

Rolla Clymer correspondence

Section 170, Pages 5071 - 5100

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



OFFICE OF THE COLLECTOR
DISTRICT OF KANSAS

IN REPLYING REFER TO
CB

TREASURY DEPARTMENT

INTERNAL REVENUE SERVICE

WICHITA, KANS.

July 13
1927

The Eldorado Times,
Eldorado, Kansas.

Dear Sir:

Herewith are forms for advertising property described therein for sale under warrant for distraint.

The form 640 is your authority from this office to advertise such sale in your paper, and the form 153 is the voucher on which you should prepare your charge for this service. Both of these forms should be returned to this office after the sale has been advertised, and with them you should send a complete copy of each paper in which the advertisement appears. This procedure is necessary in order that we may get authorization from Washington to pay the account.

Will you kindly forward the papers to this office at the first convenient date after the advertisement has been run.

Yours truly,

H. H. MOTTER, Collector

L. J. Woodward

By -
Asst. to the Chief of the
Field Division.

Enc.



Rolla Clymer correspondence

LETTER AND SIGNATURE MUST BE MADE COPYABLE.
DO NOT PRESS COPY THIS LETTER. KEEP DUPLICATE OR CARBON COPY.

No.

Form 640

TREASURY DEPARTMENT

INTERNAL REVENUE SERVICE

OFFICE OF THE Collector
(Official Title)

District of Kansas
(District, Division, Department, or State)

Wichita, Kansas July 13, 1927
(Place and Date)

Publisher of the* Eldorado Times,
† Eldorado, Kansas.

You are hereby authorized to publish in the _____ edition
of your paper two _____ times, the inclosed advertise-
ment for sale of property _____ in accordance with
instructions on reverse hereof contained in paragraphs 15 and 16
between July 18th and August 2nd inclusive, provided your
charges therefor do not exceed the sworn rates on file or to be
filed in the Treasury Department and such rates are not in excess
of the commercial rates charged to private individuals with the
usual discounts. No allowance will be made in the settlement of
vouchers for insertions made subsequent to the date of sale.

Papers to be sent to above-mentioned officer.—Immediately after the last
insertion of the advertisement, you will send one copy of each issue
containing the same to this office (in one package), with the title
of the advertisement marked on the outside.

Voucher and Letter of Authority to be sent to above-mentioned officer.—Your
bill should be rendered upon the form of voucher (No. 153) inclosed
herewith, the original copy being certified by the publisher or
proprietor or other person authorized to certify bills in the name
of the publishers of the paper, and accompanied by this order for
publication.

Respectfully,

W. W. Motter
Collector of Internal Revenue
(Official Title)

* Insert name of paper.

† Insert name of place and State where paper is published.

Ed. 2,000—July 30-20.

AUTHORITY TO PUBLISH ADVERTISEMENT.

2-7602

[SEE OVER.]



REGULATIONS.

TAKE NOTICE! READ CAREFULLY!

1. The following instructions concerning the advertisements of property seized or distrained upon under internal revenue laws, and the rendition of newspaper bills for such advertising must be strictly observed by Collectors of Internal Revenue and all others concerned.
2. Section 3709, Revised Statutes, provides that—
"All purchases and contracts for supplies or services, in any of the departments of the Government, except for personal services, shall be made by advertising a sufficient time previously for proposals respecting the same, when the public exigencies do not require immediate delivery of the articles, or performance of the service."
3. Section 3828 provides:
"No advertisement, notice, or proposal for any executive department of the Government, or for any bureau thereof, or for any office therewith connected, shall be published in any newspaper whatever, except in pursuance of a written authority for such publication from the head of such department; and no bill for any such advertising, or publication, shall be paid, unless there be presented, with such bill, a copy of such written authority."
4. It will be seen that the above section debars collectors from advertising in newspapers, except in cases of seizures and sales as provided in sections 3190, 3197, and 3460, Revised Statutes, and in cases of exigency arising under section 3709, Revised Statutes, without first obtaining written authority.
5. The attention of prohibition directors and supervising Federal prohibition agents is invited to sections 26 and 27 of Title II of the National Prohibition Act which relate to the sale of property forfeited under the National Prohibition Act. The expenses incident to seizure in such cases where internal-revenue laws are not involved are to be deducted from the gross proceeds of sale, the amount remaining to be deposited as miscellaneous receipts as provided by the prohibition act.
6. The publication in newspapers of all advertisements of notices to claimants of seized property under section 3460, and of notices of sale of property seized or distrained upon under sections 3190, 3197, and 3460, Revised Statutes, will be authorized by collectors, except in those cases within the jurisdiction of the supervising Federal prohibition agents (see Regulations 12, revised). Especial attention is invited to these sections relative to the manner of advertising.
7. Collectors must authorize these advertisements upon Form 640, which contains full instructions to newspaper publishers regarding the rendition of their bills, etc., and no bill for such advertising will be allowed that is not accompanied by such a form of authorization. Duplicate or carbon copies of these letters of authorization should be kept by collectors.

