

Rolla Clymer correspondence

Section 249, Pages 7441 - 7470

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

E. Katz Special Advertising Agency

Established 1888

From *New York Office*
58 WEST 40TH STREET, N. Y.

DATE May 8, 1929.

To Mr. R. A. Clymer,
TIMES,
El Dorado, Kans.

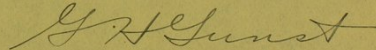
Dear Mr. Clymer:

I expect to reach Kansas City somewhere around the 20th of May where Mr. Slater is going to join me on a visit to the cities in Kansas where we represent newspapers.

Mr. Slater is going to arrange our schedule and will either telephone or wire you the date of our arrival in El Dorado.

Yours very truly,

E. KATZ SPECIAL ADVERTISING AGENCY.



GHGunst/lw

Rolla Clymer correspondence

PHILADELPHIA
WASHINGTON SQUARE
NEW YORK
200 FIFTH AVENUE
BOSTON
30 STATE STREET
CHICAGO
164 WEST JACKSON BLVD.
SAN FRANCISCO
215 MARKET STREET

N·W·AYER & SON
ADVERTISING
HEADQUARTERS

PHILADELPHIA

W.W.F.

May 9, 1929.

Mr. R. A. Clymer,
Gen'l Mgr., Times,
El Dorado, Kansas.

Dear Mr. Clymer:

During recent months we have viewed, not without grave concern, the extent to which exaggeration and insincerity have been permitted to invade advertising.

Like most abuses, the development of this has been insidious, but also rapid, until it seems to us the worst of the old "patent medicine" days may be outdone.

Fortunately, this situation has occasioned widespread and growing alarm, and we have reason to believe that the day is not far distant when reputable newspapers and magazines will again purge their pages from untrue and exaggerated claims and misleading testimonials.

It is not an easy matter to stand against a trend or style in advertising, but our sixty-year-long fight for truth in advertising is known to you, and we are happy to say that our customers have, to their lasting credit, stood with us solidly against this abuse of advertising.

Among all of these, the R. J. Reynolds Tobacco Company, manufacturers of Camel Cigarettes, could easily be the most concerned, because of the fact that the type of advertising to which I refer has been most flagrant in the tobacco field. We believe that their restraint under these circumstances has been one of the most constructive arguments for truthful advertising that the advertising business

Rolla Clymer correspondence

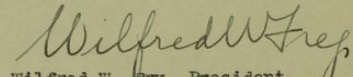
5/9/29

has enjoyed for a long time. This is especially evidenced by reason of the straight forward, quality-emphasis campaign for Camel Cigarettes now running in the newspapers.

We cannot but believe that their action speaks louder than any words, and that they are thus making a most outstanding and positive contribution to the strength and soundness of all advertising.

It is gratifying to us to be able to send you this campaign at this time. We appreciate the care you are giving it, and trust that you attach to it the significance that we do.

Very truly yours,



Wilfred W. Fry, President,
N. W. Ayer & Son, Incorporated.



Rolla Clymer correspondence

May 9, 1929

The Duplex Printing Press Company,
Battle Creek, Mich.

Attention L. D. Langa, Treasurer (By D. L. Smith)

Dear Sirs:-

We are enclosing our check for \$118.40 which, in accord with your recent statement to us, should balance our account. You will notice, however, a discrepancy of 45 cents. It comes in this item: you have carried the bill for Mr. Ordway's expenses at \$62.50 on your books. The invoice that came to us was \$62.05. We trust you will find this correct. We thank you for the statement which cleared up all our transactions.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer



May 9, 1929

Minnesota & Ontario Paper Company,
Minneapolis, Minn.

