

## Rolla Clymer correspondence

### Section 320, Pages 9571 - 9600

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.

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### THE GREAT BEND TRIBUNE

*Leading Daily Newspaper of Central Kansas*

WILL TOWNSLEY, Publisher

GREAT BEND ~ KANSAS

February 11, 1931.

Rolla Clymer  
ElDorado Times  
ElDorado, Kansas

Dear Mr. Clymer:

We have been thinking of promoting a cooking school here this spring and the Southwest Utility Ice Company has urged us to use their Mrs. Sims, they reserving the exclusive right of refrigeration in the school. They tell us you have used her for a year or two and we thought you might be able to give us some pointers on conducting a school.

We wondered how much cooperation you were able to get with the merchants there and if giving this company the exclusive refrigeration caused any trouble with other concerns who sell mechanical refrigerators.

If you could give us some kind of an outline on how you handled the school, we certainly would appreciate it: how many merchants cooperated, how you sold the booths and what advertising you required; if you got much national advertising; and what troubles you experienced, if any.

With best regards to yourself and Feder, and with many thanks for any tips you may give us, we are

Very truly yours,

THE TRIBUNE.

*Dwight D. Clark.*

## Rolla Clymer correspondence

February 11, 1931

Mr. James B. Austin,  
Wellington, Kansas

My Dear Austin:-

I am glad you are "going to" it at Wellington. From what I hear of the situation there and of the remarkable support accorded you, I believe you can win. I certainly hope so, and trust that you will get started and keep going, despite any temporary setbacks that may occur. The other fellow doubtless has brought this on himself, and you are in the position to reap the benefits of his mistakes.

As to Russell H. Fisher. He is a man of wide newspaper experience in many parts of the country. He is an excellent writer, is of friendly disposition and is at his best when writing articles of a friendly nature. He did work for us at one time for a short interval, and I was impressed with the optimism of his stuff and of his ability to get and write a great deal of local news matter. His friends here tell me that he is a most loyal man to any enterprise to which he is attached. He has been out of actual newspaper work for a few months, having been engaged in writing and publishing books of biographical sketches. Present conditions have worked against success along that line at this time, and he would be available for you. I believe he would stick. At any rate, I feel he is well adapted to your primary needs in getting your new paper under way. He has had experience in every part of the news end of a daily paper, and I think this training and his counsel would stand you in good stead.

However, I want you to size him up and judge him for yourself. I am going to suggest that he go to Wellington one day this week and have a talk with you. I hope this will be satisfactory with you.

I thank you for what you have said about our paper and will have one of the girls send you several copies of The Times in order to give you an idea of how we develop our home news. If I were starting a daily in Wellington, I would certainly give the home news the right of way.

With best wishes for your success, I remain

Very truly yours,

## Rolla Clymer correspondence

Feb. 12, 1931

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

Dear Sirs:

We have your letter regarding Kansas House Bill No. 182 and assure you that we will do everything in our power to head off this bill from passing. We see no reason why it should be enacted into the laws of the state and have written our representative most strongly urging the defeat of this proposed legislation. We shall also express our opinions through our editorial columns. You may be sure that we will not overlook anything which would tend to the defeat of legislation which can be classed only as the nuisance type.

Very truly yours,

THE TIMES PUBLISHING COMPANY

RAC:AB.

Per



## Rolla Clymer correspondence

February 12, 1931

Mr. Dwight D. Clark,  
Great Bend, Kansas

My Dear Dwight:-

In answer to your letter, will say that we held a cooking school last year in cooperation with the Southwest Utility Ice Company, and it proved such a success that we are going to stage the event the same way this year on April 9, 10 and 11. Mrs. Sims is a splendid demonstrator and cooperates very cordially with the newspaper. We like her a lot.

Before we decided to go ahead with the school last year, we went around to all the dealers of electric refrigerators and explained the situation to them. They did not object, and there was no ill feeling among any of them during or after the school, as far as I know. Other merchants cooperated most helpfully. We have gone on the theory in all of our schools that we should not charge merchants for space for booths, especially when they were spending money to advertise their products in our paper. It seemed like rubbing it in a bit to charge them for both. We limited the space last year, and all of it was taken. All merchants were pleased with the response. We had excellent attendance all three days of the school, and look for x larger ones this year.

Mrs. Sims gives her services free, and we pay expenses of her and one assistant during the period of the school. We also pay rent for the auditorium and for whatever foodstuffs it is necessary to buy. This bill was not large. We figured we made money by the school last year. Anyway, it stimulated business and made the cooperating merchants feel good. They get the idea that we are doing something to help their game along, without trying to profit by it too much ourselves, and it creates a good feeling. My impression is that you could hook up with the Southwest people beneficially to yourselves.

I hope this comment will answer your question. By the way, have you met Theo Slade, new district superintendent of the Kansas Power Company, in your town. He is a good friend of mine and is all right. Call around and give him the glad hand if you have not already done so.

Truly yours,



## Rolla Clymer correspondence

Feb. 12, 1931.

Mr. F. H. Cron,  
State House,  
Topeka, Kansas

Dear Mr. Cron:

I want to thank you for your letter of February 11 regarding House Bill No. 182. It would be a great favor to us and to all Kansas newspapers if this bill were defeated. I am grateful to you for sending me a copy of the bill and want to point out what I consider its most objectionable feature. This occurs in lines 10, 11 and 12 which read: "The net weight shall be in type of equal size to the largest type used for either the contents or the advertised price thereof."

All of the leading firms doing business in Kansas through the sale of nationally advertised products strenuously protest against this provision which, if this bill becomes a law, would mean that all packages carrying products that came under the provision of this bill would have to be prepared for sale in this state, thus necessitating a great deal of additional expense. Personally I can see no virtue in a provision of this kind.

We had a letter today from N. W. Ayer & Son, one of the leading advertising agencies of the country. They give us their opinion that the present national regulation requirements on weight and contents appearing on labels of packages are sufficient and this seems to me to be a reasonable view of the subject. It would give me a lot of satisfaction if you would devote your efforts to a prompt killing of this bill.