ADVERTISING RATES.

8. "Hereafter all advertisements, notices, proposals for contracts, and all forms of advertising required by law for the several departments of the Government, may be paid for at a price not to exceed the commercial rates charged to private individuals, with the usual discounts; such rates to be ascertained from sworn statements to be furnished by the proprietors or publishers of the newspapers proposing so to advertise." (Act June 20, 1878, 20 Stat., 216.)
9. Blanks, Form 1263, upon which to render the sworn statements required by the above law are furnished by the department upon application, and no approval of this bill can be made until this sworn statement is filed with the Secretary of the Treasury, Division of Printing and Stationery (20 Comp. Dec., 837). The collector should in each case, so far as possible, satisfy himself that the rates charged are the actual commercial rates paid by private individuals for similar advertisements, after deducting all discounts allowed in such cases.
10. These statements will give the size of type used in the advertisements and the line rate for the first and subsequent insertions.
11. The filing of a statement of rates in another Executive Department can not be construed as a notice to the Treasury Department that rates have been filed.
12. The Department insists upon the *line rates*, as they furnish fewer opportunities for mistakes and misunderstandings in the settlement of bills than do rates based upon the square, inch, or folio, and, under the law, rates in excess of the commercial rates charged to private individuals can not be allowed; neither shall "special," "local," or "reading" rates be allowed.
13. Changes in the advertising rates or ownership of newspapers should be promptly reported to the Department.
14. The particular column or page of the paper in which advertisements appear is left entirely to the option of the publisher.

ADVERTISEMENTS MUST BE SET SOLID.

15. In auditing bills no allowance will be made for *displayed* or *loaded* advertisements or *prominent headings*. The matter must be set up *solid*, without paragraphing, and should be in the *type specified in the sworn statement* of rates on file in the Department. If other type be used, no allowance shall be made for additional space on that account. The number of solid lines only in advertisements, by actual count, will be allowed, and all abbreviations in copy must be strictly followed.
16. The following is furnished as a model (for style only) to show how advertisements should appear in print to conform to the regulations (no headings should be used):

LOUISVILLE, KY., Office of Collector of Internal Revenue, August 1, 1920.—
The following-described property seized of John Doe, under warrant of distraint for the nonpayment of assessed taxes due, will be sold as provided by section 3190, Revised Statutes, at public auction, on Thursday, August 16, 1920, at 10 a. m., in front of the post-office building, at Louisville, Ky.: One bay horse, 8 years old. Elwood Hamilton, Collector of Internal Revenue.

ADVERTISEMENTS MUST BE IN THE LANGUAGE OF THE PAPER.

17. Advertisements must appear in the language of the paper in which inserted—i. e., if inserted in an Italian paper, the advertisement must be in Italian.

RENDITION OF VOUCHERS.

18. Every voucher for official advertising for the Internal Revenue Service must be rendered upon the Department's official Form 153 and be accompanied by the letter of authority to publish, Form 640, and a copy of each issue of the paper in which the advertisement appeared.
19. Before forwarding to the Department for approval any bill for advertising, the proper officer will see that it is properly made out and accompanied by his letter of authorization and a copy of each issue of the paper in which the advertisement appeared.
20. On the receipt of Form 153 duly approved by the Secretary of the Treasury the collector may pay the same and schedule voucher on Form 63 for the month in which paid.
21. All expenses incurred by collectors in seizure and distraints involving internal revenue laws, including cost of advertising, are legal charges against the proceeds of sale and are required to be entered on the proper records by the collectors and reported on Form 210 or 128, as the case may be.
22. The permanency of the records of the Treasury Department being of the first importance, no deleble or fugitive inks, pencils, or stamps are permitted to be used in making them up. Therefore, all vouchers for advertising must be made out and receipted with durable ink.

2-7002

Rolla Clymer correspondence

FRANK B. NOYES,
WASHINGTON STAR
PRESIDENT

FREDERICK I. THOMPSON,
MOBILE (ALA.) REGISTER
FIRST VICE-PRESIDENT

W. J. PAPE,
WATERBURY (CONN.) REPUBLICAN
SECOND VICE-PRESIDENT

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

MELVILLE E. STONE, COUNSELOR.

