

#### **Rolla Clymer correspondence**

Section 199, Pages 5941 - 5970

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

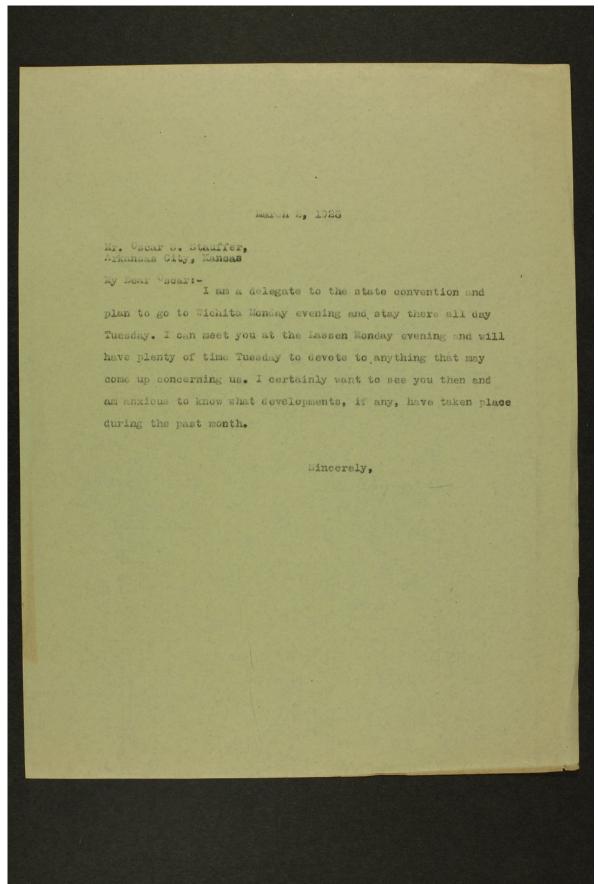
KSHS Identifier: DaRT ID: 229011

Item Identifier: 229011

www.kansasmemory.org/item/229011

# HISTORICAL SOCIETY







#### Rolla Clymer correspondence

CHICAGO BOSTON PHILADELPHIA WASHINGTON, D. C. LONDON PARIS BERLIN SAN FRANCISCO SAN DIEGO SEATTLE CLEVELAND ATLANTA ST. LOUIS LOS ANGELES

### PACIFIC & ATLANTIC PHOTOS, Inc.

"Newspictures for Newspapers"

25 PARK PLACE NEW YORK

TELEPHONE BARCLAY 3500

March 2, 1928.

CABLE ADDRESS

Mr. R. A. Clymer, Managing Editor, The Times, El Dorado, Kansas.

Dear Mr. Clymer:

Mr. M. J. Beck of E. Katz was in a few days ago. We explained to him our proposed plan of issuing a mat picture-page containing paid advertising. If he has not already written you about it, it is likely that he will in a few days.

Briefly, our plan is this:

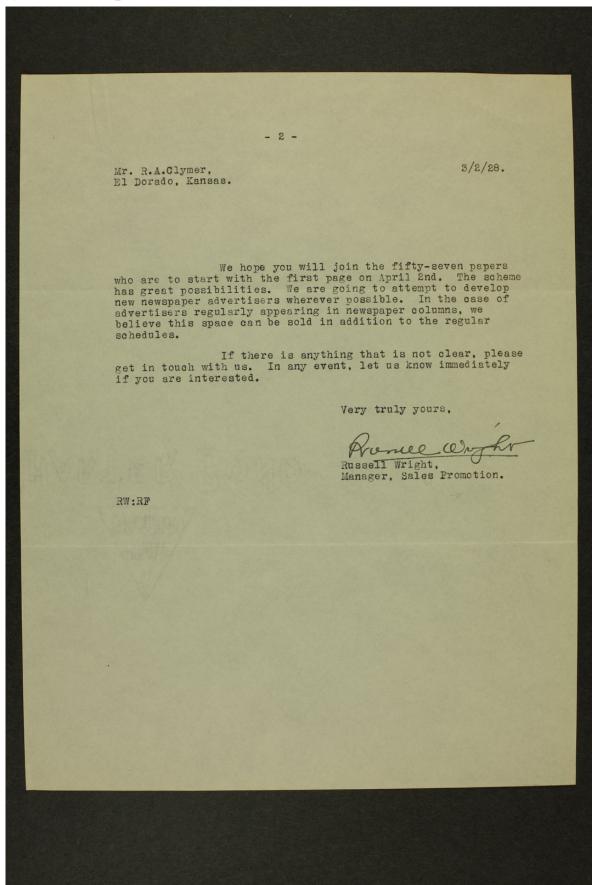
- 1. We will issue a page of pictures six days a week. On three days each page will contain approximately 500 lines of advertising; on the other three, the pages will contain no advertising. Lee-way dates of publication will be allowed on those pages containing advertising.
- You will bill the advertiser your regular national rate for the lineage used.
- 3. We will bill you our regular rate for the page. To you, with a circulation of five thousand, the cost will be \$10.

