

#### **Rolla Clymer correspondence**

Section 404, Pages 12091 - 12120

This series of the Rolla Clymer collection includes sent and received correspondence arranged chronologically beginning in 1909. With few exceptions, the correspondence provides a continuous and very complete view of his activities. Much of the earliest correspondence in the Clymer collection pertains to information about the College of Emporia for the period Clymer was a student there. Scattered throughout the remainder of the correspondence is information about Emporia athletics and alumni activities and letters with former classmates. From 1914 to 1918, Clymer was editor and manager of the Olathe, Kansas, Register. In 1918, Rolla Clymer moved his young family to El Dorado, Kansas, where he became editor and manager of the El Dorado Republican. Except for a six month hiatus in 1937 as editor and manager of the Santa Fe New Mexican in Santa Fe, New Mexico, Clymer served the remainder of his professional career in El Dorado.

In his later years, Clymer devoted much of his time to efforts to preserve the Kansas Flint Hills region which he dearly loved. In addition to newspaper editorials, he wrote and published numerous widely circulated articles and poems about the Flint Hills. Perhaps his best known tribute was his poem "Majesty of the Hills," which helped earn him the designation as Poet Laureate of the Flint Hills. Rolla Clymer died on June 4, 1977, having been the editor of the El Dorado Times for fifty-nine years. For a complete contents list of the Rolla Clymer collection, see the External Links below.

Date: 1909-1977

Callnumber: Rolla Clymer Coll. #9, Box 1 - 49

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# HISTORICAL SOCIETY



Rolla Clymer correspondence

July 12, 1933

I was lucky enough to find "Doc" Strong, the new fish and game warden, together with Giles Athertoon here today, and put in a strong bid for your friend, George Roberts, of Plains. They have Lee Larabee's endorsement of him, as well as yours, on their list and regard Mr. Roberts favorably. However, they tell me that al appointments have to be passed on by Topeka and they could make no promises. It is my personal opinion, however, that with you and Lee Larabee behind him, it will be hard to pass over Roberts for the position of deputy. Mr. Atherton is going to Minnesota tomorrow for two months, and it was fortunate you wrote me just now. I hope it all works out to suit you.

Am glad also that the collection matters were handled to your liking by my friend, Coutts.

I am going to Wichita in a few minutes. Mother has been ill for several days; too much hot weather, I fancy. But she is frail and must take care of herself. Ruby was due home last night from ten days in Chicago.

Hope all your family, as well as yourself, are well and that Liberal is recovering from its disaster. I am always glad to hear from you.

Sincerely,



### Rolla Clymer correspondence



Largest Daily and Sunday Circulation in the State of Kansas

Evening and Sunday Morning

#### THE WICHITA BEACON

M. M. LEVAND, President

WICHITA, KANSAS

July 13, 1933

Mr. R. O. Clymer Editor El Dorado Times El Dorado, Kansas

Dear Mr. Clymer:

We should have written you sooner thanking you for officiating as a judge in The Beacon's Kansas division of the Atlantic City National Beauty Pageant.

We feel you showed extremely good judgment in your selections of the winners. It was regrettable, with such a fine aggregation of feminine beauty, we could not award a prize to every contestant. However, under the circumstances, you showed good taste in your decisions and we were proud to amnounce the winners you named.

We have heard nothing but praise for the manner in which the contest and the officiating was conducted. As it so happened, you selected a girl for the title of "Miss Kansas" who was unsponsored and who had not been given much chance by the so-called "experts" who had already picked their winners.

We will give you credit for seeing deeper than the surface, on which these "experts" were basing their predictions. Miss Pauline Sayre has one of the finest personalities with which we have ever come in contact. She is well liked by everyone and there was not another girl in the contest with a better character. Her victory was hailed with delight by everyone of the losing girls. Not one complaint has been made to us and we believe this establishes a new record of some kind for beauty contests.

We trust you enjoyed your short stay in Wichita and your association with the most beautiful girls in Kansas. If we may reciprocate at any time, please do not hesitate to call on us.