I understand that about a half dozen bills have been introduced into the legislature during the past few days regarding oil production within the state. My information is that these bills were drawn up by attorneys for some of the larger oil companies. I am not sure about this phase of it but at any rate I feel that these bills should be given a great deal of study before they are passed. My information is that House Bills Nos. 336 and 387 by Carpenter and No. 208 by Baird refer to this subject. There are also one or two others the numbers of which I do not know. Would it be putting you to much trouble to secure copies of these bills and send them to me? I shall greatly appreciate this favor. With kindest personal regards, I am

Very truly yours,

RAC:AB.

## Rolla Clymer correspondence

Feb. 12, 1931

Mr. Clyde Muchmore  
Editor The News,  
Ponca City, Oklahoma.

My dear Mr. Muchmore:

I am glad to be able to tell you that our cooking school a year ago, under the direction of Mrs. Maude E. Sims, was a success and that we have engaged her for another school this year. You understand that she operates in the interest of the Southwest Utility Ice Company. This prevents inclusion of any establishment selling electric refrigerators. We overcame this hazard last year by going to each merchant beforehand and gaining their consent. There was no objections to the school under the plan we adopted, either during the session or afterward.

We had considerable success in interesting our merchants locally and secured splendid cooperation from them. I cannot say that our national advertising efforts were particularly outstanding. It means that many of the manufacturers have been so hard hit on supporting numerous schools that they are a little difficult to round up. However, we had some good accounts including Folger's Coffee, K C Baking Powder, Morton's Salt and Red Star Flour. We were also able to secure the cooperation of the Dunn Ostertag Products but as that was through a local contact it would not count in the above classification. I think we will have about the same lineup this year. We are urging the Katz Agency, our special representative, to secure all the business they can for us.

I trust this information will be of some service to you and if you want to know anything more about the school please feel free to write me.

Very truly yours,

THE TIMES PUBLISHING COMPANY

RAC:AB.

Per



## Rolla Clymer correspondence

February 12, 1931

My Dear Bill:-

Your dinner last year was one of that year's high spots for me. I enjoyed myself immensely and am flattered to think you have invited me again. It looks now as if I would be unable to come. I am a member of the library board here and that body has planned a dinner for its annual meeting on the same evening--Tuesday, February 17. As I am in charge of the budget, it seems necessary that I be here. I am mighty sorry because of the conflict in dates, which will keep me from having a good time with you, your family and your friends. I hope you will not be offended because of my dereliction this time, and will invite me again. Your dinner party is a prized event in my estimation, and I should like to be included in your guest list.

Betty and I are still talking about the trip to your home some Sunday, and will tender proposals to suit your convenience as soon as some of the activity here simmers down a bit.

In the meantime, my best to you and yours and warm wishes for a happy birthday\* for you--and many more to come.

Regretfully, your friend,



## Rolla Clymer correspondence

Feb. 12, 1931.

Mr. J. M. Satterthwaite  
State House,  
Topeka, Kansas.

My Dear Mr. Satterthwaite:

As a publisher I feel sure you will be interested in opposing House Bill No. 182 which would make some trouble for the manufacturer of nationally advertised products which are sold in Kansas. The most objectionable feature is the provision that the net weight of a container shall be in type of equal size to the largest type used for either the name of the container or the advertised price thereof. If this provision became a law it would require the manufacturer to send their products into Kansas in special packages necessitating additional trouble. It would also tend to operate against the advertising that we newspapers receive from products coming under this head.

No doubt you are well informed as to the provisions of this bill, if not I wish you would look it up, satisfy yourself as to the point under dispute and if you feel that way about it, aid in killing it. Personally I can see no reason whatever in having restrictions of this kind placed upon our statute books. It seems to me that the present national regulation requirement on net weights of packages are sufficient.

With kindest personal regards, I am

Yours very truly,

RAC:AB.



### STANDARD OIL COMPANY

(INDIANA)

910 SOUTH MICHIGAN AVENUE

CONGER REYNOLDS,  
DIRECTOR, PUBLIC RELATIONS

CHICAGO, February 13, 1931

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

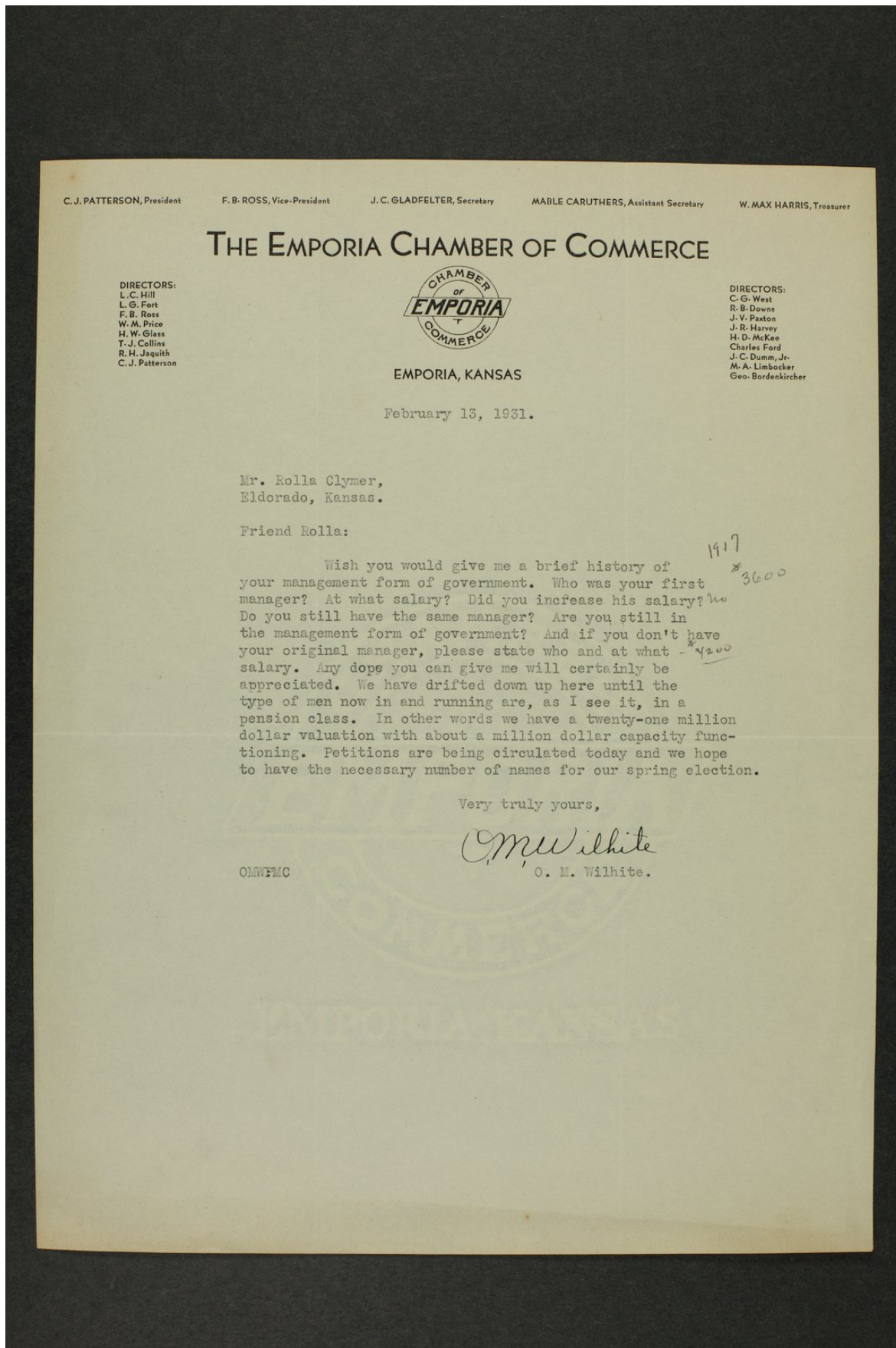
Dear Mr. Clymer:

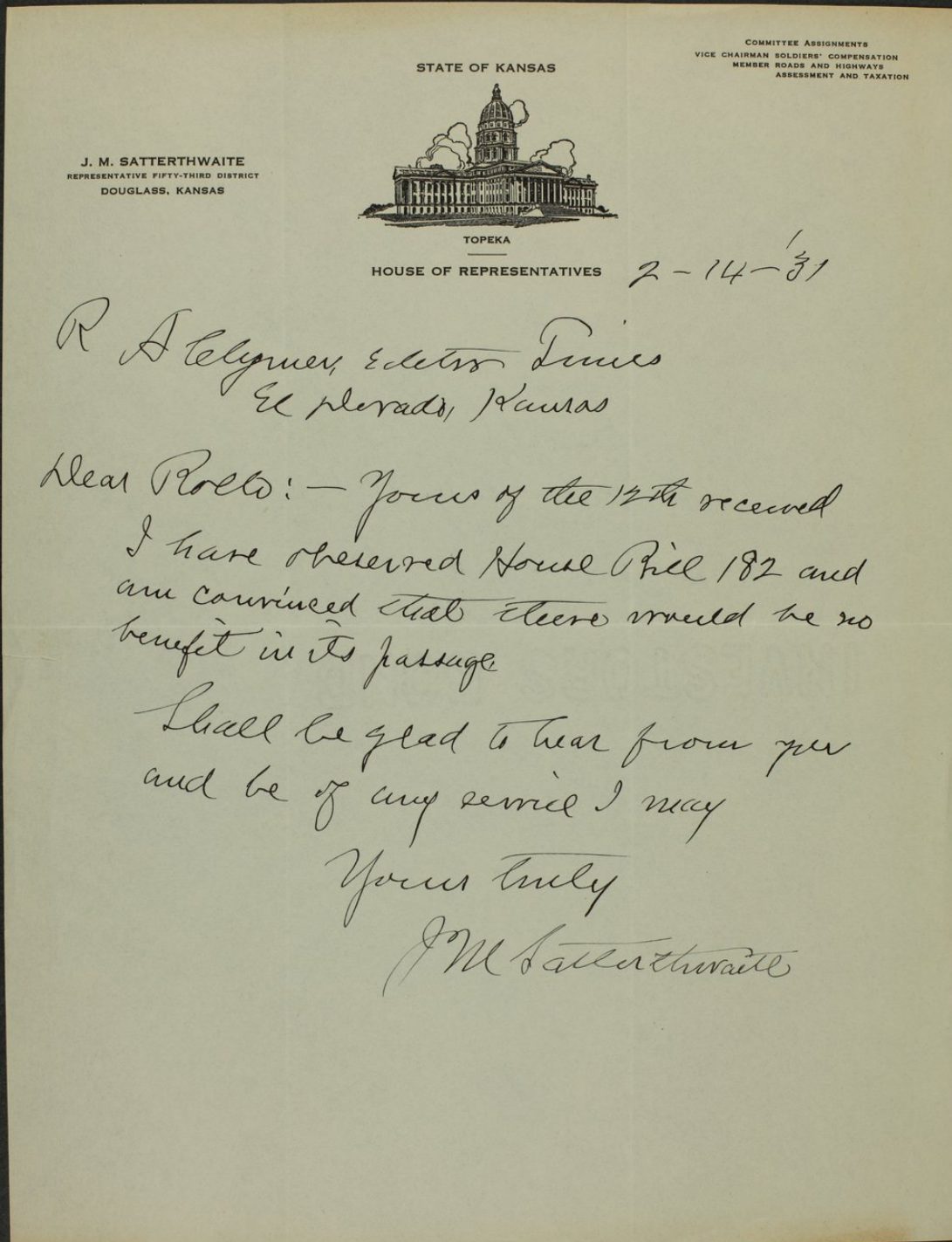
I want to thank you for sending me copies of your newspaper of the 10th in which you printed an editorial giving us full credit for what our company has done to aid the stripper wells of Kansas. We most sincerely appreciate your friendliness.

Very truly yours,

CR:WM

## Rolla Clymer correspondence







## Rolla Clymer correspondence

**E. W. Miller**  
**Booterie**  
OLATHE, KANSAS  
Shoemaker Specialists

E. W. Miller Shoe Co.

Fashionable Footwear

Expert Fitters

Foot Correction Service

106 N. Cherry St.

Olathe, Kansas

Feb 11, 1931

Mr Rolla Clymer  
El Dorado Kans.

Dear Clymer:

Its been years since we seen you  
but at that I remember all your  
youthful attractiveness and charm.