To many publishers who want to run picture pages, this plan has solved the problem of cost. Publishers who use picture pages or features only as fillers will be enabled to show a cash profit on picture pages. On the other hand, publishers who want to run picture pages every day will be enabled to run this page every day, and still show a net profit on an editorial feature.

The page itself is of unquestioned editorial merit. The Pittsburgh Post, Atlanta Journal, Newark Star Eagle, Toledo Blade, and papers of like standing are running it regularly without any advertising.

"P. & A. Photos"—Organized by the Chicago Tribune and Daily News (New York's Picture Newspaper)







#### Rolla Clymer correspondence

March 2, 1928

Mr. J. W. Hanna, ElDorado, Kansas

Dear Mr. Hanna:We are in receipt today of your letter
saying you will be a candidate for the Republican nomination
for sheriff in Butler County. We are wondering if you meant
this in the nature of a formal announcement.

Cur uniform charges for handling announcements of this kind, which have been in effect for the past eight or ten years, are \$10 for each announcement, payable in advance. Any such announcement made at this time would run in a daily column devoted to such matter from now until the August primaries. Thus, you will see, the charge is not at all excessive considering the length of publication and the daily advertising benefit accruing therefrom.

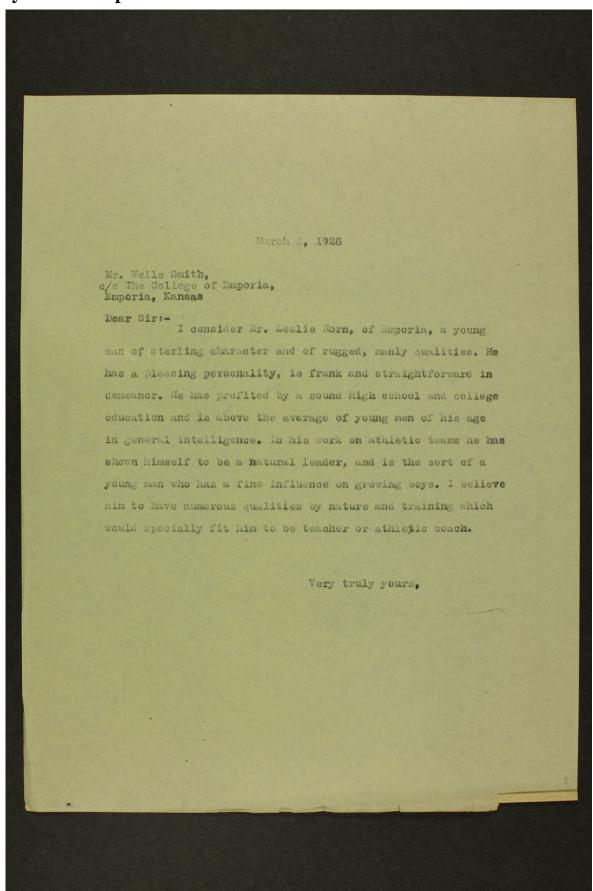
Before we publish such announcement, we are asking if it will be possible for you to call at our office, indicate your wishes in the matter and make arrangements for the publication of your statement. It is our practise also to run a news story coincident with such announcement.

We will be pleased to serve you. May we not hear from you soon?