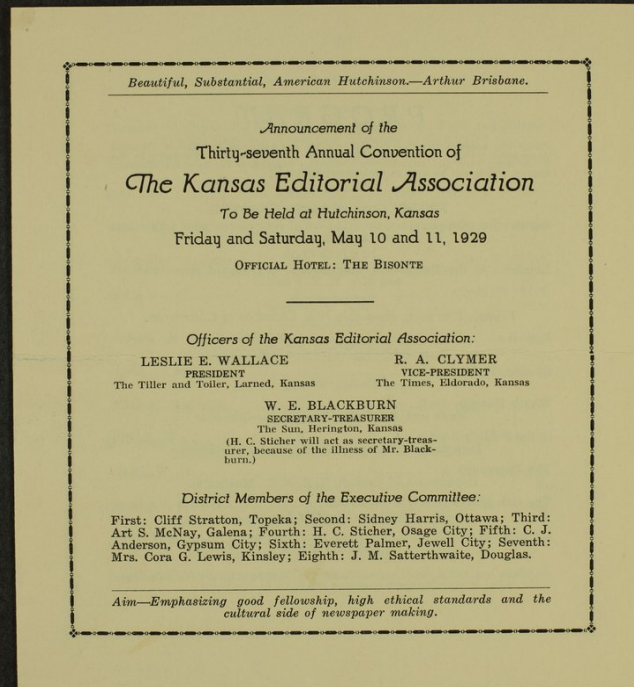
Dear Sirs:-

Enclosed please find our check for \$1,188.51 to cover your statement of April 30. We note on that statement a credit memo in our favor, dated April 1, for \$169.02. As we have not received a copy of this memo, will you please favor us by having one sent.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence



Rolla Clymer correspondence

PROGRAM

(Note—The headquarters for the 37th annual convention of the Kansas Editorial Association will be in the assembly hall of the Chamber of Commerce in the Lewis Bldg., First and Adams streets, with the exception of the Saturday afternoon session, which will be held at the Country Club.)

FRIDAY, MAY 10, 1929—11:00 A. M.

Registration with secretary, appointment of committees, good fellowship.

12 o'clock noon

Luncheon at the Hutchinson Reformatory, courtesy of Superintendent and Mrs. E. E. Frizell.

Friday, 1:30 p. m., Assembly Hall, Chamber of Commerce.

Remarks.....President Leslie E. Wallace
Larned Tiller and Toiler.

Blazing Trails.....Cora G. Lewis
Kinsley Graphic

What's News in Art?.....Minna K. Powell*
Music and Art Editor The Kansas City Star

In the Public's Service.....W. A. Dill
Department of Journalism, University of Kansas

The Paragraph.....H. W. Davis
Department of English, K. S. A. C., Manhattan

The Cub Starts Over the Mountain.....Willard Mayberry
Elkhart Tri-State News

Memorial to the late J. R. Harrison, conducted by.....R. A. Clymer
Eldorado Times

(*A group of paintings from Yunt's, Kansas City, will form an art exhibit brought to the editors through the courtesy of Mrs. Powell.)

Dinner, 6:30 p. m.

Chamber of Commerce Assembly Hall, Lewis Bldg., First and Adams
Streets, Courtesy Hutchinson Chamber of Commerce

Toastmaster.....W. Y. Morgan
Hutchinson News

Invocation.....Rev. Harry T. Scherer
First Presbyterian Church, Hutchinson

Music.....String Quartette
Hutchinson High School

Address of Welcome.....Ray E. Dillon
President Hutchinson Chamber of Commerce

Address.....Clyde M. Reed
Governor of Kansas

SATURDAY, MAY 11, 1929—9:30 A. M.

The Printer's Rule.....Victor Murdock
Editor-in-Chief Wichita Eagle

A Confidential Chat.....Mary Blake Woodson
The Chaperon, Kansas City Star

Our Recipe for a Journalist.....C. E. Rogers
Department of Journalism, K. S. A. C., Manhattan

