

Rolla Clymer correspondence

Section 417, Pages 12481 - 12510

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



December 26, 1933

Mr. Alan T. Tery,
Howard, Kansas

My Dear Alan:-

It's possible that I might have a job for you
in two or three months, provided you know anything about
circulation. I am a bit undecided now but you might keep
in touch with me. If you are over this way, drop in. Best
luck to you.

Yours,

Rolla Clymer

Rolla Clymer correspondence

PHILADELPHIA
WASHINGTON SQUARE
NEW YORK
200 FIFTH AVENUE
BOSTON
310 STATE STREET
CHICAGO
104 WEST JACKSON BOULEVARD
SAN FRANCISCO
235 MONTGOMERY STREET
DETROIT
PENOBSCOT BUILDING
LONDON
TRAFALGAR SQUARE

N·W·AYER & SON
INCORPORATED
ADVERTISING
HEADQUARTERS

PHILADELPHIA

December 27, 1933.

The El Dorado Times,
El Dorado, Kansas.

Gentlemen:

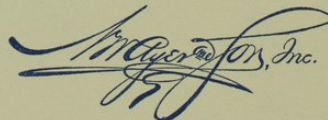
Attention Mr. R. A. Clymer, Editor & Manager.

In compliance with your recent request, we are sending one of the 1934 portfolios of "Advertising Advertising" to you by parcel post. In the event this fails to reach you in due time, please be certain to let us know.

We assure you that your interest in conducting this campaign during the coming year is highly gratifying to us.

May we again impress upon you the importance of continuity in a campaign of this nature. The best results can be expected only if the advertisements are inserted on a regular weekly schedule as recommended.

Yours very truly,





Rolla Clymer correspondence

Howard, Kans.,
December 27, 1933.

Dear Mr. Clymer,
ElDorado, Kans.

Got your letter this morning about the circulation work some weeks hence. I have a better idea than that; better for both of us.

I have an idea you are not so much interested in circulation as you are in getting in some cash on the back subscriptions and getting the list shaped up for the future. I can do it and do it with less pain for all concerned simply because I am not a circulation man.

Three years ago at Russell we had a thousand dollar note due and the boss was sore at the banker and wanted to pay it. We didn't have the dough but I fixed up a scheme that brought us \$800 in four days--believe it or not--on the subscription list. We tried it twice since and at different times of the year, but twice it was at the first of the year. The result is they have ninety per cent of their subscriptions due in Januray.

With the exception of my take you get every cent of the cash and the actual comission or percentage of cost is strung out ~~over~~ so it won't hurt like it would to pay the commission right now in cold cash. You never pay in cash this way.

If you are interested write me and I will try to get over and see you. Although I would rather pay your gasoline over here as I haven't a car.

This isn't a hair-brained idea but it takes guts. Now is the time to do it. Now you have that Civil Works money that we didn't have the last three years out there. Fear is lifting, I believe and folks will spend.

This is a good scheme, won't cost you much, will get you what you want, and will make me some money.

Wish you would think it over.

Alan Flory

Rolla Clymer correspondence

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	FULL RATE
DAY LETTER	DEFERRED
NIGHT MESSAGE	NIGHT LETTER
NIGHT LETTER	WEEK END LETTER

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

COPY OF WESTERN UNION TELEGRAM

COLLECT

El Dorado, Kansas

December 28, 1933

Carl Brown,
c/o The Globe,
Atchison, Kansas

Scale is thirty-five dollars for forty-five hours. Paying
same for forty hours under N R A.

THE TIMES

Rolla Clymer correspondence

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE 1201.8

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

(12)

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

SIGNS

DL = Day Letter

NM = Night Message

NL = Night Letter

LCO = Deferred Cable

NLT = Cable Night Letter

WLT = Week-End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at 209 West Pine St., El Dorado, Kansas. Telephone 900 1933 DEC 28 AM 8 34

WZ5 9 NM=XN ATCHISON KANS DEC 27

ELDORADO REPUBLICAN=

ELDORADO KANS=

WIRE PRINTERS WAGE SCALE FORTY HOUR WEEK OUR EXPENSE=

CARL BROWN ATCHISON GLOBE.

