

Rolla Clymer correspondence

Section 391, Pages 11701 - 11730

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

March 1, 1933

Mr. Fred G. Cowles,
Publisher News-Capital,
McAlester, Okla.

Dear Mr. Cowles:-

We have not cut our rates at all, and intend to maintain the same structure throughout--if it can possibly be done. We have had some pressure brought to bear for reductions, mainly from those who are already securing the minimum local rate. As to the report that we are selling advertising at half price, you have been misinformed. I suggested in a conversation the other day with Mr. A. G. Haberlein, clothing merchant, that in order to try to get the business ball to rolling during the months of March and April, I might be persuaded to gamble dollar for dollar with a dozen, or so, of our leading advertisers. I told him that for those months only and for a minimum of 200 or 300 inches each month (payment to be made promptly not later than the 10th of the following month,) I might agree to match inch for inch with these advertisers. The plan has not been considered further; I talked to no one else. Doubtless Mr. Haberlein, who was in McAlester since our conversation, passed the suggestion along to his brother, who is in the clothing business in your town. But it was only an off-hand proposal and nothing has come of it. Our advertising manager is against it. We shall consider it fully before adopting any such expedient, even for temporary relief--and to prove to our best advertisers that newspaper adver-

Rolla Clymer correspondence

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is still the best medium, under every kind of condition.

We are strongly persuaded that publishers should keep their rate structures intact, especially where they are low--as we believe ours to be--and especially since they have been static through both good times and bad. You may be sure that we will not rush headlong into any plan that might defeat that purpose.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence

[Mar. 1, 1933]

NEWSPAPER ADVERTISING CONTRACT

THIS AGREEMENT, made this first day of March, 1933, between the undersigned PUBLISHER and MONTGOMERY WARD & CO., INCORPORATED, a corporation, hereinafter referred to as the MERCHANT, WITNESSETH:

WHEREAS, the MERCHANT now operates a retail store in the City of El Dorado and the State of Kansas, and the PUBLISHER there publishes a daily newspaper known as The Times, and the parties desire to provide for advertising the business of said store in said newspaper, it is agreed as follows:

1. The PUBLISHER shall publish in the newspaper above named display advertising matter from copy furnished by the MERCHANT during the period of this agreement. The PUBLISHER shall publish such an amount of display advertising from such copy as is reasonably necessary to adequately promote the business of the retail store of the MERCHANT above referred to.
2. In addition to such newspaper advertising the PUBLISHER shall furnish 5,000 reprints of such advertising in the form of circulars, at twelve different times during the period hereof. No additional charge shall be made for any such circulars printed hereunder.
3. The MERCHANT shall pay to the PUBLISHER, for all such advertising during the period hereof, an amount equivalent to 2% of the net sales of such store during such period, as the same shall appear upon the records of the MERCHANT, such sums to be paid monthly upon net sales during the previous month, as soon as reasonably practicable after figures thereon are available, but in no event more than thirty (30) days after the expiration of such month. In the event such net sales during the period of this agreement shall exceed \$250,000, then the publisher shall receive an additional amount of one-quarter per cent of all such net sales for such year, and shall the net sales exceed \$300,000, then the publisher shall receive an additional amount of one-quarter percent of all such net sales for such year, and all such amounts shall be paid by the MERCHANT and received by the PUBLISHER in full payment for all advertising of business of the MERCHANT published during the period hereof.
4. The MERCHANT shall apportion its requirements for such advertising in the various calendar months of the period hereof in approximately the same proportions as the sales of the MERCHANT in such store are apportioned during such months. All advertising matter published by the PUBLISHER shall be apportioned upon approximately the same basis.
5. The period of this agreement shall commence on the first day of March, 1933, and terminate on the twenty-eighth day of February, 1934. If the MERCHANT shall discontinue the operation of said store, during the period hereof, then this contract shall terminate at the

Rolla Clymer correspondence

time said store shall close without any further liability hereunder upon either party. Either party, at its election, may cancel this contract at the end of six (6) months from the first day of the period hereof by giving to the other party five (5) or more days' notice to that effect, and if this contract shall be so cancelled by either party, then it shall terminate upon the date so indicated without any further liability upon either party, and without any short rate penalties or other damages to be assessed against either party with respect to advertising matter previously published hereunder, but any liabilities upon the part of either party existing at that time, which arose during such period, shall continue.

6. This agreement supersedes, cancels and abrogates any and all previous contracts, agreements and arrangements between the parties hereto with respect to newspaper advertising, whether written or verbal, and any and all other contracts concerning such advertising, and this agreement is executed in accord and satisfaction for and in full settlement of any claims of either party under such contracts or any of them.

