

## Rolla Clymer correspondence

### Section 579, Pages 17341 - 17370

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

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### Mergenthaler Linotype Company

CHICAGO AGENCY  
HARRISON 3121



531 PLYMOUTH CT.  
CHICAGO, ILL.

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

June 6, 1938.

Dear Mr. Clymer:

Thank you for your letter of June 3 calling our attention to the duplicate charges of \$144.75 for the work done on your new Linotype by Mr. Goggin.

The last charge was issued thru a misunderstanding and the enclosed credit memorandum cancelled it. You will also find a corrected statement.

We are pleased to learn that you obtained an adjustment of the claim and will send us \$249.25, our expense in connection with the repairing of your machine.

Assuring you your co-operation is appreciated, we are

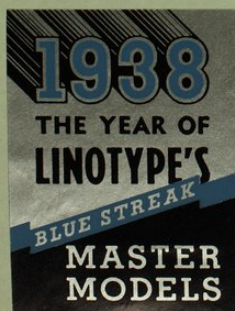
Yours very truly,

MERGENTHALER LINOTYPE COMPANY

*Walter R. Harley*

Order Department.

W.R. Harley  
RP



VE OFFICES AND FACTORY: 29 RYERSON STREET, BROOKLYN, NEW YORK



## Rolla Clymer correspondence

CHICAGO ILL JUNE 7TH-1938

MR ROLLA CLYMER  
ELDORADO KANSAS

DEAR CLYMER

GOSH ALL HEMLOCK HOW TIME DOES FLY; HERES LITTLE ROLLA  
BUSTING OUT IN THE BIG CITY PAPERS. LOTS OF WATER HAS RUN OVER  
THE DAM SINCE YOU FILLED IN THE GAPS ON THE GAZETTE, HAVE OFTEN  
THOUGHT ABOUT YOU, AND ESPECIALLY ABOUT THE TIME I TOOK YOU OUT  
TO LOCKERMANS BRIDGE (THE TIME THREE GIRLS AND THE DEPUTY SHERIFF  
GOT DROWNED-) REMEMBER YOU WENT OUT ON THE BACK OF MY MOTORCYCLE  
BUT FOR ALL I KNOW YOU WALKED BACK, AS YOU SAID DARNED IF YOU WOULD  
RIDE BACK WITH ME IF YOU NEVER GOT BACK, NOT MANY CHICKENS IN THE  
BIG CITY( PERHAPS A FEW BLONDES) BUT THEY SURE MAKE THE PEDESTRIANS  
SCATTER.

I SHOULD MOVE TO MAINE OR VERMONT, AM THE ONLY MAN IN CHICAGO  
WHO VOTED FOR LANDON, THOUGH THERE ARE PLENTY NOW WHO WISH THEY HAD.

HERES LOOKIN ATCHA

W.L.BIVIN

(WILD BOB)

## Rolla Clymer correspondence

THE SUPREME COURT OF KANSAS  
TOPEKA

WALTER G. THIELE, JUSTICE

June 7, 1938

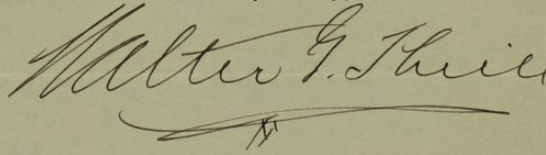
R. A. Clymer, Editor  
The El Dorado Times,  
El Dorado, Kansas

Dear Mr. Clymer:

Even though it may be late, I want to thank you for the publicity you gave my announcement of candidacy for Justice of the Supreme Court, position No. Six, for a second term. I appreciate your attention to the matter.

My formal declaration will be filed with the Secretary of State about June 9th.

Yours very truly,



Walter G. Thiele

WGT:JFJ



## Rolla Clymer correspondence

LABETTE COUNTY

REPUBLICAN CENTRAL COMMITTEE

June 7, 1938

Mrs. George Chew  
Coffeyville, Kansas

Dear Mrs. Chew:

I have just completed an extensive survey of the Third District on the Governorship race, for a chain of Newspapers, and I know you will be interested in what I found.

