

Rolla Clymer correspondence

Section 389, Pages 11641 - 11670

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

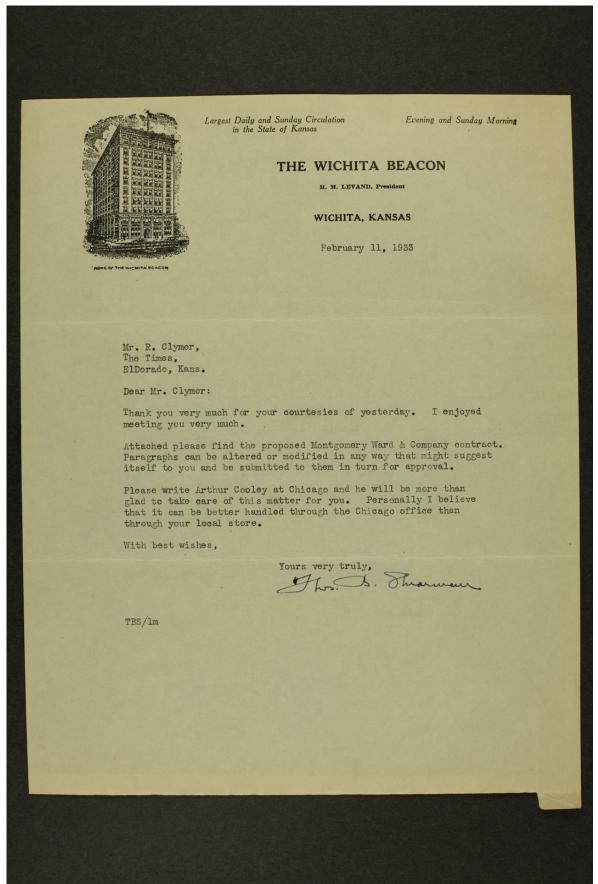
KSHS Identifier: DaRT ID: 229011

Item Identifier: 229011

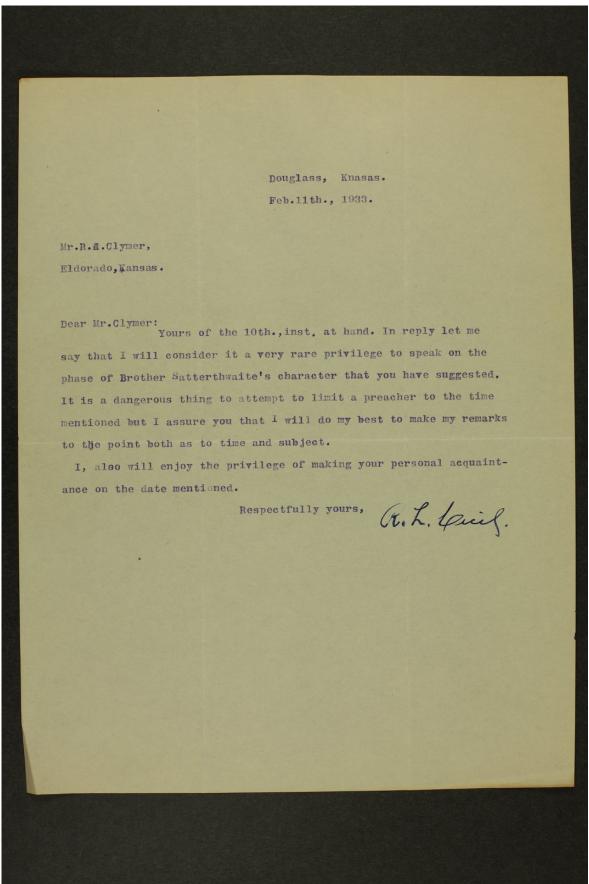
www.kansasmemory.org/item/229011

HISTORICAL SOCIETY

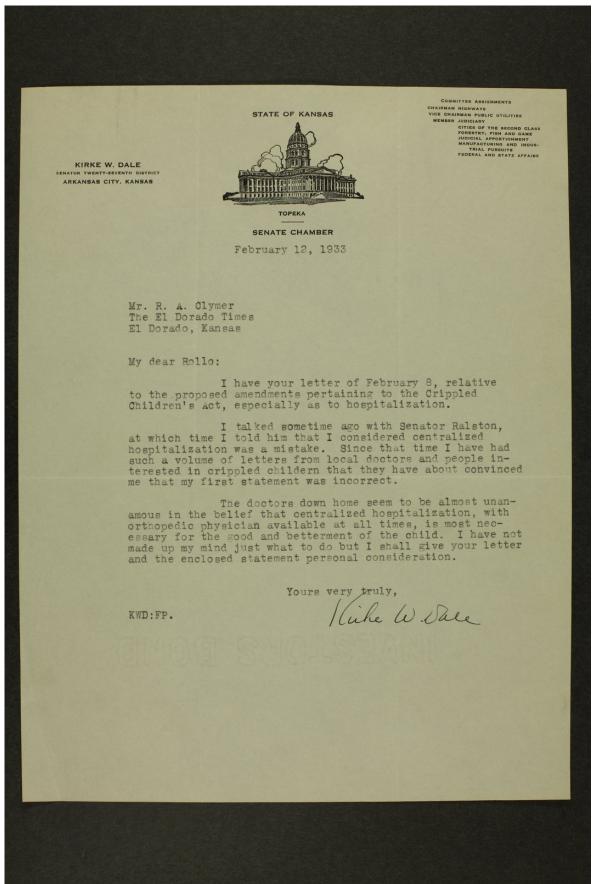














Rolla Clymer correspondence

KANSAS NEWSPAPER LEAGUE

An organization of newspapers to create a greater consumer demand and dealer interest for national newspaper advertisers in Kansas

W. D. SHANK, President

KANSAS CITY, Mo.