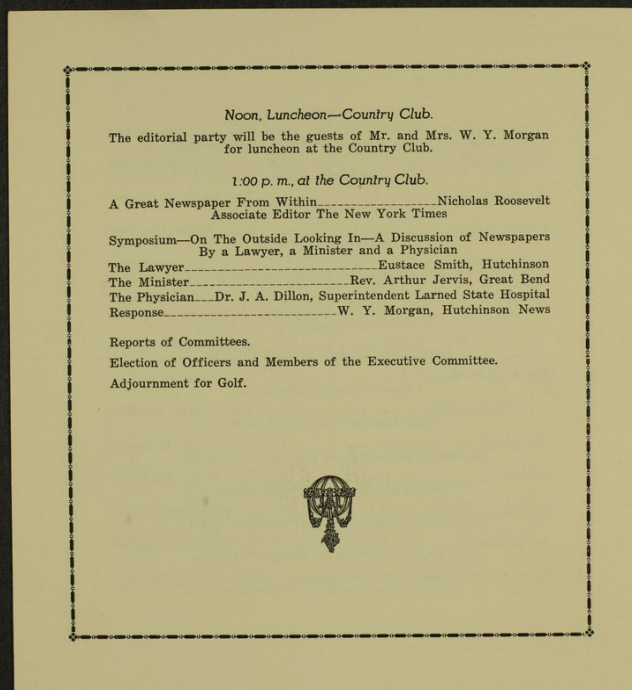
Address.....A. B. Macdonald
Staff Writer Kansas City Sunday Star

Reading.....Nell Lewis Woods
Kansas Poet, Author of "Over the Back Fence."

Art in Kansas.....Birger Sandzen
Art Department, Bethany College, Lindsborg

Relations With Newspapers in Washington.....Nelson Antrim Crawford
Editor-in-chief The Household Magazine

Rolla Clymer correspondence





COMMERCIAL PRINTING

OFFICE SUPPLIES

The Pleasanton Observer-Enterprise

CRAIG & STERLING, PUBLISHERS

PUBLISHERS OF
THE FULTON NEWS

Pleasanton, Kansas,
May 10, 1929.

R. A. Clymer,
Eldorado, Kansas.

Dear Friend:

Chas. Trapp, in his Pink Rag, remarks that "Dutch" Shultz says that he has succeeded in saving up \$6.83, and is willing to gamble every cent of it that Hopkins is not named to succeed McDermott as Federal Judge, and Charlie goes on to say that "Dutch" is pretty close to the National Committeeman from Kansas.

In view of the above, and the fact that the writer today received a letter from Washington which indicated that our local candidate, John A. Hall, is being given considerable attention as an outstanding candidate, local pride prompts us to try and do anything we can in his behalf.

You probably know Mr. Hall yourself, and know that he is in every way qualified to fill this important position. He knows his law without any doubt, but has never had time to gain admission into the political "charmed" circle, although he is always very active in local politics.

If you are not committed to any other candidate for this position, I would deem it a personal favor if you could see your way clear to write a letter to Senator Capper and Senator Allen in behalf of Mr. Hall. I assure you that it will be a pleasure for me to return the compliment at any time you may call on me.

Yours,



Office of
THE EDITOR

The Caldwell Daily Messenger and News

HAROLD A. HAMMOND, Editor and Publisher

Telephone 320--Hammond Building, East Central Avenue

CALDWELL, KANSAS

May 10, 1929.

R. A. Clymer,
Times,
Eldorado, Kansas.

Dear Mr. Clymer:

Thacker of WNU tells me that you have a page casting box that you do not need. We don't have one that we do need.

Please let me know what condition the casting box is in, and how much it would take to buy it.