Very truly yours,

THE TIMES PUBLISHING COMPANY







SETH FRAZIER  Dealer in
Coal and Feed Proprietor Heals and Page Line
Hack and Bus Line 121 West Ash Avenue
Telephone No. 10  El Dorado, Kansas March 5th 19726
Editor Eldorado Times
· Elsorado Kaca
Dear Editor-
your letter of the zudiest.
relative to my announcent for the Republican
nomination for Sheriff of Butter les, recid
and contents conspely read, I will state
that I note the Times has changed,
That your price for the survive
you render is very season able and
eall at your Office, and make ar-
ranguests for the service & desire
your Friday
JAN, Halina



#### Rolla Clymer correspondence

### THE MUTUAL DRUG COMPANY WHOLESALE DRUGGISTS CLEVELAND

March 5 - 1928

Advertising Manager, The Daily Newspaper, Addressed.

Dear Sir:

In listing your paper among those being considered for use in URE (your) Druggist advertising, we have had in mind the real value of genuine home delivered, paid in advance, permanent circulation, because URE Druggist advertising is the advertising of Retail Druggists who are fundamentally opposed to price cutting and as their advertising department we have the problem of selecting papers with the smallest possible waste or duplicated street circulation.

Naturally, we must be as well informed regarding your paper and its territory, circulation and rates, as are the URE Druggists in your city so that they cannot find fault with the way we spend their money or with the results they obtain from their outlay.

Accordingly, we wish to have you arrange to forward us, as you issue it, all printed matter relating to the above subjects, but it is not necessary to duplicate rate cards and material already in our files and sent us on previous requests.

URE Druggist advertising program is progressing nicely and more papers are being added as fast as conservative development will permit. It is, however, impossible for us to know just when your city will receive URE Druggist advertising, althouthere are probabilities that it may be at an early date.

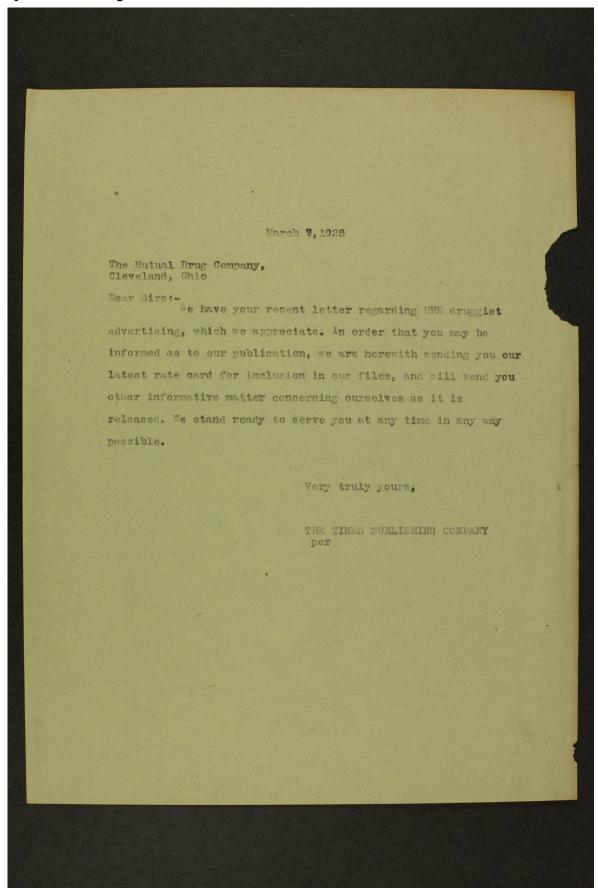
In any event, we will appreciate your service and promise you fair and thorough consideration.