Again thanking you for your courtesy, I am,

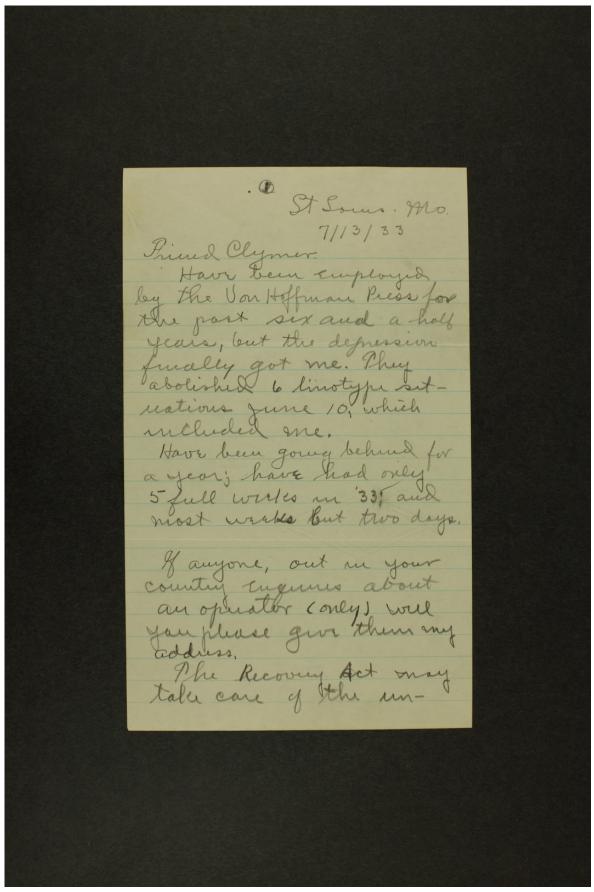
Very truly yours,

THE WICHITA BEACON

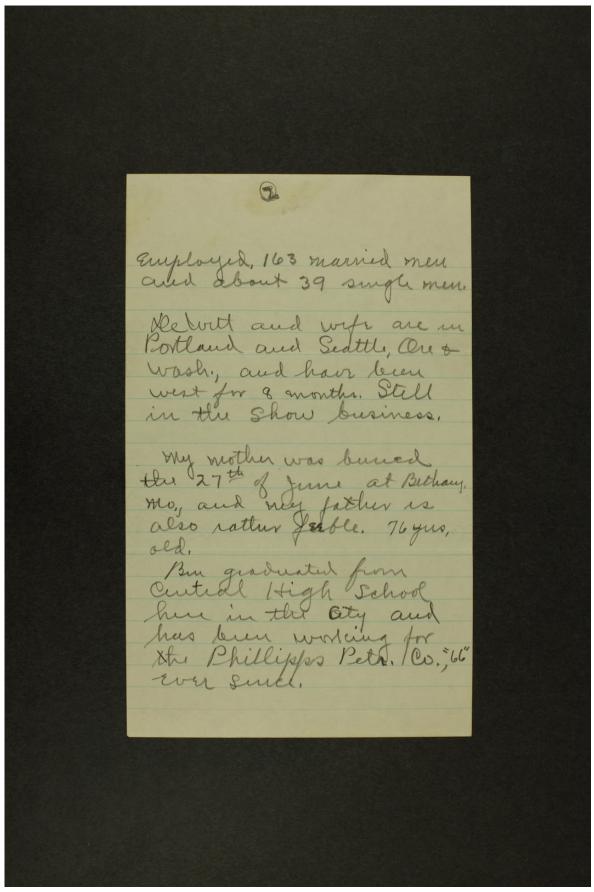
W. C. Shanklin Managing Editor

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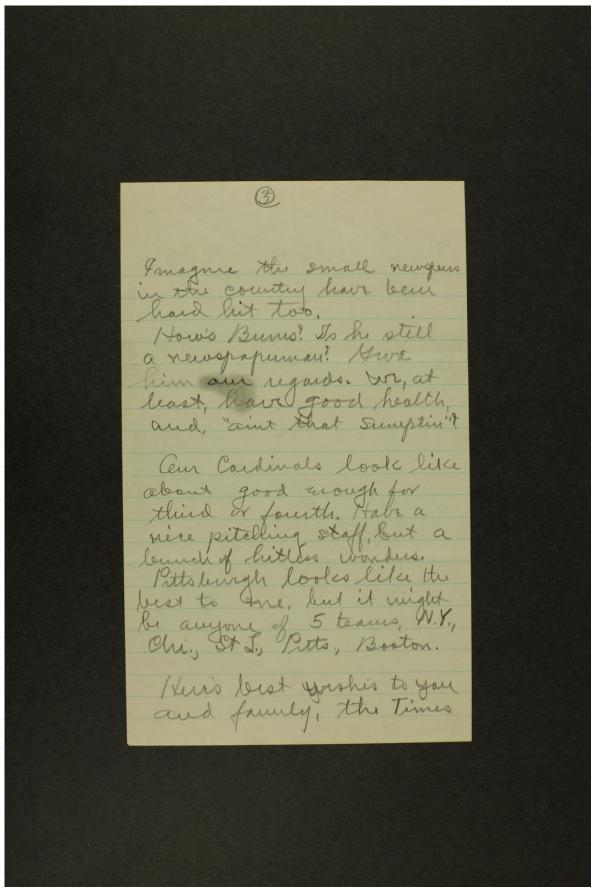