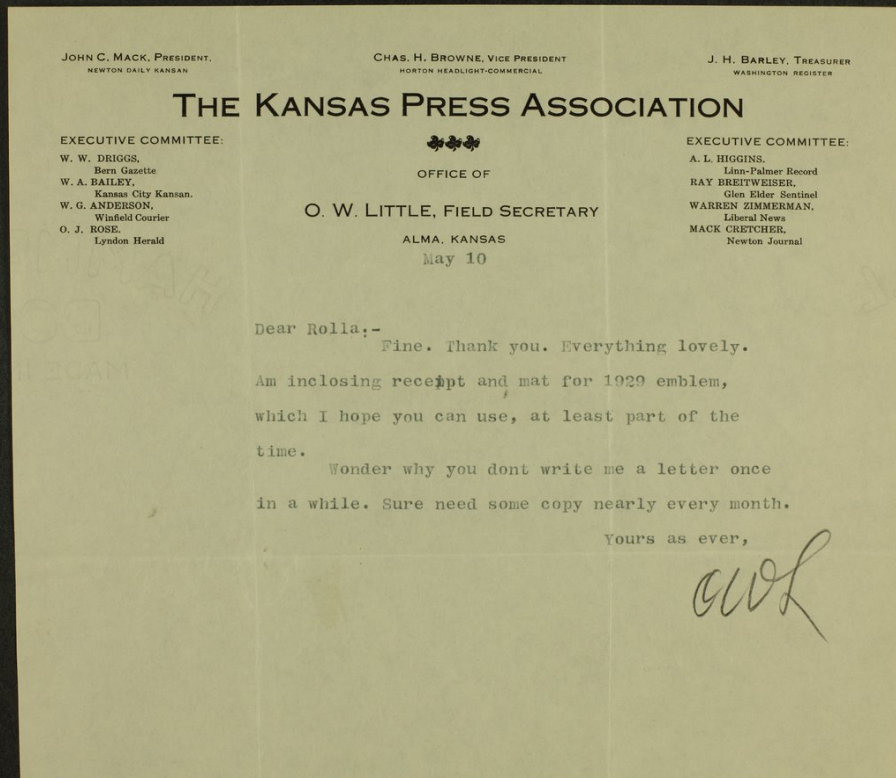
If Caldwell gets a few more oil wells like the Williams No. 1, we will have an oil town like Eldorado. One of our exchanges says Caldwell deserves congratulations for waiting until Wichita got an oil field of her own so she wouldn't grab Caldwell's.

Yours truly,

Harold A. Hammond

"INDEPENDENT, BUT NOT NEUTRAL"

Rolla Clymer correspondence



Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From New York Office
58 WEST 40TH STREET, N. Y.

DATE May 10, 1929

To ALL PAPERS:

Gentlemen:

Re: F. W. Woolworth Company

Newspaper campaign for F. W. Woolworth is still dormant with exception of announcements upon opening of new stores. Choice of newspapers on these occasions largely dependent upon decision of local and district managers. Advise you keep in constant touch with them in view of national advertising in Fall.

Woolworth business has increased as much as 200% in some sections as result of magazine campaign.

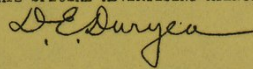
To give newspapers a fair trial, a test campaign will be conducted in Wilkes-Barre, Scranton and Hazleton, Pa. This test is limited strictly to these three cities.

Miss McNelis of the McNelis-Wier Agency informs us that the machinery of the Woolworth Co. is so large that it takes a good time to get it functioning and asserts that there is no possible chance of a national newspaper advertising campaign until at least the Fall of this year.

Very truly yours,

E. KATZ SPECIAL ADVERTISING AGENCY

DED:JW





CAPTAIN EDGAR DALE POST No. 81

THE AMERICAN LEGION

Memorial Building

EL DORADO, KANSAS

May 11, 1929.

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

My Dear Mr. Clymer,

The members of this Post at their last regular meeting voted unanimously to extend to the Kansas Editorial Association an invitation to hold their 1930 Annual Golf Tournament in this city, and to tender the participants the free use of our recently completed 18-hole Golf Course.

Will you, as one of our eminent Golfers, kindly transmit our invitation to your Association at its next meeting? We sincerely hope you will be successful in bringing the tournament to El Dorado.