PUBLISHER:

Address _____

MONTGOMERY WARD & CO., INCORPORATED

By _____
Advertising Manager Retail Stores



Rolla Clymer correspondence

LUNSFORD, BARNES & COMPANY
CERTIFIED PUBLIC ACCOUNTANTS

WILLIAM H. MOBERLY, C.P.A.
RESIDENT MANAGER

WHEELER, KELLY, HAGNY BLDG.

WICHITA, KANSAS

KANSAS CITY
PIONEER TRUST BLDG.
TULSA
EXCHANGE NATL. BANK BLDG.
NEW YORK
50 BROAD STREET

March 1, 1933

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

Dear Sir:

We enclose herewith two copies each of your individual return together with the return of The Times Publishing Company for the calendar year 1932.

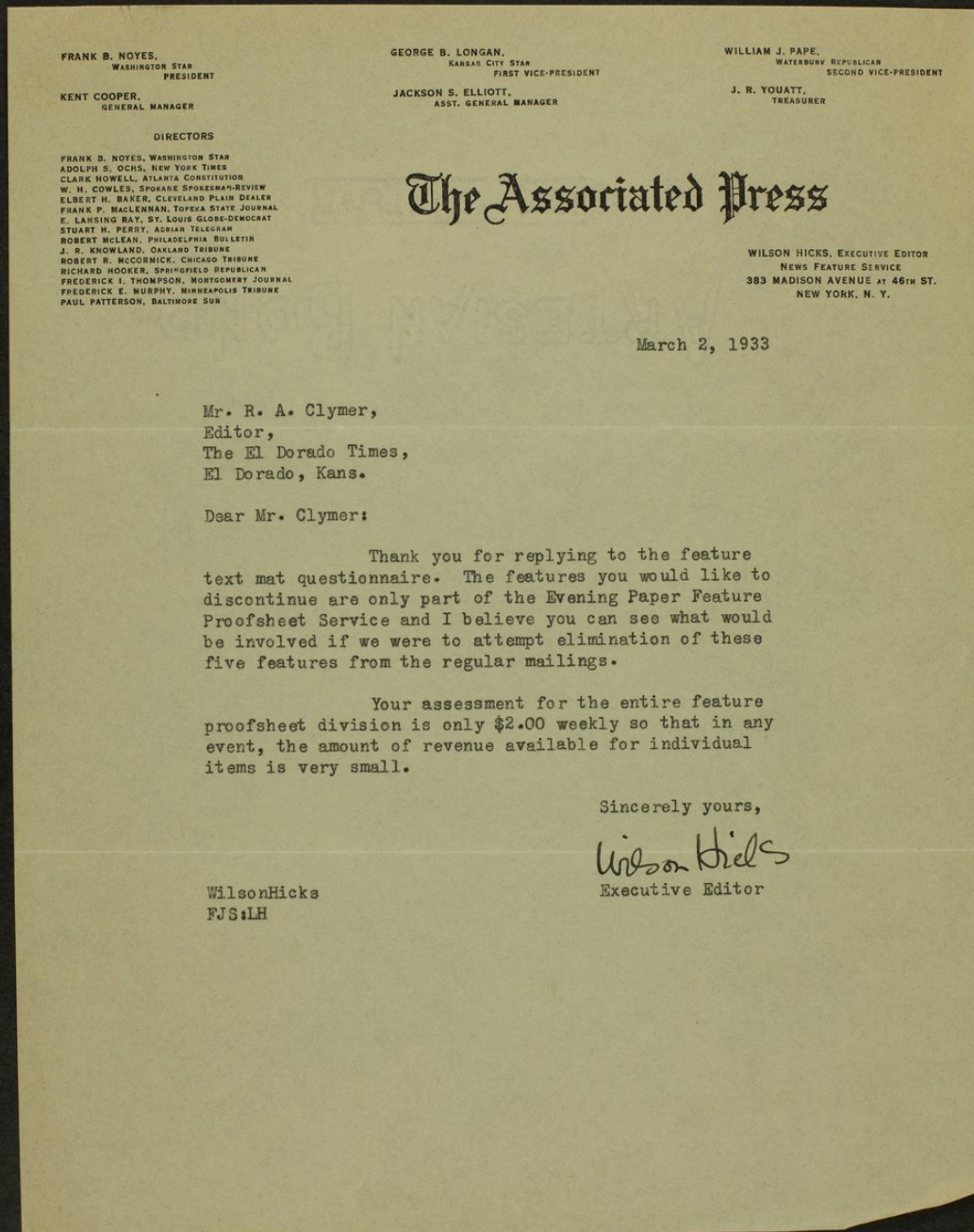
These returns should be duly signed, notarized, a check attached thereto to cover at least one-fourth of the amount of tax shown to be due and filed with the Collector of Internal Revenue, Wichita, Kansas, before March 15, 1933.