February 12 1933

Mr. Rolla Clymer, The Times, El Dorado, Kansas.

My dear Rolla :-

THE KANSAS NEWSPAPER LEAGUE IS GETTING STARTED. Both the Hays News and Columbus Advocate have appointed us and while it will take a little while to get business started it is bound to come with the work that is being done in behalf of these papers.

By the first of the month offices will be arranged in both New York and Chicago.

Enclosed you will find copies of a couple of letters from more Texas publishers who are members of The Texas Daily Press League. Surely they ought to be convincing enough that the league idea is right and will develop more national business for your paper if you ever decide to join us.

Other leagues are starting all the time in other states as you have probally noticed in the trade papers.

For the time being I am located at the Stats Hotel and if you ever get up call me. I would like to have a visit with you.

Very sincerely yours,

Stats Hotel

KANSAS JUGSPAPER/LEAGUE



Rolla Clymer correspondence

THE HERALD PUBLISHING COMPANY
Publishers of
THE DENISON DAILY HERALD
531 West Woodard St.
Denison, Texas.

January 24, 1933.

Mr. W. D. Shank, 251 East Tipton St., Huntington, Ind.

Dear Mr. Shank:

Answering your letter of January 16th inquiring as to the results of our Texas Daily Press League. Am pleased to advise as follows:

We have been getting most satisfactory results from our organization, working through the various sales managers or manufacturers' representatives of the major market points in Texas as well as our contacts with the National advertisers and their agencies in the east.

Our cost of operation has been about half what the usual special representative exacts, and I believe, the volume of business has been even better than any "Specials" operating in the east, could produce.

One big advantage of our league is the fact that they have a definite market and territory to sell to the advertiser whereas in many cases a special representative will have but one or two newspapers in a state and probably thirty or fonty newspapers scattered over the United States, and having no particular territory to offer in advertising.

Another big advantage of our organization is the contact we have with each other at frequent meetings, exchanging of ideas and experiences as well as the friendly associations.

I am sure if you organize and conduct a league as the Texas Daily Press League has functioned, you and your members will be entirely satisfied.

If there is any further information I can supply you, will willingly do so.

Yours truly,

J. L. GREER Publisher.



Rolla Clymer correspondence

SAN ANGELO STANDARD TIMES San Angelo, Texas.

January 19, 1933.

Mr. W. D. Shank, President, Kansas Newspaper League, 251 East Tipton Street, Huntington, Indiana.

Dear Mr. Shank:

The best way to sell a market in the national field is to specialize on a given locality, and sell this area and nothing else.

In my opinion the best place to sell a market is through the state and divisional sales managers, who are responsible for sales in the area you are representing.

The Dallas office of the Texas Daily Press League is much more important than all the others combined. I think that is what makes the Texas Dailey Press League the best representation any of these papers can have.

Very truly yours,

HOUSTON HARTE

Houston Harte, Pub.



Rolla Clymer correspondence

February 15, 1938

Mr. C. W. Kirsch, President Kirsh Company, Sturgis, Mich.

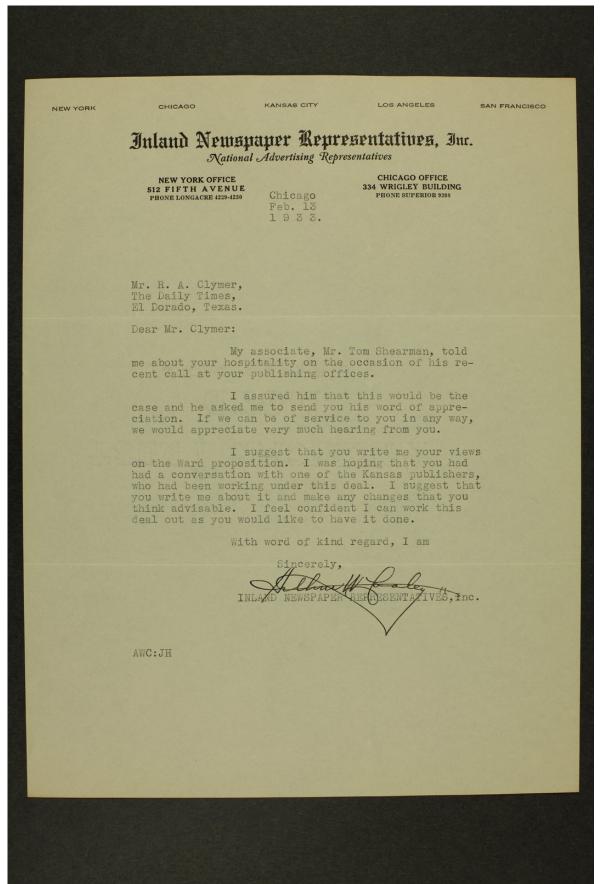
It is our intention to use the mat of
the newspaper f ature, "That the World Needs," which you
have kindly furnished us, as soon as we can find space for
it. A low volume of advertising the past few weeks has kept
the number of our pages for daily editions down to a small
minimum. When we getk to running ten and twelve pages daily,
as has been our custom in the past, we will easily have
room for your feature and then will be most glad to use
it. When we ordered it, our understanding was that it was in
smaller space to be published as a series.