In every county in this district I found it all McGugin with fully 90 percent of the organizations of the various counties working hard for him. I have never found this third district so unanimous for any candidate for Governor before. No other candidate has any strength in the Third district at the present times, and the men I saw said that it would still be all McGugin at election time.

In Labette county I naturally found some Ratner support, but I found just as much strength for Harold, so this county looks like a toss up. All of the Republican papers but one are supporting Harold as is also our Republican Representative, Dr. R. L. Vontrebra. I would say that Ratner would carry Parsons at the present time and lose the rest of the County.

This survey was very extensive as I had reports and saw everyone that is supposed to know what is going on.

It is ALL Harold McGugin in the Third District.

Respectfully yours,

MYRON V. GEORGE

Chairman

## Rolla Clymer correspondence



CHARLES E. KOCHER  
4443 JEFFERSON STREET  
KANSAS CITY, MISSOURI

June 7, 1938.

Mr. Rolla Clymer,  
Eldorado, Kansas.

Dear Mr. Clymer:

Some Weeks ago I sent a revised statement, after receiving payment of \$19.50 from the Mergenthaler Co. covering travel expense and five hours time applying new parts, for the amount of \$30.50 still due me for work, but to date have not heard from you, which undoubtedly is an oversight on your part. Certainly would appreciate getting this at an early date, as my only income is what I can earn as a machinist, and it keeps one pretty busy trying to make ends meet at times.

Yours truly,

*C. E. Kocher*  
C. E. Kocher.



## Rolla Clymer correspondence

June 9, 1938

Mr. G. L. Light,  
Liberal, Kansas

My Dear Verne:-

I was glad to get your letter and thank you for the verse. I had not seen it before and it carries quite a punch.

I had assumed that your unfortunate illness would prevent you from making the race for the Supreme Court. Am sorry that you cannot get in this year--but there will be other times. I want to swing for you when you do. Jim McKay said he saw you at the bar meeting and that you looked fit. But I suppose it is the acme of good judgment not to take on a burdensome campaign when you are not quite up to par physically.

Mother has not been well for several weeks and we are concerned about her. She seems to be improving now, but is very frail and weak, and will need the best of care for recovery. She had told me about Uncle John's sickness and also that of Aunt Linda's. Both of these preyed on her mind and did her no good in her own condition.

Things politically offer a ray of hope. I was especially heartened by the big Republican vote at the Iowa primary. We may have a chance here in Kansas this year, if we can get together and stay that way. I am for McGugin for governor but do not intend to get out too far on the



## Rolla Clymer correspondence

-2-

limb in the primary. The senatorship is another thing--and I am a bit at sea there. Many tell me that Winrod is a force to be reckoned with, but I simply cannot be for him. I knew him well when he was a clerk for the Kansas Gas & Electric Co. here twenty years ago--and played both baseball and tennis with him.

I hope you will keep in good health from now on and that conditions will favor you. Business is terribly dull here; mighty hard to make any money against government taxes and regulations, union labor and an increase in almost every item of the overhead.

Hope I can see you before long and have a good visit. I think it a crime that two cousins as temperamentally close as we are cannot see each other more often.

Sincerely,



June 9, 1938

My Dear Mrs. Shelden:-

I am extremely grateful for your note. Was pleased, of course, to be returned to membership on the library board; it is the only "public office" for which I have a desire. Moreover, it will give me opportunity again to work with the fine group of you who have served the library so loyally and so faithfully through the years.

Sincerely,



## Rolla Clymer correspondence

june 9th, 1938

dear boss:

My unqualified thanks for your letter. Always pleased as punch to hear from my favorite writin8 man! Especially glad you brought up the matter of the mondy, because there's a slight discrepancy somewhere. I'm attaching the copy of a letter of mine, together with your reply ( early in February) . Of ~~course~~ COURSE I keep your letters. I like 'em because they flatter hell out of me. Please send this one back sometime.