The carbon copy of each return is for your information and file.

Yours truly,

Lunsford, Barnes & Company

Rolla Clymer correspondence



Rolla Clymer correspondence

March 2, 1933

Senator Claude C. Bradney,
Topeka, Kansas

My Dear Friend:-

I am very grateful to you for your kindness in advancing Senate Bill No. 181 on the calendar. This is a big help to me and my friends who are interested in the passage of that bill, and we assuredly appreciate the high favor you have done us. Thanks a lot for your thoughtfulness. I hope I may be able to repay you properly some time.

Sincerely your friend,

Rolla Clymer



Rolla Clymer correspondence

The McAlester News-Capital

LEASED WIRE REPORT ASSOCIATED PRESS
MEMBER AUDIT BUREAU OF CIRCULATIONS

NEWS-CAPITAL COMPANY
FRED G. COWLES, PUBLISHER

THE M'ALESTER COAL MINING DISTRICT IS
THE LARGEST BETWEEN THE MISSISSIPPI
RIVER AND THE ROCKY MOUNTAINS

MCALESTER, OKLAHOMA

March 2, 1933

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

Dear Mr. Clymer :

Your surmise is correct--the inquiry and suggestion regarding reduction in rate through doubling of space at single charge of regular space ordered came from the source as explained. Prefer that you keep this confidential. We are glad to know that this plan was not adopted, especially as the original rate charge was given as 25 cents an inch. That would have brought the actual cost to the merchant down to 12½ cents an inch.

Enclosed please find one of our local rate cards, also national rate card. If not too much bother, we would appreciate having your rate cards.

Our newspaper is a merger, some years ago, of the News and the Capital. A local job printer has started a "newspaper" called the Key City News. While we are quite confident that it will not be a permanent newspaper, we feel that it is not entitled to the use of the name "News." But our attorney urged that to issue an injunction or take any other method of protection of our "News" would be to dignify the free distribution sheet and subject us to being in the light of persecuting the job printer. Some of our old subscribers mail their letters addressed only "News" or "Capital." Should the spurious sheet continue for some months, there might be embarrassment about the mail. Would very much like to have your opinion as to the best course to pursue in this case.

Thank you very much for your frank statement as to rates. We too are endeavoring to hold our rate structure as it is. Have made a few concessions to large users of space who get their copy in early for Thursday or Friday issues, in this manner : We have a Weekly News-Capital with some 1500 subscribers, all rural. Copy in early we have lifted into the Weekly in some cases at no additional charge, in some cases at 10 or 15 cents an inch, according to circumstances. And some of the merchants tells us that they are getting excellent returns from the country.

In common with a number of other states, Oklahoma has a "bank vacation period" and we are wondering where we are at.

Yours truly,

Fred G. Cowles
News-Capital Company



Rolla Clymer correspondence

BURGESS CELLULOSE COMPANY
MANUFACTURERS AND DISTRIBUTORS
CHROME STEREOTYPE MATS
FREEPORT, ILL.

Please ship to *Times Publishing Co.* Date *March 3 1933*

Mat prices quoted and shipments made from our factory
F.O.B. Freeport, Illinois

Name *Times Publishing Co.*
Street Address *2140 Broadway*
City and State *Chicago, Illinois*
Via *freight* When *Rush*

QUANTITY Packed 500 to case	TYPE	CALIPER	SHRINKAGE DESIRED	SIZE	PRICE PER MAT
	Nu-Tex A	.024			.12
	Nu-Tex S	.026			.12
<i>1 case</i>	Nu-Tex B	.028	<i>regular</i>	<i>regular</i>	.12
	Nu-Tex C	.030			.12
	Nu-Tex D	.032			.12
	Manifold	.034			.15
	Wet-Tex				.12

All Mats Shipped Subject to Satisfaction

ACCESSORIES
These accessories have all been tested in practical use under various conditions before being accepted by us for distribution. You may order any item with full assurance of satisfaction.

QUANTITY	NAME	SIZE—DESCRIPTION—DIMENSIONS	PRICE
	Burgess Reliable Mat Storage Box	7" x 23" x 27", 26-gauge Armco Iron	\$20.00 each
	Burgess Superior Cork Moulder	21" x 25" only	2.50 each
	Burgess Plain Cork Blankets		
	Burgess No. 7548 Press Felt Moulders		
	Burgess Woven Felt Moulders		
	Stahi Bowl Moulders	21" x 25" only	2.25 each
	Backing Felt		
	Moulding Board		
	Tail Board		
	Scorcher		
	Dry Matrix Paste		
	Asbestos Cloth		

All Prices Subject to Change Without Notice

Remarks:.....

