

Rolla Clymer correspondence

Section 225, Pages 6721 - 6750

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

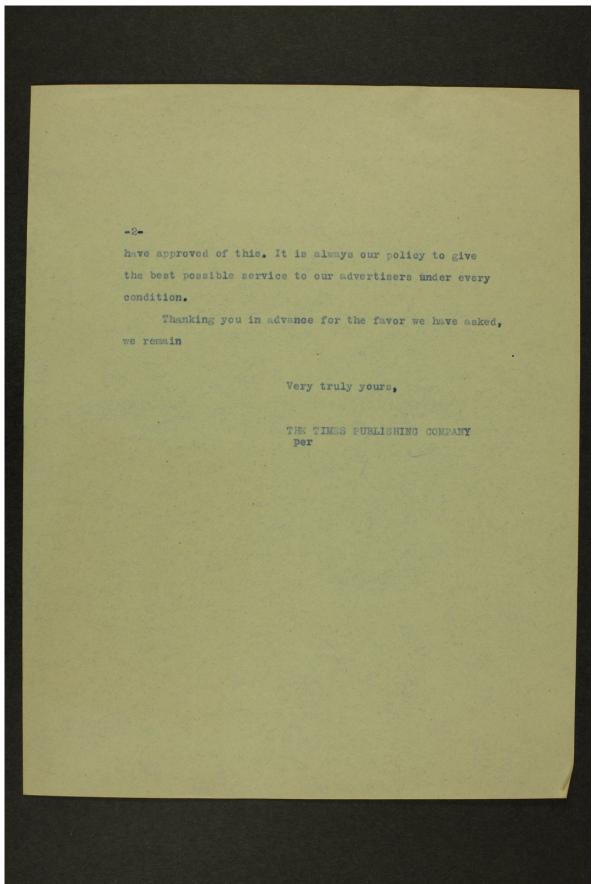
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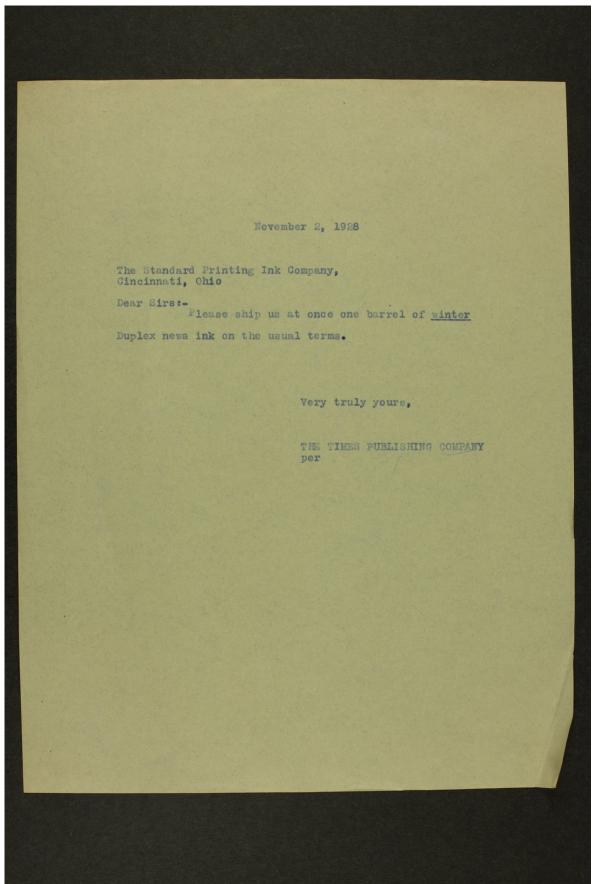
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HISTORICAL SOCIETY