MINUTES IN TRANSIT	
FULL-RATE	DAY LETTER

WESTERN UNION GIFT ORDERS ARE APPROPRIATE GIFTS FOR ALL OCCASIONS



WATKINS BABBITTING SERVICE

DIVISION OF FEDERAL-MOGUL CORPORATION, DETROIT, MICH.

BEARINGS CAST IN CONNECTING RODS

MANUFACTURING PLANTS AND WAREHOUSES

ATLANTA BOSTON
CHICAGO DALLAS
DETROIT HARTFORD
INDIANAPOLIS
KANSAS CITY
LOS ANGELES NEW YORK
PHILADELPHIA
PITTSBURGH
SAN FRANCISCO SYRACUSE
TORONTO WICHITA

CABLE ADDRESS "FEDMOG DETROIT"

A NATION WIDE
SERVICE



WICHITA, KAN.
200 NORTH WACO AVE.
PHONE 3-4231

THE ONLY 100% COMPLETE
BEARING SERVICE

THE COMPLETE FEDERAL-MOGUL LINE

CONNECTING ROD EXCHANGE SERVICE
BRONZE-BACK, BABBITT-LINED AND DIE CAST
CONNECTING ROD AND MAIN BEARINGS
(STANDARD AND UNDERSIZE)
PISTON PIN BUSHINGS
CONNECTING ROD BOLTS AND NUTS
BEARING ANCHOR SCREWS
LAMINUM SHIMS
BRONZE BARS AND BABBITT METALS
BABBITTING SERVICE

December 28, 1933

Mr. R. A. Clymer,
Eldorado, Kansas

Dear Mr. Clymer:

Some confusion has developed as to how the government will handle loans to industries when made thru corporations such as the proposed Kansas Credit Corporation. Those consulted have thought it would be best to let the matters of the proposed corporation stand status quo until sometime in the fore part of January when it appears that a definite plan will be decided upon by the authorities at Washington, D. C.

In the meantime we have had a great deal of correspondence and some applications from worthy enterprises. We have also accumulated expenses in the nature of rent, stenographic services, stamps and incidentals and have received from the Robert Campbell Investment Company a proposal to pay all expenses up to date, and to service the inquiries which have been received to date. We have considered their proposal favorably and they are today taking over the correspondence and the management of the loans and promise to give attention to same.

We suggest that you advise Mr. R. S. Campbell what disposition you wish made of your subscription for stock, pending definite information as to the corporation's future.

Very truly yours,

E. A. Watkins
E. A. Watkins

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Rolla Clymer correspondence

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	FULL RATE
DAY LETTER	DEFERRED
NIGHT MESSAGE	NIGHT LETTER
NIGHT LETTER	WEEK END LETTER

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

COPY OF WESTERN UNION TELEGRAM

El Dorado, Kansas

December 28, 1933

Governor Alfred M. Landon,
Topeka, Kansas

Congratulations on the new lieutenant governor.

Giles, Jim and Rolla

prepay and charge Times Pub. Co.

Rolla Clymer correspondence



ALF. M. LANDON
GOVERNOR
WILLARD MAYBERRY
SECRETARY

STATE OF KANSAS
OFFICE OF THE GOVERNOR
TOPEKA

December 28, 1933.

Mr. Rolla Clymer,
Eldorado, Kansas.

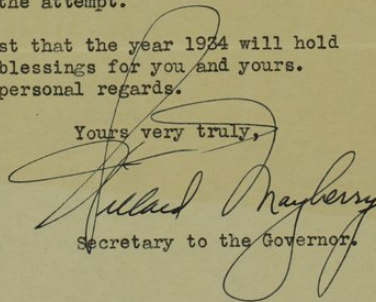
Dear Rolla:

I have intended to write you on four or five occasions and thank you for the most generous editorial matter that you have printed concerning myself. I have missed several of them in the Eldorado Times, but have seen them in reprints, and want you to know that I deeply appreciate having a friend and backer like you.