Yours truly,

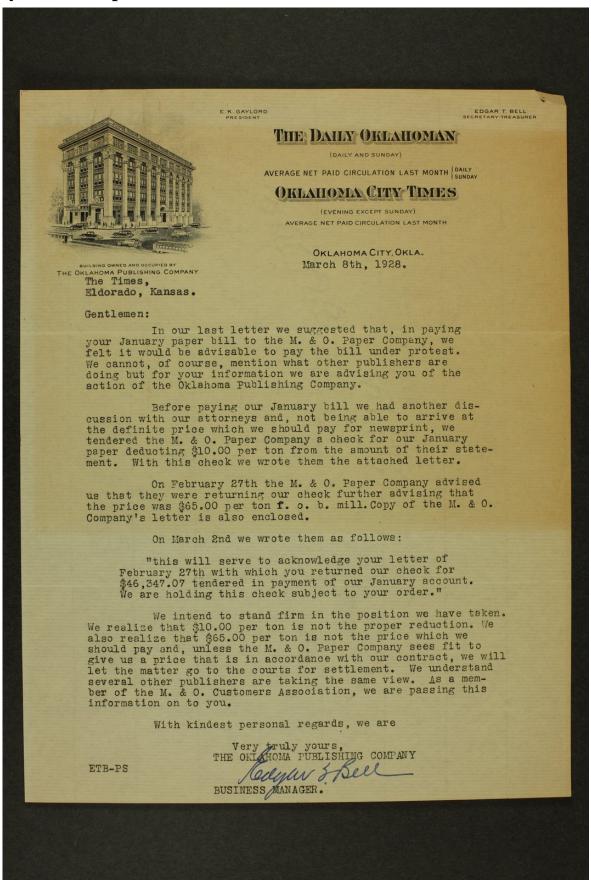
URE DRUGGIST Advertising Department

Paul Nemeyer - Marager

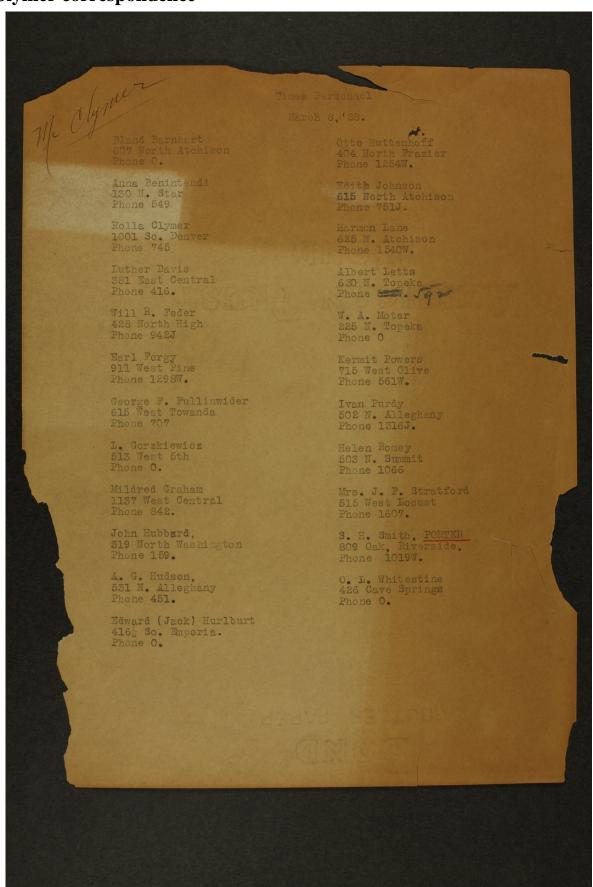




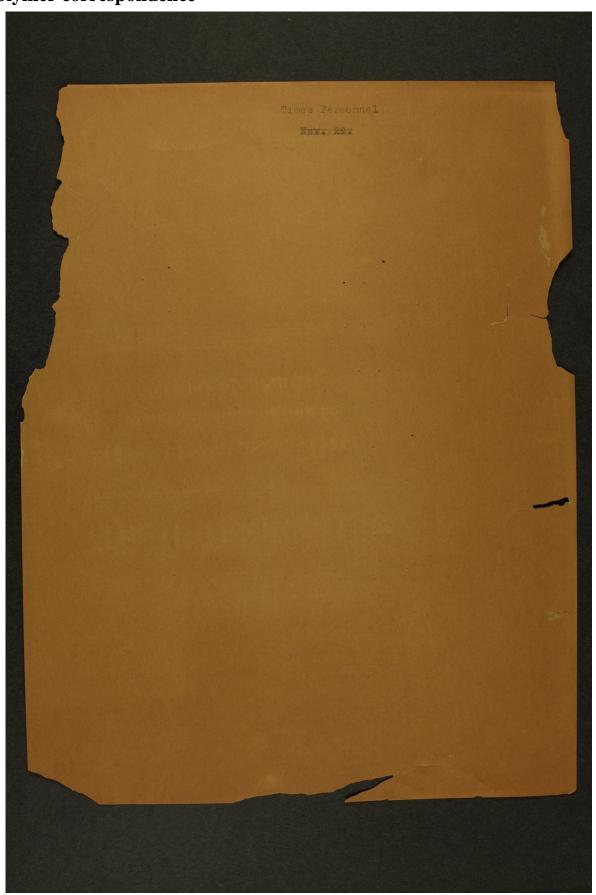




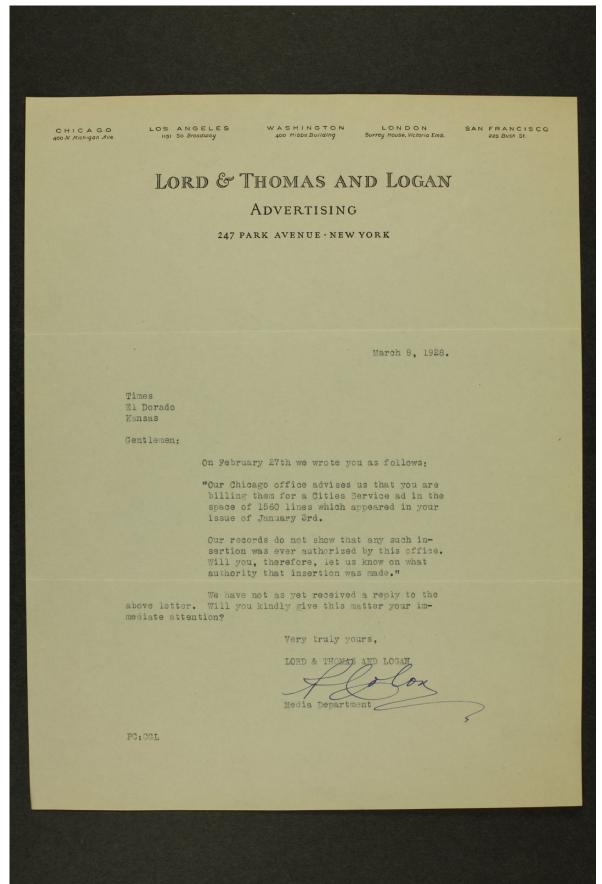




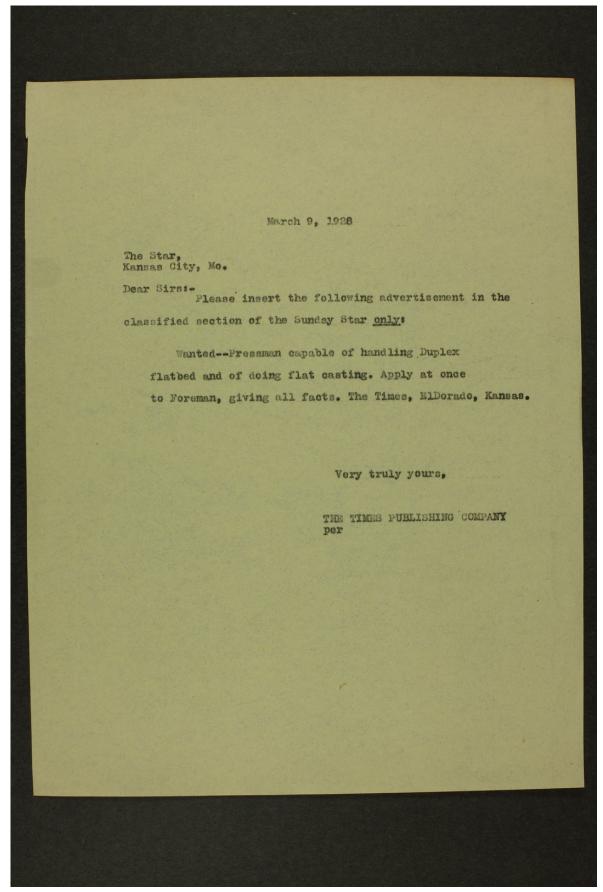
#### KANSAS HISTORICAL SOCIETY



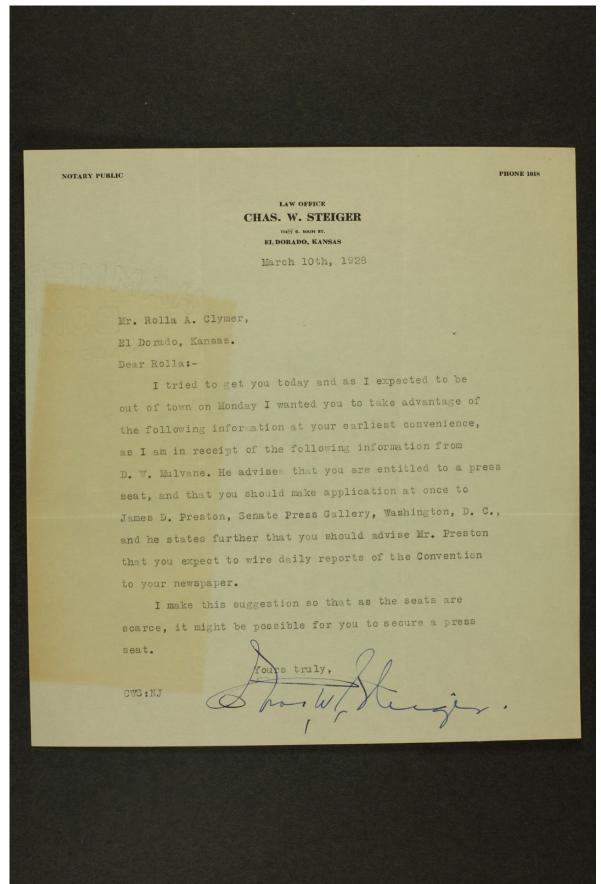




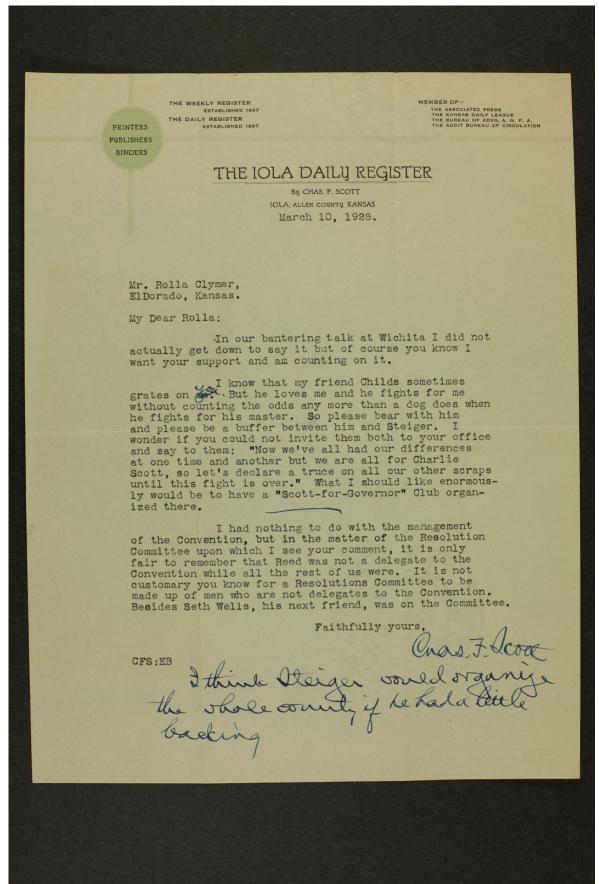




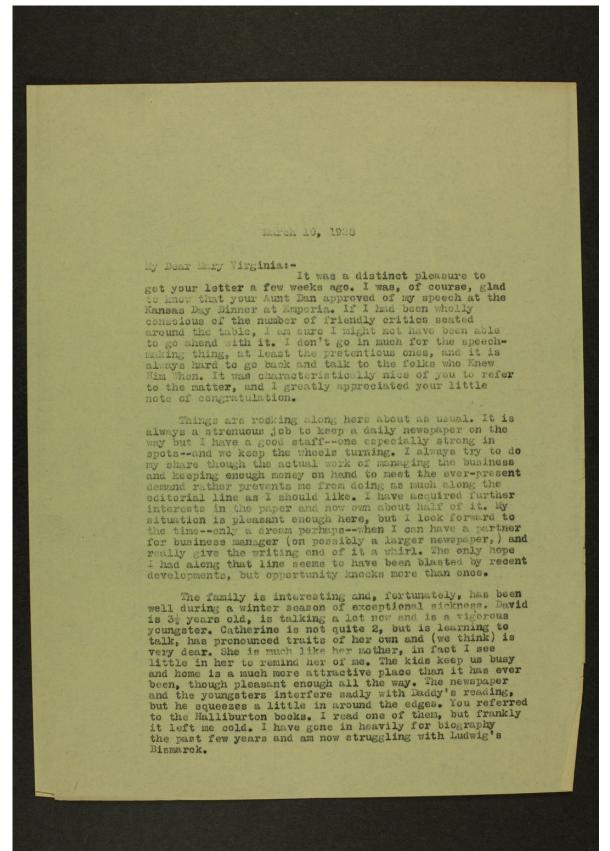




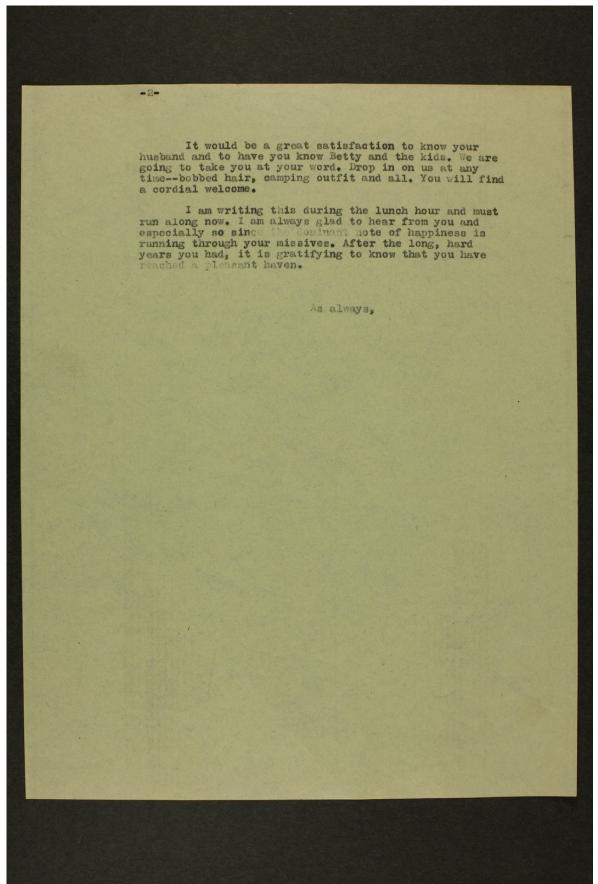














#### Rolla Clymer correspondence

March 12, 1928

Mr. Charles F. Scott, Iola, Kansas

My Dear Mr. Scott:I am going to stew in my own juice for a time longer. Frankly, I was all set to go with