MILTON GARGES, EXECUTIVE ASSISTANT
J. R. YOUATT, TREASURER

DIRECTORS

FRANK B. NOYES, WASHINGTON STAR
ADOLPH S. OCHS, NEW YORK TIMES
CLARK HOWELL, ATLANTA CONSTITUTION
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
ROBERT MCLEAN, PHILADELPHIA BULLETIN
J. R. KNOWLAND, OAKLAND TRIBUNE
ROBERT R. MCCORMICK, CHICAGO TRIBUNE
IRWIN R. KIRKWOOD, KANSAS CITY (MO.) STAR
RICHARD HOOKER, SPRINGFIELD (MASS.) REPUBLICAN

The Associated Press.

July 13, 1927.

SOUTHWESTERN DIVISION
R. H. HEPPE, DIVISION NEWS EDITOR,
1715 GRAND AVENUE,
GATEWAY STATION P. O., KANSAS CITY, MO.

Mr. R. A. Clymer,
The Times Publishing Co.,
El Dorado, Kansas.

Dear Mr. Clymer:

I have your letter of July 12 and we shall be glad to arrange a prompt round by round service to you on the Dempsey-Sharkey fight July 21.

To move this to you quickly, I think we should have a Western Union operator in this office. You would have to pay the salary of this operator which would amount to not more than two or three dollars, and also the telegraph tolls at night press rate. The Times is the only pony paper that has ordered this service but if others do so they would share the cost of the sending operator at Kansas City. If you will let me know whether you will approve this expense we shall make arrangements accordingly. This would give you fast service and I recommend it to you.

With very kindest regards,

Sincerely yours,

Ralph H. Heppie
Division News Editor.

RHH:M

(P) MEANS ASSOCIATED PRESS

Rolla Clymer correspondence

July 13, 1927

Mr. Noble Bittick,
Eldorado, Kansas

Dear Sir:-

We wish to call your attention to the enclosed account, which is now nearly two months past due. When you were an employee of these company, you always received your pay promptly. In order that all employees may be so served and that other expenses be met when due, it is vital and necessary that we receive what is due us just as promptly. In the past two months, you have made no effort to take care of this account. We now must insist that you make some arrangements to pay this amount at once. Please let us hear from you without delay. If you do not do so, we shall have to take measures to protect ourselves.

Very truly yours,

THE TIMES PUBLISHING COMPANY

Rolla Clymer correspondence

THE KANSAS STATE TEACHERS COLLEGE
OF EMPORIA

FOUNDED IN 1885 AS THE KANSAS STATE NORMAL SCHOOL

OFFICE OF THE PRESIDENT

July 13, 1927.

Mr. Rolla Clymer,
El Dorado, Kansas.

My dear Rolla:-

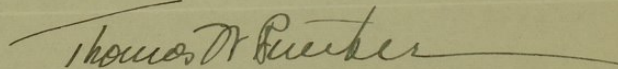
I want you to know how much your editorial on my fourteen years at Emporia has meant to me. Friends have been sending it as it has been copied by papers over the state. It was a bully thing for you to do. I shall not raise the question of its deservedness, but take it for what you intended it to be - a little lift for a fellow who is journeying by your side through this good old world.

I hope you may live to be 100 years old and find yourself richer in the good things of life at the close of each year.

When you are in Emporia, come and see me.

With best wishes, I am

Very truly yours,



Thomas W. Butcher, President.

BH

Rolla Clymer correspondence

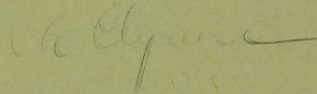
July 14, 1927

Mr. Ralph H. Heppes,
Division News Editor
The Associated Press,
Kansas City, Mo.

Dear Mr. Heppes:-

I thoroughly approve of your proposal to establish a Western Union operator in your office the evening of July 21 to move the round by round report of the Dempsey-Sharkey fight to us more quickly. We shall absorb whatever extra expense is entailed, and thank you for the suggestion.

Very truly yours,



Rolla Clymer correspondence

July 14, 1927

N. W. Ayer & Son,
Philadelphia, Pa.

Attention H. E. S., Plans Department

Dear Sirs:-

In answer to your recent letter, will say that we will accept cigarette advertising. Our present paid total circulation is about 4500 daily (enclosed sworn government statement for April 1 showing 4485.) Our rate is 3 cents per agate line, or 42 cents per column inch, subject to agency discount of 15 per cent, less 2 per cent cash discount, date 20th of the month following insertion. The E. Katz Special Advertising Agency is our representative.

We take pleasure in enclosing herewith rate card, sample copy of paper and other material for your information. The rate card, you will note, gives full mechanical and other data.