With best wishes

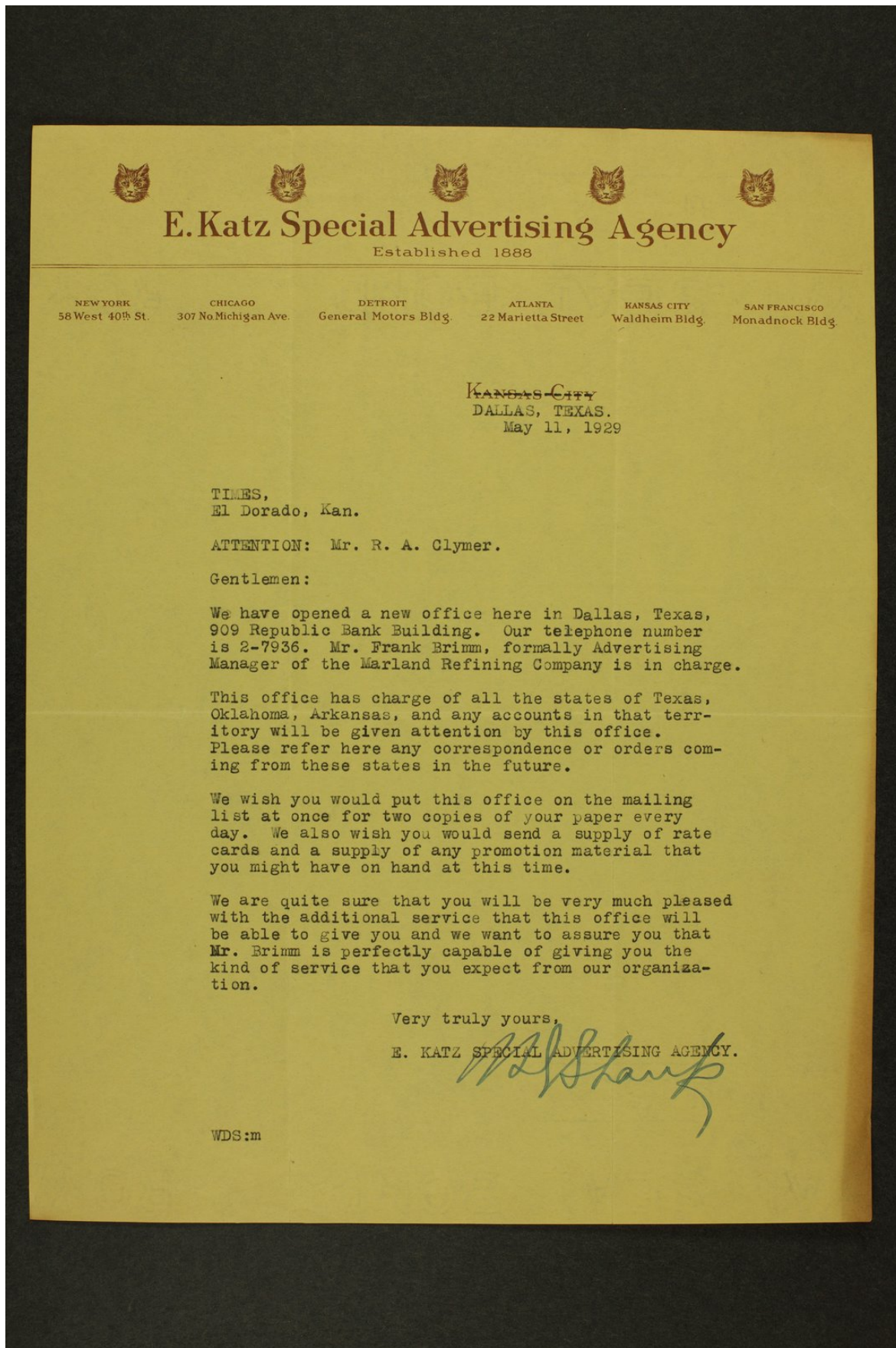
THE CAPTAIN EDGAR DALE POST #81.

By

J. E. McHarg

Adjutant.

Rolla Clymer correspondence



Rolla Clymer correspondence

May 13, 1929

Mr. Wilfred W. Fry, President
N. W. Ayer & Son, Incorporated
Philadelphia, Pa.

Dear Mr. Fry:-

We wish to acknowledge receipt of your letter of May 9 and to say that we agree with you in your conclusions. We have noted the carefully-prepared advertising of the R. J. Reynolds Tobacco Company and believe that such copy carries its own weight of truth, and will win in any sort of competition. We are glad to see any advertiser cling to the old, established and proved fundamentals and wish to congratulate your company and its executives for your helpful influence and emphasis in this direction.

Very truly yours,



Rolla Clymer correspondence

May 13, 1929

The Lloyd-Thomas Company,
Chicago, Ill.