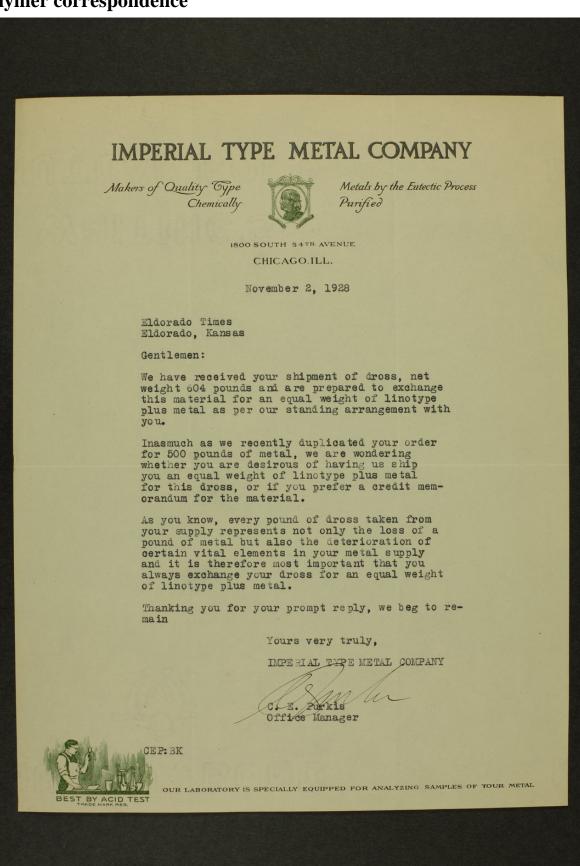




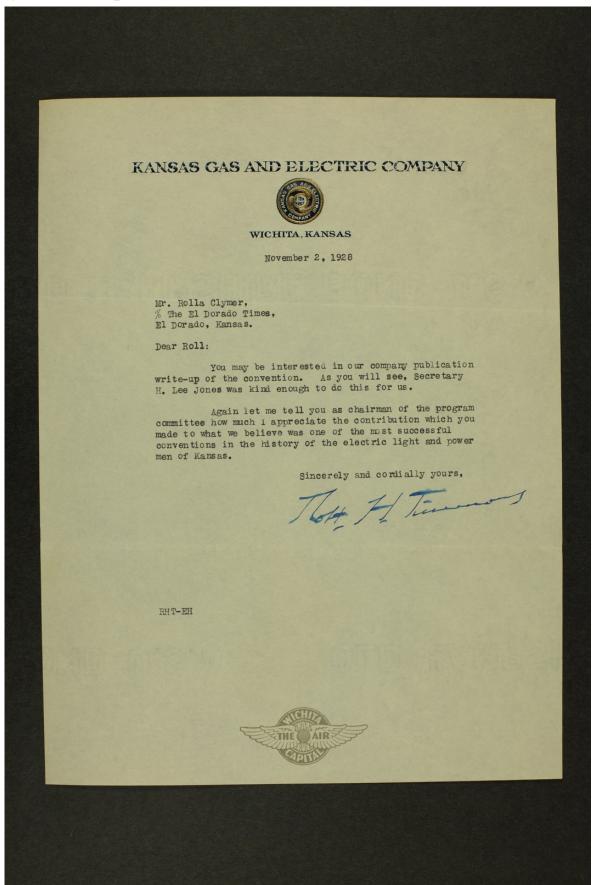




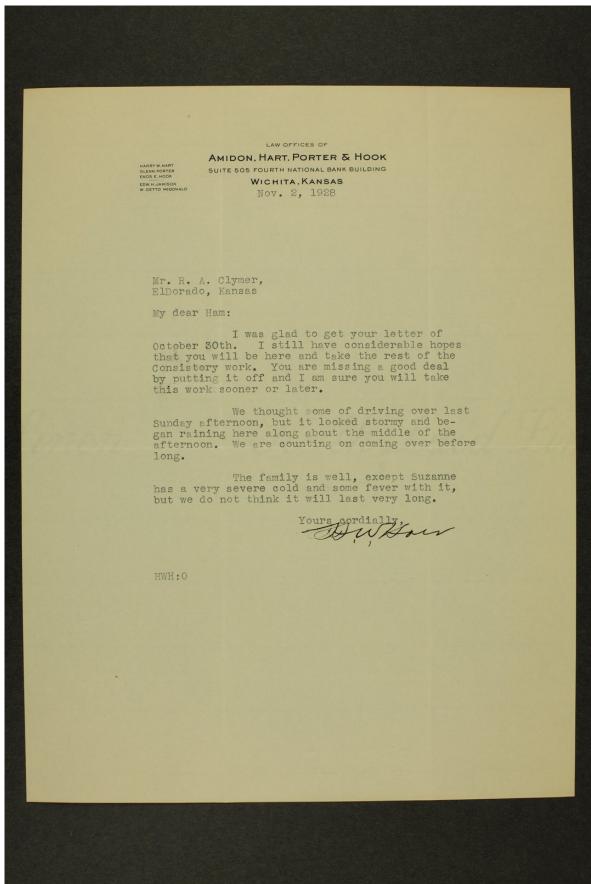


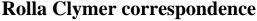




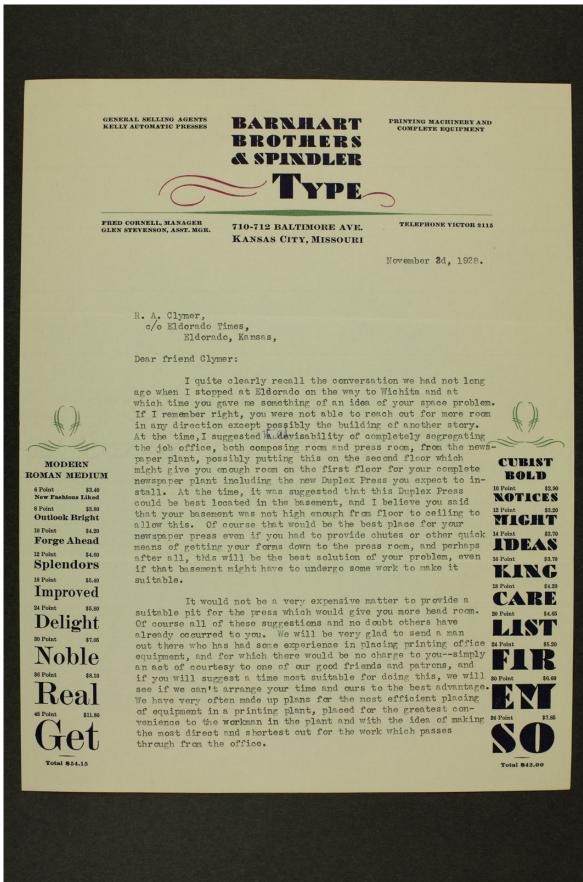




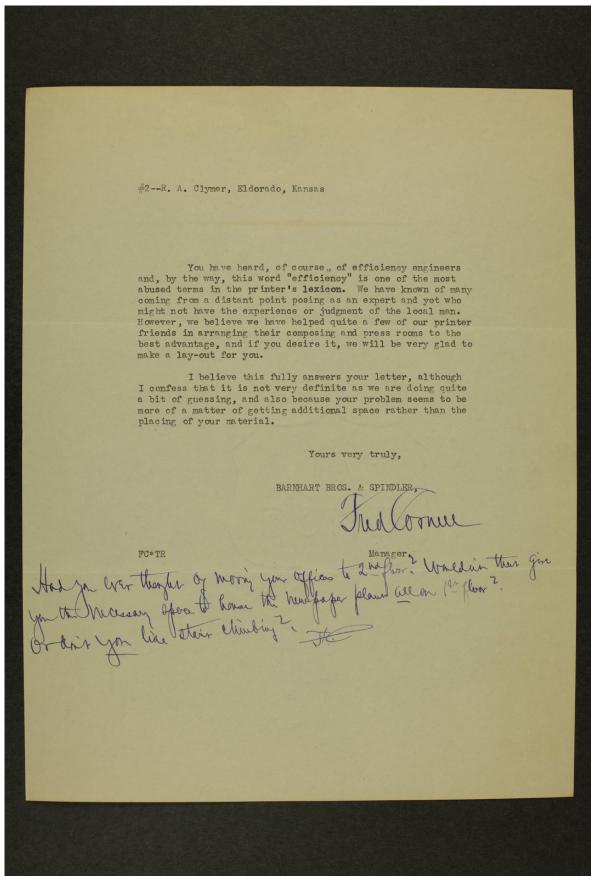




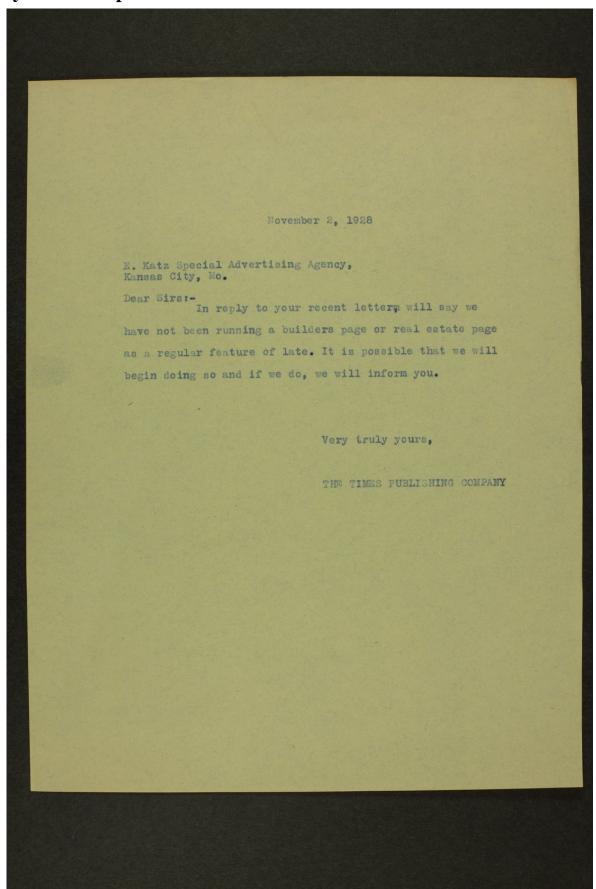




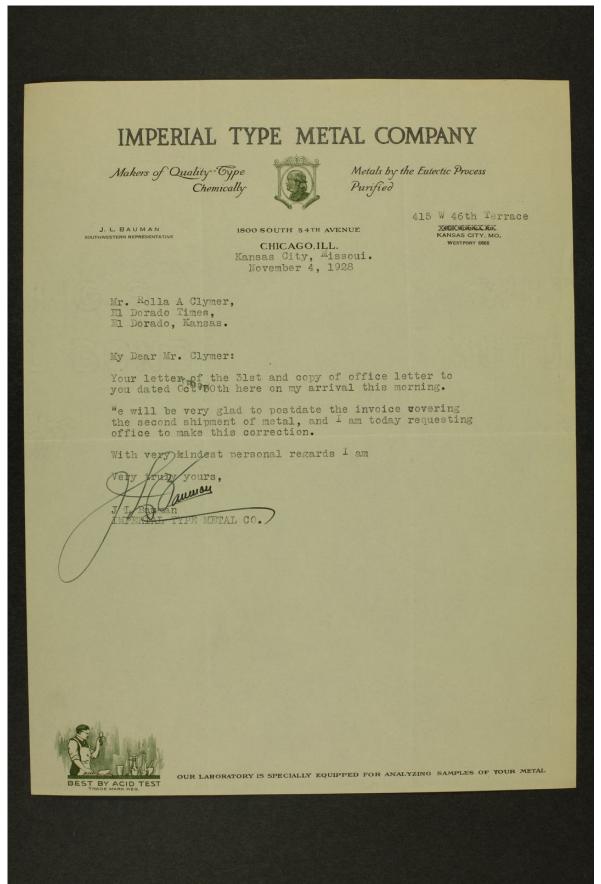




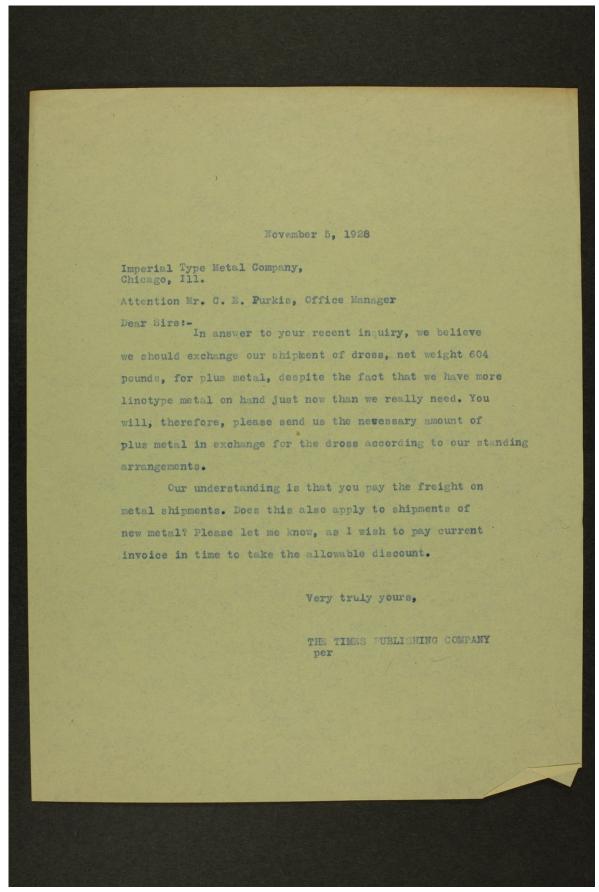














Rolla Clymer correspondence

The Carthage Evening Press

MEMBER ASSOCIATED PRESS

Oldest Established Newspaper in Southwest Missouri



Carthage Press Publishing Co., Publishers

W. J. SEWALL

President and General Manager

119-123 W. Fourth St., Carthage, Mo. Nov. 6, 1928.

Mr. R. A. Clymer,

Editor Times,

El Dorado, Kas.

Dear Mr. Clymer: --

I remember you very well both through having bought the Intertype from you and through having met you at a press meeting in Kansas City.

In regard to the transaction for the lot would say that because of a long acquaintance and friendship with the Dodwell family I would not want to undertake it personally. I appreciate your situation, however, and can realize the value of the lot is probably just as you refer to it. I will be glad to help you in any way I can and would suggest that a reliable real estate man might handle it satisfactorily. Such a man is Mr. D. W. Replogle, of this city. You wan write him, if you approve this suggestion, or I will see him and acquaint him with the situation if you would like to have me do 50.