We received today from your agency an insertion order for six advertisements of Camel Cigarettes, the first to begin July 15, or 16 if the plates are delayed in reaching us. This order will have our careful attention. Advertising for cigarettes or any other product will be gratefully received.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence

July 14, 1927

E. Katz Special Advertising Agency,
New York City

Dear Sirs:-

We were glad to get your telegram a day or two ago announcing that N. W. Ayer & Son had a cigarette (Camel) schedule for us. The order and plates arrived today and we will begin insertion according to schedule tomorrow.

We wish to thank you for your efforts in our behalf regarding this new line of business. We have no compunctions whatever about accepting advertising for cigarettes and will be glad to take all the business you can land for us. If we can help out any at this end of the line, please let us know.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per *Rolla Clymer*

Rolla Clymer correspondence

July 14, 1927

Wichita Eagle Engraving Department,
Wichita, Kansas

Dear Sirs:-

Under separate cover, we are sending you photo of
Boy Scott Band. Please make this up for us in a 3-column news
engraving (85 line screen.) Remember our columns are 12 ems.
the depth of the picture, of course, will be proportionate with
its width.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer

Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From New York Office

DATE July 14, 1927

To

EL DORADO TIMES
El Dorado, Kans.

GENTLEMEN:

Re: For All Cigarette Advertising,
Good Position Service & Best
Cooperation.

Regarding Kansas cigarette advertising now breaking: This outlines average position service requested by the principal cigarette advertisers and we suggest that you pass this letter along to your makeup men and everybody else who may have contact on these new and large accounts.

Good position is about the only cooperation the cigarette advertisers ask for. Though their schedules usually run to large figures, they do not ask the publisher to send out letters, broadsides, get window displays, make surveys or a lot of other expensive cooperation. Consequently, newspapers as a rule take extra pains to give all cigarette advertising excellent position.

LIGGETT & MYERS TOBACCO COMPANY
Chesterfield-Fatima-Piedmont
Newell-Emmett Co. (advertising agency)

Each Newell-Emmett order for Liggett & Myers contains a clause requesting full position on sporting page, preferably first right hand sporting page and also "must not appear on same page with any other cigarette or tobacco advertising either of competitors or their own brands. We will discredit all insertions so appearing." That may sound unreasonable and is in some cases but practically all papers the country over have accepted the clause for many years without any serious results.

However, though the Liggett & Myers' orders do not so state, you are at liberty to change the dates to avoid position conflict with other cigarette or tobacco advertising provided you insert the advertising in the same week as originally ordered but not on consecutive days or Sunday and be sure to notify Newell-Emmett and Katz.

For example, you now have schedules for Chesterfield Cigarettes from Newell-Emmett and for Camels from N. W. Ayer & Son. Both brands want sporting page. In the event of a conflict of dates, both ads may run on the same date provided you run two sporting pages and you place one cigarette advertisement on each. But, if you have only one sporting page, you may change the Chesterfield date so it will not conflict with Camel, Prince Albert or other tobacco or cigar advertising providing you make the change exactly as prescribed above.

R. J. REYNOLDS COMPANY
Camels-Prince Albert
N. W. Ayer & Son (advertising agency)

You have received schedules for Camel Cigarettes.



Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From New York Office

DATE

To Page 2

Camels request full position on main sporting page but they do not insist that it be the only cigarette, tobacco or cigar advertisement on the page; although it is just as well to avoid conflict, if possible.

AMERICAN TOBACCO COMPANY
Lucky Strike
Lord & Thomas and Logan (advertising agency)

Lucky Strike does not want sporting page but requests full position on good news page well forward in the paper, preferable 2 or 3.

You will probably receive Lucky Strike schedule for August.

Incidentally, the American Tobacco Co. makes other cigarettes such as Pall-Mall, Sweet Caporel and other brands but in recent years, the company has been advertising mainly Lucky Strike.

The American Tobacco Co.'s policy is to employ various advertising agencies to handle various brands.

P. LORILLARD COMPANY
Old Gold - Murad
Lennen & Mitchell (advertising agency)

No immediate prospect for Kansas as this company is not yet operating heavily in your territory; although please send us any trade news you get from time to time.

TOBACCO PRODUCTS COMPANY
Barking Dog Cigarettes
Philip-Norris (Marlborough Cigarettes)
Federal Adv. Agency (advertising agency)

No immediate prospect for general Kansas advertising as company has been concentrating in the largest metropolitan centers but let us know of any trade news you hear.

It is advisable to cultivate the acquaintance of the resident and traveling representatives of the tobacco companies named above and especially Liggett & Myers, as occasionally their recognition goes a long way toward getting cigarette advertising.