Attention Mr. G. J. Lohmeiss

Dear Sirs:-

In reply to your letter of May 8, will say that we are still unable to give you a report of our changes. We have had a bill on about every bit of the installation charges in connection with our new machinery except for the electrical control and hook-up. The local electric company has been unable so far to get its accounts straight with the General Electric. This, in turn, is holding us back. That will be a big bill--probably about two thousand dollars--and we do not want to send in any report without it. You may be sure that as soon as we have all the figures at hand, we will immediately forward the report to you.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per



May 13, 1929

Mr. Victor Murdock,
Editor-in-Chief The Eagle

Wichita, Kansas

My Dear Mr. Murdock:-

I am more than glad the boys made you president of the editorial association. I wasn't present at that session but had I been my vote would have done an Abou Ben Adam. Doubtless you may look upon the task as being something of a bore for the detail involved but the honor is greatly due you for your long-attained eminence, and I have no doubt that you can give us something in the way of an inspirational program we have never had before. You are eight or ten jumps ahead of the pack in your vision and foresight, and a whole program stamped with that hallmark of yours should be of lasting benefit to the editorial brethren. I can still say that I can remember every speech you ever made and that is because you say something, say it uniquely but well and challenge the best intelligence of your hearers.

I am writing this to congratulate ourselves on having you as president--and I just wanted you to know.

Sincerely,

Rolla Clymer



Rolla Clymer correspondence

May 13, 1929

Mr. Harold A. Hammond,
Caldwell, Kansas

My Dear Harold:-

We have an extra casting box in good condition. While we were casting type-high for all of our cuts and plates, we used it as an auxilliary box together with a new one purchased a year, or so, ago. It always did good work, especially on the smaller stuff--that is up to four or five columns in width. We noticed that on page mats, it had a tendency to be a little low in the center. We got around that by cutting the mats in two--as most of them can be handled that way. This box is a cracking good buy at \$25. Our new one cost \$145, with the freight additional. We will send a set of type-high bars along with it. If you want it, we will box it for shipping but would expect you to pay the freight charges on it out to Caldwell. I believe you will make no mistake in picking it up. Let me know if you want it.

I am glad you have hit oil at Caldwell and wish you all the prosperity that goes with that industry. It helps in many ways and I never yet have known a newspaper to suffer because of an oil boom in its vicinity. I hope you get yours out of this. I noticed your special edition and wrote a congratulatory editorial about it. Best luck to you always.

Sincerely,



May 13, 1929

The Thomas Jackson & Son Company,
Reading, Pa.

Dear Sirs:-

Please send us two reels of 4 ply regular newspaper
cord, S. E.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence

May 13, 1929

E. Katz Special Advertising Agency,
Dallas, Texas

Attention Mr. W. D. Shank

Dear Sirs:-

I was mighty glad to get your letter today reporting the opening of the new Katz office in Dallas. I think it is a ten-strike. No doubt it will have a most valuable effect in increasing the business from the three great states the new office will serve. I have never had the pleasure of meeting Mr. Frank Brimm, but know of him by reputation and believe he is an excellent man for the job. Best luck to all of you. I am having the paper placed on the mailing list today and will have some rate cards sent just as soon as we have a new supply printed, with a few changes.

Sincerely,

Rolla Clymer

Rolla Clymer correspondence

May 13, 1929

E. Katz Special Advertising Agency,
New York City

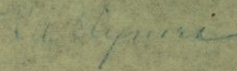
Attention Mr. G. H. Gunst

Dear Sirs:-

We are delighted at the prospect of having Mr. Gunst visit our office, and will look forward to his coming to Eldorado. When Mr. Slater makes out the schedule, it is well to bear in mind that the undersigned will be away from Eldorado on May 23, 24 and 25. It is to be hoped that the visit to this town can be arranged on some other date than those mentioned.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per



Rolla Clymer correspondence

May 13, 1929

E. Katz Special Advertising Agency,
New York City

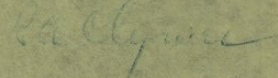
Attention Mr. G. R. Katz, President

Dear Sirs:-

We are well impressed with your suggestion that we raise our advertising rate to 4¢ a line. We are going to give the matter careful consideration and you may expect to hear from us in a short time. We certainly wish to thank you for the interest in our business which has prompted you to make this suggestion to us. Business is good out here in Kansas and we are confident that it will hold up.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per





O. S. STAUFFER, EDITOR

ESTABLISHED 1870



The Arkansas City Daily Traveler

MORE THAN 25,000 READERS DAILY

ARKANSAS CITY, KANSAS

May 14, 1929.