I stopped to see you one day last  
July but you were <sup>being</sup> midwife to a  
golf Tournament and realizing the  
pregnancy of your position I refrained  
from waiting to see you.

I have recently broken into the  
sacred realm of (Morgue where many are  
dead & dont know it) of the literary writers.  
Thought you might get a momentary interest  
or amusement at the idea so clipped one  
or two. Show them to Vin Agnew  
across the street when you have time (over)

## Rolla Clymer correspondence

(Could use more paper. but might write too much)

Regards to yourself and Mrs Clymer.  
I see you quoted quite often in  
K.C. Star. and enjoy the stuff.

Sincerely

Ernest W. Miller

wrote me on Willis Keifer I wanted to  
send you but find I don't have it here <sup>(P.S. Here too)</sup>  
You got a kick out of him. Think I'll  
put one on Sam Kelly this week but  
may not live to read it if I don't  
approve.

Oh yet, tell me if anything could be  
~~done~~ done with this sort of thing  
is there any Putrid Periodicals who  
buy Vagrant Verse. Or is this stuff  
too putrid. No kidding now - I don't  
want compliments I want information  
advice and criticism as to its possibilities  
Ernie



## Rolla Clymer correspondence

February 16, 1931

Mr. O. W. Wilhite,  
Emporia, Kansas

My Dear Mit:-

We have had our city manager form of government since 1917, and I feel sure it is giving general satisfaction here. Bert C. Wells was our first manager at a salary of \$3,600 a year. He went from here (voluntarily) to Atchison where he made a great success, and from there to Wichita, where he is the present manager and is doing well. After his departure we had some difficulty in finding the right man for manager. This, by the way, is the only difficult part about the manager form. If you get a good practical, level-headed fellow for that job, backed by a commission made up of reliable men, there is nothing further to worry about. Our present manager, Mr. Clyde B. King, fills the job adequately and well. He is now being paid a salary of \$4,200 per year.

I think a town like Emporia would profit under the manager plan. It centers and fixes responsibility, just as when you employ a man to manage a business and make him responsible under a board of directors. I have never seen any form of municipal government that I thought was half so effective.

Hope this information will be of help to me. Write me for any more that you may need.

Sincerely yours,

## Rolla Clymer correspondence

February 16, 1931

Minnesota & Ontario Paper Company,  
Minneapolis, Minn.

Dear Sirs:-

Please enter for immediate shipment under  
our contract of one car of news print, assorted as follows  
(car basis 100 rolls:)

70 34 $\frac{1}{2}$ -inch rolls

30 17 $\frac{1}{2}$ -inch rolls

Please enter this for shipment into Eldorado  
over the Missouri Pacific Railway lines.

We should like to have acknowledgment of this  
order, and an indication of when we may expect shipment.

Very truly yours,

THE TIMES PUBLISHING COMPANY  
per

*Rolla Clymer*

## Rolla Clymer correspondence

February 16, 1901

Senator K. M. Geddes,  
Topeka, Kansas

My Dear Karl:-

I haven't bothered you much with suggestions at this session. I don't intend to do so, for I think you do a uniformly excellent job in the legislature and I find myself in agreement with you in a great majority of cases. I have been wondering lately about this proposal to prevent utilities from selling merchandise. I understand there is considerable sentiment in favor of it in the house. Publicly one doesn't hear much about it. Of course, I understand the gas companies have been the chief offenders which prompted this sort of action. It seems harsh that other companies, like the Kansas Gas & Electric Company, concerning which no complaint has been made that has come to my attention, should be penalized also. I believe the last-named concern has been able to keep light and power rates down by reason of their extensive merchandising sales and the consequent use of more current. I would feel that passage of this bill would work a real hardship on every community. It would reduce the Kansas Gas & Electric Company payroll \$40,000 annually in Eldorado if such legislation were enacted. Really I cannot feel that the situation is important enough to call for such action.

As I say, I am always willing to leave such matters

## Rolla Clymer correspondence

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as these to your riper judgment, but I am certainly opposed to such a law. If you care to do so, I would like to have you write me about it. But don't do it if it is inconvenient.

I would like to see you when you are home. Please give me a ring. I am hearing fine reports of your work at Topeka this year.

Sincerely,

K. M. GEDDES  
SENATOR TWENTY-FIFTH DISTRICT  
EL DORADO, KANSAS

STATE OF KANSAS



TOPEKA

SENATE CHAMBER

Feb. 17, 1931

PRESIDENT PRO TEM

COMMITTEE ASSIGNMENTS  
CHAIRMAN FEDERAL AND STATE AFFAIRS  
VICE CHAIRMAN JUDICIARY  
MEMBER RULES  
JUDICIAL APPOINTMENT  
OIL AND GAS  
MINES AND MINING  
LIVESTOCK  
CITIES OF THE SECOND CLASS

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

Dear Sir:

I have your letter of Feb. 16th for which  
I thank you very much.

There has been a tremendous amount of ac-  
tivity in connection with what is commonly called  
House Bill 144 and I have received more letters about  
it than any other matter before the Legislature and it  
is entirely a two-sided question.

The whole trouble with the Public Utility  
Companies of the country is that they have loaded up  
the country with their stock on which a fixed and cer-  
tain return to the investor is promised and which return  
in order to pay, the Utility Company is compelled to  
extend its activities to other lines than those strict-  
ly within its scope.

When it comes to the rate making question,  
then the Utility insists on taking into consideration  
all of its activities in order to pass the entire load  
onto the consumer.

While I realize that we are entirely responsi-  
ble for developing all of the Public Utility legisla-  
tion which we now have as a result of which we have at-  
tempted to control, and as a result of which competi-  
tion has been entirely eliminated, yet I would be glad  
to vote today to wipe every law on the books pertain-  
ing to regulation of Public Utilities off the books  
and to go back to the old system of dealing with this  
class of corporations, and I am thoroughly convinced  
that the public would not be seriously hurt if this  
was done.

The enactment of this law might hurt the  
Kansas Gas & Electric Company and it may be that they  
have not abused the privileges they have but other  
like corporations have abused the privileges and to  
the serious detriment of other business concerns in  
the locality.