Very truly yours,

E. KATZ SPECIAL ADVERTISING AGENCY

GWBrett:jw

KANSAS PRESS ASSOCIATION

O.W.LITTLE, SECRETARY.

ALMA, KANSAS.

July 15th, 1927.

DEAR BROTHER MEMBER:

We won our cigarette suit Saturday, the Supreme Court giving a unanimous decision in favor of the newspapers. It would seem to establish the fact that if any product can be lawfully offered for sale, it can be advertised and that Kansas papers are just as good as those in the State of Missouri.


For your information, if you want to go after this advertising, I am giving you the names of the agencies handling the advertising for the leading brands:

Camels - N.W.Ayer & Son, 308 Chestnut St., Philadelphia, Pa.
Lucky Strikes - Lord & Thomas & Logan, 247 Park Ave., New York.
Chesterfields - New Emmett Company, 40 East 34th St., New York.

We believe this suit was a distinct service to the publishers. It cost some money. If you have not paid your dues, hadn't you better do it now? If you have, perhaps you can help induce the others in your county to come in.

O. W. LITTLE,
SECRETARY.

Rolla Clymer correspondence



But why
be prehistoric?
Don't write, TELEGRAPH

WESTERN UNION

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

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

Form 1201

SYMBOLS	
DAY	Day Letter
NITE	Night Message
NL	Night Letter
DCO	Deferred
CIT	Cable Letter
WLT	Week End Letter

209 West Pine St., El Dorado, Kansas.

11WZ XR 60 NL

DODGECITY KANS JULY 15 1927

MR CLYMER

ELDORADO TIMES ELDORADO KANS

JUST COMPLETED MODEL HOME BEAUTIFUL FOR DODGECITY GLOBE SELLING
FOUR THOUSAND DOLLARS DISPLAY ADVERTISING STOP BELIEVE THIS BEST
TIME TO PUT THIS FEATURE ON STOP SUPPOSE I COME PERSONALLY AND
CHAT WITH YOU ABOUT IT AT MY EXPENSE NO OBLIGATIONS ON YOUR
PART STOP DID TWO THOUSAND DOLLARS WELLINGTON NEWS STOP WIRE ME
IF INTERVIEW AGREEABLE TO BROADVIEW HOTEL WICHITA

SOL DAN

757A



Rolla Clymer correspondence

July 15, 1927

Potts-Turnbull Company,
Kansas City, Mo.

Dear Sirs:-

You asked us to report to you concerning the cooperation shown by the local firm of Carrell-Small, Clothiers, in connection with the advertising campaign being run in our paper on behalf of the McKey Manufacturing Company, of Fort Scott. This is the third week we have run the advertising and we are glad to say that Carrell-Small have had regular displays of the McKey products each week and are pushing their sales. They report a satisfactory campaign.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per



Rolla Clymer correspondence

July 15, 1927

Managing Editor,
El Dorado Times,
El Dorado, Kansas

Dear Sir:

I am writing to you in the hope that you may possibly need a reporter on the Times. If there is such an opening, or if one is likely to occur in the near future, please consider this as my application for the place.

Most of my experience has been as a general assignment reporter, but I have also done considerable inside rewrite, have at various times handled a good deal of sports, and can write heads fairly well. Although I have had very little experience with political or police news, I am confident that my training as an all around street man has been thorough and varied enough to qualify me for any kind of work that might be required.

For the past six months I have covered general assignments on the Nashville Tennessean at \$130 a month. I was laid off last week during a reduction in the city staff, and have good references from both the managing editor and the city editor.

In case you care to communicate with any of the men under whom I have worked, they are: on the Tennessean, W. S. Howland, city editor; on the New York Post, V. G. Byars, city editor; on the Atlanta Constitution, H. D. Hancock, then state editor in charge of state and suburban news; on the Rome (Ga.) News-Tribune, R. H. Claggett, then managing editor, now with the Memphis Evening Appeal.

I am 24 years old, a college graduate, unmarried, and willing to work hard for a small initial salary, provided there is a reasonable chance for advancement. If you think you can use me, I will be glad to hear from you as soon as possible.

Very truly yours,

Porter Harvey

226 Seventh Ave., North,
Nashville, Tenn.

Rolla Clymer correspondence

July 16, 1927

Mr. A. L. Sponsler,
Secretary Kansas State Fair,
Hutchinson, Kansas

Dear Sir:-

We take pleasure in responding to your recent inquiry for rates and other information concerning The Times. We enclose rate card herewith which gives The Times' rate at 42 cents per column inch and shows the column width to be 12 ems. Full data is also available.