Hoping this suggestion will be of assistance to you, and with kindest regards, I am

Yours Very Truly, Sewall





Rolla Clymer correspondence



Nov. 7, 1928.

The Times Publishing Company, El Dorado, Kansas.

Attention: Mr. R. A. Clymer.

Gentlemen:

El Dorado is still not showing the response to Sargon advertising that we are getting from the same campaign in other cities in Kansas, and we feel confident that the whole trouble is the question of the position we are receiving. While every insertion you have given Sargon has not been bad, the copy is still often being placed at the bottom of the page and many times not on news pages.

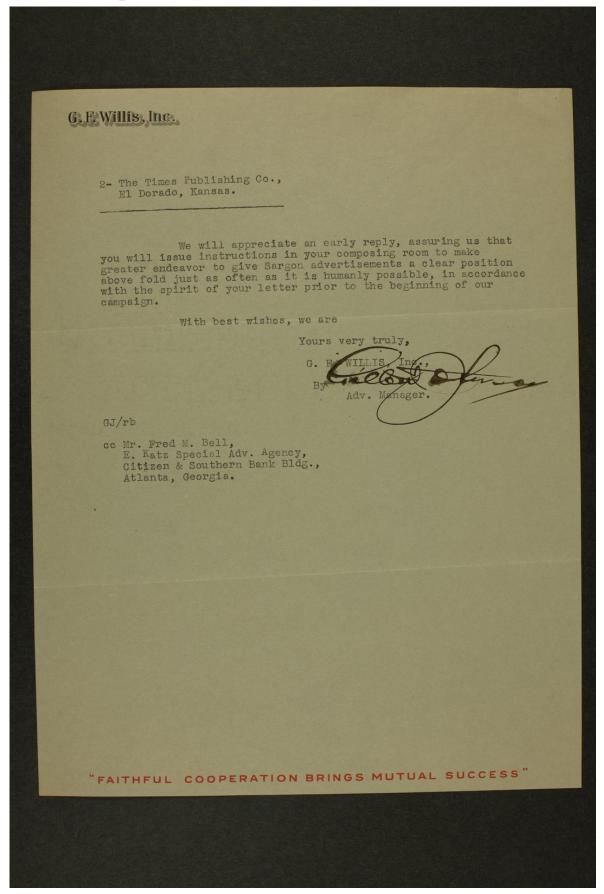
Take for instance your issue of November 2nd. Our ad appears on page 8, which is your editorial page with practically no news on it, and in addition the Sargon ad is almost completely buried with display advertising.

We feel confident that this service is not in accordance with your own desires as stated in your letter of July 30th to Mr. Fred M. Bell of the E. Katz Special Adv. Agency, in which you said - "We want to assure you that there will be no difficulty whatever regarding position. We will prefer to have a contract reading 'position requested'. It is our firm belief that nine times out of ten we can give these people full position. - If we are granted this contract the client may be sure that full position will be given almost every time - We want you to understand definitely that we will take care of this business".

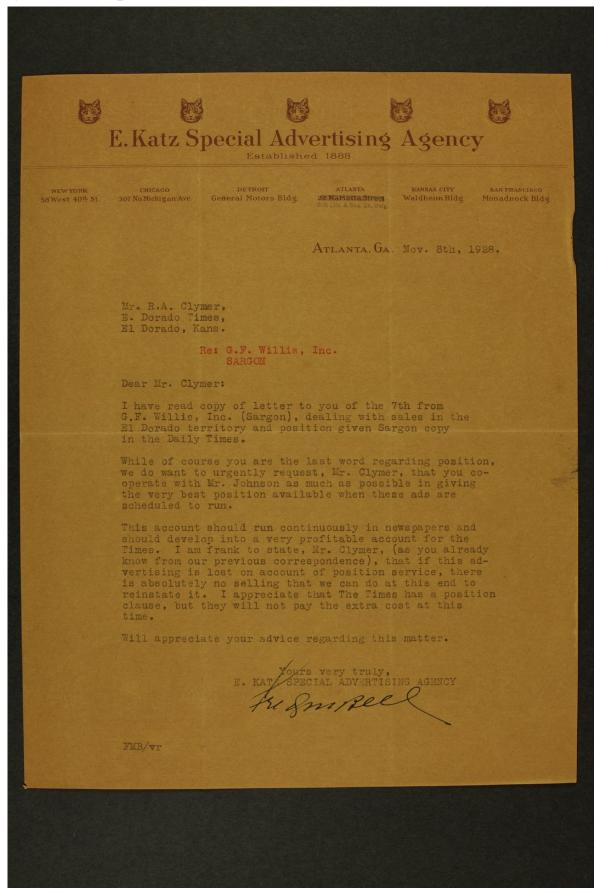
Please be assured that we are not taking an arbitrary, unreasonable stand in this matter of position when we ask that Sargon advertisements be placed either at top or above fold, but rather our only desire is to make Sargon advertisements in El Dorado profitable. We know from a long experience that to accomplish this it is necessary that our copy be where people will readily see it. If you will cooperate with us in the future more closely in accordance with your promises, we are confident that Sargon advertising will appear in your columns regularly for many years to come. for many years to come.