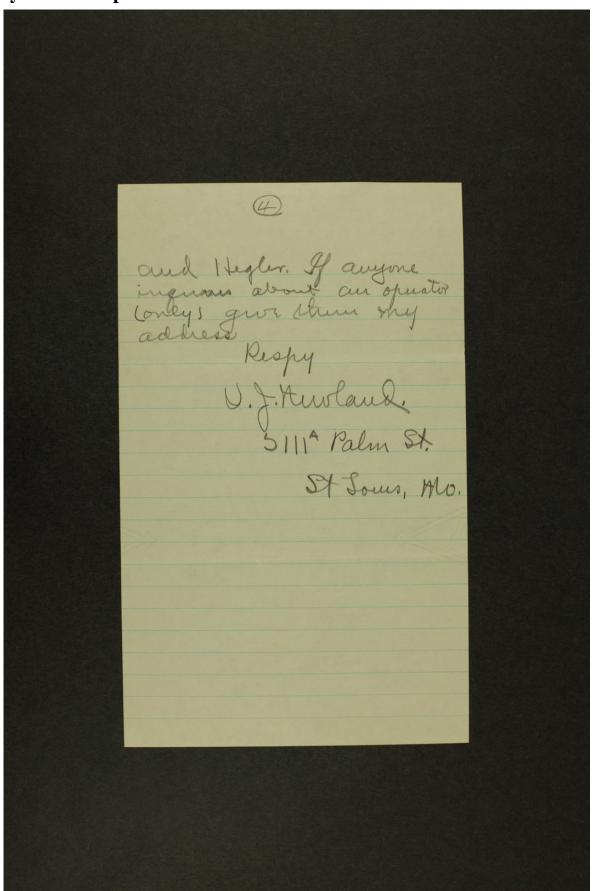




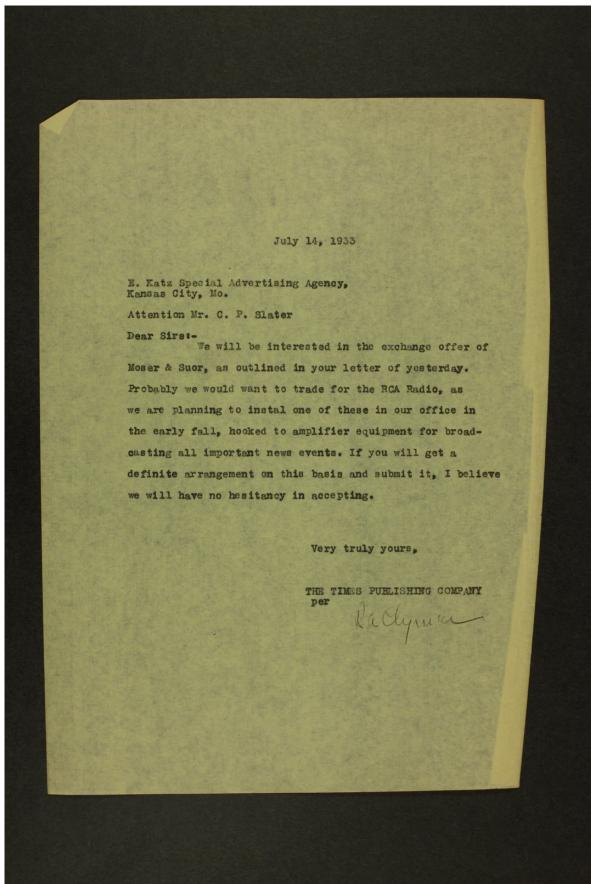




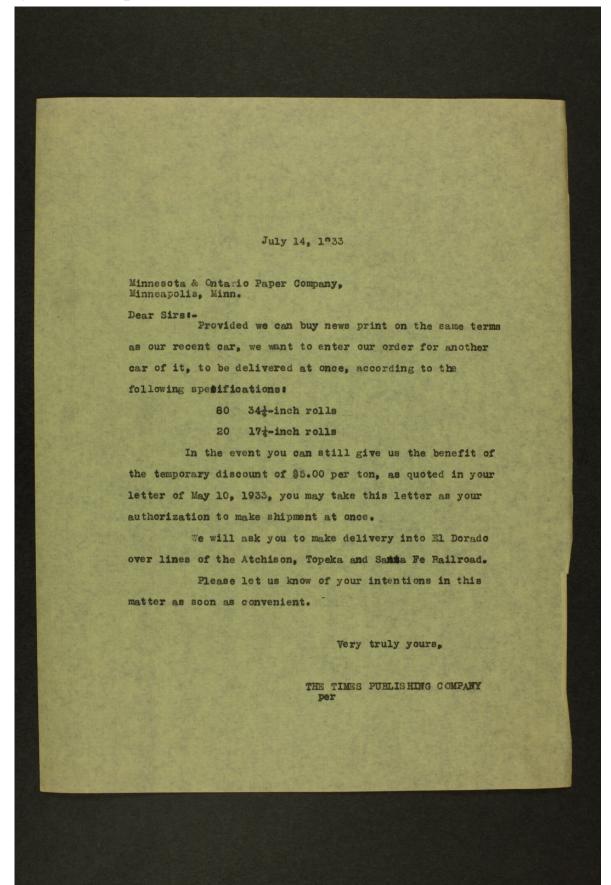




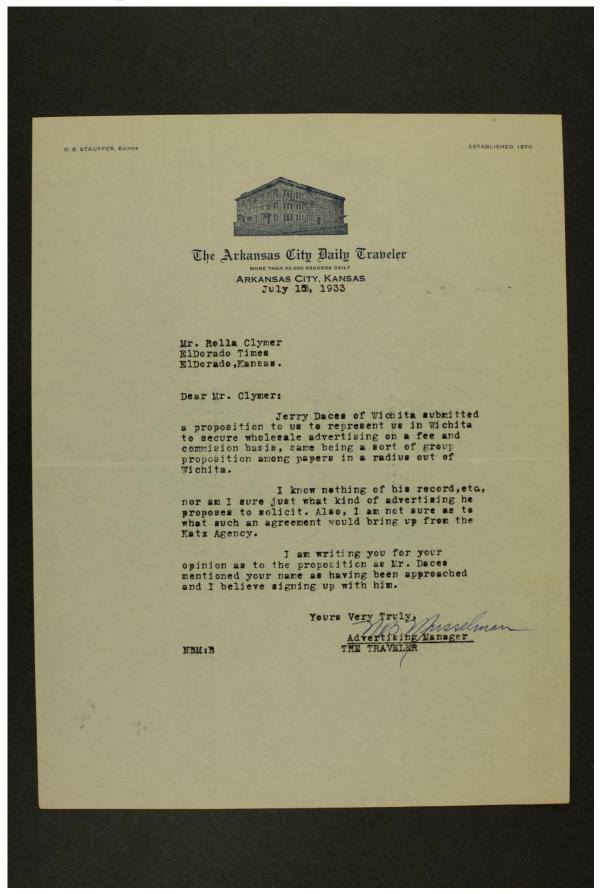




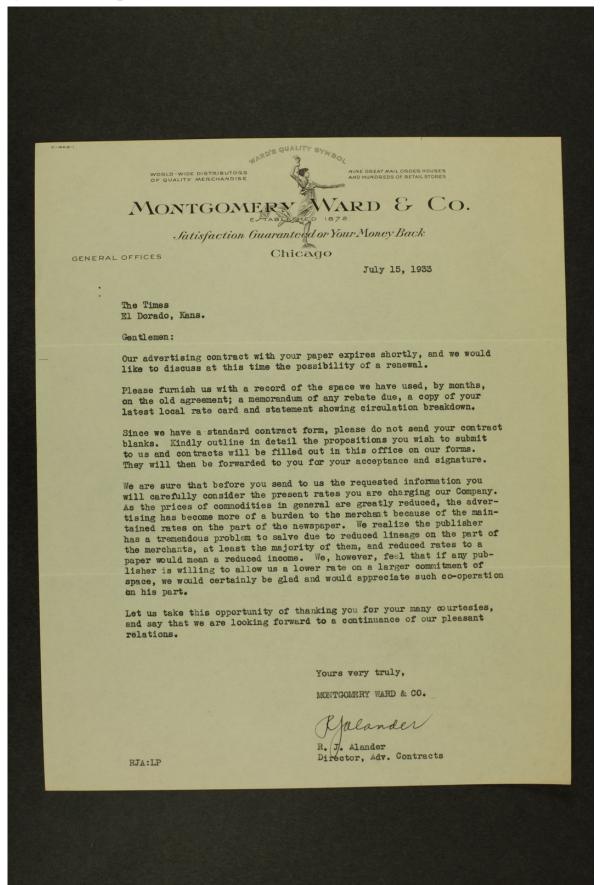




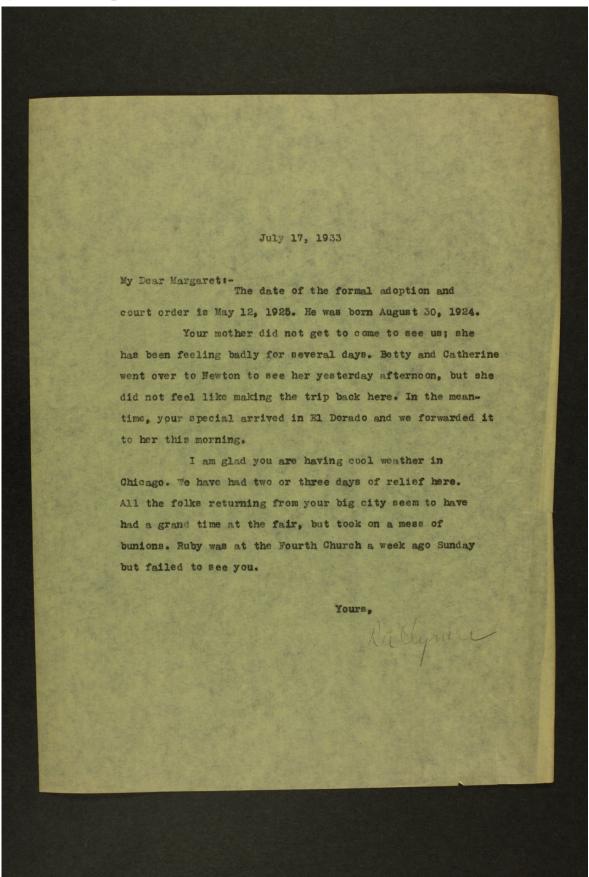














#### Rolla Clymer correspondence

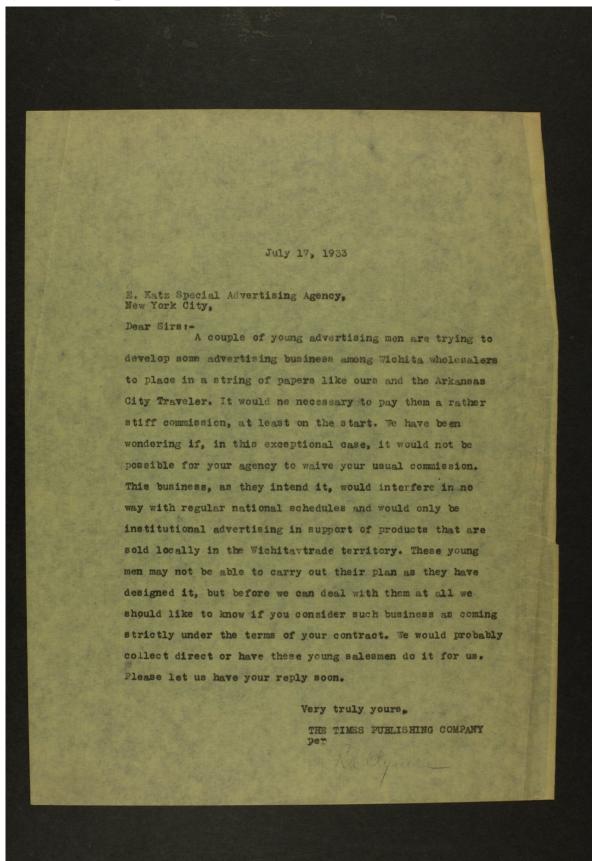
July 17, 1933

Mr. N. B. Musselman, Arkansas City, Kansas

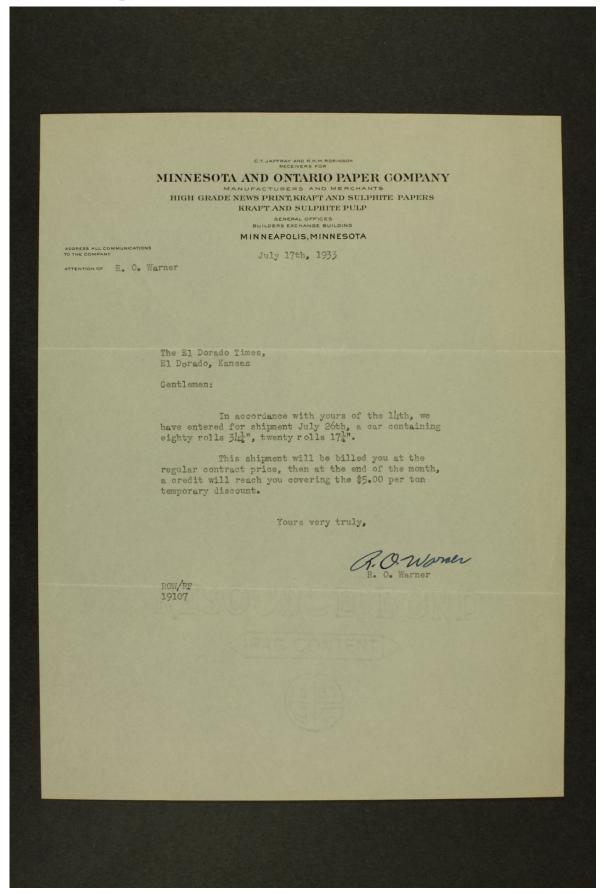
Dear Mr. Musselman: - The Daces boy was here again today. I have not signed up with him, and am reluctant to do so. I have doubts of his ability to deliver, I am afraid he might submit copy that would conflict with local interests and make it unacceptable to us, and also suppose Katz would have to have a commission cut. I am writing Katz today asking that agency to waive any possible commission, and then I am going to see Daces' copy (if any, ) before I make a decision. This might make some business to us, but I imagine the Wichita wholesalers would find it expensive paying papers like yours and ours the national rate for any extended campaigns. Daces is trying to get a string of papers, which would make the outlay heavier for the advertisers. I don't want to pass up any business but Daces' plan doesn't look feasible to me as he has presented it. If you decide to go in with me, please let me know and on what terms, and I shall reciprocate with you.