The ElDorado Republican is our weekly edition and we charge 28 cents per column inch for display advertising in that medium. Its mechanical requirements are the same. As we have more space available usually in the Republican, we should be able to handle some feature stories, mats, etc., about the fair in that paper.

You may be sure any order with which you favor us will be greatly appreciated and will be accorded our closest attention.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per



W. A. AYRES
8TH DISTRICT KANSAS

L. J. AND M. E. TREFREN
SECRETARIES

MEMBER OF
COMMITTEE ON APPROPRIATIONS

Congress of the United States
House of Representatives

Washington, D. C.

Wichita, Kansas,
July 16th, 1927.

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

Dear Friend Clymer:-

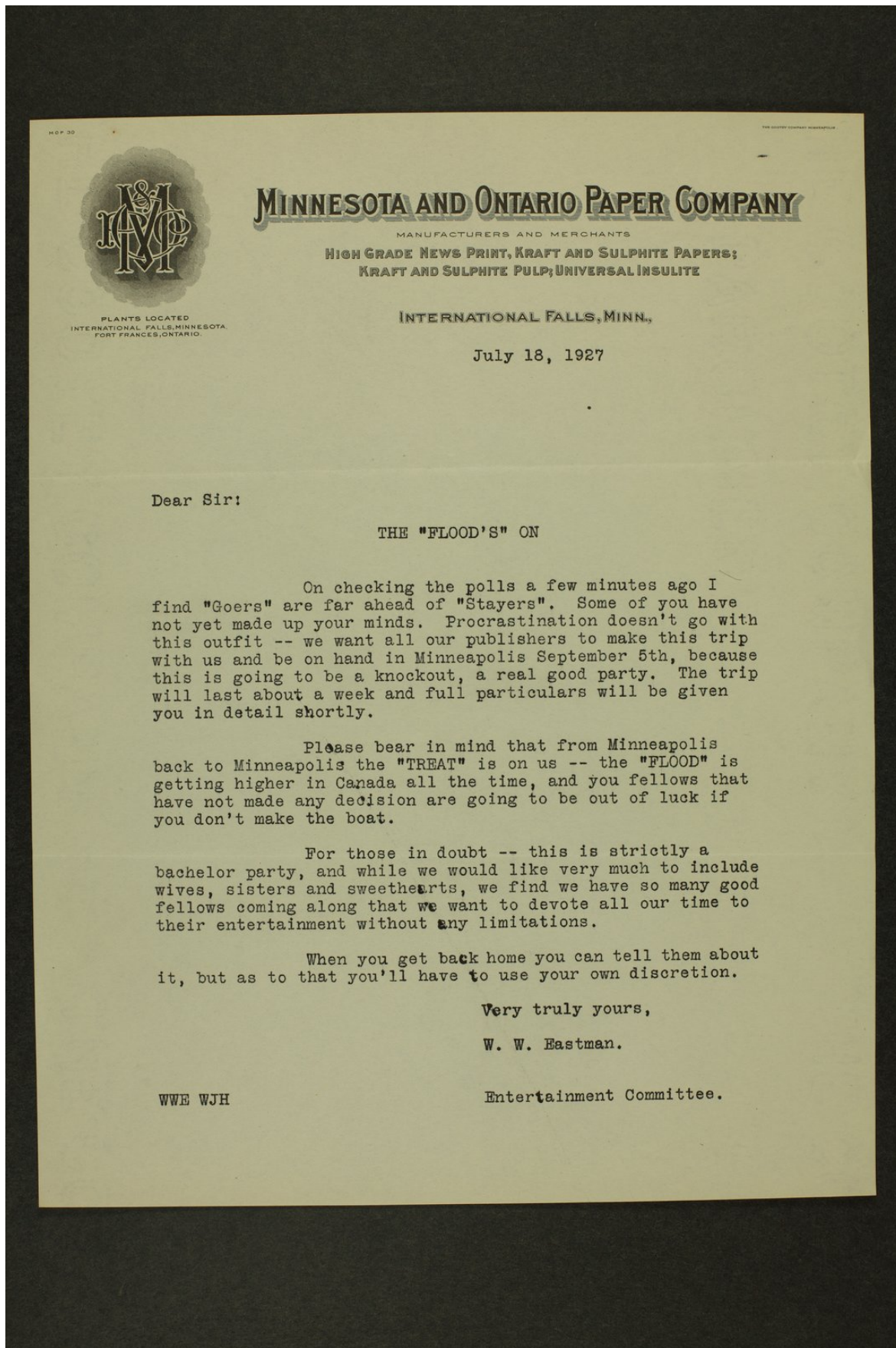
I read with considerable interest the quotation from Charles Scott which appeared in the Times I received this morning, and while I agree with considerable Scott says I think he has gone a little too far in the matter and am sending you a reply, provided it meets with your approval to put the same in the Times.