K. M. GEDDES  
SENATOR TWENTY-FIFTH DISTRICT  
EL DORADO, KANSAS

STATE OF KANSAS



TOPEKA

SENATE CHAMBER

PRESIDENT PRO TEM

COMMITTEE ASSIGNMENTS  
CHAIRMAN FEDERAL AND STATE AFFAIRS  
VICE CHAIRMAN JUDICIARY  
MEMBER RULES  
JUDICIAL APPORTIONMENT  
OIL AND GAS  
MINES AND MINING  
LIVESTOCK  
CITIES OF THE SECOND CLASS

-2-

We compel the railroad companies to divorce themselves from the coal business for practically the same reason that we are asked to cause the Public Utility Companies to divorce themselves from the merchandising business and we are asked now to compel the oil companies, that is the producing companies, to divorce themselves from the transportation business, and for the same reason.

The basis for this action is alike in all of them, and I am somewhat persuaded that it would not be a mistake to compel every Public Utility to operate strictly within the sphere of the commodity it sells, that is to say, if it sells ice, let it continue to sell ice; if it sells electric current, let it continue to sell electric current; if it sells gas, let it continue to sell gas; if it is selling transportation, let it continue to sell transportation.

The whole theory of Public Utility legislation is predicated on the proposition that regulation and control by Government is necessary to protect the consumer but that in return for that regulation and control, exercise by Government that certain preference will be given to the utility.

I will be glad to talk with you about this as it would be carrying this letter to unwarranted length to suggest all the different angles which a careful study of this question brings up.

With personal regards, I am

Yours truly,

*K. M. Geddes*

*GLD*

KMG-GLD.



### Bureau of Advertising

370 LEXINGTON AVENUE  
NEW YORK

AMERICAN NEWSPAPER  
PUBLISHERS ASSOCIATION

75 EAST WACKER DRIVE  
CHICAGO



OFFICE OF THE CHAIRMAN  
COMMITTEE IN CHARGE

W. E. MACFARLANE  
THE CHICAGO TRIBUNE

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EASTERN MANAGER  
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WESTERN MANAGER

CHICAGO.

February 17, 1931

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S. E. THOMASON  
THE TAMPA TRIBUNE  
FRANK E. TRIPP  
THE GANNETT NEWSPAPERS  
LOUIS WILEY  
THE NEW YORK TIMES

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

Dear Mr. Clymer:

When I was appointed Chairman of the Committee in Charge of the Bureau of Advertising, I determined to devote my energies to increasing the membership or, if this did not prove possible, to finding out why this increase could not be effected.

As a first step, our Committee approved plans to strengthen the Bureau's present service and to make it more valuable to member newspapers. These plans are now in operation and, since January 1, the Bureau has had approximately a ten percent increase in membership.

You have been advised by the Bureau and by your special representatives of the nature of these new plans. Briefly, they may be summed up as:

- 1 - A concentration of work in areas where the largest volume of advertising originates.
- 2 - An increase in personnel of all kinds - research, promotion and field workers.
- 3 - The publication of material such as the Newspaper Atlas, the new monthly bulletin service and the combination Data Form with the A. A. of A. A., all of which will be definitely helpful to Bureau members and will make membership in the organization a valuable franchise.

#### ADVISORY

GEORGE A. RILEY  
THE SIX POINT LEAGUE OF NEW YORK  
P. L. HENRIQUEZ  
THE NEWSPAPER REPRESENTATIVES  
ASSOCIATION OF CHICAGO