Sincerely,











Rolla Clymer correspondence

July 17, 1933

Mr. V. J. Newland, St. Louis, Mo.

My Dear Vic:- Was glad to hear from you; sorry you are out of work. We, of course, have been hard hit along with everybody else but so far have kept the force pretty well together. It has been a terribly tough year and we wonder how long it is going to last. I don't know of any jobs open around here now, but will be glad to recommend you if I hear of anything. It's fine that your family is doing well. I guess you must be proud of Ben and have a perfect right to that feeling. I am sure he is a fine boy. Hegler is not in the newspaper business any more but is working for the state as an oil inspector at the port of entry near Caney. He hasn't been with any newspaper for a couple of years. Was out of a job, too, for quite awhile. We have about the same old bunch here. We are hoping with higher prices for grains and oil that business will improve in the fall. I read a lot of baseball and wish I had your chance to see some of the major teams play. I think the Giants are doing wonderfully to stay at the head of the National League. The Yanks are my favorites in the Americans. I wish you the best of fortune and will always keep you in mind.

Sincerely,



### Rolla Clymer correspondence



Largest Daily and Sunday Circulation in the State of Kansas

Evening and Sunday Morning

#### THE WICHITA BEACON

M. M. LEVAND, President

WICHITA, KANSAS July 18, 1933.

Mr. R. A. Clymer, El Dorado Times, El Dorado, Kas.

Dear Mr. Clymer:

Please pardon my delay in answering your letter of July 10th asking for mats of Pauline Sayre and Melissa Lane.

The only 1-col. cut we used of Miss Sayre was taken by our own photographer when she entered the contest and was exceptionally poor, I thought. I had been trying to get some new pictures made and have some mats made from them for you, but all we have used thus far are of her in some kind of a freak pose that wouldn't do you any good, so am enclosing herewith mat of the original cut we used; also mat of Miss Lane.

They are both odd sizes, but used together will practically make a 2 col. cut with a mortise of 1 col., if you cut out a little off of the wh bottom of the Sayre cut.

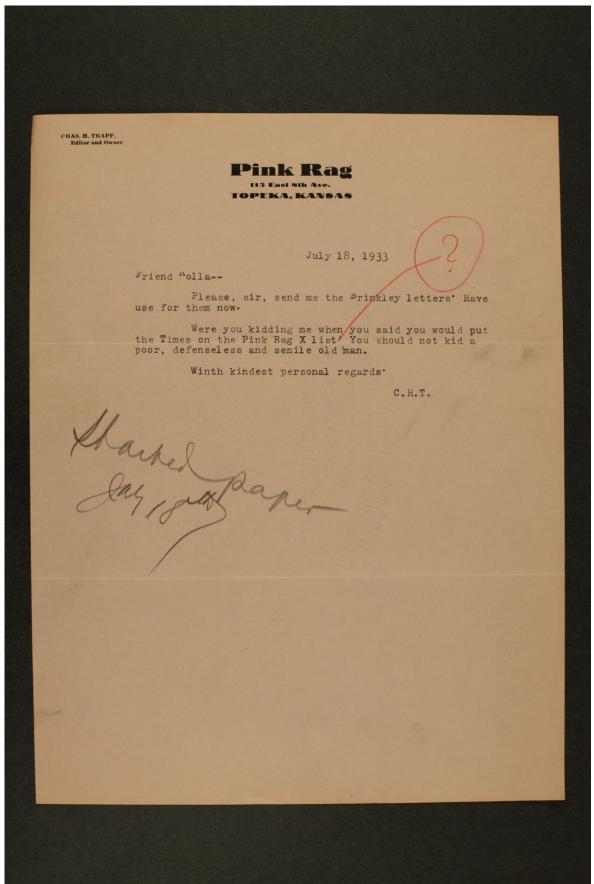
We noticed your story on our contest and want you to know we appreciate same.

If we can do anything else for you, please do not hesitate to call on us.

Very truly yours,

Wade boughty, News Editor THE WICHITA BEACON







#### Rolla Clymer correspondence

#### E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

From NEW YORK
500 Fifth Avenue

DATE July 19, 1933.