Don't want to impose on your good nature in this matter but would appreciate it very much if you feel like publishing this reply.

With best regards, I remain

Sincerely yours,

Rolla Clymer correspondence





July 18, 1927

The El Dorado Times,
El Dorado, Kansas.

Gentlemen:

Replying to your inquiry, will say
that we can make out of a 40 pound Nibroc Kraft
some 9 x 15 envelopes open on side as follows:

* →

250	ungummed	\$7.00	lot
250	gummed	\$7.75	lot
500	ungummed	11.50	lot
500	gummed	12.50	lot


Very truly yours,

KANSAS CITY PAPER HOUSE

H. D. Thompson
SALES MANAGER

HDT/FC

Rolla Clymer correspondence

<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><small>NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT</small></p>	<p style="text-align: right; font-size: small;">Form 1527 B</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; font-size: x-small;">NO.</td> <td style="width: 50%; font-size: x-small;">CASH OR CHG</td> </tr> <tr> <td colspan="2" style="height: 20px;"></td> </tr> <tr> <td colspan="2" style="font-size: x-small;">CHECK</td> </tr> <tr> <td colspan="2" style="height: 20px;"></td> </tr> <tr> <td colspan="2" style="font-size: x-small;">TIME FILED</td> </tr> <tr> <td colspan="2" style="height: 20px;"></td> </tr> </table>	NO.	CASH OR CHG			CHECK				TIME FILED			
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CHECK																						
TIME FILED																						

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

Eldorado, Ks., July 18, 1927 19

To E. Katz Special Advertising Agency,

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

Place New York, N. Y.

Chesterfield Cigarettes and Prince Albert copy conflict on

July 21. May we move Chesterfield up to July 20? Wire answer.

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 hundred dollars; nor for mistakes or delays in the transmission or delivery, or for non-delivery, of any message received for transmission at the repeated-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.

No employee of the Company is authorized to vary the foregoing.

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.

Rolla Clymer correspondence

Charge to the account of _____ \$ _____ Form 1228 A

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	FULL RATE
DAY LETTER	DEFERRED
NIGHT MESSAGE	CABLE LETTER
NIGHT LETTER	WEEK END LETTER

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

WESTERN UNION

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

NO.	CASH OR CHG.
CHECK	
TIME FILED	

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

CONFIRMATION July 19th, 1927.

TIMES,
El Dorado,
Kansas.

OKAY TO INSERT CHESTERFIELD JULY TWENTIETH

E. KATZ SPECIAL ADVERTISING AGENCY

HRG:IN
CHARGE

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 domestic message rate or one-quarter the unreported cable 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 hundred dollars, nor for mistakes or delays in the transmission or delivery, or for non-delivery, of any message received for transmission at the reported-message rate beyond the sum of five thousand dollars, *unless specially valued; not 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 in 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 percent 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. Domestic messages and incoming cable 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 according to their classes, as 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.

No employee of the company is authorized to vary the foregoing.

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.

and 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 rates 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.

No employee of the Company is authorized to vary the foregoing.

FULL RATE CABLES

An expedited service throughout. Code language permitted.

DEFERRED HALF-RATE CABLES

Half-rate messages are subject to being deferred in favor of full rate messages for not exceeding 24 hours. Must be in language of country of origin or of destination, or in French. This class of service is in effect with most European countries and with various other countries throughout the world. Full particulars supplied on application at any Western Union Office.

CABLE LETTERS

For plain-language communications. The language of the country of destination may be employed, if the Cable Letter service is in operation to that country. Subject to delivery at the convenience of the Company within 24 hours if telegraphic delivery is selected. Delivery by mail beyond London will be made if a full mailing address is given and the words "Post London" are written after the destination. Rate is approximately one-third of the full rate, minimum 25 words.

WEEK-END LETTERS

Similar to Cable Letters except that they are accepted up to midnight Saturday for delivery Monday morning, if telegraphic delivery is selected. Rate is approximately one-quarter of the full rate, minimum 25 words.

Rolla Clymer correspondence

FREDERICK W. LEWIS, B. D., D. D., PRESIDENT
C. VANDERVELDE, M. A., B. D., D. D., DEAN
F. T. OWEN, PH. D., REGISTRAR



D. C. SCHAFFNER, M. A., TREASURER
F. L. ROBINSON, ASST. TREAS.
H. S. CONDIT, FIELD SECRETARY

EMPORIA, KANSAS.

July 19, 1926.