Assuring you that we appreciate your kindness and interest, we are

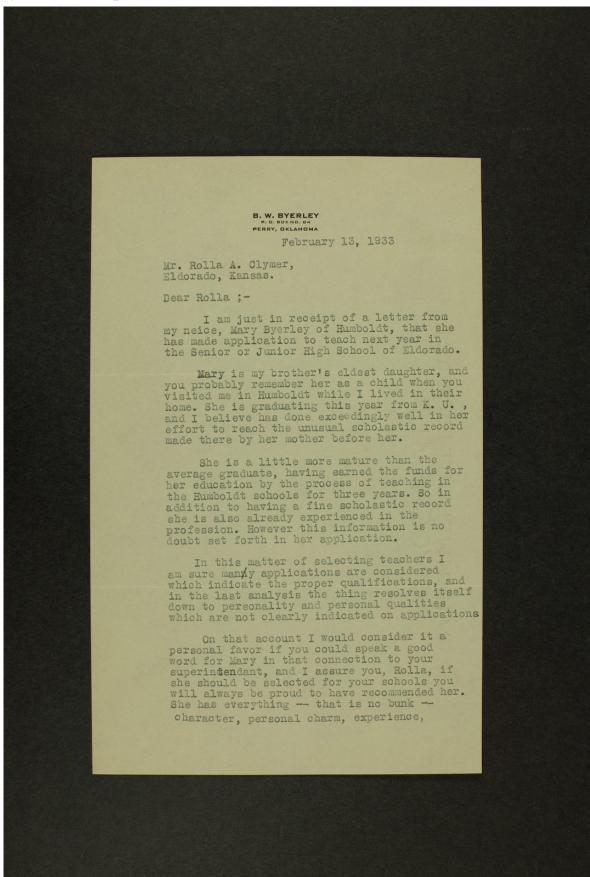
Very truly yours,

THE TIMES PUBLISHING COMPANY per

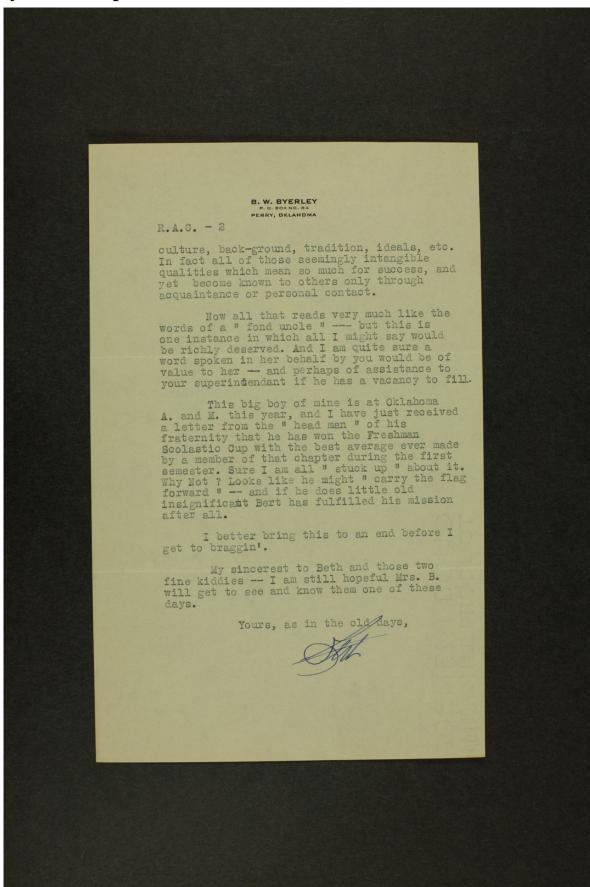














Rolla Clymer correspondence

THE GREAT ATLANTIC & PACIFIC TEA COMPANY

MIDDLE WESTERN DIVISION—KANSAS CITY OFFICE
1919 Cherry Street, Kansas City, Mo.

P. O. BOX 5127, GATEWAY KANSAS CITY, MO.

February Fourteenth,

1 9 3 3

TO THE ADVERTISING MANAGER

Dear Sir:

At the present time we are studying our advertising plans for our 1933 fiscal period and like most institutions we are faced with the necessity of scrutinizing closely every item of expense. The fall of commodity prices has given our business a very intricate problem to solve since foodstuffs have tumbled downards possibly more than any other classification of commodities.

Being in charge of the department which governs the expenditure of money for newspaper advertising, I am being asked today what I can do to adjust my expenses to fit in with the new picture that faces us. It is essential that I submit promptly a report showing what the estimated cost will be of each individual newspaper for 1933 and a comparative report of rates showing the 1932, 1931 and 1930 figure.

I shall, therefore, be very grateful if you will write me at your earliest convenience to let me know if there is any possibility of your making any adjustments in your space rates now or in the near future, or if you contemplate any bonus plan that would entitle us to more space if we approached or equaled our dollar expenditure for corresponding months of last year. Would you mind also giving me at the same time a copy of your latest ABC report or publisher's statement together with the last rate card issued by your company. If you have a statistical analysis of your community would also appreciate receiving that, as it is necessary that we tabulate fundamental characteristics of every territory where we are now operating.