Mr. R. A. Clymer,
Eldorado, Kansas.

Dear Rolla:--

Bill Rollo, our pressman,
says that he can come Saturday.
If this is o. k. advise.

Very truly yours,

The Traveler.

OSS:S



May 15, 1929

Mr. Oscar S. Stauffer,
Arkansas City, Kansas

My Dear Oscar:-

We will very much appreciate having your
pressman with us next Saturday and will look for him then.
I am personally grateful to you for arranging it so he
can come. We are getting along better but I believe he can
help us.

I am sorry I did not get a longer visit with you at
Hutchinson. Perhaps we can have a gab-fest at Topeka next
week. I hope to see you there.

Yours,

Rolla Clymer



FROM THE DESK OF

W. S. Slicker

5-15-29

Dear Mr. Clymer.

Your editorial "Phenom"
was a hole in me. It is
equal to the best from
O. Henry, Bill Nye and
Pastor Russell.

Sincerely,

Rolla Clymer correspondence

[May 15, 1929]

To the Eldorado Times,
Dear Editor,

I sat down to my typewriter and wrote the enclosed poem.
Please use your judgement in publishing it.
Of course I think it good or I would not send it to you.
However I always desire for each editor to use his judgement, in using my articles.
Then if they pass my approval and an editors they are safer for publication.
I could not think of a subject for it .

Respectfully

Mrs. Love.



May 16, 1929

Mrs. Charles Love,
Mulvane, Kansas

Dear Mrs. Love:-

I am sorry that our rules do not permit us to
publish poetry of any sort and therefore we are forced to
return your excellent contribution to you.

Very truly yours,



May 16, 1929

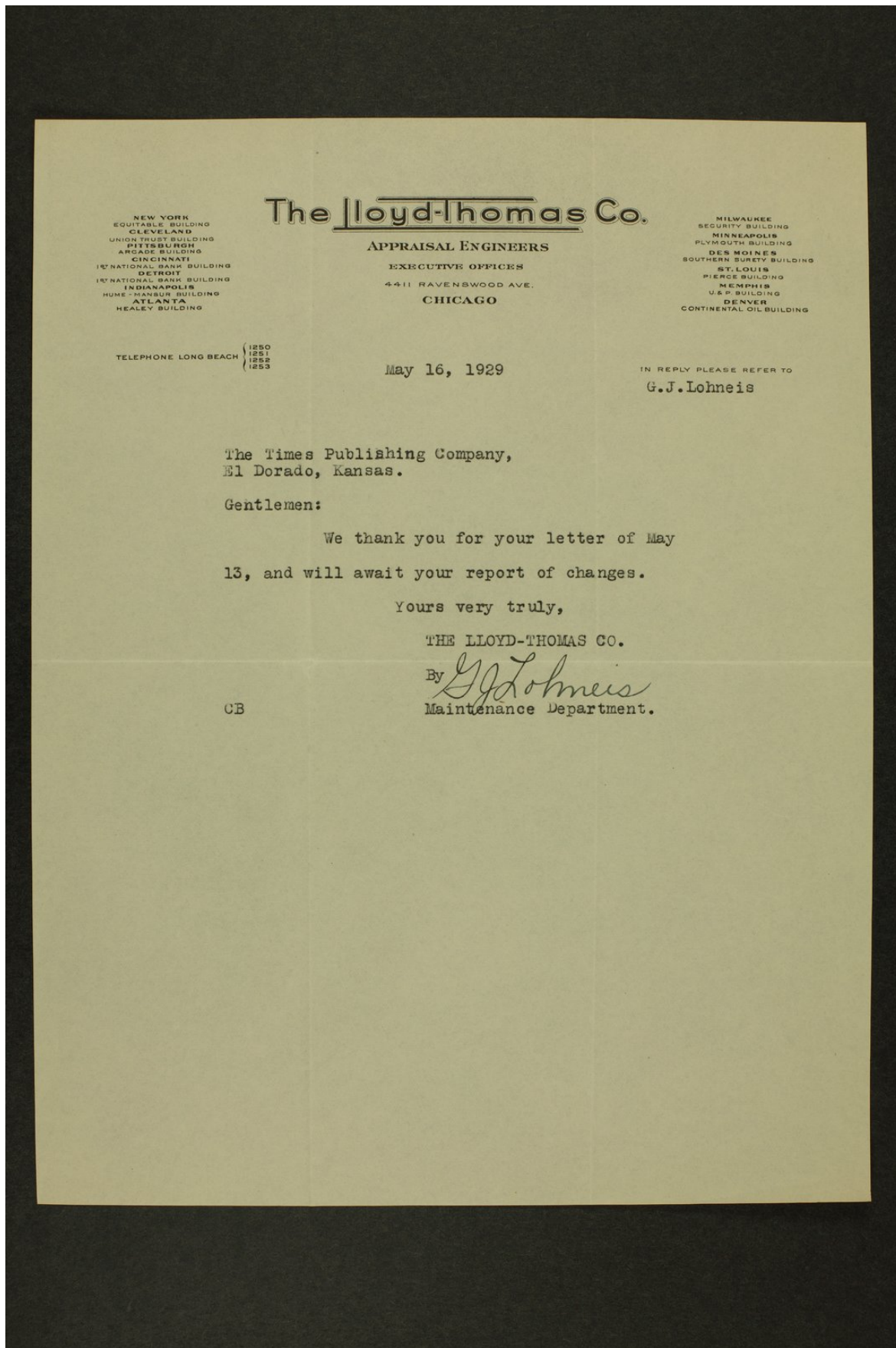
Mrs. Eugenia C. Harrison,
Beloit, Kansas