"FAITHFUL COOPERATION BRINGS MUTUAL SUCCESS"

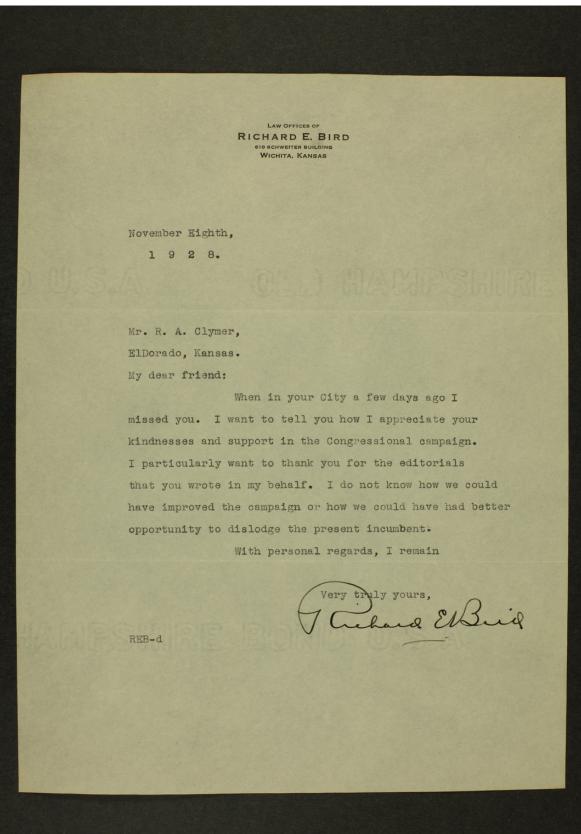




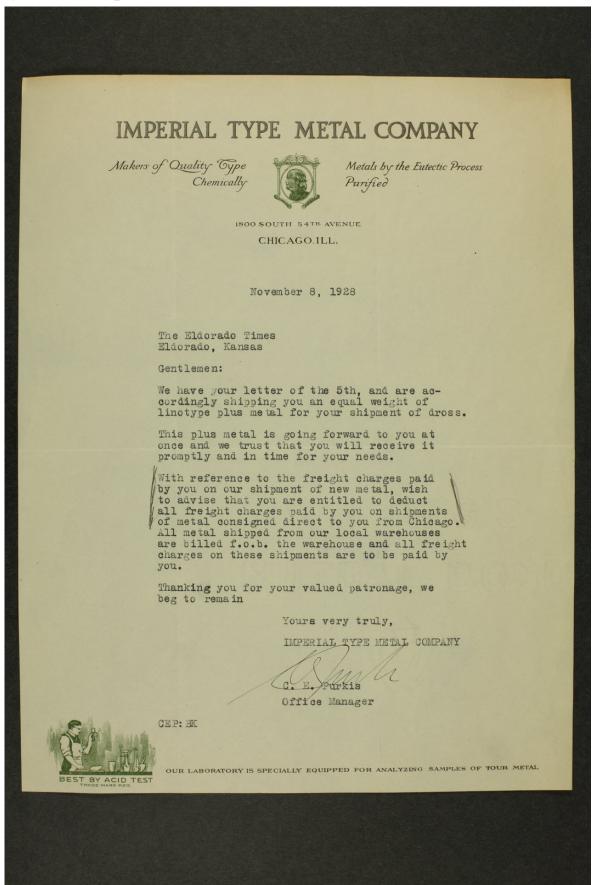




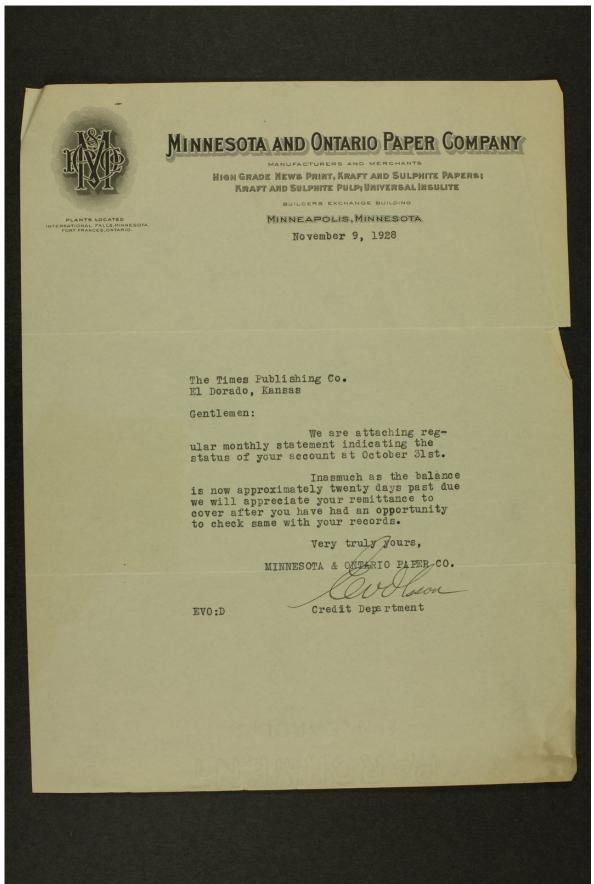




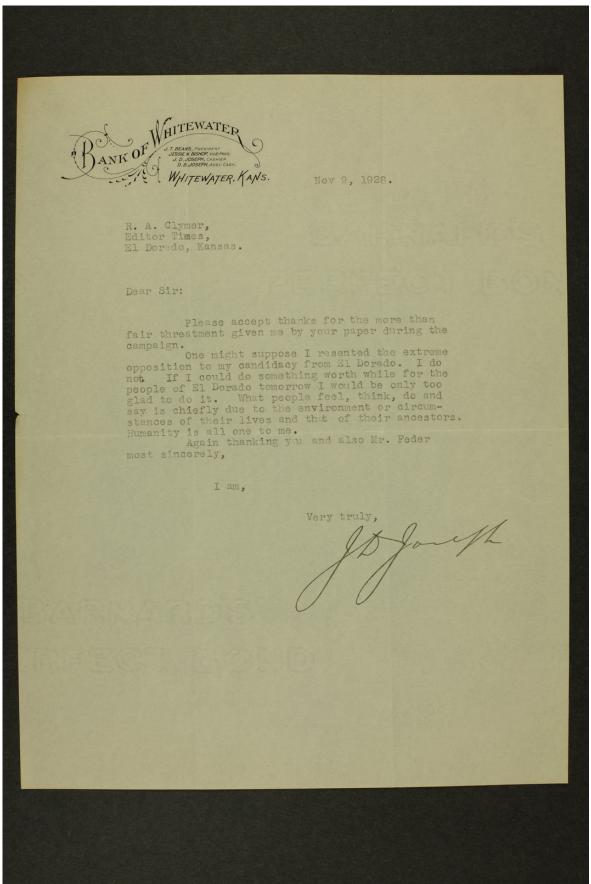




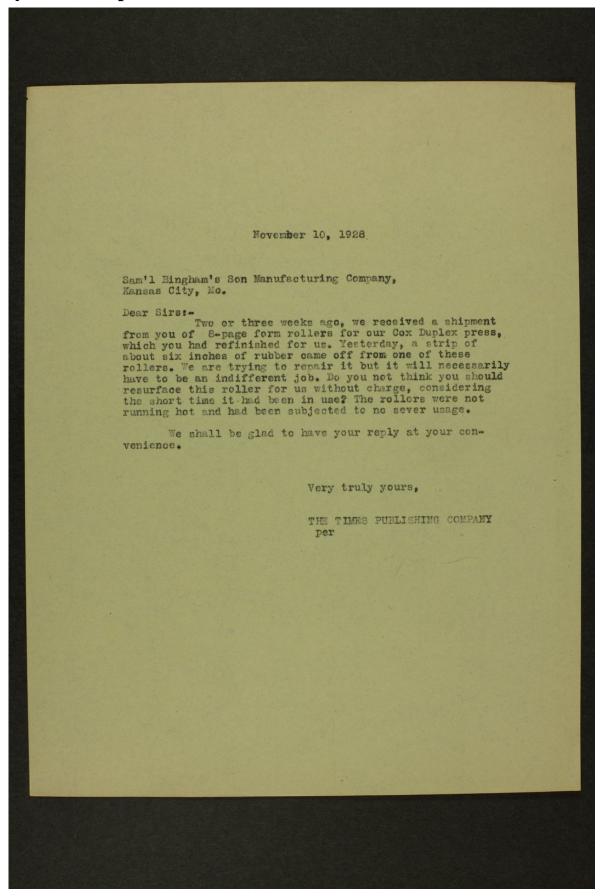




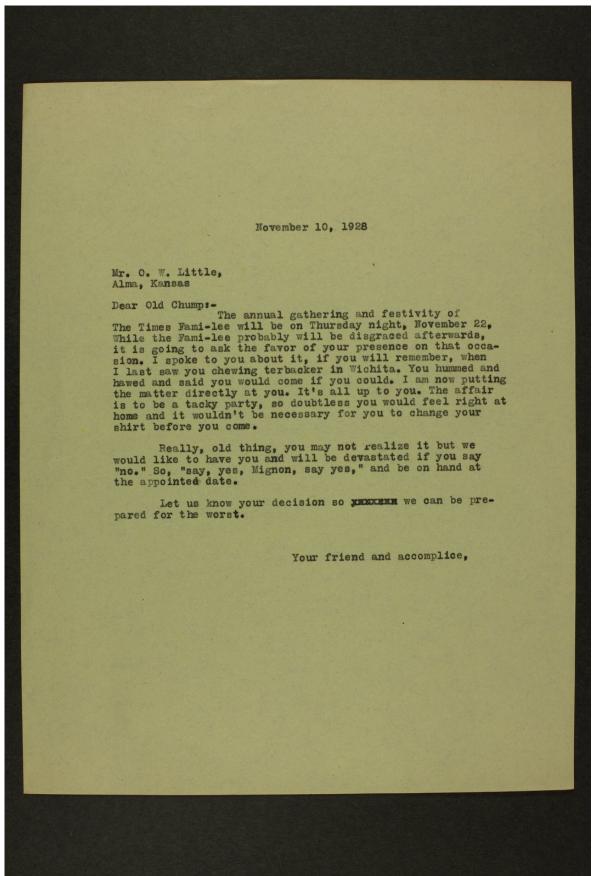














Rolla Clymer correspondence

November 10, 1920

G. F. Willis, Inc., Atlanta, Ga.

Attention Advertising Manager

Dear Sirs:-

You may be sure we have taken up the matters embodied in your letter of November 7 regardings the position of Sargon copy in our paper, with both advertising and makeup men, and feel sure you will have no mores cause for complaint. It has been our intention since the beginning to give this copy better than an even break. You will understand, of course, that