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Phoenix, Arizona Republic	Louisville, Courier-Journal &	New York, World	Altoona, Mirror
and Phoenix Gazette	Louisville Times	Niagara Falls, Gazette	Beaver Falls, News-Tribune
ARK. Fort Smith, Times Record &	LA. Baton Rouge, State-Times &	North Tonawanda, News	Chester, Times
Southwest American	Advocate	Opdenburg, Republican-Journal	Cotterville, Record
CAL. Alameda, Times-Star	Lake Charles, American-Press	Olean, Times	Connellsville, Daily Courier
Bakersfield, Californian	Shreveport, Journal	Oneonta, Daily Star	Erie, Times
Berkeley, Daily Gazette	MD. Baltimore, Sun	Oswego, Palladium-Times	Greensburg, Review-Tribune
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Fresno, Morning Republican	Hagerstown, Herald & Mail	Rochester, Journal-American	Johnstown, Tribune
Glendale, News-Press	MASS. Boston, American & Advertiser	Rochester, Times-Union & Demo-	Lancaster, New Era & Intelligencer
Los Angeles, Illustrated Daily	Boston, Christian Science Monitor	crat & Chronicle	Journal
News	Boston, Globe	Rome, Sentinel	Meadville, Tribune-Republican
Los Angeles, Times	Boston, Herald & Traveler	Saratoga Springs, Saratogian	Mount Carmel, Daily Item
Modesto, News-Herald	Boston, Post	Schenectady, Gazette	Norristown, Times Herald
Oakland, Evening Tribune	Boston, Evening Transcript	Schenectady, Union-Star	Oil City, Derrick
Pasadena, Star-News	Clinton, Daily Item	Schenectady, Advance	Philadelphia, Evening Bulletin
Salinas, Index-Journal	Fitchburg Sentinel	Syracuse, Herald	Philadelphia, Public Ledger
San Diego, Union & Tribune	Haverhill, Gazette	Syracuse, Post-Standard	Pittsburgh, Press
San Francisco, Chronicle	Lowell, Courier-Citizen & Evening	Larrytown, News	Reading, Eagle
San Jose, Mercury-Herald	Leader	Troy, Record	Scranton, Times
San Jose, News	Lynn, Item	Troy, Times	Washington, Reporter-Observer
San Pedro, News-Pilot	New Bedford, Standard & Mercury	Union, Observer-Dispatch	Wilkes Barre, Times-Leader
Stockton, Record	North Adams, Transcript	Utica, Press	Williamsport, Grit
COLO. Colorado Springs, Gazette &	Quincy, Patriot-Ledger	Watertown, Daily Times	York, Dispatch
Telegraph	Salem, Evening News	N. C. Asheville, Citizen & Times	York, Gazette & Daily
Greenleaf, Tribune-Republican	Taunton, Daily Gazette	Greensboro, News & Record	Manila, Daily Bulletin
Pueblo, Chieftain	Worcester, Telegram & Gazette	Raleigh, News & Observer	P. I. Newport, Daily News
CONN. Ansonia, Sentinel	MICH. Adrian, Daily Telegram	N. D. Fargo, Forum	R. I. Pawtucket, Evening Times
Bridgeport, Post Publishing Co.	Alpena, News	Grand Forks, Herald	Providence, Journal & Evening
Danbury, News	Battle Creek, Enquirer & News	OHIO Akron, Beacon Journal	Bulletin
Hartford, Courant	Battle Creek, Moon-Journal	Alliance, Review	Providence, News-Tribune
Hartford, Times	Detroit, Free Press	Ashland, Times-Gazette	Westbury, Sun
Meriden, Journal	Detroit, Times	Ashland, Star-Beacon	Woonsocket, Call
Meriden, Record	Iron Mountain, News	Ashanti, Messenger	S. C. Columbia, State
Middletown, Press	Ironwood, Daily Globe	Bellefonte, Examiner	Spartanburg, Herald & Journal
Naugatuck, Daily News	Jackson, Citizen-Patriot	Bellevue, Gazette	Union, Evening Huronite
New London, Day	Marquette, Mining Journal	Bowling Green, Sentinel-Tribune	S. D. Rapid City, Daily Journal
Norwalk, Hour	Niles, Daily Star	Bucyrus, Telegraph-Forum	Yankton, Press & Dakotan
Norwich, Bulletin & Record	Pontiac, Daily Press	Cambridge, Jeffersonian	Chattanooga, News
Stanford, Advocate	Port Huron, Times-Herald	Canton, Repository and News	Chattanooga, Times
Waterbury, Republican &	Sault Ste. Marie, Evening News	Chillicothe, Scioto Gazette	Nashville, Banner
American	Three Rivers, Commercial	Cincinnati, Enquirer	Abilene, Reporter & Morning News
DEL. Wilmington, Every Evening	MINN. Albert Lea, Evening Tribune	Cincinnati, Post	Beaumont, Enterprise & Journal
Wilmington, News & Journal	Austin, Daily Herald	Cincinnati, Times-Star	Dallas, News & Journal
D. C. Washington, Post	St. Cloud, Daily Times	Cleveland, News	Del Rio, Evening
Washington, Star	Winona, Republican-Herald	Cleveland, Plain Dealer	Fort Worth, Star-Telegram &
Washington, The Times &	MISS. Natchez, Democrat	Cleveland, Press	Record-Telegram
The Herald	MO. Fulton, Sun-Gazette	Columbus, Dispatch & Ohio State	Galveston, News & Tribune
FLA. Jacksonville, Florida Times-Union	Hannibal, Courier-Post	Journal	Houston, Chronicle
Miami, Herald	Independence, Examiner	Conneaut, News-Herald	Houston, Post-Dispatch
St. Augustine, Evening Record	Kirksville, Express & News	Coshocton, Tribune	San Antonio, Express & Evening
Tampa, Tribune	Macon, Chronicle-Herald	Delaware, Crescent-News	News
GA. Atlanta, Journal	Minico, Ledger	Delaware, Gazette	San Antonio, Light
Augusta, Herald	St. Joseph, News-Press & Gazette	Dover, Reporter	Salt Lake City, Tribune & Telegram
Macon, Telegraph & News	St. Louis, Globe-Democrat	East Liverpool, Review	VI. Brattleboro, Reformer
Savannah, News & Press	Warrensburg, Star-Journal	Elyria, Chronicle-Telegram	Burlington, Free Press
HAWAII Honolulu, Star-Bulletin	NEB. Lincoln, Lincoln Journal	Findlay, Courier-Republican	Burlington, Herald
ILL. Aurora, Beacon-News	Lincoln, Lincoln Star	Fostoria, Times	VA. Fredericksburg, Free Lance-Star
Bloomington, Pantagraph	Norfolk, Daily News	Fremont, News	Lynchburg, News & Advance
Chicago, American	NEV. Reno, Evening Gazette	Geneva, Free Press	Richmond, News-Leader
Chicago, Daily News	N. H. Concord, Monitor & New	Greenville, Advocate	Rosnoke, Times & World-News
Chicago, Tribune	Hampshire Patriot	Hannibal, Journal	WASH. Bellingham, Herald
Danville, Commercial-News	Keene, Sentinel	Ironton, Tribune	Centralia, Chronicle
Freeport, Journal-Standard	Laconia, Citizen	Kenton, News-Republican	Olympia, Olympian
Harrisburg, Daily Register	Manchester, Union-Leader	Lancaster, Eagle	Seattle, Times
Moline, Dispatch	N. J. Asbury Park, Press	Lorain, Times-Herald	Spokane, Spokesman-Review &
Paris, Beacon-News	Elizabeth, Journal	Mansfield, News	Daily Chronicle
Peoria, Journal & Transcript	Newark, Evening News	Marietta, Times	Tacoma, Ledger & News-Tribune
Peoria, Star	Orange, North Jersey Courier	Marion, Star	Walla Walla, Daily Bulletin
Rock Island, Argus	Passaic, Daily Herald & News	Martins Ferry, Times	W. VA. Charleston, Gazette
Springfield, Illinois State Journal	Pateron, Morning Call	Massillon, Independent	Martinsburg, Journal
Springfield, Illinois State Register	Plainfield, Courier-News	Middletown, Journal	Welch, Daily News
IND. Evansville, Courier & Journal	N. Y. Albany, Knickerbocker-Press &	Mt. Vernon, Republican-News	Wis. Appleton, Post-Crescent
Fort Wayne, News & Sentinel	Evening News	Newark, Advocate-American and	Beloit, Daily Times
Goshen, News-Times	Amsterdam, Recorder	Tribune	Eau Claire, Leader & Telegram
Indianapolis, News	Auburn, Advertiser-Journal &	New Philadelphia, Times	Janeville, Gazette
Lafayette, Journal-Courier	Citizen	Norwalk, Reflector-Herald	Kenosha, Evening News
La Porte, Herald-Argus	Ballston Spa, Journal	Painesville, Telegraph	La Crosse, Tribune & Leader Press
Marion, Chronicle & Leader-	Batavia, Daily News	Piqua, Call	Madison, Wisconsin State Journal
Tribune	Binghamton, Press	Portsmouth, Times	Marquette, Eagle-Star
Richmond, Palladium-Item	Buffalo, Courier & Buffalo Express	Reverend, Evening Record	Millwaukee, Journal
Seymour, Tribune	Buffalo, Evening News	Salem, News	Racine, Journal-News
South Bend, Tribune	Buffalo, Evening Times	Sandusky, Register & Star-Journal	Shelburne, Press
IOWA Cedar Rapids, Gazette &	Corning, Evening Leader	Steubenville, Herald-Star	Superior, Telegram
Republican	Cortland, Standard	Tiffin, Advertiser	Wausau, Record-Herald
Clinton, Herald	Elmira, Star-Gazette, Advertiser	Troy, News	Weymouth, Wyoming State Tribune
Davenport, Democrat & Leader	& Sunday Telegram	Uhrichville, Chronicle	& Cheyenne State Leader
Davenport, Times	Freeport, Nassau Daily Review	Urbana, Citizen	DOM. Bradford, Ont., Exporter
Des Moines, Register and Tribune	Genev, Daily Times	Warren, Tribune Chronicle	CAN. Calgary, Alta., Herald
Iowa City, Press-Citizen	Glens Falls, Post-Star & Times	Woster, Record	Charlottetown, P. E. I., Guardian
Marshalltown, Times-Republican	Gloversville, Leader-Republican &	Xenia, Gazette	Edmonton, Alta., Journal
Mason City, Globe-Gazette &	Morning Herald	Youngstown, Vindicator	Hamilton, Ont., Spectator
Times	Hornell, Tribune-Times	Zanesville, Times-Recorder and	Kitchener, Ont., Daily Record
Muscatine, Journal & News-	Hudson, Star	Signal	Moncton, N. B., Transcript
Tribune	Ithaca, Journal-News	OKLA. Oklahoma City, Oklahoman &	Montreal, Que., La Presse
Nevada, Journal	Jamestown, Morning Post	Times	Montreal, Que., Star
Ontonwa, Courier	Kingsport, Freeman	Tulsa, Tribune	Nelson, B. C., Daily News
Sioux City, Journal	Little Falls, Times	Tulsa, World	Ottawa, Ont., Citizen
Sioux City, Tribune	Lockport, Union-Sun & Journal	ORE. Albany, Democrat-Herald	Ottawa, Ont., Journal
Washington, Journal	Middletown, Times Herald	Astoria, Astorian-Budget	Quebec, Que., Chronicle-Telegram
Waterloo, Courier	Mt. Vernon, Daily Argus	Bend, Bulletin	St. Catharines, Ont., Standard
Webster City, Daily Freeman-	Newburgh-Beacon, Daily News	Pendleton, East Oregonian	St. John, N. B., Telegraph-Journal
Journal	New York, Evening Graphic	Portland, Oregon Journal	& Evening Times-Globe
KANS. Topeka, Capital	New York, Herald Tribune	Portland, Oregonian	Toronto, Ont., Evening Telegram
Topeka, State Journal	New York, Evening Post	Salem, Capital Journal	Vancouver, B. C., Daily Province
Wichita, Eagle	New York, Sun	The Dalles, Chronicle	Vancouver, B. C., Sun
			Victoria, B. C., Colonist
			Victoria, B. C., Times
			Winnipeg, Man., Tribune