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

Dear Mr. Clymer:

We told you we would try to have our book on Kansas off the press by the 15th of July but we are almost a week late.

We are mailing to you this afternoon your copy of "KANSAS"---a sourcebook for sales planning in an important consumer market.

This book has actually been designed for use by the man who has goods to sell. Its aim is to provide him with all the marketing and merchandising information he can want about the Kansas market as a whole in comparison with other state markets and, further, about the various units which make up the consumer market in the state of Kansas.

Naturally our principal concern has been with the cities of from 10,000 to 30,000 population, and depicting the market which they comprise occupies most of the space in this book.

We have taken the greatest pains to stick to facts. We have done this because the facts in themselves were excellent and there was no need to improve on them and, second, because we know that the advertiser and the agent are sick and tired of the inflated stories customarily to be found in newspaper promotion booklets.

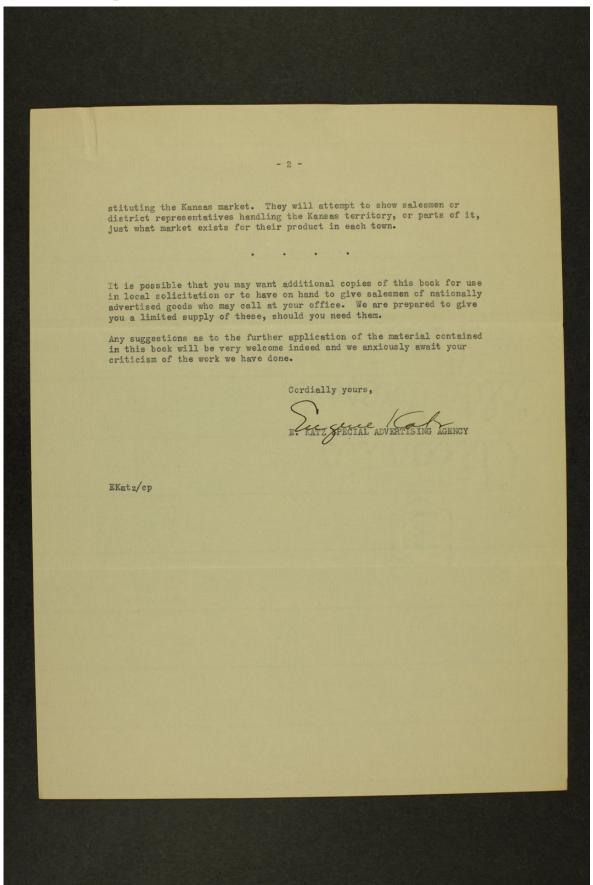
But a glance at the book itself will describe it to you much better than I can, so I'll say no more.

Here is how we are going to use this book:-

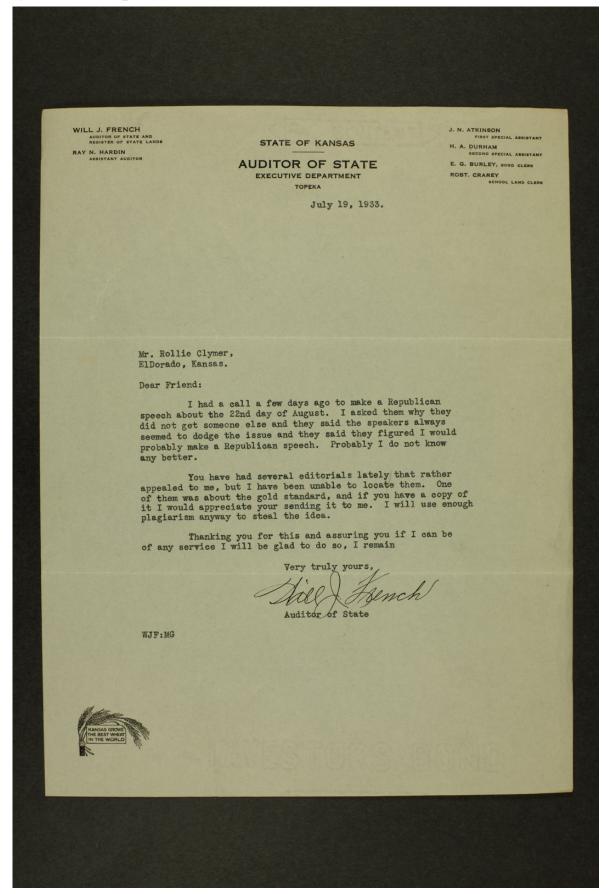
Each of the men in each of our offices will go over it with agency principals and advertisers in the course of the next month. It will not be laid on their desk without an explanation. It will be used as the basis for a solicitation on the subject of Kansas as compared with other consumer markets and the book will be left with them as a permanent reference.

In Kansas City it will be used slightly differently. There, Slater and Gray will emphasize the inter-relationships of the various elements con-

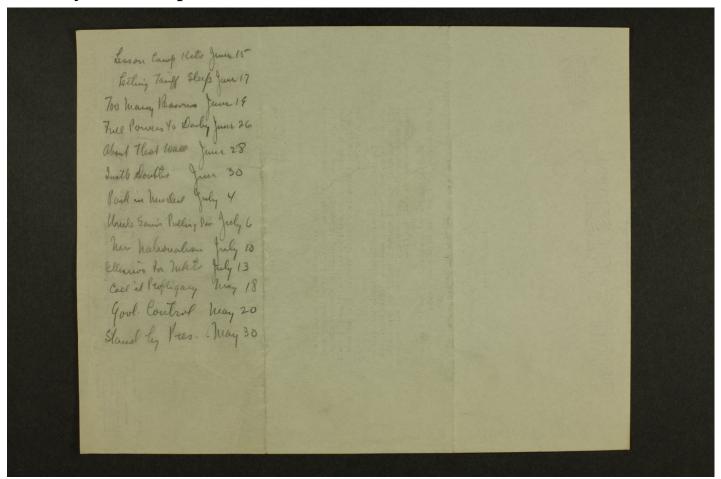














### **Rolla Clymer correspondence**

July 19, 1933

Mr. R. J. Alander, Director Advertising Contracts, Montgomery Ward & Company, Chicago, Ill.