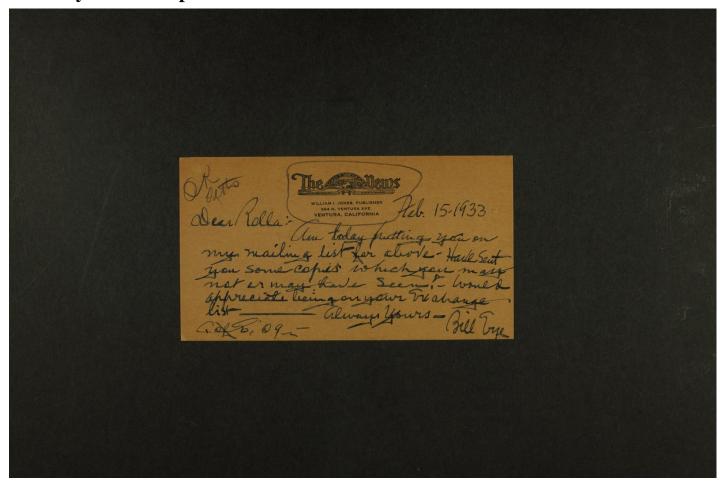
We all have our problems to solve and we are hopeful that we shall soon reach a point where prices for service and commodities will adjust themselves so that business can proceed on a more sound footing and with more happy prospects.

Very truly yours,

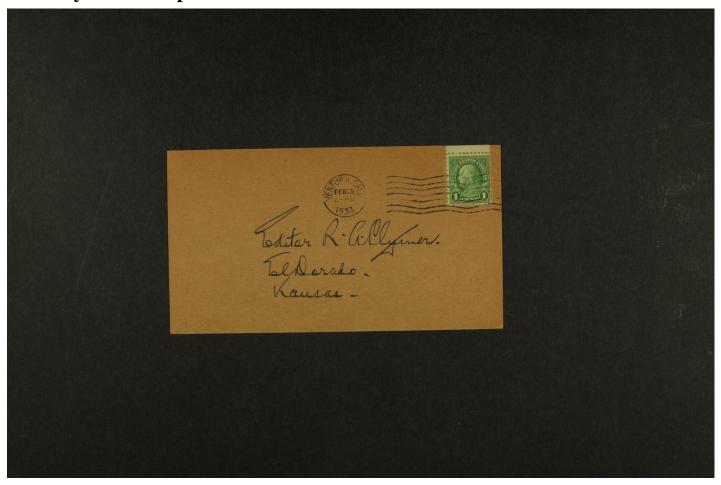
JAMES M. PIERCE

SALES DEPARTMENT GREAT ATLANTIC & PACIFIC TEA CO.