I had the good fortune to meet Colonel Hoisington here a week ago, and we think that the matter may still be worked out to send young Hoisington to West Point, although the mechanics are being left in the hands of General McLean, at whose suggestion we undertook the attempt.

I trust that the year 1934 will hold rich blessings for you and yours.
Best personal regards.

Yours very truly,



WM:LU

Secretary to the Governor.



Rolla Clymer correspondence

ROLAND BOYNTON
ATTORNEY-GENERAL

ASSISTANTS
JOHN G. EGAN
W. C. RALSTON
WALTER T. GRIFFIN
R. O. MASON
EVERETT E. STEERMAN
DUNKIN KIMBLE
R. M. KIMBALL, CHIEF CLERK

STATE OF KANSAS
OFFICE OF ATTORNEY-GENERAL
TOPEKA

December 29, 1933

Mr. Rolla Clymer
The ElDorado Times
ElDorado, Kansas

Dear Rolla:

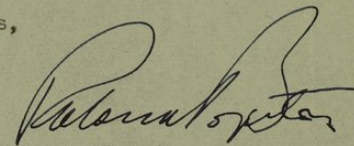
Mr. White has just sent me copy of your editorial and I cannot find words to express my real feeling of thankfulness for what you have done for me.

I think nothing could have happened that would help me more than this editorial.

With kindest personal regards, I am

Sincerely yours,

RB:F


Roland Boynton



NATIONAL RECOVERY ADMINISTRATION
WASHINGTON, D.C.

December 29, 1933.

CHARLES MICHELSON
DIRECTOR OF PUBLIC RELATIONS

Publisher,
Times,
El Dorado, Kansas.

Dear Sir:

On October 3rd, General Johnson sent to the publications of America a plan to increase the volume of advertising, and to promote sales.

We were delighted to find in checking the publications that your paper used our plan. It is our impression after reading several issues of your paper that business in your community is improved. Certainly this is reflected in the volume of your advertising.

We are now engaged in making our formal report, and we are anxious to have the benefit of your help.

Did the advertisements we furnished help to promote sales in your town?

Did they encourage advertisers to make a more general use of advertising in your paper?

Did it dispel fear, and give your readers greater confidence?

Did the advertisers who cooperated in using the series of full pages get a satisfactory return on their investment?

Please write us fully and frankly, so that we may place this information before the advertisers throughout the country as a further guide in developing our future programs.

May we take this opportunity to congratulate you for the fine, intelligent and forceful manner in which your paper put this program into effect. It has been of inestimable value to every advertiser and merchant in your community and a definite service to your readers.

Yours very truly,

Frank R. Wilson,
Chief, Organization Division,
Public Relations

P.S. Your prompt reply will be appreciated, since we wish to complete our report within the next few weeks, and we are particularly anxious to include your experience.

FRW



Rolla Clymer correspondence

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE 12208

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

(10)

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

SIGNS

DL = Day Letter
NM = Night Message
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LCO = Deferred Cable
NLT = Cable Night Letter
WLT = Week-End Letter

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Received at 1933 DEC 30 PM 3 11

WZ33 137 2 EXTRA DL=TULSA OKLA 30 133P

ROLLA CLYMER=

CARE ELDORADO TIMES ELDORADO KANS=

REGARDING SENATOR BORAHS INTERVIEW ASSOCIATED PRESS
WASHINGTON PUBLISHED THIS MORNING REFERENCE MR FRANKLIN AND
INDEPENDENT PETROLEUM ASSOCIATION AMERICA REQUEST YOU WIRE
SENATOR BORAH WASHINGTON IMMEDIATELY SENDING COPY SECRETARY
ICKES PROTESTING AGAINST BORAHS STATEMENT THAT THIS
ASSOCIATION DOES NOT TRULY REPRESENT INDEPENDENTS STOP OUR
MEMBERSHIP LIST NEVER RELEASED BORAH LIKELY BEING MISLEAD BY
CHISLERS AND VIOLATERS REPRESENTING LESS THAN FIVE PERCENT
OF INDUSTRY BORAH CONTINUALLY OPPOSED EXCISE TAX OR TARIFF
ON FOREIGN CRUDE AND REFINED PRODUCTS MR FRANKLIN DOING
EVERYTHING POSSIBLE TO PROTECT INTERESTS OF INDEPENDENTS IN
AGREEMENTS UNDER CODE OURS LARGEST INDEPENDENT ASSOCIATION
OF THOROUGHLY REPRESENTATIVE INDEPENDENTS OIL INDUSTRY STOP
MR FRANKLIN MADE PUBLIC STATEMENT OUR ANNUAL MEETING THAT
SOME OF THE LARGER NONIMPORTING COMPANIES MADE CONTRIBUTIONS
IN OUR FIGHT TO SECURE TARIFF ON FOREIGN OIL TOP PLEASE
HAVE OTHER INDEPENDENTS YOUR COMMUNITY SEND WIRES=