Dear Mr. Alander:
We have your letter requesting certain records looking toward renewal of the contract we have records looking toward renewal of the contract we have enjoyed with your company for its local store for several years, and have hastened to prepare them and forward them to you in this letter. You will note that we have been able to hold our circulation to high figures despite adverse aconditions, an achievement which gratifies us very much and which has enabled us to give our merchants full coverage in this territory at a time when they needed it most. We also wish to thank you for the amount of space you have used in our publication and the confidence you have shown in us. Our relationships with your local store and its management have been extremely pleasant.

We wish it were possible to quote your firm a lower rate, but think you will agree that the minimum figure of 25 cents per inch, which we are still quoting you, is as low as could be expected on a circulation of our size. We feel sure that your own comparison of our rate with other papers with which you have contracts will establish this point. We have to earn an average rate of 30 to 32 cents on our advertising in order to carry on our business, and we on our advertising in order to carry on our business, and we have poured back a considerable portion of our scant sarnings the past two years in order to keep our circulation up. In this way we feel we have contributed helpfully to the needs of our local clients.

Your present volume is based upon a minimum of 3600 inches per year, and a renewal of the old contract would carry the 25-cent rate. You will understand that no customer is buying space from us now below the 25-cent figure and that only a few merchants earn that rate.

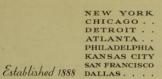
We want to thank you for your continued considerati of us and assure you that we hope to have the privilege of serving your company for many years in the future.

Very truly yours,

THE TIMES PUBLISHING COMPANY



#### Rolla Clymer correspondence



#### E. KATZ SPECIAL ADVERTISING AGENCY

NEW YORK 500 Fifth Avenue July 20th, 1933.

Mr. R. A. Clymer, Manager EL DORADO TIMES, El Dorado, Kansas

Dear Mr. Clymer:

We have your interesting letter of July 17th explaining that two young advertising men will represent a number of Kansas daily newspapers in Wichita for the purpose of developing purely local advertising for the list.

You ask if we will waive our commission on such business as these young men may produce.

We will do any fair thing that you ask us that will help you in getting new business, provided of course that these men do not in any way interfere with national advertisers.

You do not name the young men. Of course we would not relish making way as you request for Walter Shank or for some of the other men who are trying their best to take our Kansas papers away from us. On the other hand, we know you would not ask us to do any such thing.

As far as we are concerned, you are free to handle this matter any way you see fit and on all such local business we will forego any right to commission.

For your sake and that of the young men we trust your plan will succeed.

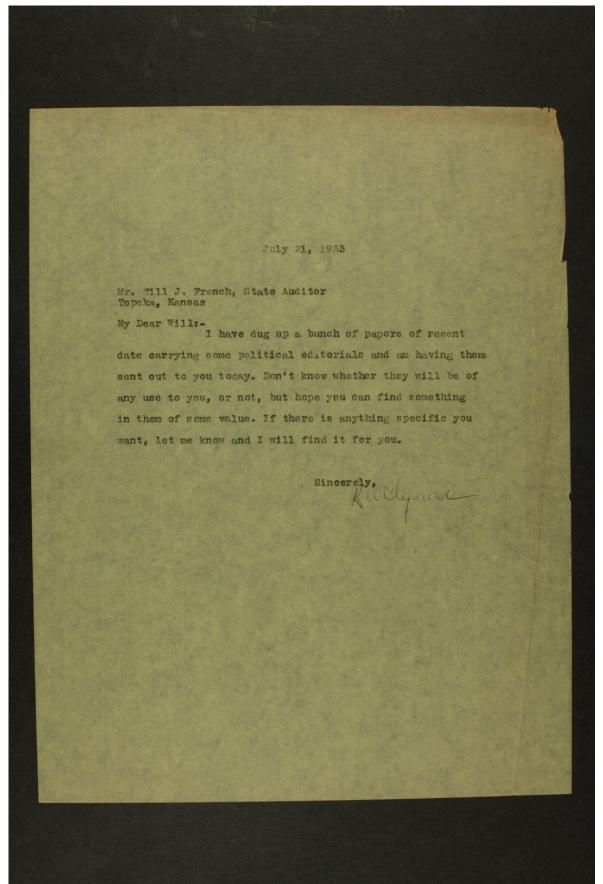
Who are these young men? It is possible that their work and that of our Kansas City office may at times be done in friendly constructive co-operation for the welfare of us both.