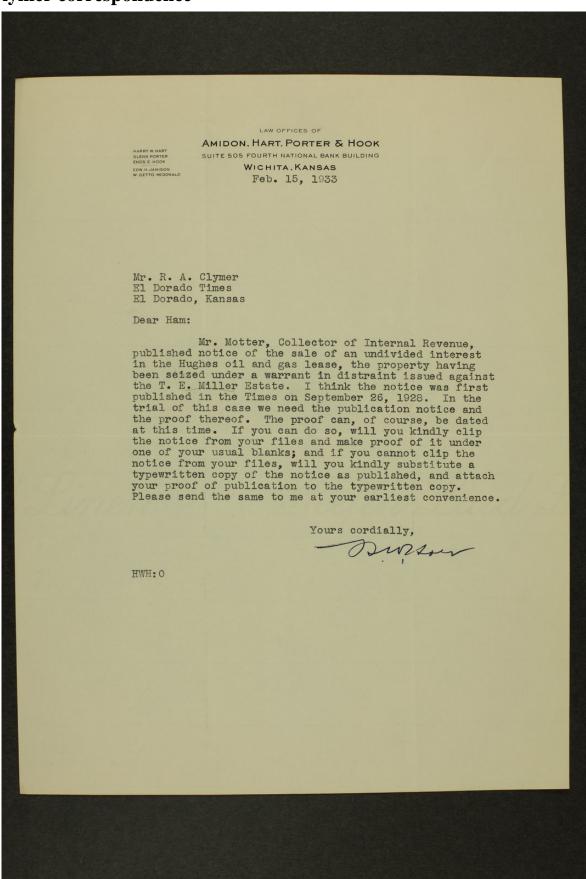




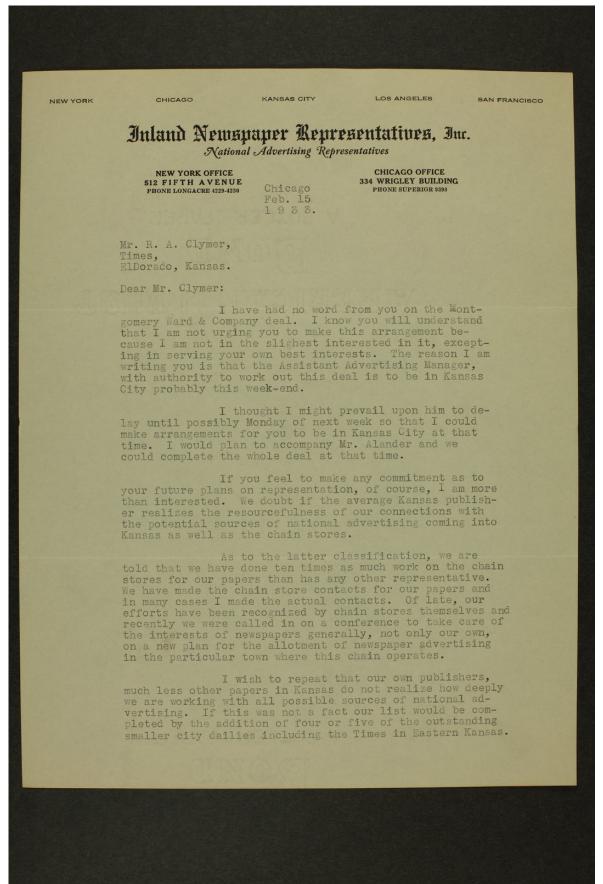




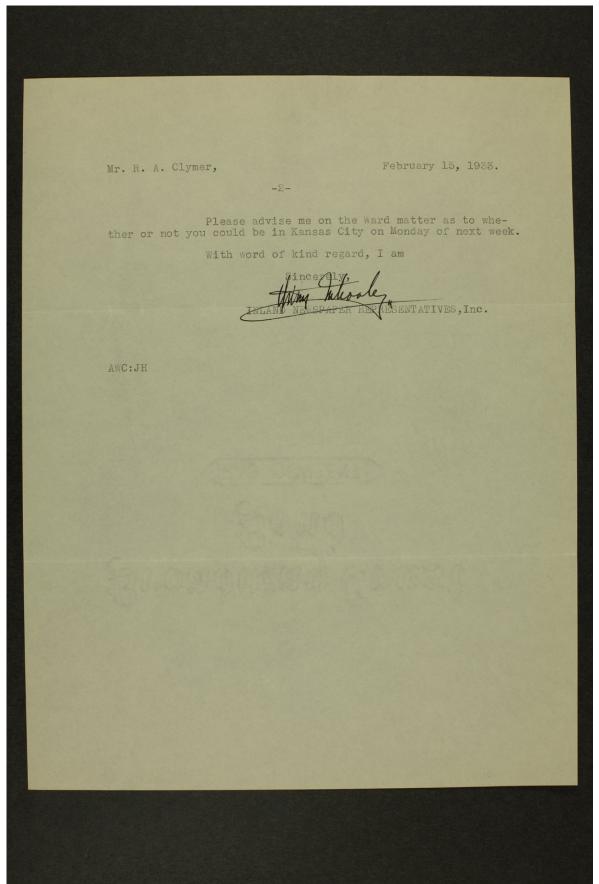














Rolla Clymer correspondence

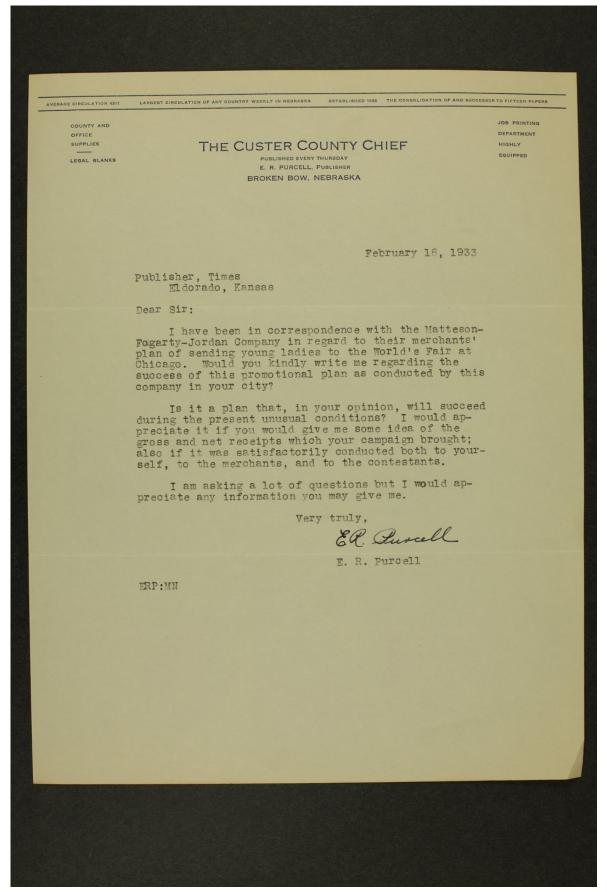
February 16, 1933

Mr. Lacey Simpson, McPherson, Kansas

My Dear Lacey:- Impressed with the idea of doing you a favor, I told you at Topeka the other day that I would write the governor regarding the position of warden of the state penitentiary for you. Since then, I have talked the matter over with some of my friends locally, and they think it would put the governor in an embarrassing position to ask aim to give a major appointment to the man who was his opponent in the primaries. I suggested it might be good politics to do so; they think it would be bad politics. They feel it might not settle well on the stomach of the state. Now I should like to see you have an appointment, but I would not like to place the governor in an untenable position through any request of mine. I am writing you frankly, asking you to tell me what you believe to be the governor's attitude toward your case. If you think he will regard the suggestion favorably, I shall write him as I promised you, disregarding the advice and opinion of my local friends -- who have no interest except the propriety of the matter.

Sincerely yours,







Rolla Clymer correspondence

February 16, 1933

Mr. Arthur W. Cooley, Inland Newspaper Representatives, Inc., Chicago, Ill.

It will be impossible for me to be in

Kansas City next Monday, something which I regret. I haven't

made up my mind on the Ward contract which your partner, Mr.

Shermean, submitted to me in blank. I don't know what is

meant by the term "net sales." In my own mind, I had always

considered such a proposal would be based upon gross business.

