAS.

Gentlemen:

RE: GRANGER ROUGH CUT
LIGGETT & MYERS TOBACCO CO.

A large schedule of Granger Rough Cut Smoking Tobacco is being released through Newell-Emmett Agency for various papers the country over on an arbitrary policy of morning papers only in cities of less than 100,000 population except where the evening must be bought in combination with the morning.

We have taken the matter up direct with Liggett & Myers for an exception to the policy for Kansas but do not know how that will develop.

Yours very truly,

E. KATZ SPECIAL ADVERTISING AGENCY

GWBrett:sk



Rolla Clymer correspondence

January 8, 1927

The Dalton Adding Machine Sales Co.,
Cincinnati, Ohio

Dear Sirs:-

We are herewith returning your invoice. When we signed the agreement for service for one year to our adding machine, it was with the understanding that the service item of \$2.00 should come under the contract. We feel that with that understanding the \$2.00 item should be deducted from this bill. When corrected invoice is returned, we shall render you prompt payment.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer



E. Katz Special Advertising Agency

Established 1888

From *New York Office*

DATE January 8th, 1927.

To
TIMES,
El Dorado, Kan.

Gentlemen:-

We sent you yesterday orders from the Gorman Co. Agency for Dillingham Plant Juice advertising.

This agency just recently took over the account and they plan to run a consistent campaign over a period of months and to continue after that time if sales warrant it. Included with the order was a letter that they would like very much to have you send out to the local drug stores.

They are very frank in stating that it is not obligatory but state that they would like to have this cooperation in view of the fact that results mean more advertising, and they think that such a letter will help materially in getting a certain amount of cooperation from the druggists.

The agency would also like to have a list of druggists in your city. Will you please send this to us, and we shall turn it over to the agency. If your order also included a questionnaire for certain information to be obtained from one of the local druggists, will you please arrange to send this to us also?

Your attention to this matter will be greatly appreciated.

Yours truly,

E. KATZ SPECIAL ADVERTISING AGENCY.

ADoris:SW

A. Davis

Rolla Clymer correspondence

January 10, 1927

Goes Lithographing Company,
Chicago, Ill.

Dear Sirs:-

Enclosed find our check for \$51.37 which represents payment of your invoice of December 10, less discount of three per cent. Please give us credit.

We are also needing some more bonds. Please rush us out fifty (50) bonds of the Goes series No. 316, brown. These are to be divided twenty-five (25) of 20-coupon denomination and twenty-five of the 40-coupon denomination.

We shall appreciate immediate delivery.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

January 12, 1927

Goes Lithographing Company,
Chicago, Ill.

Dear Sirs:-

Rolla Clymer correspondence

January 10, 1927

Wm. H. Rankin Company, Attention Mr. L. Miller
New York City

Dear Sirs:-

We are very glad to reply to your request for our rates on bold face liners for the Wm. Penn schedule.

Our rates for bold face lines are 20 cents each. This would make \$24.00 for 120 lines. However, our schedule provides a discount of 10 per cent for 100 lines on contract to be used within any specified 30 days. Deducting 10 per cent, or \$2.40, would leave the net amount of \$21.60. This is further subject to your usual commission.

We wish to call to your attention that we permit no advertising of any nature upon our first page. These rates quoted are at run of paper ~~extra~~ positions. However, we have no restrictions upon the inside news pages and would be careful to place these liners wherever you would rather have them.

If you favor us with the order, the lines will be set in bold face, 6 point type. Our columns are 12 ems wide.

You already have our rates for display of 3 cents per agate line or 42 cents per inch.

We shall be greatly pleased to receive your order, and will give it our most careful and painstaking attention. Thank you for your inquiry.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence

Personals

Warren Leland, of Milwaukee, is spending his vacation here with his parents, Mr. and Mrs. Ed Leland.

Mr. and Mrs. Ole Roden spent Thanksgiving at the home of Mr. and Mrs. John Vieaux, of Crescent.

John Laughlin, of Milwaukee, is spending his vacation with relatives here.

Miss Laura Wallace, who is employed in Wausau, is spending her vacation at her home here.

Miss Crystal Roepcke, of Wausau, is spending her vacation at her home here.