Reed. But your candidacy has compelling claims upon me for no other reason than because "you are you." I think you are going to get a lot of the white-collared votes. But they don't elect men governors or presidents. It now looks as if Reed would have loyal support from railroad men and farmers. Whether that hold can be loosened between now and the primary remains to be seen. Some of my young friends think I should support Hamilton, as the "young men's candidate, " because I am young, etc. But I shall not go to him in any case. I wish he were out of it, for your sake. I believe you will take more support from him than from Reed --- and I have heard the claims advanced from both camps.

I am not taking myself too seriously. It makes no particular difference what I do, except to me, and I just want to feel right in my own mind. That is why I am waiting a bit longer. I get your comment regarding the resolutions committee. Others had called it to my attention. It didn't matter, anyway. And I wouldn't count on Steiger if I were you. While he is county chairman and will remain ostensibly neutral, my opinion is that he is with the Reed fellows. This is for your own private information.

My golf game is rotten, nevertheless I shall be waiting for you some fair, spring day. Sincerely,



#### Rolla Clymer correspondence

March 12, 1928

Lord & Thomas and Logan, New York City

Attention Mr. P. Colon, Media Department

Dear Sirs:Following your letter of February 27, we addressed
a reply to you on February 29 saying that the bill sent your
Chicago office for a Cities Service advertisement covering 1560
lines in our issue of January 3, was mailed by mistake by our
representatives, the B. Katz Advertising Agency. We had previously
informed them that the advertising in question was purely a local
account, was handled that way and should not have been charged
as "national" business. You should have had this letter more than
a week ago. Doubtless it has reached your office, as no such
letter has been returned to us. However, the above reply should
settle the matter.

Very truly yours,

THE TIMES PUBLISHING COMPANY per