According to my calculations, this burst of spume will clear the decks for us on June 15th. I imagine what has happened is that the \$13, due you from The Times for Spume November, December and January, has not yet been paid. It's possible I'm mistaken, and if so, please don't hesitate to tell me. At all costs, the business and personal relations of the archer and clymer must be kept clean and healthy.

You've been a brick to be so patient with me in this, and surely I needn't tell you again how very much I appreciate it. I know it's been a headache, both to you and Polly, to say nothing of me and the spume readers, if any!

And I want to keep on writing spume if you want it. But whenever you're ready to fire me, I'm sure you can get the job done with Clymeresque dispatch and finality.

as always,

mace

Look for my beautiful DEL MONTE Pineapple Juice ads in Colliers, Life and SEP before long. My, I'm proud of them!

mace.

My very best regards to you, now and always. You mention the depression. I haven't felt it personally , save in too high prices and too derved many taxes.



## Rolla Clymer correspondence

MAJORITY MEMBERS  
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JOSEPH E. CASEY, MASS.

House of Representatives  
Committee on Appropriations  
Seventy-Fifth Congress  
Washington, D. C.

June 9, 1938

MINORITY MEMBERS

JOHN TABER, N. Y.  
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PERSONAL SECRETARY  
MURIEL DALKE  
TOPEKA

Mr. Rolla A. Clymer  
Eldorado, Kansas

Dear Rolla:

I noticed in the Hiawatha World the nice piece you had written about my paragraphs. For sometime you have been an inspiration to me along this line on your nice compliments. I appreciate it more than I can tell you. The fact that fifty papers in the First District printed them last week, out of a total sixty, makes me feel pretty good. I get a lot of pleasure out of writing them, and don't spend much time at it either. The fact that I have them on my mind, I think, makes me more alert, and if people will read them fairly well, I am happy.

I think I told you Kansas Day, but if I didn't, I do now, that I am happy that you are back in dear old Kansas. We need you, and especially this year, for we have work to do and I have a supreme confidence that we are going to do it. I wish you lived up in the First.

Thanks for the kind words, and best wishes to you.

Sincerely,

W. P. Lambertson

W. P. Lambertson

WPL:MD



## Rolla Clymer correspondence

June 9, 1938

Mrs. J. C. Mack,  
Newton, Kansas

My Dear Mrs. Mack:-

I wonder if you will be for Harold McGugin for governor. I know conditions surrounding this Republican primary are somewhat confusing--and not altogether satisfactory to many of us. Yet I have strong confidence in McGugin and believe that if he is nominated he will carry the fight to the enemy in the election campaign better than any other candidate. I am convinced that he must be aggressive and full of fight in this campaign. While I do not intend to stick my neck out too far in the primary, in the interests of party harmony, I still favor McGugin and will govern my editorial treatment accordingly.

I know that both you and my dar friend, John, were long time friends of Harold. If you can be for the boy in this primary campaign, it would help him a lot and would please me. Of course, you must do as you think best; I am merely offering the suggestion for your consideration.

Be sure that I shall be glad to hear from you.

With all kind wishes, I am, as always,

Cordially yours,





MRS. J. C. MACK, PRESIDENT  
J. L. NAPIER, VICE-PRESIDENT  
ETHEL RAGSDALE, SEC. TREAS.

MEMBER ASSOCIATED PRESS  
COMMERCIAL PRINTERS  
BLANK BOOK MAKERS

### THE KANSAN PRINTING COMPANY

PUBLISHER THE EVENING KANSAN-REPUBLICAN

NEWTON, KANSAS June 10, 1938

Dear Rolla:-

Your letter concerning the candidacy of Harold McGugin reached me as Harold was here in the office.

I know Harold and Payne Ratner, and Charlie Thompson and Dallas Knapp very well indeed as they were all in the legislature with my husband and I saw them in action. John was a good friend to all of them, just as he was to you and the other young men in the profession.