Form MS-33 2M sets 9-31 F16187

Send White Copy to us.
Keep Duplicate Yellow Copy
For your Record.

Signed *R. G. Clymer*
Position *Manager*

Rolla Clymer correspondence

VICTORIA MURDOCK ESTATE, Owners

VICTOR MURDOCK, Editor

MARCELLUS M. MURDOCK, Publisher

The Wichita Eagle

Morning, Evening and Sunday

WICHITA, KANSAS

March 3, 1933.

Mr. Rolla Clymer,
ElDorado Times,
ElDorado, Kansas.

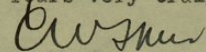
Dear Rolla,

This will introduce Miss Harriet Osborne whom
I have known for some time.

Miss Osborne is a former employee of some old
friends of mine who always thought well of her
ability as an office girl.

I am sure she would be an excellent office girl
for some one.

Yours very truly,



C. W. Speer
The Wichita Eagle

CWS/LK



March 3, 1933

Geo. H. Morrill Company,
Chicago, Ill.

Dear Sirs:-

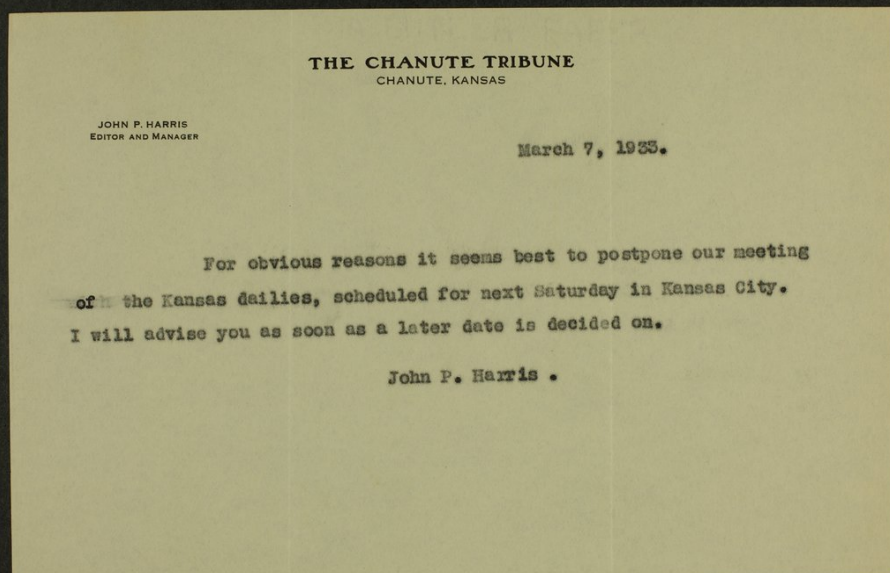
Please ship us at once one drum of your F-68
News Ink, under terms of our contract.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer

Rolla Clymer correspondence



Rolla Clymer correspondence



ALF M. LANDON
GOVERNOR

STATE OF KANSAS
OFFICE OF THE GOVERNOR
TOPEKA

March 7, 1933.

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

Dear Mr. Clymer:

Mrs. Ella B. Otten, whose application you
endorsed in your recent letter, will be
given proper consideration when appoint-
ments are made.

I wish to thank you for your interest, and
trust that my efforts may prove beneficial
to Kansas.

With best wishes, I am

Sincerely yours,

Alf M. Landon
Governor

AML:LC

*Please return for
my files. R.A. Clymer*



1000M-7-31

Form 1983 Rev. 8-36
(For use in connection with Uniform Domestic Straight Bill of Lading adopted by Carriers in Official, Southern and Western Classification Territories, March 15, 1922, as amended August 1, 1930.)

THIS MEMORANDUM
is an acknowledgment that a bill of lading has been issued and is not the Original Bill of Lading, nor a copy or duplicate covering the property named herein, and is intended solely for filing or record.