Wm. Penn—5 cents—A Good Cigar

Other visitors from and to nearby towns: Claire J. Edgar, of Bradley; Irma Scheldegger, of Minocqua; Mrs. E. H. Kendt, of McNaughton; Mrs. J. Shuhan, Henry Bennett and family of Pelican; Mrs. Frank Watkins, Mrs. Earl Meredith, Mrs. C. Chaifant, Anna June Watkins, of Harshaw; Ruth Hein at Tomahawk; Eva Turban at Crescent; Verna Hunter at Sugar Camp; Florence Holstead at Starks; Mildred Bent at Crescent.

William Royer, of Wausau, is visiting with friends here for a few days.

Miss Lillian Pool, of St. Paul, is spending Thanksgiving vacation at the Joseph Deau, Sr., home on Davenport street.

Wm. Penn—5 cents—A Good Cigar

Mrs. Emerson Sharpe returned to her home in Pelican Wednesday morning, after visiting with relatives in Chicago for the past two weeks.

Earl Mierkey, of Oshkosh, is spending the week-end here visiting with relatives and friends.

Mr. and Mrs. A. Peterson, of Wausau, spent the day here yesterday visiting with friends.

Mr. and Mrs. Jack Peters, of Shawano, are visiting at the home of Mr. and Mrs. E. Friebe.

Elmore Zielke left this morning for Milwaukee, after visiting at the Clarence Jordens home.

Mrs. Matt Kobernat and son, Myron, left this morning for Antigo, where they will visit with relatives for a few days.

Wm. Penn—5 cents—A Good Cigar

LaRoy and LaVern Hildebrandt, who attend St. Norbert's college in West DePere, are spending their Thanksgiving vacation with their parents, Mr. and Mrs. Frank Hildebrandt, Pelham street.

Paul Gray, of Oshkosh, spent a few hours here yesterday with friends enroute to Gogebic, Mich.

Miss Marion Wals is visiting with her sister, Mrs. Guard Thompson, in Tomahawk, for a few days.

Wm. Penn—5 cents—A Good Cigar

Mr. and Mrs. S. G. Randall, Mr. and Mrs. George Randall and daughter, Norma, of Antigo, visited at the home of Mr. and Mrs. E. K. Randall yesterday.

Mrs. C. Thomas, Mrs. A. Reid, Mrs. F. Ludlow, of Hayward, Wis., spent Wednesday here visiting with friends.

Mrs. W. Barry and Miss Emma Barry, of Monomonee, are spending a few days here with friends and relatives.

Robert Offerdahl, of Minneapolis, and Miss Eleanore Swenson, of Wausau, spent Thanksgiving Day at the home of Mr. and Mrs. E. O. Erlandson.

A. Oppgaard, of Wausau, is spending a few days here visiting with friends and relatives.

Wm. Penn—5 cents—A Good Cigar

Rolla Clymer correspondence

NOTICE TO TIMES' CLASSIFIED AND READERS' ADVERTISERS

In order to afford increased service to those customers of The Times who use this newspaper's classified columns and its news columns for advertising readers, and to render a greater efficiency in the handling of this class of business, The Times Publishing Company hereby announces a new schedule of charges, effective October 1, 1925. Those interested will note that the rate charges hereafter will be by the line, instead of by the word, which affords a more scientific basis of appraisal. The new schedule follows:

Times' Classified

Per line, 7 cents for One Insertion.
Per line, 20 cents for Three Insertions.
Per line, 30 cents for Six Insertions.
Minimum charges for any advertisement received for Times' Classified, 25 cents.

Times' Advertising Readers

Per line, 10 Cents for One Insertion.
Per line, 25 Cents for Three Insertions.
Per line, 40 Cents for Six Insertions.
Minimum charge for any advertisement received as a Times' Reader, 25 cents.
Double rates for blackface on both classified and readers.

On Contract

(Applying to Both Times' Classified and Times' Readers.)
For 100 lines used within any 30 days, 10 per cent discount.
For 200 lines used within any 30 days, 15 per cent discount.
For 500 lines used within any 30 days, 20 per cent discount.

Collection Charges

The sum of 10 cents shall be added to the total of every bill not paid in advance, as a collection charge, except in the cases of those persons, or firms, having book accounts with The Times.