"hat are "net sales," anyway? I am more favorably inclined

toward the Ward arrangement now than I was, though I still

retain my initial inhibitions on the subject. We are hardly

averaging \$50 a month out of the local store. I suppose the

reprints mentioned in the contract would be--what?--page bills,

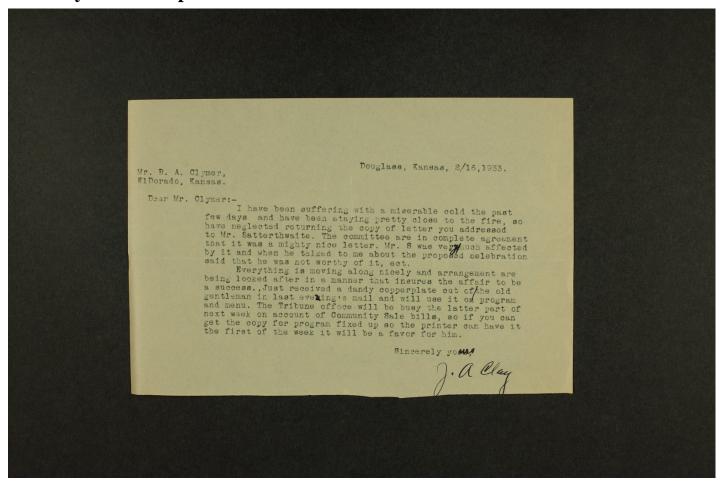
two pages or four pages. All this makes some difference, of

course.

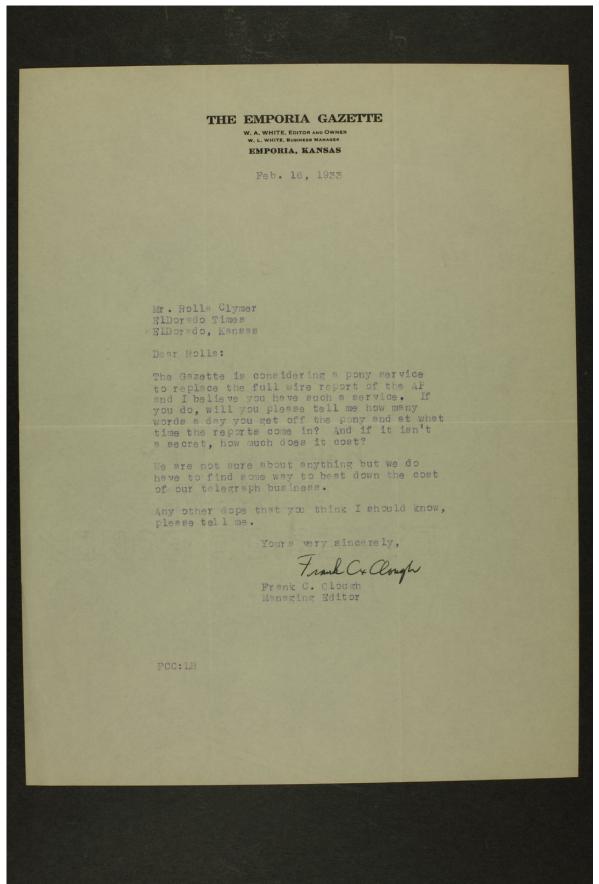
I have enjoyed meeting you and Mr. Shermean. The latter and I had a fine visit. He is much different than most visitors who come in here, but I feel sure he wears. I believe you two young fellows to be hustlers. What I am debating now is the advisability of "changing horses in the middle of the stream." At this critical juncture in business, we dare make no mistakes. And national business just now is better than local.

Sincerely yours,











Rolla Clymer correspondence

February 16, 1933

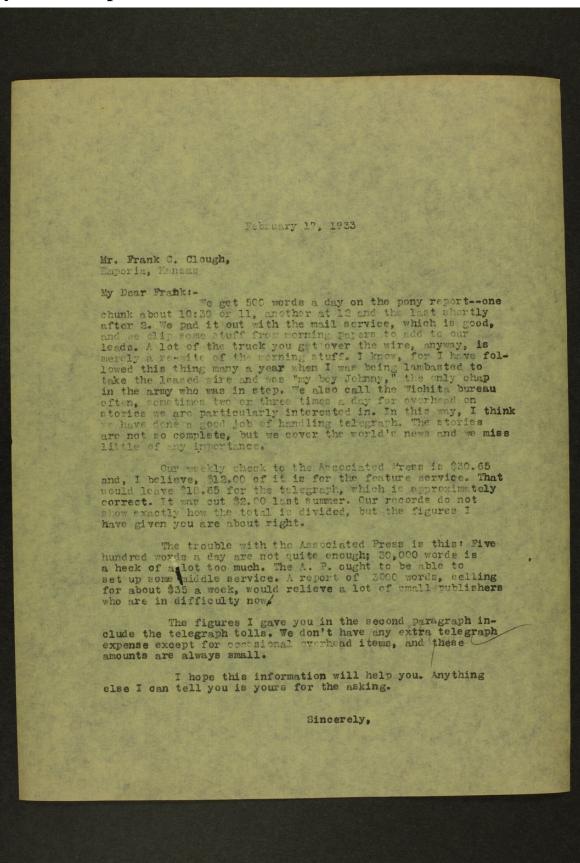
Mr. Dear Bert:Your sister and her daughter were here the
other day but I failed to be in the office at the time, and
missed them for which I am sorry. I took up the matter of
a job for Mary with our superintendent, who is a good friend
of mine. He said he had been very favorably impressed with
her personality and her qualifications, but frankly stated
that he could see no opening at this time. The only thing to
do is to sit tight. I feel sure that if there is a vacancy
she might fill, hammynamanamer she will get the call. She
seems to have sold herself well enough with Mr. Hughes. That
is all I can do now.

I was glad to hear from you and wish you had told me more about yourself. Somebody told me you are out of the bank; if so, what are you doing? I'd like to have the lowdown on you. Both Betty and I enjoyed your letter and are about as proud of that boy of yours as you are. I am going to hope that our respective families can meet some day.