Shipper's No. _____
Agent's No. _____

MISSOURI PACIFIC RAILROAD COMPANY

RECEIVED, subject to the classifications and tariffs in effect on the date of the receipt by the carrier of the property described in the Original Bill of Lading,

at Edwards, Kans 3-8, 1933
from The Edwards Times

the property described below, in apparent good order, except as noted (contents and condition of contents of packages unknown), marked, consigned, and destined as indicated below, which said company (the word company being understood throughout this contract as meaning any person or corporation in possession of the property under the contract) agrees to carry to its usual place of delivery at said destination, if on its own road or its own water line, otherwise to deliver to another carrier on the route to said destination. It is mutually agreed, as to each carrier of all or any of said property over all or any portion of said route to destination, and as to each party at any time interested in all or any of said property, that every service to be performed hereunder shall be subject to all the conditions not prohibited by law, whether printed or written, herein contained, including the conditions on back hereof, which are hereby agreed to by the shipper and accepted for himself and his assigns.

(Mail or street address of consignee—For purposes of notification only.)
Consigned to Imperial Type Metal Co 1800 S. 54th Ave
Destination Chicago State of Ill County of _____
Route _____
Delivering Carrier _____ Car Initial _____ Car No. _____

No. Packages	DESCRIPTION OF ARTICLES, SPECIAL MARKS, AND EXCEPTIONS	*WEIGHT (Subject to Correction)	CLASS OR RATE	CHECK COLUMN
2	Thermus Lead Draught	1250		
	Picked up by Carrier			

Subject to Section 7 of conditions, if this shipment is to be delivered to the consignee without recourse on the consignor, the consignor shall sign the following statement:
The carrier shall not make delivery of this shipment without payment of freight and all other lawful charges.
(Signature of Consignor.) _____
If charges are to be prepaid, write or stamp here, "To-be Prepaid."
Received \$ _____
to apply in prepayment of the charges on the property described hereon.
Agent or Cashier, _____
Per _____
(The signature here acknowledges only the amount prepaid.)
Charges Advanced: \$ _____

*If the shipment moves between two ports by a carrier by water, the law requires that the bill of lading shall state whether it is "carrier's or shipper's weight."
NOTE—Where the rate is dependent on value, shippers are required to state specifically in writing the agreed or declared value of the property.
The agreed or declared value of the property is hereby specifically stated by the shipper to be not exceeding _____ per _____
Per The Edwards Times Shipper, W. B. Peple Agent
Permanent postoffice address of Shipper _____

3

COB. P. CERRAN PRINTING CO., ST. LOUIS, MO.

CONTRACT TERMS AND CONDITIONS

[illegible]

Property sold hereafter.

[illegible][illegible]

ten or more) in or in connection with this bill of lading.
Sec. 8. (6) If all or any part of said property is carried by water over any part of said route and water carriage shall be performed subject to all the terms and provisions of, and all the exemptions from, the act entitled "An act relating to the navigation of vessels, etc.", and of other statutes of the United States according to the provisions of the act entitled "An act relating to the navigation of vessels, etc.", and to the conditions contained in this bill of lading not inconsistent therewith or with this sec.

(b) No such carrier shall be liable for any loss or damage resulting from any fire happening to or on board the vessel, or from explosion, bursting of boilers or breakage of shafts, unless such loss or damage is caused by the negligence of the carrier or of his servants.

including those on the basis of sex, race, color, religion, or national origin, or from participation in the voyage. Also, when for any reason it is necessary, any vessel carrying any or all of the property herein described shall be at liberty to call at any port or ports, in or out of the customary route, to tow and to be towed, to transfer, transship or lighten, to load and to discharge goods at any time, to assist vessels in distress, to deviate for the purpose of saving life or property, and for docking and repairs. Except in case of negligence such carrier shall not be responsible for any loss or damage to property if it is necessary or it is usual to carry

[illegible]

(c) If the property is being carried under a bill of lading which provides that any carrier or express company may be held liable for loss from perils of the sea, then as to such property the provisions of section 20(1) shall apply.

(c) This section shall be modified in accordance with the tariff provisions, which shall be required as incorporated into the conditions of this bill of lading.

(d) The term "water carrier" in this section shall not be construed as including lighters or in or across rivers, harbors, or lakes, when performed by or on behalf of rail carriers.

(e) The term "motor carrier" in this section shall not be construed as including lighters or in or across rivers, harbors, or lakes, when performed by or on behalf of rail carriers.

Sec. 10. Any alteration, addition, or erasure in this bill of lading which shall be made without the special retention hereof of the agent of the carrier issuing this bill of lading shall be without effect, and the bill of lading shall be enforceable according to its original tenor.

Revised August 1, 1950)

This image shows a vertical strip of aged, yellowed paper, likely a page from an old book. The paper has a mottled, textured appearance with some darker spots and a slightly uneven edge. To the right of the paper is a dark, textured binding material, possibly leather or cloth, which is visible as a narrow vertical strip. The overall image is a close-up, vertical view of the book's edge.