My Dear Mrs. Harrison:-

I am herewith returning the clippings which you so kindly sent me. They arrived in good time and were put to good use at the memorial service for your husband at Hutchinson last Friday. I selected those tributes which showed the different traits of Mr. Harrison's character, and then paid him a brief eulogy of my own. At the close, the editorial company rose for a moment and stood in honor of his memory. It was much more effective than by means of resolutions, I am sure, and I know you would have enjoyed knowing how tenderly we editors hold Jack's memory. I carefully took carbon copies of the tributes I used, and then left the envelope somewhere--either at Hutchinson or Newton. I was intending to send these carbons to you. If I discover them, I shall certainly see that they get to you. Anyway, Mr. H. C. Sticher, who acted as secretary in absence of Mr. Blackburn, has the originals.

I am greatly obliged to you for your help. It was not a difficult task, as you suggested in your letter, but one which I enjoyed in being able to bring back for the moment the presence and fine manhood of him whom we loved so well.

Sincerely yours,



The Lloyd-Thomas Co.

APPRAISAL ENGINEERS

EXECUTIVE OFFICES

4411 RAVENSWOOD AVE.

CHICAGO

NEW YORK
EQUITABLE BUILDING
CLEVELAND
UNION TRUST BUILDING
PITTSBURGH
ARCADE BUILDING
CINCINNATI
INTERNATIONAL BANK BUILDING
DETROIT
INTERNATIONAL BANK BUILDING
INDIANAPOLIS
HUME TRANSUR BUILDING
ATLANTA
HEALEY BUILDING

MILWAUKEE
SECURITY BUILDING
MINNEAPOLIS
PLYMOUTH BUILDING
DES MOINES
SOUTHERN SURETY BUILDING
ST. LOUIS
PIERCE BUILDING
MEMPHIS
U.S.P. BUILDING
DENVER
CONTINENTAL OIL BUILDING

TELEPHONE LONG BEACH { 1250
1251
1252
1253

May 16, 1929

IN REPLY PLEASE REFER TO
G. J. Lohneis

The Times Publishing Company,
El Dorado, Kansas.

Gentlemen:

We thank you for your letter of May
13, and will await your report of changes.

Yours very truly,

THE LLOYD-THOMAS CO.

By *G. J. Lohneis*
Maintenance Department.

CB

Rolla Clymer correspondence