With kindest regards,

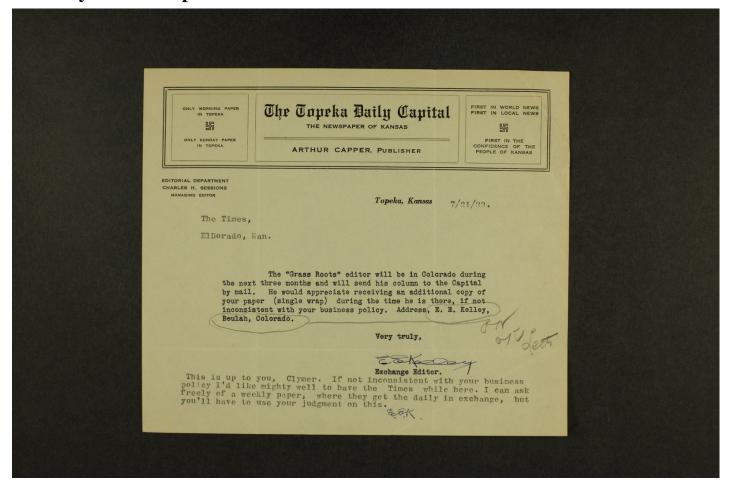
Sincerely

GRK:LG

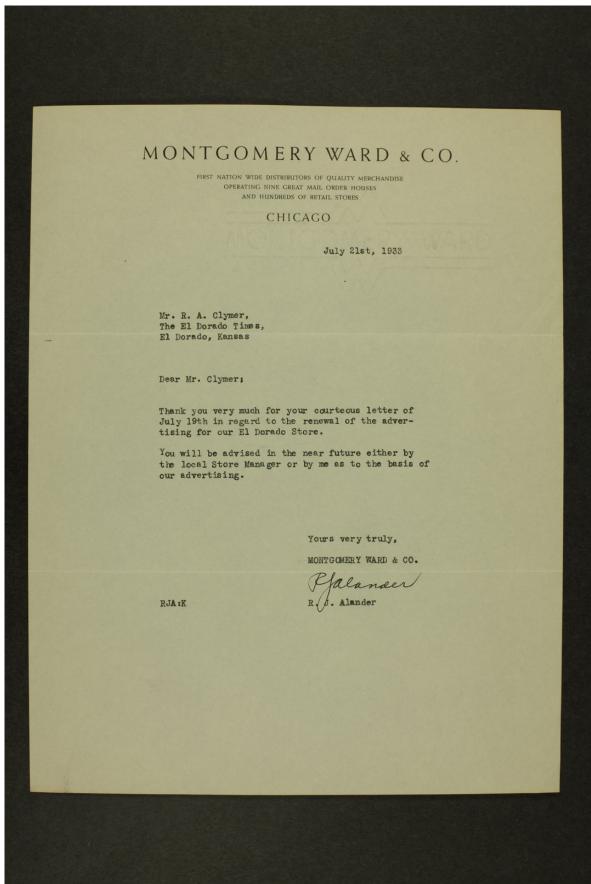




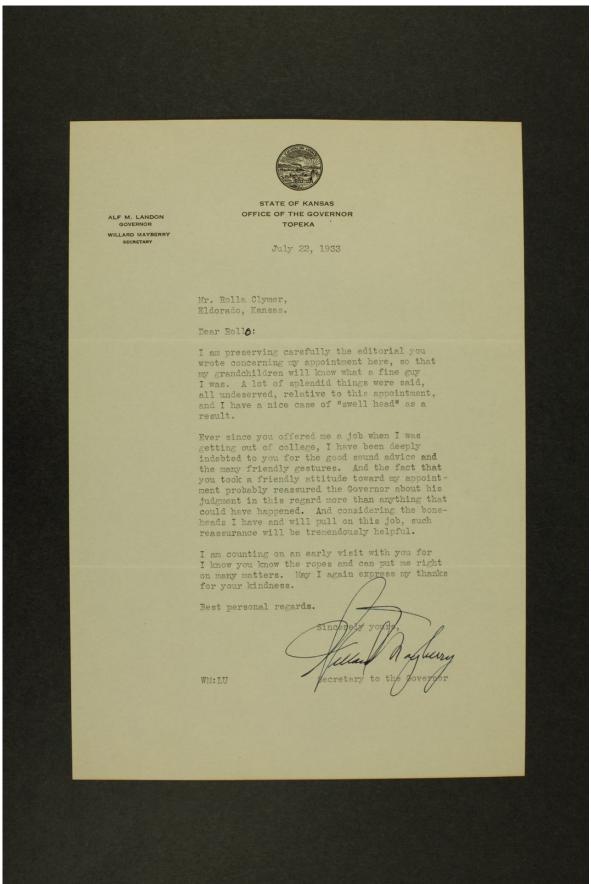






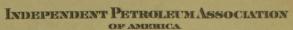








#### Rolla Clymer correspondence



THE PROPERTY OF THE PARTY OF TH

WIRT FRANKLIN

TULSA, OKLAHOMA

RUSSELL'B. BROWN

C. E. BUCHNER EXECUTIVE MANAGER July 22, 1933

Mr. Rolla Clymer El Dorado Times El Dorado, Kanses

Dear Mr. Clymer:

The successful achievements of this Association must be known to you. Through its efforts the independent section of the petroleum industry today possesses influence and recognition inconceivable four years ago.

Both the Federal Administration and the United States Congress accept this Association as the natural and authoritative spokesman for the best interests of the independents in the industry.

When the Code of Fair Competition was being written at Chicago, Wirt Franklin, Russell Brown, and the officers and directors of this Association in the various states furnished rallying points for the supporters of the cause of the "little fellow" whose interests are now protected by the provisions of the proposed Code. Our Association will continue to represent the independent during the hearings on that Code and also during the coming months when most important questions will arise affecting its administration.

Our task at Washington during the coming months, when the Emergency National Committee administers the Petroleum Code, will be as important as though Congress were in daily session, since the rules, regulations, etc., adopted by that Committee will have the force of laws and will probably be made the subject of frequent amendment as new situations affecting the industry develop.

To strengthen this movement which has increased the influence and power of the independent operator in the petroleum industry we hope you will not merely continue your annual ten dollar membership in this Association, but will either take out a number of memberships or make a blanket subscription which will more adequately express the value of our services.

May we count on your early check to enable us to continue and enlarge our activities in your behalf?

Sincerely yours,

C. E. Buchner, Executive Manager

CEB/h