Responsibility for Mistakes

The Times will not assume responsibility for mistakes occurring in classified or reader advertisements for more than one insertion of the advertisement in question.
All display advertisements in Classified Columns, set only in outline type, 50 cents per column inch.

Rolla Clymer correspondence

Wichita, Kans., Jan. 10 - 1927.
735 S. Martinson Ave.

Mr R.A. Clymer,
Eldorado Times.

Dear Sir:

You will find herewith an application for position on your paper.

I have been associated with the Wichita Eagle in the circulation department for a period of seven years. I carried a paper route for five years while going to high school and business college. Then I went on the road for nearly five years selling and managing small magazine crews for two publishing companies, The International Sales Co. and Womens World Magazine Co. Since my return to this city two years ago I have been a collector for the Eagle Circulation Department.

I am thirty years old and unmarried. I feel certain that my past experience in the circulation work

Rolla Clymer correspondence

along with my business and
sales training will qualify me
for a position as circulation manager.

It seems that I met your
editor Mr Bill Fuder when he was
with the Eagle. I wish to offer as
reference Mr A Anderson, City Cir. Mgr.,
Mr C M. Dineen, Country Cir. Mgr., and
Mr Sidney Long, Business Mgr. all
of the Eagle.

Trusting you will consider my
application and that I may soon hear
from you, I am,

Yours very truly,
Ernest Davenport

Phone MKT 6837



FRANK B. NOYES,
WASHINGTON STAR,
PRESIDENT.

R. R. McCORMICK,
CHICAGO TRIBUNE,
FIRST VICE-PRESIDENT.

J. N. HEISKELL,
LITTLE ROCK GAZETTE,
SECOND VICE-PRESIDENT

KENT COOPER, GENERAL MANAGER.
JACKSON S. ELLIOTT, ASST. GENERAL MANAGER.

MELVILLE E. STONE, COUNSELOR.

MILTON GARGES, CHIEF OF TRAFFIC DEPARTMENT.
J. R. YOUATT, TREASURER.

DIRECTORS

FRANK B. NOYES, WASHINGTON STAR
ADOLPH S. OCHS, NEW YORK TIMES
CLARK HOWELL, ATLANTA CONSTITUTION
CHARLES HOPKINS CLARK, HARTFORD COURANT
W. H. COWLES, SPOKANE SPOKESMAN-REVIEW
ELBERT H. BAKER, CLEVELAND PLAIN DEALER
FRANK P. MACLENNAN, TOPEKA STATE JOURNAL
H. V. JONES, MINNEAPOLIS JOURNAL
E. LANSING RAY, ST. LOUIS GLOBE-DEMOCRAT
BENJAMIN H. ANTHONY, NEW BEDFORD STANDARD
STUART H. PERRY, ADRIAN TELEGRAM
FREDERICK I. THOMPSON, BIRMINGHAM AGE-HERALD
ROBERT McLEAN, PHILADELPHIA BULLETIN
J. R. KNOWLAND, OAKLAND TRIBUNE
WALTER A. STRONG, CHICAGO DAILY NEWS

The Associated Press

GENERAL OFFICE
383 MADISON AVENUE
NEW YORK, N. Y.

January 10, 1927.

R. A. Clymer, Esq.,
The Times,
El Dorado, Kans.

Dear Mr. Clymer:

With the inauguration this week of The Associated Press Feature Service, illustrated, copies of which you have begun to receive, I am instructed by the Board of Directors to say that after careful consideration the Board deems it necessary that the preparation thereof, as well as the weekly cable letters, obituary sketches, and the general advance mail matter, be undertaken by a separate staff of writers, and that the expense thereof, including the cost of printing and mailing, be covered by an additional but nominal weekly assessment of \$2. effective the week ending January 15.

The responsibility for the preparation and expansion of this valuable material has heretofore fallen on the entire staff, and with the regular work of the staff ever increasing and with intensification to obtain an ever better general news report we have arrived at the point where the staff, to which there have been no additions to meet the increased amount of work, cannot do itself nor the work justice.

The Board, therefore, feels that with this brief explanation of the necessities you will welcome the opportunity of meeting this nominal increase in your assessment in order that the work of the staff may be apportioned to obtain the best possible results.

Your attention is called to the announcement respecting the illustrated feature service which is being mailed with the first proofsheets thereof. We will strive to make this of ever increasing value.