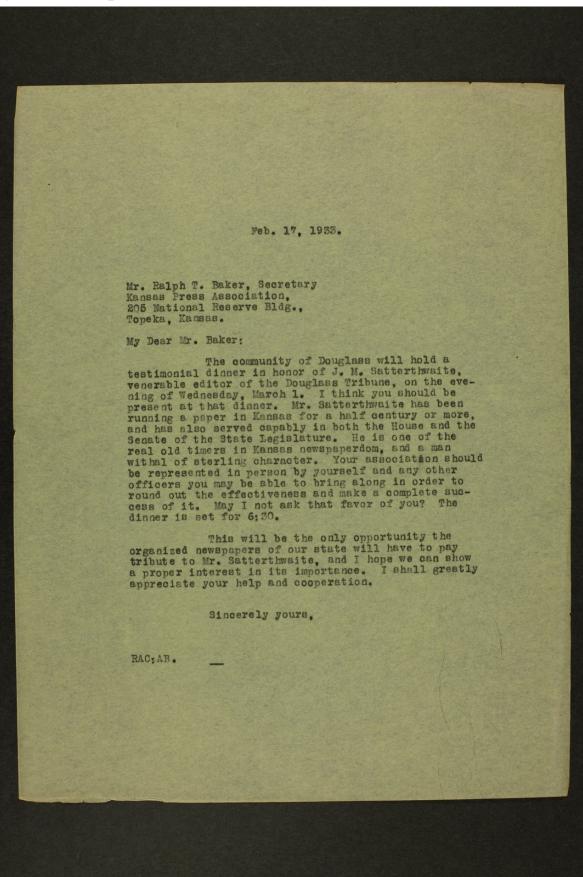
Business is hell plus here. I don't know what the end will be and am just grimly hanging on. If I can do a thing in the world for your niece, I shall surely do so; at any rate, I will speak to the superintendent again in a short while.