on certain days and under certain conditions it is often impossible to do what you wish by all advertisers. This was the situation in our issue of November 2nd, to which you have referred. We were uncomfortably crowded on that day and many advertisers failed to get the position to which they were rightfully entitled. However, our editorial page is considered good position and we placed Sargon there by design in the belief that we were giving you preferred position for that day.

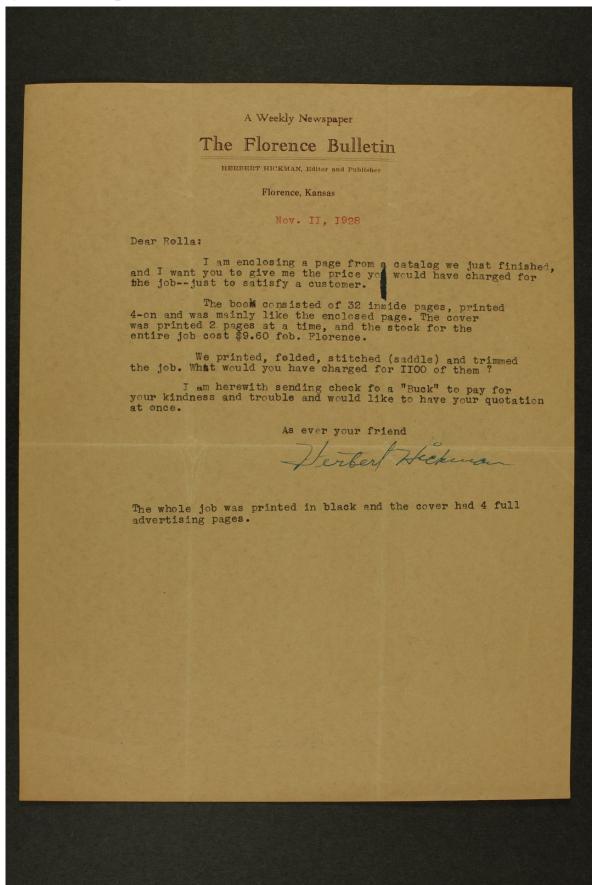
We are going to follow out our original promise to you in regard to the handling of this copy, and if you will watch the paper closely the next few weeks I am sure you will find improvement.

I am glad you have written me frankly and shall al-ways be glad to hear from you.