C E GUCHNER EXECUTIVE MANAGER INDEPENDENT PETROLEUM
ASSOCIATION OF AMERICA. GRAPH OR CABLE

THE QUICKEST.



December 30, 1933

Press-Radio Bible Service, Inc.,
Cincinnati, Ohio

Dear Sirs:-

We have been using your Bible selections for several years and greatly appreciate them. We would be pleased to have you send new copy at once, so there will be no break in the series. If there are any charges, we will gladly pay them. Thank you for your kindness in the past and for present promptness to this request.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

THE MCPHERSON REPUBLICAN

W. J. KREHBIEL, PUBLISHER
DAILY AND WEEKLY
MCPHERSON, KANSAS

December 30, 1933

Mr. Rolla Clymer,
Eldorado, Kan.

Dear Mr. Clymer:

Just a note to let you know we are still planning on sending Lindell down to see you. Not only that, but we are sending Jack Oelrich along down with him if you can stand the strain of handling two of them.

We won't send them down, however, until the latter part of January, as I plan to go to Cincinnati soon and want to be in the office while they are gone.

If your hospitality isn't worn out by the time you are through with the boys, I would certainly like to come down myself sometime to go over some of the questions I have not been able to answer for myself in this shop.

I am hoping you have a most prosperous New Year and that happiness will continue to reign in your town.

Sincerely,

Ken Krehbiel

Friday
321 to 48th St
Apt 10 - K.C. Mo

Dear Buddy

Certainly had a hectic time
coming here Wednesday

Besides the accident to
Marvin Lee and my delay
caused by it had several
other unpleasant but not
serious happenings.

Evidently a spark from
my lighted cigarette fell
between the upholstery in the
rear seat and the sleeve of my
sweater coat which was lying on the
back seat (you will recall I
was driving in a leather jacket)

Result - a burned hole
the size of palm of hand
in upholstery and a ruined
coat sleeve, luckily I had
two pairs of trousers to the



sent.
 Spent Thursday inside
 while tailor cut leg out of
 trousers to make new sleep
 Five mile south of Admire
 car commenced heating caused
 by a very bad fan belt.
 I was unable to properly
 replace fan belt until I
 reached Topeka. This affair
 slowed me down + caused
 a great loss of time, not
 reaching Topeka until
 4.30. or a little after.
 The Governor had
 been out in conference all
 afternoon over banking
 situation. Saw Mr. West.
 he was courteous but didn't
 kiss me or give me any
 encouragement or discouragement.

Rolla Clymer correspondence

³
he suggested when I
returned to wish me to
stay at Jasper. If Alf
wasn't he sure would see
me.

I went by Kansas Hotel to
see Tom but he was
out of his room and therefore
I continued to K.C. having
advised our daughter we
would be there for dinner.

The facts are now I
knew no more than
when I left Eldorado
except I have determined to
accept no charity and I
will get something to make a
living and am sure a little
time will provide that

Rolla Clymer correspondence

✓
I will return to Topeka
either Saturday or Monday
in another attempt to
see Alf.

Will be home either
Monday or Tuesday evening.

Sincerely hope you and
yours are well and that
Cag Harsington has improved.

All the family join me
in best regards.