Rolla Clymer correspondence

Towarda Kans,
March-8-'33.

Mr. R. Q. Clymer,
El Dorado, Kans.,
Dear Mr. Clymer, -

Dear Luise I could
tell you how greatly I appreciate
your letter of endorsement - to Gov.
Landar - which I really think may
mean much toward my securing
the appointment. And I was so glad
to note the contents of the Gov. letter
to you. So grateful for your forward-
ing same. Thanking you for the
very great favor and kindness and
assuring you if I am fortunate enough
to receive the position - I shall bend
every effort to render our Kansas a
real service - With kindest personal
regards, - I remain -

Sincerely Yours

"Mrs." Ella B. Otten

Rolla Clymer correspondence

Ralph W. Mitchell

Advertising Representative
21 WEST 10TH STREET BLDG.
KANSAS CITY, MO. 3/8/33

Mr. R. A. Clymer, Bus. Mgr.,
TIMES,
El Dorado,
Kas.

Dear Mr. Clymer:

We are proud of the attached. We don't believe any special representative anywhere made a record equal to ours for any single publisher during 1932.

The main reason for this showing is the fact that we do not have a great string of newspapers to represent in the national field. We have just the St. Joseph News-Press & Gazette and the Chillicothe Constitution-Tribune on our list. But we will have more before the year is out.

Forty-one new accounts in a bad year like 1932 is a record to shoot at.

We would like to have the Times at 7 $\frac{1}{2}$ %, but we do not do billing and collecting.

Either of the publishers we represent will give our organization a big boost.

Sincerely,

Ralph W. Mitchell

Rolla Clymer correspondence

New accounts secured by Mitchell-Ruddell-Rudden, Inc. in 1932
for the St. Joseph News-Press & Gazette

Dr. Pepper
Fleischmann's Yeast
Gas Saver
Coryell
Packard Motors
DuPont
Ignition Company
Sinclair gasoline
American Radiator
Sea Island Sugar
Bisquick
Maxwell House Coffee
Foodtown Kitchens
Grape Nuts
Chase Candy
Kraft Mayonnaise
Gold Medal Flour
Larrabee Mills
Orange Crush
Canada Dry
Goetz Beer
Atlas Beer
Ladies Home Journal
Otee Food
Norge Refrigerator
Skelgas
Simmons Beds
Dyanshine
HilBrite Wax
Iowa Soap
Coty Perfume
Viviana
Dutch Masters
Mapacuba
Granger Rough Cut
Securities Corp. of America
Tiger Coal
Sunshine Coal
Saturday Evening Post
Pictorial Review
Atwater Kent Radio

Rolla Clymer correspondence

Douglas Ks 3/9 33
Mr. R. A. Clymer
Eldorado Ks
Kind friend;

The highway
department of the state
is due for a shake up.
Three 3 men are to be
left at Eldorado.

They will be filled by
Republicans & should be
from Butler Co.

I feel I feel that I
could qualify as good
or better than any other
man in Co. I point
with pride to the



men that were selected
for the road department
when I was running
the Co. Clyde King,
Walter Court, Wm
Cummins, Frank Kunst
They served the party
well, I'm broke & need
the job, I'll not
belly-ache if I don't
get it, I'll still vote
er straight. The folks
are losing faith in
Wm. Calkins, as you
will see in Saturday's
article of last week.

I feel
you
The
been
had
& I
monstr
If you
could
help
If ca
preve
any
I'm jo
prize
I have
put it
along



elected
 moment
 ming
 ing.
 not
 erty
 and
 don't
 vote
 folks
 in
 you
 thruster
 reb.

I feel frank to tell
 you that we felt that
 he would never have
 been champion if it
 had not been for you
 & I & the good sports-
 manship of others.
 If you feel that you
 could give me some
 help I'd be glad of it.
 If circumstances
 prevent I'd be sorry.
 Any way the friendship
 I enjoy with you I
 prize as much as any
 I have & hope always
 keep it. Sincerely
 Joseph Jones

Rolla Clymer correspondence

NEW YORK
CHICAGO . .
DETROIT . .
ATLANTA . .
PHILADELPHIA
KANSAS CITY
SAN FRANCISCO
DALLAS . . .

Established 1888

E. KATZ SPECIAL ADVERTISING AGENCY

NEW YORK
500 Fifth Avenue
March 9, 1933.

Mr. R. A. Clymer
TIMES
El Dorado, Kan.

Dear Mr. Clymer:

I can sense something of your concern when cancellations are pouring in on national business and a very considerable volume of the steady lineage that has been running in your paper has been stopped.

And, of course, we here are no happier about it than you are.