Taking everything into consideration, I believe that John would support Payne for the nomination, but after the primary we are for the republican nominee whoever he may be.

Regards to the family,

Cordially

Mrs. Mack

## Rolla Clymer correspondence

June 10, 1938

Mr. Arthur H. Hagg,  
Chicago, Illinois

My Dear Art:-

Our lineage records show that our national has dropped off a matter of more than 1200 inches in the past five months. I realize conditions have not been favorable, but still that seems like more of a slump than we should be forced to take. The loss in May alone was more than 500 inches--and May has usually been a good month for us.

I wonder if there is anything we can do to stimulate this business. Naturally I am much concerned over the big drop that has come to us this year, with our expenses all mounting at the same time.

If you have any helpful ideas on the subject, I should be glad to hear from you. May be in Chicago in a few weeks and will look you up if I am.

Very truly yours,



## Rolla Clymer correspondence

1½ NORTH MAIN STREET

OFFICE PHONE 449

**HARRY W. FISHER**

LAWYER

FORT SCOTT, KANSAS

June 11, 1938

Eldorado Times  
Eldorado, Kansas

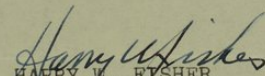
Gentlemen:

I thank you for the courtesy shown in publishing the article with reference to my candidacy for the Supreme Court, position No. 5. I do not only appreciate the courtesy of the publication, but your thoughtfulness in sending me a copy of the paper.

I have now filed my declaration and am trying to make every possible contact. My prospects are very good. The publicity given is a great aid.

Wishing you success and good fortune, I am

Yours truly

  
HARRY W. FISHER

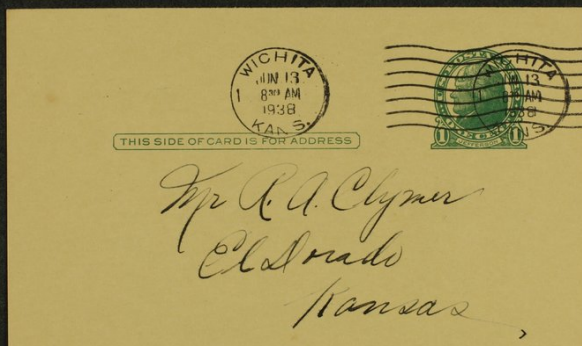
HWF:LG

## Rolla Clymer correspondence

R. A. Clymer  
El Dorado, Kans  
June 11, 1938  
Dear Friend:  
I am seeking the Republican nomination  
for lieutenant Governor your friendship  
and support will be deeply appreciated.  
Hoping to greet you personally soon,  
I remain  
most sincerely,  
Clifford Jon Anderson  
of Topeka



## Rolla Clymer correspondence





### *Senator* C. E. FRIEND

Republican Candidate For  
LIEUTENANT GOVERNOR

Headquarters: LAWRENCE, KANSAS



SEN. C. E. FRIEND

June 11, 1938

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

Dear Mr. Clymer:

My friend and fellow townsman, Ed Abels, Editor of the Douglas County Republican, is sending you a mat and brief story of my candidacy for the Republican nomination for Lieutenant Governor. I know you are besieged with requests for space, but if you can find room for, I shall be most grateful.

I hope that my candidacy meets with your approval, and I shall deeply appreciate your valuable personal support.

Thanking you and looking forward to a visit with you sometime during the campaign, I am

Cordially yours,

Carl E. Friend

CEF:G



## Rolla Clymer correspondence

ALFRED G. HILL

June 11, 1938

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

Dear Rolla:

Thanks for your recent letter.

I finally cleared up all details here at Cheyenne, and tomorrow I am leaving with my family on a trip to Yellowstone. By the time of my return, I should have a fairly good idea on one interesting prospect. Any way I know definitely I am going to buy another newspaper.

I will look forward to seeing you, if and when I get into your territory, and it is not unlikely that I shall visit Kansas some time within a few weeks.