Yours
John



VICE PRESIDENT AND DIRECTORS

K A N S A S

Mr. W. L. Ainsworth, Vice President for Kansas
Western Petroleum Exploration Company
1211 Union Bank Bldg.,
Wichita, Kansas

DIRECTORS

Mr. Harry B. Gorden
Augusta, Kansas

Mr. Carl Weiner
Chanute, Kansas

Mr. L. F. Myers
Box 471
Dodge City, Kansas

Mr. Ward A. McGinnis
Burlington, Kansas

Mr. Rolla Clymer
% Eldorado Times
Eldorado, Kansas

Mr. Carl Hipple
Hutchinson, Kansas

Mr. C. E. Roth
Comm. Bank Bldg.,
Independence, Kansas

Mr. F. H. Church
McPherson, Kansas

Mr. Roubert Youker
McPherson, Kansas

Mr. Arthur Benson
% Benson Brothers
Sedan, Kansas

Gov. Alfred M. Landon
State Capitol Bldg.,
Topeka, Kansas

Mr. A. D. Allison
% Allison, Fitzwilliam Pet. Corp.
612 Brown Bldg.,
Wichita, Kansas

DIRECTORS

Mr. Geo. Dickey
Dickey Oil Co.
Ellis Singleton Bldg.
Wichita, Kansas

Mr. Geo. W. Hinkle
708 Ellis Singleton Bldg.
Wichita, Kansas

Mr. Frances M. Jöhle
Globe Refining Co.
Wichita, Kansas

Mr. D. E. Lanch
% Fisher Lanch
516 First Nat. Bk. Bldg.
Wichita, Kansas

Mr. A. E. Lloyd
Frost Drig. Co.
614 Bittling Bldg.,
Wichita, Kansas

Mr. Ralph Fryer
% Blick, Fryer & Lockhart
Union Bank Bldg.,
Wichita, Kansas

Mr. Eben W. Pyle
Fourth Nat. Bank Bldg.,
Wichita, Kansas

Mr. A. S. Ritchie
% Derby Oil Co.
Wichita, Kansas

Mr. E. B. S. Hawver
Ellis-Singleton Bldg.,
Wichita, Kansas

DIRECTORS

Mr. R. A. Streater
Stearns-Streater
Fourth Nat. Bk. Bldg.
Wichita, Kansas

Mr. J. A. Vickers
Vickers Pet. Co.
Wichita, Kansas

Mr. Earl Wakefield
905 1/2 Main St.,
Wichita, Kansas

Mr. T. C. Johnson
4th Nat. Bk. Bldg.
Wichita, Kansas

Mr. Marvin Lee
1108 Brown Bldg.
Wichita, Kansas

Rolla Clymer correspondence

Legislative Bulletin
The KANSAS PRESS ASSOCIATION
205 National Reserve Bldg.
Topeka, Kansas

To Kansas Publishers:

LEGAL RATES ATTACKED - The first attempt to undermine the legal printing structure in Kansas during the present legislative session came with the introduction of House Bill No. 51 by Representative J. M. Rhodes of Marshall County. The bill provides, as follows:

"An act relating to publication of delinquent tax lists and providing for control by county commissioners and making certain exceptions in counties of a population of less than thirty thousand (30,000), amending section 19-229 of the Revised Statutes of Kansas of 1923, and repealing said original section.

"Be it enacted by the Legislature of the State of Kansas:

"Section 1. That section 19-229 of the Revised Statutes of Kansas of 1923 is hereby amended to read as follows: Section 19-229. The boards of county commissioners of the several counties of this state shall have exclusive control of all expenditures accruing, either in the publication of delinquent tax lists, treasurer's notices, county printing, or any other county expenditures. Provided, however, that the board of county commissioners in all counties having a population of less than thirty thousand (30,000), shall advertise for bids and let the county printing to the lowest responsible bidder."

In effect, this measure, if passed, promises to be the first step in a series of steps to do away with the present legal printing rate structure in Kansas. There are few counties in Kansas having more than 30,000 people. Having succeeded in lowering the legal rate on the delinquent tax lists in most of the state, the wave of price cutting may be expected to extend to and include all legal publication rates.