Very truly yours,

THE TIMES PUBLISHING COMPANY per







Rolla Clymer correspondence

November 12, 1928

Southwest Cracker Company, Wichita, Kansas

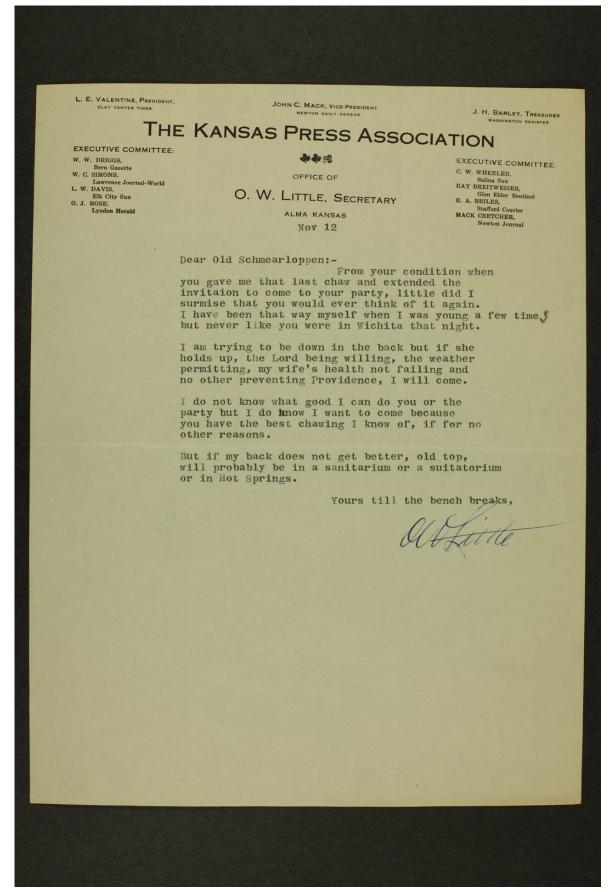
Attention Mr. D. K. Oxley, Manager

Dear Sirs:One of your representatives spoke to a member of our advertising department the other day about your new program locally of providing freshly-made crackers and other products for the trade each day. We are taking the liberty of suggesting that advertising support of this program in our paper would be helpful to your company, and wish to offer the services of The Times in that regard. Herewith you will find rate card. If it does not provide all information, we shall be glad to answer any questions of whatever nature. We would also like to support your advertising with timely news articles. If we can be of help to you in this respect, please let us know and we will cooperate to the best of our ability.

Very truly yours,

THE TIMES PUBLISHING COMPANY per









Rolla Clymer correspondence



MINNESOTA AND ONTARIO PAPER COMPANY

HIGH GRADE NEWS PRINT, KRAFT AND SULPHITE PAPERS; KRAFT AND SULPHITE PULP; UNIVERSAL INSULITE

INTERNATIONAL FALLS, MINN.,

November twelfth.

1 9 2 8

The El Dorado Times Co., El Dorado, Kansas.

Gentlemen:

We wish to acknowledge your recent shipment of cores to our mills, which shipment consisted of 31-70", 11-35" and 11-52\frac{3}{2}" paper cores, 16-52\frac{1}{2}", 1-35" and 1-17\frac{1}{2}" iron cores.

We wish to state that on the paper cores we find that 29-70", 10-523" and 3-35" were flat and damaged when received at our mills, and on previous investigation we have found that this damage is done at the time the newsprint is being removed from cars at destination.

We would be pleased to hear from you as to just what sort of padding is used to break the rolls over on to in the cars, and give us a general idea as to just how your newsprint is handled. We, in turn, will make suggestions if possible that we are sure will relieve the damage to the cores, as well as will assist in reducing trouble on your presses. reducing trouble on your presses.

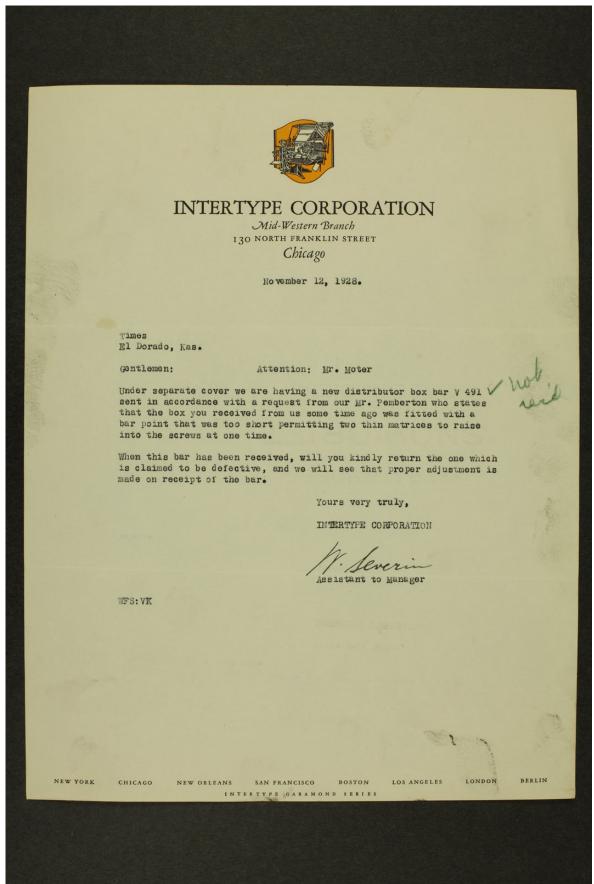
Yours very truly,

MINNESOTA & ONTABLO PAPER COMPANY.