Sincerely yours,

Kent Cooper
General Manager

KC-M

(P) MEANS ASSOCIATED PRESS.



Announcing

THE ASSOCIATED PRESS FEATURE SERVICE

In response to a growing demand from members that THE ASSOCIATED PRESS establish a special feature service, THE ASSOCIATED PRESS Feature Service, illustrated, to be mailed three times a week, has been inaugurated. Proof sheets are being mailed.

Three Mailings
a Week;
Illustrated

Two separate services will be issued—one for morning newspapers, the other for evening newspapers. Certain portions of the copy will be supplied to ALL members while certain other portions will be supplied exclusively to the morning or evening field, as the case may be.

Separate Services
for Morning and
Evening Papers

INCLUDED IN THE SERVICE WILL BE:

- (1.) Daily columns, for every day in the week, on such topics as Sports, Women, New York, Movies, the Theatre, Styles, etc., each to be illustrated.
- (2.) One-time-a-week columns devoted to such subjects as Art, Music, Literature and Washington topics, each to be illustrated.
- (3.) A column of news briefs for filler use.
- (4.) Daily feature stories of a general human interest or news nature, 300 to 400 words, illustrated with picture layouts.
- (5.) Daily illustrated short news features.
- (6.) Daily short stories, 50 to 150 words, not illustrated.
- (7.) Biographical sketches of prominent persons, illustrated with 1 column portraits.
- (8.) Once-a-week feature stories from foreign fields.

DO YOU WANT

MATS

of Illustrations?

¶ You have been notified of the inauguration of the ASSOCIATED PRESS FEATURE SERVICE, and of the editorial assessment to cover.

¶ Mats of illustrations in each week's service sent to you, are available to member newspapers at an assessment of \$4. a week, to cover cost of manufacturing and mailing.

If you want the MATS
fill out the attached
Post Card and mail it.

Only new and original stories will be used. A special staff of feature news writers located at strategic points throughout the world will devote their entire time to the development and preparation of material for this service.

Prepared by
Separate Staff

You have already received single-column and two-column mats of Art Heads which can be used in connection with the daily "columns."

Your special attention is called to the make-up of the Feature Service copy which is printed in large type, double leaded, on proofsheets of convenient size; text as well as heads being set in 12-em measure, suited to convenient and quick mechanical reproduction.

Copy Easy
to Edit

A variety of heads are offered, each in newspaper head type, and written for their greatest utility. This is done as a time saver for editors.

The feature stories in each mailing will be released on the day specified or at any time thereafter.

Uniform
Releases

THE ASSOCIATED PRESS Feature Service replaces in a broad way what has been known as our General Mail or Supplemental Mail Service, including the obituary sketches, the weekly cable letters, general advance mail matter and mail features.

The Associated Press

KENT COOPER, General Manager

New York,
January 12 1927.

Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From New York Office

DATE January 10th, 1927.

To

Mr. R. A. Clymer,
TIMES,
El Dorado, Kansas.

Dear Mr. Clymer:

You wrote to us sometime ago that it was your intention to change your bookkeeping system so that you would be able to keep a daily checking record of the local, national and classified advertising.

We hope you were able to put the changes in effect on January 1st and that we will receive monthly advertising reports from you. Please let us know if the new system has been put into effect.

Very truly yours,

E. KATZ SPECIAL ADVERTISING AGENCY

HRG:LN



E. Katz Special Advertising Agency

Established 1888

From *Detroit Office*

DATE *Jan. 10, 1927*

To *TIMES*
El Dorado, Kans.

You are on the schedule to receive the All-Bran schedule of the Kellogg Company. Mr. Freeman, the advertising manager, writes as follows:

"You will be glad to hear that Kellogg's All-Bran established another new sales record during 1926. This is a real tribute, not only to the merit of the product and the Kellogg sales force - but to the newspapers of America which have consistently formed the backbone of All-Bran advertising."

"During 1927, we expect to beat the excellent sales record established in 1926. Your publishers can be of great assistance, both in the matter of giving good position to this advertising, and in cooperating with the Kellogg sales force from a merchandising angle."

"We will thank you to write your publishers, suggesting that they get in touch with the district sales manager whose name and address is listed below, advising him as to the ways in which they are prepared to cooperate with him, as in sending out letters or broadsides to the trade, etc."