I appreciate deeply your suggestion of the possibility of going along with me on something. That is something we can talk over.

With best personal regards, I am

Sincerely,

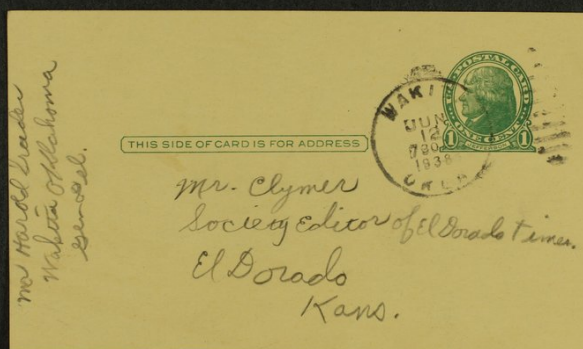
Alfred G. Hill  
vh

## Rolla Clymer correspondence

Dear Mr. Clymer.  
I will introduce  
myself my name is  
Mr. Harold Greder  
I am at Wakita Oklahoma  
and am broke so I am  
wondering if you would  
send me 2 or 3 dollars  
I am in need of it bad  
I am waiting for how  
everything is under  
6 in of water right now  
and I am waiting for how  
and have no money so  
I am wondering if you  
send it to me and I will  
pay back the money as soon  
as harvest is over. Address  
Mr. Harold Greder  
Wakita Oklahoma



## Rolla Clymer correspondence





June 13, 1938

Mr. Thomas Amory Lee,  
Topeka, Kansas

My Dear Tom:-

Thanks for your letter about Charley Thompson.

I am trying not to tick out my neck too far in this  
primary but have been for Harold McGugin and believe I  
shall go down the line for him.

Your interest is always appreciated and I  
delight in having your views. Wish I could see you more  
often.

Sincerely your friend,





June 13, 1938

Judge G. L. Light,  
Liberal, Kansas

My Dear Vernet:-

Mrs. Clymer is head of a committee to select a new pastor for our Presbyterian Church here. She has had some information about the Rev. Charles R. Martin, of your town. It would be a favor to her if you would give her, briefly, the low-down on him--your impressions, etc. The committee naturally does not want to waste any time on some one who might not fit into this place for various reasons. If you can find the time to write your candid opinion, we will appreciate it. I remember once how you skinned the Rev. Bill Jackson in a letter to me--and he proved to be everything you said, and then some.

Hope you are feeling all right these days. Mother is not well; nothing chronic wrong, as far as we can discover, but she is very frail.

Thanks much in advance for your trouble in doing this favor for us.

Sincerely,

*Rolla Clymer*



### SAFEGWAY STORES

INCORPORATED

DISTRIBUTION WITHOUT WASTE

FOURTH AND JACKSON STREETS

Oakland, California

P. O. BOX 660

June 13, 1938

Mr. John Francis Neylan  
Crocker 1st Nat'l Bank Bldg.  
San Francisco, Calif.

Dear Mr. Neylan:

In response to your suggestion that I summarize the outline I gave you verbally of my ideas on the advertising allowance matter, let me say:

(1) In the past the manufacturers paid out a large sum of money improvidently and received a fraction of what they paid for.

(2) The chain stores participated in this improvident expenditure and were charged with the sins of everybody.

(3) The publishers were credited with getting a large amount of advertising they did not get, and wound up with a thorough misunderstanding of the whole situation.

The remedy is simple:

(a) Eliminate all advertising allowances;

(b) Let those interested in the promotion of their brands deal directly with the publishers and expend their money legitimately in proper advertising to create consumer demand for their goods;

(c) Let the manufacturers sell to the wholesalers and retailers at a legitimate price which is not complicated by mysterious allowances.

I am sure, if the above three steps are taken, everybody concerned will be benefited tremendously.

Very sincerely yours,

(Sgd.) L. A. Warren  
President, Safeway Stores, Incorporated.