But you must know that nothing can be done and that it is not an unnatural result of present chaotic conditions.

The fine part of it, after all, is that here and apparently throughout the country, business men generally are taking what has happened as for the best and most of them with a smile. They don't like it, but what are they to do but tighten their belts, stick out their chins and go on from here.

As against the business that is stopped, there are some few advertisers who are showing their faith by getting started.

Just as soon as some sound, comprehensive plan is announced in Washington, some business will start up again and as confidence grows we will have a resumption of at least the greater part of our lineage volume.

I am sorry I cannot write you something more encouraging, but I feel it is only fair to discuss the situation with you. And if I can't relieve your concern at least I want you to know that we are on the job here, alert and anxious to do our best just as soon as any effort can possibly meet response.

Everything, of course, is at a standstill awaiting the action of Congress and word from the President that will either reopen the banks or give the nation some form of currency so that the wheels of trade can start again even tho they start slowly.

Perhaps it is all for the best. Business has started so many times in the last three years and hasn't got out of second speed before the red light compelled it to stop. Perhaps out of it all will come a definite

Rolla Clymer correspondence

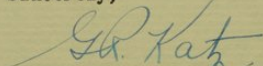
- 2 -

plan that will be an inspiration to business, and tho it start but slowly it may gain steady, increasing impetus to the end that all of us enjoy an increasingly better era.

Here we are really encouraged that something will be done for the betterment of business generally and we look upon the present stalemate as an opportunity for us to get ourselves together, clean house and get ready to go when the word comes.

Please feel that everything will be done to restore your cancelled business and to get every available new line for you that we can send your way.

Sincerely,


E. KATZ SPECIAL ADVERTISING AGENCY

GRK/cp

Rolla Clymer correspondence

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

From . . . DETROIT . . .
General Motors Bldg.

DATE March 9, 1933

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

Re: Sterling Products

Dear Mr. Clymer:

Mr. Carl Slater, of our Kansas City office, has written us advising that several special representatives have made overtures to the Times for representation, claiming that should they receive representation of the Times that Sterling Products business would immediately follow your signing.

The writer has contacted the Thompson-Koch Agency for a number of years and knows minutely the details of that agency's plan of operation. It is our opinion that any special representative that makes the statement that they can sign the Sterling Products account for the El Dorado Times does so because of their utter unfamiliarity with the Thompson-Koch Agency, or that their efforts as representatives are not of the kind to be depended upon. Any representative, in my opinion, making such a claim either is willing to sacrifice their commissions from the Thompson-Koch Agency, or feel certain they can negotiate a contract at reduced rates with a hope that commissions from other national business will more than compensate them, which undoubtedly would be the case with agents without a large and aggressive organization and without the billing and collecting feature.

The Thompson-Koch Agency has been for a good many years the hardest drivers for space bargains in the entire United States. They not only have purchased space on a very close margin, but as you know, have insisted on a great many other concessions.

The writer personally knows that since the beginning of the present economic disturbance in 1929, the Thompson-Koch Agency has not renewed any contracts calling for increased line rate.

We also know it to be a fact, from several years contacting of this agency, that they are not kindly disposed toward Government Statement newspapers, and are not sold on buying government circulation at what they term high rates.

Rolla Clymer correspondence

Mr. Rolla Clymer - #2

There are innumerable plans in operation whereby Sterling advertising appears in weeklies and the smaller dailies on a cooperative plan with such concerns as Bonnette-Brown. We have told by the Thompson-Koch Agency that this buying of small dailies and weekly papers, through these cooperative sources, costs them practically nothing. The securing of Sterling business on this basis can only be valuable to the representative as ammunition to prospective publishers in demonstrating their ability to get business that other representatives have not procured.

There has been no change in the Thompson-Koch set-up, nor have the Sterling Products people changed their buying habits an iota.

With business at a low ebb, appropriations small, the Thompson-Koch Agency at the present time is driving harder for concessions and lower rates than at any other time in their history.

The value of the Thompson-Koch business is undeniable. That we would like it to appear in every publication we represent, goes without saying. We don't believe it an indication of efficiency for any representative to go this length to secure business.

Trusting this information makes for a better understanding of the Sterling account, I am

Sincerely yours,

E. KANE SPECIAL ADVERTISING AGENCY

Paul Ray:L

Kansas Chapter of
SIGMA DELTA CHI
Professional Journalistic Fraternity
University of Kansas
Lawrence

Mar. 10, 1933.

DEAR SIR:

In accordance with rules laid down last year with the institution of the Hall of Fame for deceased Kansas editors, we are submitting to you, a member of the Quarter Century Club of Kansas Journalists, the list of nominations for the Hall of Fame.