Yours very truly,

A. H. Blomberg

ARB:VF

Mr. E. W. Rice,
Kellogg Sales Co.
408 Land Bank Bldg
Kansas City, Mo.



Rolla Clymer correspondence

January 11, 1927

Mr. S. A. Long,
Wichita, Kansas

My Dear Mr. Long:-

We have listened with interest to the tale that Mr. Clark E. Brown had to impart.

With our usual promptness and efficiency in such matters, we have communicated with the mayor and the city commissioners and have received permission to erect a temporary stand at the corner of Main Street and Central Avenue--our most important business street intersection.

Upon that stand, upon any day you select, you may fit the wooden limb upon the shrinking form of your local lady friend.

The Municipal Band will play "Leggo That Dog." All prisoners will be released from limbo. The mayor will preside, the Boy Scouts will carry said limb, the lady will be attended by the W. C. T. U. and the Order of Kamelia, a Jewish rabbi will offer prayer and the fire department will make a practise run. If you care to have us do so, the stores will be closed, schools will be dismissed and all hands will march to and fro upon the pavement chanting "The Idylls of the King."

Out of delicate compliment to you, we shall endeavor to have the Kansas Gas and Electric Company suspend service (perhaps Bob Timmons can help us on that,) and you can have the streets lighted by Delcos. If you take advantage of the present cold snap, there will ne enough natural frigidaire for everybody.

We want to be of service and this opportunity appeals to our generous natures. If any changes or additions in the program will be pleasing to you, just notify us. We strive to please.

Attached to this sheet is a paragraph which appeared in The Times in its issue of November 24, 1926. If you haven't seen this before, it will probably appeal to you.

Come over some time--whether you fit the limb or the limb continues to have fits.

Yours,

Rolla Clymer correspondence



The Red Star Milling Company
Wichita, Kansas.

January 11, 1927

The Eldorado Times,
Eldorado, Kansas.

Attention: Mr. Earl Forgy,
Advertising Mgr.

Dear Sir:

We have received your letter of January 5 including rate card, and wish to advise that we are getting in touch with our Mr. Corn regarding newspaper advertising in the Eldorado Times.

It is our firm conviction that this could be used to good advantage and we will undoubtedly take space in your publication. The only question remaining being the proper utilization of this space.

You will hear from us later in regard to this.

Yours very truly,

The Red Star Milling Co.

G. V. Barnes
Advertising Mgr.

GSB:MH

Rolla Clymer correspondence

January 11, 1927

E. Katz Special Advertising Agency,
New York City

Dear Sirs:-

Enclosed find list of local druggists which you
have requested.

We also wish to inform you that we are now sending our
a personal letter to all druggists in behalf of Dillingham
Plant Juice advertising, as suggested by the Corman Co. Agency.
We will so inform the Corman agency as soon as the letters are
in the mail.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer

Rolla Clymer correspondence

GEO. A. RAMSEY, PRESIDENT H. V. TALIAFERRO, VICE-PRESIDENT T. B. ELLSBERRY, VICE-PRESIDENT J. B. MCKAY, GEN. ATTORNEY R. H. BRADFORD, DIRECTOR
G. R. ATHERTON, DIRECTOR J. EARL TANNER, DIRECTOR J. C. FOULKS, SECY.-TREAS. BLANCHE E. MIZE, ASST. SECY.

THE MID-CONTINENT BUILDING & LOAN ASSOCIATION

EL DORADO, KANSAS

January 12th, 1927

Mr. R. A. Clymer
El Dorado, Kansas

Dear Sir:

Enclosed you will find copies of two resolutions passed by the Board of Directors of this Association at a meeting held on January 11th, 1927.

In accordance with such resolutions a check payable to your order for the sum of \$ 75.00 is enclosed, this being the amount of the refund due you as your original contribution to the "Organization Expense Fund" established at the date of our organization.

Under the terms of the second of the two resolutions above referred to you are entitled to purchase three-fourths shares of the new issue of Permanent stock. If it is your desire to do this you can endorse and return the enclosed check and a stock certificate for three-fourths shares will be delivered to you.

This offer must be accepted within ten days from this date.

Yours very truly,

J. C. Foulks,

Secretary.