## Rolla Clymer correspondence

CABLE ADDRESS  
JAYEFEN

JOHN FRANCIS NEYLAN  
ATTORNEY AT LAW  
CROCKER FIRST NATIONAL BANK BUILDING  
SAN FRANCISCO

June 13, 1938

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

Dear Mr. Clymer:

In these days of confused thinking in relation to economic problems, the thought occurs to me that consideration of any given problem by those directly involved, with frank interchange of views, might be an intelligent course.

I do not believe it is feasible to reform detailed economic practices "by passing a law".

Applying what I have in mind to a concrete situation, namely, the subject of advertising allowances made by manufacturers to distributors of their products, which has been a subject of so much controversy, I think the manufacturers, the distributors and the newspapers, acting frankly, can clear up all misunderstanding and lay a foundation for sound practice without the intervention of any outsider.

The Safeway Stores, Incorporated, are clients of mine.

I have discussed with Mr. Lingan A. Warren, the President of this institution, the whole subject matter of advertising allowances.

He is intimately familiar with the subject.

To my mind, he has set forth a sound and complete remedy, in a one-page letter, a copy of which I enclose you herewith.

Do you not think it wise for all persons interested in this subject matter to survey their own affairs and adopt such a formula, eliminating unsound practices and avoiding costly controversies and the interposition of politics?

If this appeals to you as sensible, I would suggest that you and Mr. Warren interchange ideas and if we are successful in clearing up this subject that we proceed on a common sense basis to clear up any other matters that might be open to discussion. Naturally, because of my interest as counsel for newspapers for so many years, I am not unsympathetic to their problems; likewise, I have a natural interest in solving the problem of my clients, the Safeway Stores, Incorporated.

I know that the adoption of the above suggestion would relieve us of the necessity of having to protect ourselves constantly by going along in a competitive situation which we believe is on an unsound economic basis.

Very sincerely yours,

## Rolla Clymer correspondence

June 14, 1938

Dear Harold:-

As per your request, I am herewith sending you \$2 as a loan to tide you over your predicament. I hope you are able to get work in the harvest fields or elsewhere. You can send the money back when conditions are easier for you. Would like to hear of your whereabouts occasionally and how you are getting along.

Very truly yours,





June 14, 1938

Howard Flint Ink Company,  
Houston, Texas

Dear Sirs:-

Please ship us immediately one drum of  
summer news ink for Duplex press. We would be better  
satisfied with your product if this next shipment would  
have more dryer in it.

Please acknowledge receipt of this order.

Very truly yours,

THE TIMES PUBLISHING COMPANY  
per

*Rolla Clymer*

## Rolla Clymer correspondence

### FOX MIDWEST AMUSEMENT CORPORATION

GENERAL OFFICES  
UPTOWN THEATRE BUILDING  
KANSAS CITY, MISSOURI

OFFICE OF H. E. JAMEYSON  
DISTRICT MANAGER  
MILLER THEATRE, WICHITA, KANSAS

June the Fourteenth

Rolla Clymer, El Dorado Times  
Ray Greene, Concordia Blade-Empire  
Frank Motz, Hays News  
Paul Jones, Lyons News  
Arch Jarrel, Arkansas City Traveler  
Jess Denious, Dodge City Globe  
W. G. Anderson, Winfield Courier  
Ray Breitweiser, Clay Center Dispatch  
Willard Mayberry, Liberal Times

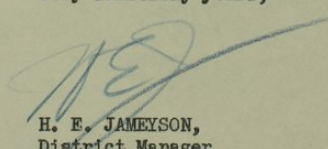
Gentlemen:

There is an outfit in Chicago by the name of Pictorial Promotions Inc. These people have some sort of a film cooking school tied up with several national advertisers. I got a line on the proposition and wired for information. In their reply, they told me the information was not available to theatres, but only to newspapers. We turned this reply over to the Wichita Eagle, Wichita, Kansas, and when the Eagle communicated with them they received in reply a telegram stating the proposition was only suited to smaller dailies. I am still in the dark as to what the scheme is, or as to what the hook-up is between the theatre and the newspaper.