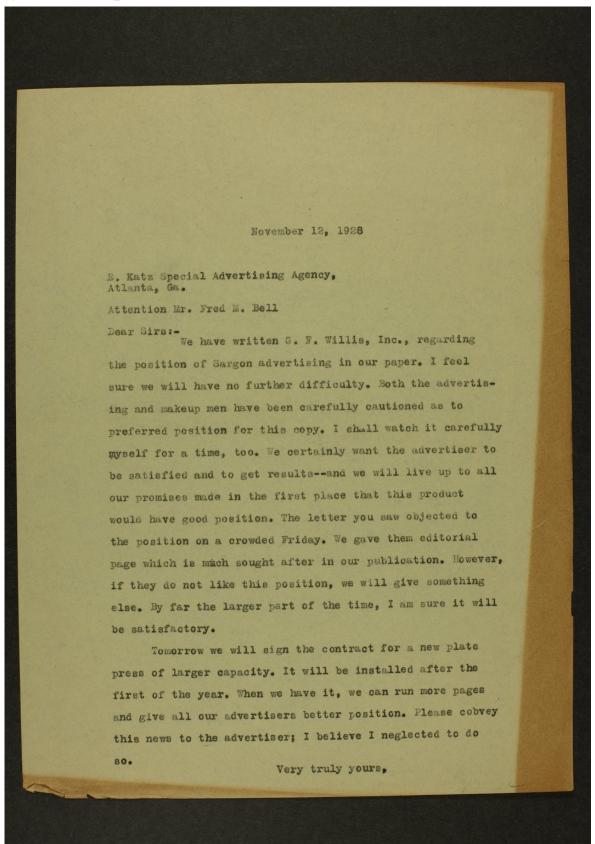
cc-R. J. Henderson.

CORE DEPARTMENT 4









KANSAS HISTORICAL SOCIETY

Rolla Clymer correspondence

TEXAS OF ICE.

EXPLANTATION ST. 212 Buchanan St.

William Wade

SPECIALIZING IN A WORTH-WHILE SERVICE FOR COUNTIES IN TEXAS, OKLAHOMA AND KANSAS

SATISFIED COUNTIES

Books in use for over 20 years used more or less every day in the year, and no one but an expert in this line could have put them in as good shape as they are.

El Reno Abstract Co. By H. K. Ricker, President El Reno, Okla.

I am well and personally acquainted with Mr. Wade and have been for several years. He is honest, just and straight and a man of sterling qualities.

E. W. Nicholson, County Judge, Wichita County, Texas

I take pleasure in saying that the bookbinding done by Mr. Wade for this County was very satisfactory—beyond expectation.

> Frank Thompson, County Clerk, Washita County, Okla.

The undersigned officials take pleasure in certifying that W. M. Wade re-bound our records and indices, and the work was done in a highly satisfactory manner.

P. M. Rice, County Judge, J. T. Dempster, County Clerk, Hamilton County, Texas

Books are in constant use and have been standing up wonderfully well.

Emory Menefee,
County Clerk,
Haskell County, Texas

Topeka, Kansas Nov. 13th. 1928

Eldorado Times, Eldorado, Kans.

Gentleman:-

If you are not receiving satisfactory and convenient service on the binding of your news paper files I am in a position to render you a valuable service.

If you will put me on your mailing list, starting Jan. 1929 your paper will be filed here in my shop in a special shelf as they are received and at the end of the year they will all be sewed together and ready for binding-except the last issue which will be added to the file and then bound up into a neat attractive and substantial Vol. lettered according to Date and Vol. No. and returned to you in good shape during the month of Jan. of the following year.

By taking advantage of this worth-while service you will elliminate the bother of collating and getting your papers together and looking up a binder and shipping them etc.

Trusting to hear from you as soon as possible so that I may make provision for your paper.

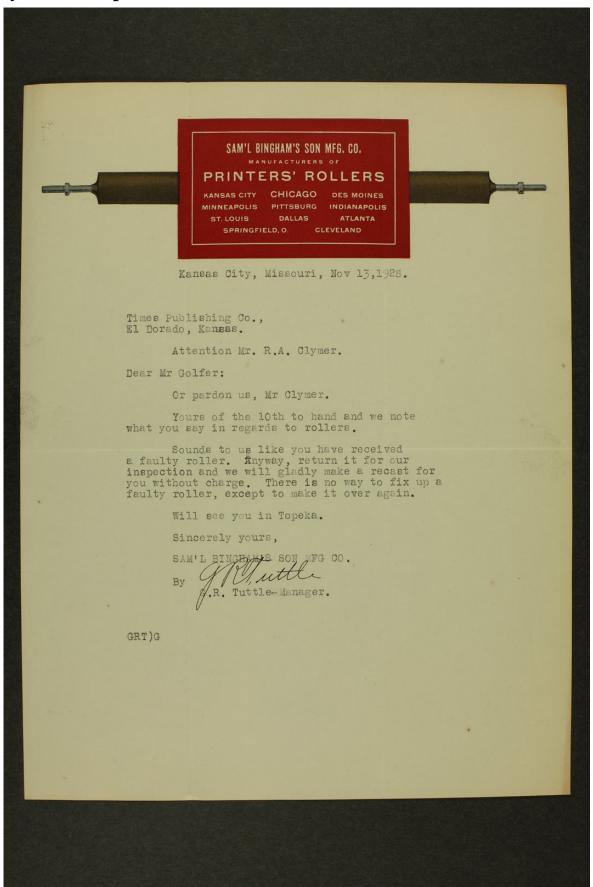
I am Most Respectfully.

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Going further if you will ship this years files to me I will bind them up and return to you in good shape for \$6.00 per. Vol. and on this years files I will pay express charges one way.

www.kansasmemory.org/item/229011 ~ Page 6748/38307 Kansas Memory is a service of the Kansas Historical Society ~ kshs.org







Rolla Clymer correspondence

November 14, 1928

Dear Herb:We have figured your job, allowing deduction
per page from the 6-point price for both eight point and
display. This would make the page price in quantities of
1000 \$3.35, or \$107.20. The covers figure out, as near as
I can judge the grade, at \$24.00, all four pages printed,
mf still using the 1000 quantity. This makes a total of
\$131.20.

I think I should have charged the customer about \$135.00 for the job, believing that would cover it and make a fair profit. The sum of \$140 might be nearer in line. However, the job did not seem to be a hard one from the standpoint of composition and I should take into consideration condition of copy, time allowed and all circumstances. I hope this estimate squares with your own figures. Al Hudson got a higher figure, but I believe he is out of line.

Herewith I am returning your check. DON'T TRY TO PAY
ME FOR A NEIGHBORLY FAVOR, YOUNG MAN. At any rate, your
moeny is counterfeit in this country.

Adios,