Sincerely,

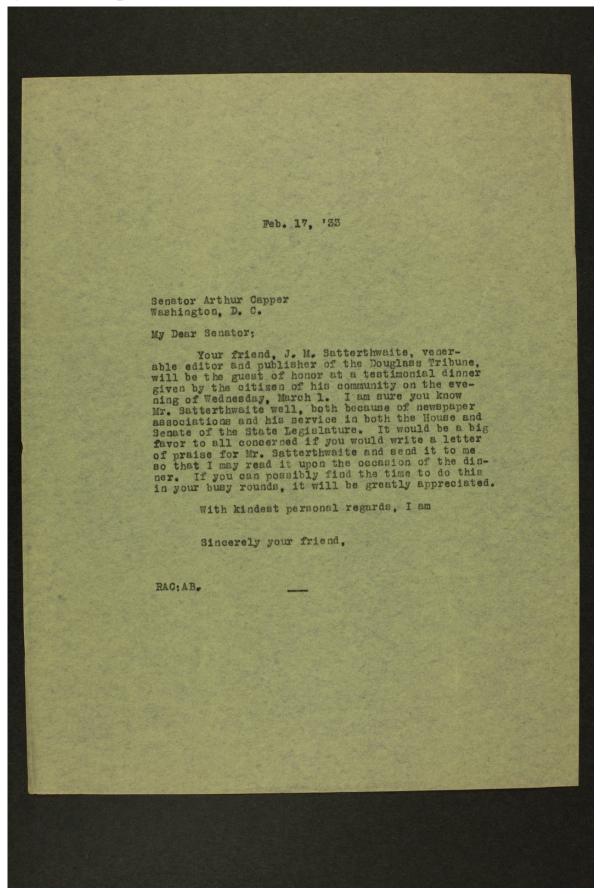




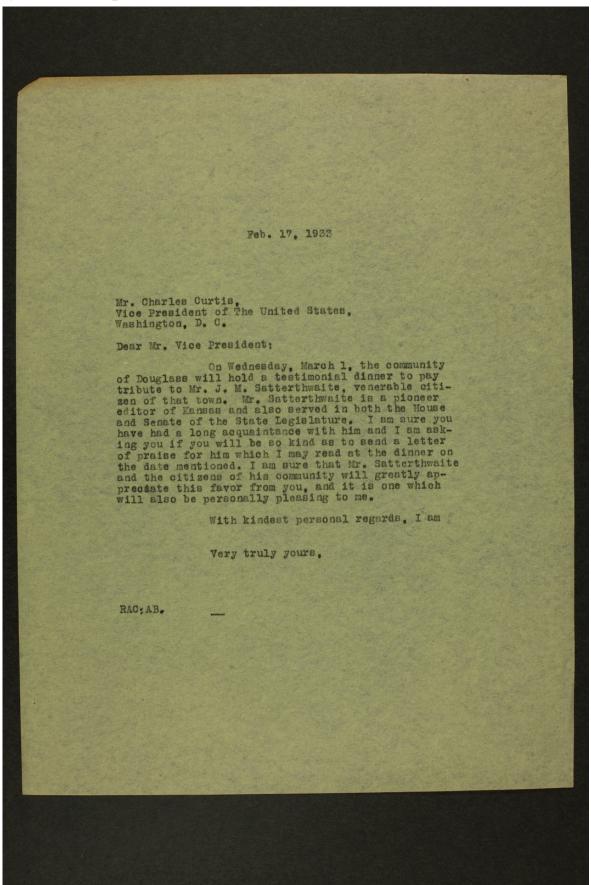




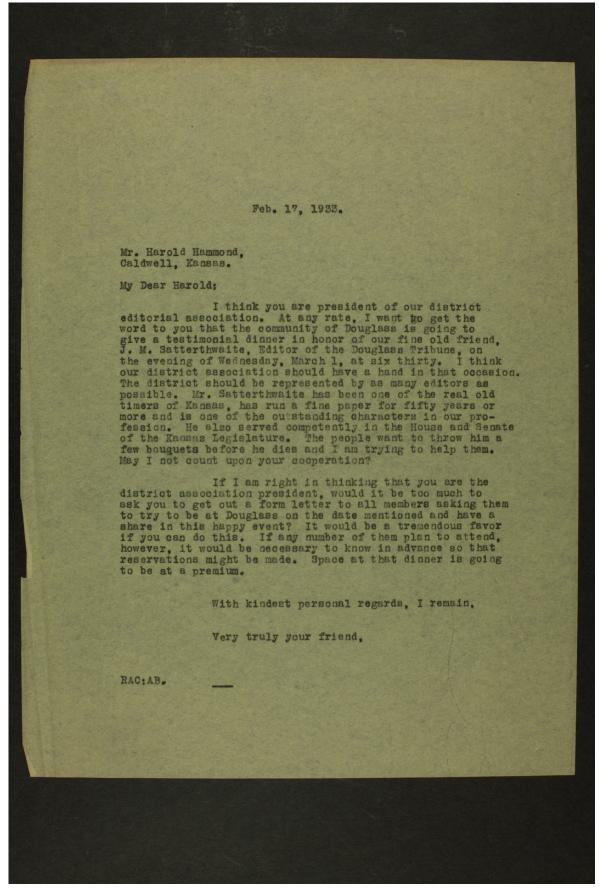




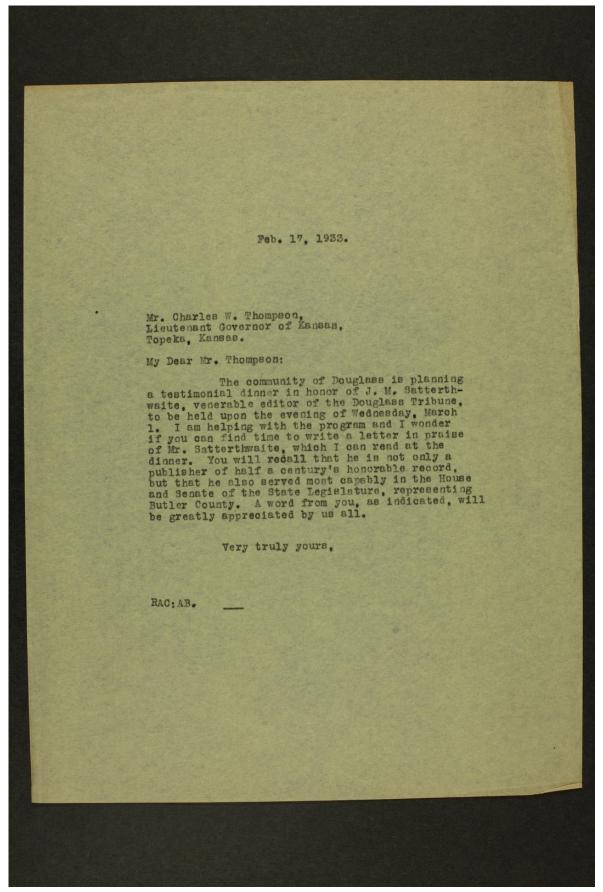




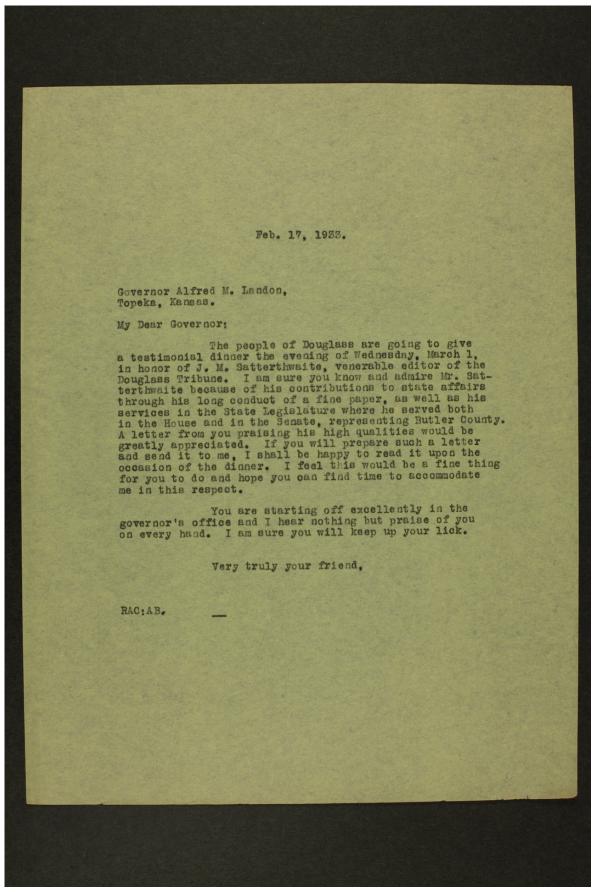














ESTABLISHED JANUARY 1, 1884 CIRCULATION 1200 FIRST CLASS COMMERCIAL PRINTING THE DOUGLASS TRIBUNE
DOUGLASS, KANSAS. 2-17-33 RA Climel
El plorado, Itausas Dear Sir and Friend:
Kind Cetter of recent date as promply as I Thould I am run barraised to Cean about
wholing friends are undertaking. I triver not what to say to say it
new that sufferences of von worther
of the future to
Inow greates morthines of such priceless Freudelifs, Tratifully perus Matterthinaite