## Rolla Clymer correspondence

- 2 -

Having carried out this part of our program, I am now asking you for some help to enable us to take the second step intelligently.

The Committee believes the work of the Bureau of Advertising is more needed now than ever. We feel this way because we know the newspaper industry is not adequately organized to meet competition for national advertising and because the Bureau is the only organization in the field that is trying to meet this competition IN BEHALF OF ALL NEWSPAPERS. We believe furthermore that the Bureau should be universally supported.

This brings me around to some frank questions which I want to ask you and, if you will be equally frank in your answers, I will appreciate your cooperation. We make so many surveys on so many different questions, it occurs to me a survey of the reasons that govern many newspapers in their attitude toward the Bureau will be both timely and helpful.

Therefore, may I ask:

a. Do you believe in the basic principle behind the Bureau of Advertising, that is, organized effort by newspapers to develop and conserve national advertising?

b. Do you believe the Bureau of Advertising is operating on sound lines?

c. What suggestions can you offer as to how the Bureau's work and program may be improved?

d. Will you state your reasons for not becoming a member of the Bureau?

e. What can the Bureau do by way of changing, improving or enlarging its work to obtain your support as a member?

Our Committee considers the problem which I have laid before you, one of the most important now faced by newspapers. We believe in the Bureau's work. We see the effectiveness of it with its present limited force and we see the need for equipping it to do a bigger job. What we now want - and what we now hope to get with your help - is a frank expression of opinion, so that we may be guided better in our future responsibility. For that reason, I will appreciate an unreserved reply at your earliest convenience.

Sincerely yours,

CHAIRMAN, COMMITTEE IN CHARGE  
BUREAU OF ADVERTISING



H. E. MILLHEISLER, PROPRIETOR



PHONE FAIRFAX 4891

### MILLHEISLER'S RADIO SHOPPE

*Authorized GREBE Sales and Service*

1410 FEDERAL STREET  
PITTSBURGH, PA.

February 17, 1931.

Mr. R. A. Clymer, Mgr.,  
The Eldorado Times,  
Eldorado, Kansas.

Dear Mr. Clymer:

On January 31, you published in your paper a notification of the death of J. E. Millheisler. For your information I am Mr. J. E. Millheisler's Brother.

I want to express to you my sincere appreciation and thank for the publication, as it was only through the publication in your paper that I learned the death of my dear Brother, J. E. Millheisler.

Having read the publication, I would like to add to the fourth paragraph the following: He is also survived by two Brothers and five Sisters, ie; Charles A. Millheisler, 6150 Windthrop Ave., Chicago, Ill., Herman E. Millheisler, 1410 Federal St., Pittsburgh, Pa., Mrs. Laura Munson, Clifton, Kansas, Mrs. O. N. Decker, 1254 77th Place, Los Angeles, Calif., Mrs. Lillie B. Alderson, 1630 So. Burlington Ave., Los Angeles, Calif., Mrs. Clara E. McArthur, 1707 1/2 So. Bonnie Brae, Los Angeles and Mrs. Florence R. Wilson, 1252 E. 77th Place, Los Angeles, Calif.