Mr. R.A. Clymer,
ElDorado Times,
ElDorado, Kansas.

Dear Mr. Clymer:

Enclosed find a copy of our annual report
for last year.

If you care to bid on this job this year
we would appreciate your reply.

In making your bid please quote for the same
kind of paper and printing and make a special quotation
for extra pages.

Very truly yours,

D.C. Schaffner
Treasurer.

DCS:NJ
Encl.

Rolla Clymer correspondence

Form 1201

WESTERN UNION

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

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.

Receiving a telegram. Electrical impulses are automatically translated by a typewriter-like machine into the proper letters and then automatically printed on the blank.

A telegram costs but little more than the true cost of a letter.

12WZ Q 6

SI NEWYORK NY 903A JULY 19 1927

TIMES

ELDORADO KANS

OKAY TO INSERT CHESTERFIELD JULY TWENTIETH

E KATZ SPECIAL ADVERTISING AGENCY

849A

SYMBOLS	
BLU	Day Letter
NITE	Night Message
NL	Night Letter
LCO	Deferred
CLT	Cable Letter
WLT	Week End Letter

July 19, 1927

N. W. Ayer & Son,
Philadelphia, Pa.

Dear Sirs:-

We acknowledge with thanks the receipt of your order for Camel Cigarettes advertising in our weekly edition-- The Eldorado Republican. We shall insert this advertising according to your wishes and the instructions you have sent. However, you have made an error concerning our rate. This advertising for The Republican should be figured at 28 cents an inch or two cents an agate line, subject to the usual agency commission and discount. We are following your instructions to go ahead and make the insertions regularly, but will thank you to change your order regarding the rate as specified.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per



HERBERT J. DEMMIN
PRESIDENT

FREDERIC A. DEMMIN
VICE PRESIDENT

PAUL W. WORTHINGTON
SECRETARY-TREASURER


The
MID-CONTINENT ENGRAVING CO.
Phone Market 2088
124 So. Market Street
Wichita, Kansas

July 19, 1927.

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

Dear Mr. Clymer:

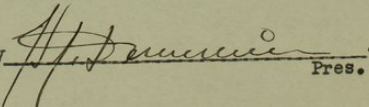
We are enclosing herewith some proofs that may help explain the method employed by us in the production of sig. cuts for the McCormick Armstrong Press. The price of \$6.00 that I quoted you was for four sets of cuts. Each cut to include two sigs as indicated in pencil. These could of course be made somewhat smaller and yet be mounted on wood. However, the small sigs. we recently made for you could not be handled in this manner.

It does seem that the price charged you in the production of these sig. cuts is a little high. However, they were billed to you at exactly the amount they cost us.

I will make it a point to investigate the handling of this class of work in Wichita and it might be just possible that I can find an economical way of handling these engravings for you.

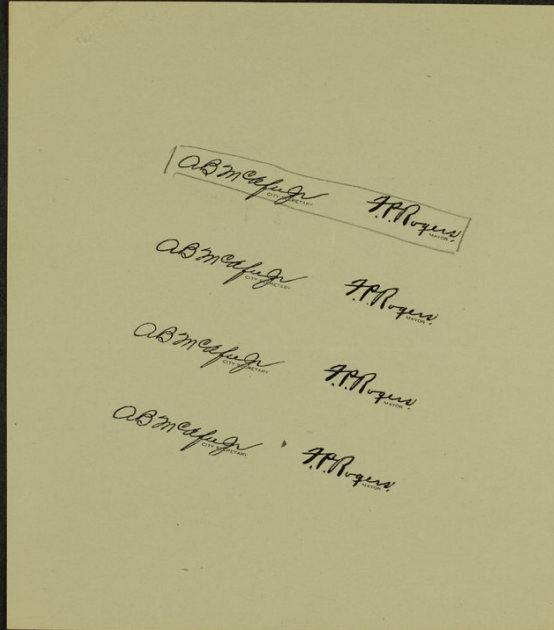
Very truly yours,

THE MID-CONTINENT ENGRAVING COMPANY.

By  Pres.

FAD:VB.

Rolla Clymer correspondence



Rolla Clymer correspondence

July 19, 1927

Kansas City Paper House,
Kansas City, Mo.

Dear Sirs:-

Please ship at once to the Skelly Oil Company and charge to our account fifty thousand (50M) white second sheets No. 698, for which you have previously charged us 45 cents per thousand. The Skelly shipment should be made to Eldorado, Kansas.

We are also asking, in reference to your letter of July 18, that you make us a lot of 250 gummed envelopes size 9 x 15 from 40 pound Nibroc Kraft at your quotation of \$7.75.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per