Competitive bidding is certain to produce prices far lower than the established legal printing rate. The publishers themselves are at fault for the price cutting tendencies of the legislators. A few publishers have cut prices, giving the impetus to a widespread assault upon the legal rate structure.

The wave of economy can be carried too far. Publishers must put their own house in order. It is easy to cut prices, and it is hard to put them up when times are better. Legal rates that have endured previous depressions should be able to carry through the present hard times. Publishers are confronted with following one of two courses: They must unite solidly behind the present legal rates and see that they are maintained; or, they should agree among themselves and with the legislators upon a fair, reduced legal rate, and then see that this adjusted rate is maintained. Constant trimming by law-makers and price-cutting by publishers will put the rate to a point where there will be no rate. Chaos will result and publishers will lose thousands of dollars in 1933.

Competitive bidding will force the bulk of legal publications into the smaller, more localized papers of a county, having no general circulation. This is unfair to the citizens of the state, and does not give the proper publicity to public affairs. This will defeat the purpose of legal publications, as the actions of public officials will be made known to only a small percentage of the people of the county.

Rolla Clymer correspondence

Page 2.

ANOTHER BILL - W. H. Reed of Wyandotte County has introduced House Bill No. 70, repealing Sections 79-2006, 79-2007 and 79-2008, of the Revised Statutes, Supplement 1931, relating to the publication of delinquent personal property tax lists in counties over 140,000. While the sections apply to Wyandotte County, the effect of the new measure would be to start an avalanche of action against the publishing of delinquent tax lists, affecting every county in the state. Kansas newspaper publishers need to protest NOW.

House Bill No. 51 - has been assigned to the Committee on Assessment and Taxation in this body, as follows: Morse of Linn, Chairman, Fossey of Reno, Vice-chairman, Bloss of Cowley, Corden of Lyon, Crawford of Stevens, Gerstenberger of Douglas, Jackson of Comanche, McDaniel of Osage, May of Atchison, Palmer of Labette, Sargent of Sedgwick, Asher of Kiowa, Davis of Bourbon, Doerschlag of Ness, Fink of Wilson, Freeland of Atchison, Hammel of Clay, Hodgson of Rice, North of Chase, Reed of Wyandotte, and Schrepel of Pratt.

MERCHANDISING REPEAL BILL INTRODUCED - W. H. Bobenhouse of Republic County has introduced a measure to repeal the unwise 1931 act forbidding merchandising by public utilities companies. It is House Bill No. 37, and provides, as follows:

"An act repealing Sections 66-1210, 66-1211 and 66-1212 of the Revised Statutes, Supplement of 1931, being acts preventing public utilities from manufacturing, leasing, distributing and selling merchandise, and repealing said original sections.

"Be it enacted by the Legislature of the State of Kansas:

"Section 1. That section 66-1210, 66-1211 and 66-1212 of the Revised Statutes, Supplement of 1931, being acts preventing public utilities from manufacturing, leasing, distributing and selling merchandise, and repealing said original sections."

The bill has been assigned to the Public Utilities Committee of the House, as follows: Zeigler of Montgomery, chairman, Hicks of Mitchell, vice-chairman: Blythe of Morris, Hall of Reno, McCue of Shawnee, McFarland of Shawnee, May of Atchison, Reilly of Leavenworth, Cross of Ellsworth, Guilfoyle of Dickinson, Hilton of Sumner, Lawless of Wyandotte, Lumpkin of Smith, Primm of Harper, and Riddle of Marion.

ACTION IS NECESSARY - For your own good and the welfare of the publishers of the state, write your representative and your senator. Tell him what you think of the need for maintaining the legal printing structure. Point out the disastrous effects of trimming and price-cutting. Show the need for full publicity in all public affairs. Also, emphasize the benefits accruing to the public in the repeal of the utilities merchandising law.

Then, come to Topeka for the annual meeting of the Kansas Press Association, January 27-28. Meet your fellow publishers and discuss these important legislative measures and others that are sure to come up in the meantime. Plan to contact your representative and senator personally while in Topeka.

An association, a committee or an officer cannot do what an aroused group can do. Kansas publishers need to consider their problems, NOW. Laxity on your part will affect you and your fellow publishers for many years to come. You have a responsibility. Are you willing to assume it?