I have wired Mrs. Fannie Millheisler, 404 No. Atchison Street, Eldorado, for acknowledgement and confirmation of the report but the desired information was never received for some unknown cause.

I would appreciate it very much if you will again publish an account of the death and add the above survivors names and addresses, as our family was very well known through Kansas. I myself lived in that state twenty-three years.

I am enclosing my check for five dollars for one year subscription to your paper, and I want to again thank you on behalf of the Millheisler family and myself for the publication in your paper.



*"Service That You Can't Buy Elsewhere"*



H. E. MILLHEISLER, PROPRIETOR



PHONE FAIRFAX 4891

### MILLHEISLER'S RADIO SHOPPE

*Authorized GREBE Sales and Service*

1410 FEDERAL STREET  
PITTSBURGH, PA.

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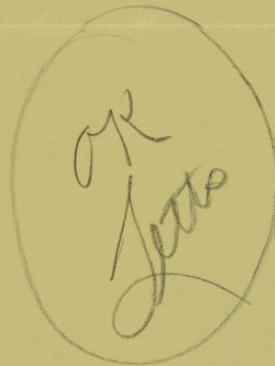
Please enter my subscription as of January 31,  
and send to me all the back issues from that date.

Would also appreciate any detail information  
of my brothers death which you may have knowledge  
of or any information which you think might be of  
interest to me or our family, as the information  
I seek will come only through you or your paper.

Thanking you in advance for any information  
you may have to give, I am,

Yours very truly.

*H. E. Millheisler*



"Service That You Can't Buy Elsewhere"



February 18, 1931

Mr. E. W. Miller,  
Olathe, Kansas

My Dear Ernie:-

I was delighted to hear from you after all these years. I always had a weakness for you and never expect to get over it. I want to come to Olathe as soon as I can, and spend a day or two chinning with you about all the stirring things that have happened in the dozen years since we parted.

I enjoyed your verse very much and think you have a decided talent for that sort of thing. However, a market for it is entirely another matter. The newspaper market is entirely swamped with that sort of thing. Our little paper here gets a dozen letters a week, I should say, offering to sell us editorials, columns, verse and comment--all of it clever and to a certain extent desirable--at ridiculously low prices. But most papers like ours are entirely surfeited with that sort of thing in the feature services provided through the Associated Press, the N. E. A. and other houses. I regret to tell you that I think selling it would be difficult.

The thing to do is to go along developing your talent--and some day a field may open for it. I am keeping the verse as you did not ask to have it returned. If you want it, let me know. With kindest regards, yours,



## Rolla Clymer correspondence

THE PUBLIC UTILITY INVESTMENT COMPANY

SALINA, KANSAS

February 18, 1931

SALINA, KANSAS  
TOPEKA, KANSAS  
WICHITA, KANSAS  
HUTCHINSON, KANSAS  
KANSAS CITY, MISSOURI  
ENID, OKLAHOMA  
EUREKA, KANSAS

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

Dear Rolla:

Your letter of the 17th at hand, and I wish to say that all newspapers that have charged us the national rate, of which there are only five in the thirty-seven, have allowed us the regular agency commission of 15 and 2%. I feel that we are entitled to this discount on the time series.

I wish you would grant it if it is in line with your policy. I am not asking for anything except what has been given by all the other newspapers. Knowing the value of your publication, I want to continue giving you all the space I can throughout 1931, and there will be several of these series. Normally, we are quoted the local rate on all of our copy due to the fact that we do not have any agency affiliation. If we placed this through the agency, you would have to allow the 15 and 2% against national rate and I think you should grant it to us.

I trust business is good with you and that you are in fine health. Let me hear from you.

Sincerely your friend,  
THE PUBLIC UTILITY INVESTMENT CO.

*Herbert Evans*  
Director of Publicity--Advertising Mgr.

RKEvans-GJ



## Rolla Clymer correspondence

HAUCKE FOR GOVERNOR HEADQUARTERS

New England Building

TOPEKA, KANSAS

JOHN W. BREYFOGLE, Chairman

2/18/31.

Friend Rolla

Writing about that  
Auto bill I told you about. We  
need this Department and can  
get it away from Governor to  
Secy. of State. The bills in the  
Highway Committee of House. Can  
you wire Satterthwaite (member  
of committee) to support the  
Kirchner Automobile bill. If you  
can also get his County Commissioner  
to wire too will help. He is at  
present in favor of sending every-  
thing to Hutchinson Reformatory.  
This comes up tomorrow night in  
committee. There is no copy out yet  
but will send one to you when  
out.

I told Dutch that I didn't know

## Rolla Clymer correspondence

you could lie but evidently  
you tried to when in Topeka when  
you apologized (spelt wrong) as to  
your temper in last campaign.  
Nobody knows as I do what you  
had to contend with and if one  
of the others had a temper and got  
mad we would have made the  
grade easily. The slogan should  
have been "Watch Clymer put  
Hauke across".

Thanking you for your trouble  
I remain

Your friend  
Frank Chaney  
622 W 8TH,

P.S:- Do you know who can handle  
Albert Daniel of Toronto if so get  
a wire to him.

## Rolla Clymer correspondence

February 19, 1931

Mr. Frank Chaney,  
Topeka, Kansas

My Dear Frank:-

Representative Satterthwaite is a difficult chap to handle. He is old, set in his ways, hard to approach and harder to convince. I doubt if I have had any influence with him. I was not acquainted with the Toronto man, so did not wire him. I hope you are getting along all right and thank you for your kind expressions. I shall never forget your help and cooperation during the campaign of last year. My greatest recompense in being connected with that party effort was in getting better acquainted with men like you.

Truly yours,

## Rolla Clymer correspondence

Rockford Ill  
1030 Chamberlain St  
Feb 19, 1931

Mr. R. Clymer

Dear sir

With much pleasure I  
take in writing. In regard of  
a job which I have in mind  
and as it takes a recommendation  
to get I thought that I  
would ask if you would  
send me one. I am the  
janitor who worked  
so long for John Reel.

Please send it at once

and oblige yours

Truly

John Reel.

1030 Chamberlain St.