I, as you know, am interested in increasing the income of my theatres; and you, no doubt, are interested in increasing your lineage. If there is anything to be worked out on this film cooking school idea, you will find us cooperative.

With kindest personal regards, I remain

Very sincerely yours,



H. E. JAMEYSON,  
District Manager  
Fox Midwest Theatres

HEJ:cm

P.S.: The address -- 1345 Argyle Street, Chicago





## Rolla Clymer correspondence

ARTHUR H. HAGG & ASSOCIATES  
PUBLISHERS' REPRESENTATIVE  
360 NO. MICHIGAN AVE.

CHICAGO, June 14, 1938

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

Dear Rolla,

Your letter of June 10th is very much appreciated. Frankly, I don't know what we are coming to. The terrific losses we have suffered in every one of our papers, ever since early last fall, have been most disheartening. As with you, our costs have mounted, and our revenue has gone down.

In spite of all this, I cannot help but feel optimistic. In the first place, I believe this new depression, which is far worse than the original, has made publishers a bit more "national advertising conscious". Generally speaking, publishers have, in the past, given little thought to national. It is something which came to them, but how or why, well, it really didn't matter so long as they got it. Take, for instance, down in *Okl.* ~~Kansas~~. Quite a few smaller market papers employed the same representation as the Oklahoman-Times. This went on for a good many years, very much to the detriment of the smaller market publishers, but so long as they received what they believed to be their just share, nothing else mattered. This new depression has shaken them out of their shells, and the result is there have been some changes down in Oklahoma.

Frankly, I believe the Bureau of Advertising is our strongest bet. I cannot say that I am sold on the present personnel, and I am most certainly opposed to their charge for membership, which is based on \$2.00 per penny line rate per month. The fee should be based on the national revenue, but, then, I believe if the smaller papers would all go in the Bureau, this would soon be corrected, and the charge made on a more equitable basis.

Last week I learned thru one of the members of the Fawcett Publications that their loss in national advertising exceeds 50% for the first five months of this year. Most every other periodical has suffered a serious loss, and the only advertising media which seems to be holding its own in good shape is radio. If we had a strong newspaper publisher's organization, I believe much of the money which is now being contributed to radio could be diverted to newspapers. This, of course, is the aim of the Bureau of Advertising.

I do not look for much improvement during July and August, but with the present outlook of crops throughout the west, I fully expect to see a marked improvement in national advertising this fall.

Indications are, at least it would appear so from recent elections, that people are pretty well fed up with the New Deal. With a change in administration, and with improvement in farming communities, I am confident we will see a real pick-up in all lines of business, and this, of course, would be reflected in national advertising linage.



## Rolla Clymer correspondence

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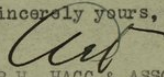
During the best of years, there is not a great deal of activity at this time of the year, but late this summer or in the early fall we will all of us have to put forth every effort at our command.

I do not feel that I have contributed any helpful ideas; what I have told you is nothing more than you already know, but, then, there seems to be a little more optimism prevailing at the present moment than I have noted for some time.

I plan on a trip out to Kansas before very long; in fact, expect to be out there the latter part of this month, and had planned to see you at that time. In the meantime, if you come to Chicago I know you will get in touch with me.

With kindest regards,

Sincerely yours,



ARTHUR H. HAGG & ASSOCIATES

AHH..L  
c/c KC



## Rolla Clymer correspondence

June 15, 1938

Mr. H. E. Jameyson, Dist. Mgr.  
Fox Midwest Theaters,  
Kansas City, Mo.

My Dear Jamey:-

Thanks for your letter. I had not heard before of the Pictorial Promotions people, but have written them today and will forward such information as I can ascertain as soon as I receive it.

Why don't you ever drop around to see us any more? Do you think El Dorado will give you the info--'er something?

Sincerely,