--Ralph T. Baker, Field Manager, Kansas Press Ass'n.

Rolla Clymer correspondence

CONFIDENTIAL BULLETIN
The KANSAS PRESS ASSOCIATION
205 National Reserve Bldg.
Topeka, Kansas

DRIVE ON RATES CONTINUES - Many Kansas publishers are aiding a big concern in its drive on advertising space rates, offering, as it does "space in weekly newspapers and small dailies at 50 per cent of their regular rates". What does the advertiser think of the newspaper and newspapers in general when he can get display space on this basis? Maintain your rates.

-KPA-

SELL QUALITY IDEA - A recent survey disclosed the fact that Mr. Average Purchaser is more interested in securing reliable merchandise today than in getting something he can use at a ridiculously low price. Consumers have had ample opportunity to see the unsatisfactory phases of price merchandising. The public wants good goods. Advertising today should emphasize quality, high standard of material and workmanship and satisfaction in its use. In some towns, merchants are banding together and are placing co-operative ads in their local papers in order to advance the cause of quality merchandising. One ad says: "There is hardly anything in the world that some man cannot make a little worse and sell it a little cheaper, and the people who consider price alone are his lawful prey". The co-operative quality ad should increase your business. Follow through.

-KPA-

CHEVROLET PLANS - A letter from the Chevrolet Motor Co., Detroit, Michigan, says: "Under our plans, every direct dealer has an advertising account, and advertising is scheduled on the basis of cars taken from the factory. We do not maintain accounts for associate dealers, and any advertising which we schedule for them must be handled in connection with the direct dealer's account". With Continental entering the low-priced car field, the competition should be productive of some good volume of space for the Kansas newspapers. Keep after your local dealer.

-KPA-

WATCH COCA COLA - A substantial increase to the advertising budget for 1953 has been announced by Coca Cola. Spring will be here soon and they should be ready for increased space in the newspapers.

-KPA-

VANI COMPANY - of 1239 Carew Tower, Cincinnati, Ohio, wants the newspaper to sell this medicinal product, supposed to cure everything, the publisher getting 25% of each 50 cent order.

-KPA-

CASH IN ADVANCE - Recommended for Hando Mfg. Corp., of 24 W. 20th St., New York., now sending out classified ads to newspapers.

-KPA-

CASH IN ADVANCE - Recommended for Painallay Co., Advance Advertising Agency, of Kansas City, Mo., now placing advertising orders. Reports say agency is owned by the advertiser. Cash with order for Vernon Laboratories, Chicago.

-KPA-

PINEAPPLES - Foremost Feature Syndicate is offering "reader interest features" mates which contain free publicity material for the pineapple industry.

-KPA-

TOWNSHIP TREASURER'S REPORTS - Several Kansas publishers have complained that township treasurers were trying to get away with publishing a summary or balance, instead of the full, detailed report required by law. See your local county attorney. The law is clear on this point.

-KPA-

Ralph T. Baker, Field Manager,
Kansas Press Association.

Rolla Clymer correspondence

Dear Mr Clymer,

I just want to express to you my appreciation for the tribute you paid to me and to my work on the library board in your editorial in last evening's Times. I find words are inadequate to do so. I confess to you that I feel as though I had lost something very dear - a sort of child of mine.

I know of course that my connection with the library is not essential to its success but my heart has been in it for so long that I am afraid I will be worrying a little about its management all of the time, wondering if the standard is maintained and the public served well and faithfully. I am thinking more particularly about the class of people who are poor,

Rolla Clymer correspondence

unable to buy reading matter,
especially the children. It
was primarily my aim and
object to furnish information
and recreation to this class
in promoting the free library
schemes.

I regret more than I can tell
the severing of our relations
as a library group. It is a
distinct loss to me.

Thanking you again for
your kind words - you have
always said such nice
things to me, and of me.