From this tentative list of those worthy of this honor, we are asking that you will designate one whom you consider deserves best to join the company of the illustrious seven thus far chosen.

By so doing you will, through the exercise of your wide experience, insure that the Hall of Fame will be truly representative of the best of Kansas journalists and will confer upon us of Sigma Delta Chi a real favor by your co-operation.

For your information, we have listed, on the nomination blanks, the six chosen in 1930-31, and the one selected last year. Should you wish to choose one other than those listed, feel free to make such a choice in the blanks provided therefor.

Announcement of the results will be made early in the spring, as has been customary. We would appreciate the return of your ballot at least three weeks following receipt.

Most sincerely,

SIGMA DELTA CHI

By P. Robert Kitzman

KANSAS GAS AND ELECTRIC COMPANY

WICHITA, KANSAS

March 10, 1933

Mr. R. A. Klymer, Editor,
Eldorado Times,
Eldorado, Kansas.

Dear Mr. Klymer:

I wish to take this opportunity to express my appreciation of the cooperation of the El Dorado Times in putting over the El Dorado Times Cooking School.

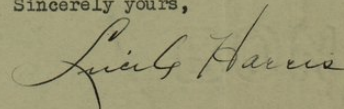
The hardest task in putting on such a school, so far as the Director is concerned, is overcome if everything back of the scenes moves smoothly.

I have never worked with a group of people who were more pleasing to work with, or more willing to cooperate, than the members of your staff.

It is things of this nature that makes demonstrating a pleasure. I hope that the school has proven successful from your viewpoint, and that we may have the opportunity of working with you again in the future.

I again wish to express my appreciation of the three most delightful days spent in working with the El Dorado Times.

Sincerely yours,



Lucile Harris:MM

KANSAS GAS AND ELECTRIC COMPANY

WICHITA, KANSAS

March 10, 1933

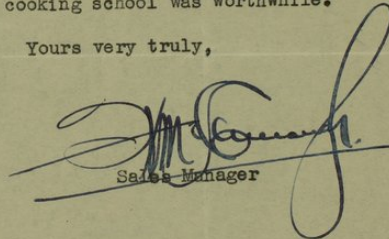
Mr. Rolla A. Clymer,
Eldorado Times,
Eldorado, Kansas.

Dear Mr. Clymer:

We have looked over the brochure containing statistics, publicity and advertising used in connection with your recent cooking school and we want to congratulate you on conducting, what in our estimation was, the most successful cooking school in which we have ever had the opportunity to participate.

We are very well pleased with the results and I have heard from several sources that the dealers in El Dorado, who participated, feel that the cooking school was worthwhile.

Yours very truly,


Sales Manager

F.H. McCullough:ms



SOUTHERN KANSAS STAGE LINES COMPANY

PASSENGER—FREIGHT—EXPRESS SERVICE

PHONE DIAL 4-3306

(GENERAL OFFICE)

WICHITA, KANSAS

March 10, 1933.



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

Dear Sir:

This is to advise that I was in your city a few days ago, but was unable to see you due to the fact that you were out of the city.

I went to the Smith-Angle Motor Company and got original bill of damage to your car. According to our driver, our truck slipped back against one of your fenders. He said you caused the remainder of the damage in trying to get out of the mud, by running into the guard rails or some other obstruction. This damage can not be attributed to our company. However, we are willing to pay for the damage that we caused. I figure the damage to left front fender and running board at \$5.50, and we are willing to reimburse you in that amount. We can not be expected to pay for differential gaskets and a grease job though.

I am attaching releases in that amount, and if satisfactory to you, we will mail you a check just as soon as you return them in duplicate to this office.

Yours very truly,

SOUTHERN KANSAS STAGE LINES CO.,

By: M. C. Beasley.

No agency can retain the public as its customer unless, and except, as it gives the public the service it demands. Nor can the public be indicted for failure to support any agency if some other serves it better.



Rolla Clymer correspondence

J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE
NEW YORK, N.Y.

March 13, 1933

Publisher
Times
El Dorado
Kansas

Gentlemen:

It is our understanding that the E. Katz Special Advertising Agency is your recognized agent and as such is qualified to receive payments for advertising under contracts placed by us with you and that payment so made by us constitutes payment to you.

May we not ask you to acknowledge this letter as an indication of our mutual understanding.

Yours very truly,

J. WALTER THOMPSON COMPANY

Assistant Treasurer

A. V. Pollock/b

NEW YORK CHICAGO BOSTON CINCINNATI ST. LOUIS SAN FRANCISCO LOS ANGELES LONDON