Sincerely yours
Mrs Shelden

Thursday

Rolla Clymer correspondence

Dear Paul:-

The Lincoln body was not stolen, though an attempt was made. Your informant is right about the prosecuting attorney in the case living in El Dorado. He is Robert H. Hazlett, our leading banker and richest citizen, who came here from Springfield, Ill., more than 40 years ago. I am sending to you under separate cover a book on the subject which Mr. Hazlett owns and which I have been reading. I thought you might be interested in seeing it. Xx Please return it to me when you are through.

I am glad you decided to stay out of the governorship race--you dirty yellow dog.

Affectionately,

Rolla Clymer correspondence

Dear Rolla:

A Kansas City lawyer last week told me that years ago the body of Lincoln was stolen from its grave at Springfield, later found buried in the sand dunes of northern Indiana and two men were convicted of the deed. He also said the prosecuting attorney later moved to Eldorado, Kansas, and is an elderly banker there now.

How about it?

Paul



Rolla Clymer correspondence

SOUTHERN KANSAS STAGE LINES COMPANY

PASSENGER—FREIGHT—EXPRESS SERVICE

PHONE DIAL 4-3306

(GENERAL OFFICE)

WICHITA, KANSAS



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

Dear Mr. Clymer:

For some time we have been placing advertising with you, this copy being entirely devoted to rates and schedules. Now we have in mind the placing of a consistent advertising campaign designed to sell the advantages of Bus Travel to the public.

We feel that our publishers should also be well sold on the ideal of Travel By Bus---but should prove it to themselves by using Southern Kansas Stages.

Before starting this campaign we would therefore like to make an exchange with you for one of our \$30.00 Coupon Books for a like amount of advertising space in your publication at your regular rate which we have been paying in the past. The coupons will be honored by any agent of our lines just the same as cash, and may be used by any member of your organization. They apply on all rates and excursions just the same as cash over our entire system.

If you will agree to this exchange, then we will be able to start our regular weekly schedule, which, during the course of the season, will undoubtedly exceed the above amount considerably.

All that is necessary is for you to O. K. this letter---give us the way you want the book made out and it will be forwarded to our agent in your town for delivery to you.

Our new campaign is now being prepared and will be ready for release shortly. It will come to you in mat form and will carry various excursion rates and summer vacation suggestions.

We would, therefore, appreciate your prompt consideration of the above.

Cordially yours,

SOUTHERN KANSAS STAGE LINES CO.

M. Greber
Advertising Department

TNG

S.K.S.L. Pays over \$110,000.00 per year in Gasoline, Milage, License, State and County Taxes.

Rolla Clymer correspondence



Beach Hurless Powers

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

Dear Sir:

I would like to talk to you with regard to writing a daily column for your paper. I sail for Europe June 3, 1933 and I will not return until July, 1934. During my stay abroad, I shall be in personal contact with a great many great men and women. My experiences are sure to be interesting.

I would be willing to write these daily columns for a very small salary and at the same time as a European correspondent for your paper.

Please advise me on this matter at your earliest convenience.

Yours sincerely

Beach H. Powers



Rolla Clymer correspondence

Wednesday

Dear Rolla -

I was not expecting
any thing at this time and
had a little fear in opening
your letter - just wonderful
that you could dare squeeze
it out - as every one seems
to be hanging by the foot
steps - I more than think
you - knowing all you are
doing - are doing just on
the board of directors is
very pleasing - your voice
would be heard any way -
Love to you and yours
Lana



Rolla Clymer correspondence

The pen is mightier than the sword, but really some kind thing should be said of the printing presses that are now turning out the wherewithal to enable us to carry on business as usual.—Rolla Clymer.

I AM THE PRINTING PRESS

Written by Robert H. Davis for R. Hoe & Co.

I am the printing press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of today, the herald of tomorrow. I weave into the warp of the past, the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with the passion of tenderness. I stir the pulse of nations, and make brave men do brave deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

When I speak a myriad people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am Light, Knowledge, and Power. I epitomize the conquests of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendors of riches; at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing press.



Monday
Dear Rolla

On the heels of
a cut to James Hammond-
Victor and Marcus not
taking my salary this
summer. I got your letter
and enclosed arrived
you may know my
feelings. and not to
be able to tell James