

## Rolla Clymer correspondence

### Section 69, Pages 2041 - 2070

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.

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lay plans for the year's work. They also allowed these bills: R. A. Clymer, expense and printing, \$33.00; L. M. Christy, balance on printing 1923 Proceedings, \$29.97.

Thus closed one of the most successful meetings in the history of the Association. Wichita people and committees did everything possible for the pleasure and convenience of the visitors. The Western Newspaper Union donated the badges, which had the Association emblem on one side and a photo of the new home of the W. N. U. at Wichita on the other and were very showy and handsome. The new editorial band was a matter of much pride and comment and gave freely of their music before and after each session. They made such a hit with the members that it is planned to continue the organization and make it a permanent one. Glick Fockele of LeRoy, the leader, did a lot of hard work on this feature, which was appreciated.

It is planned to publish all the papers and addresses given at the meetings as fast as possible in the Jayhawker Press, so far as they can be secured. This will be another special reason for keeping and filing the numbers of this paper. This number containing the constitution, the Secretary's report and the official proceedings, will be needed for reference many times in the coming months and years. Get a file and keep all numbers. They will require but little room.

### FIRST ANNUAL REPORT OF O.W. LITTLE, FIELD SECRETARY, KANSAS EDITORIAL ASSOCIATION.

For the Nine Months Ending December 31, 1923.

In the beginning of this report, perhaps a brief history of the inception of the Field Secretary idea in Kansas and the steps leading up to its adoption, may be in place for the benefit of some who are not fully informed.

At the annual meeting in Lawrence on May 5, 1922, President Roy Bailey invited Secretary G. L. Caswell of Iowa to address this Association, that state being the second to adopt the plan of a paid secretary. At the business meeting in Kansas City, Kansas, the next day, resolutions were adopted instructing the new president, Drew McLaughlin, to appoint a committee to work out a plan for a full time secretary. Ralph Tennal of Sabetha, was named chairman of that committee, with George W. Marble, L.

N. Flint, Perl Barton and O. W. Little as associates. This committee sent out a letter on July 15, 1922, asking all who favored the plan and would agree to support it to sign a pledge card. Later on September 15, another letter and card were sent out and as a result of these two letters, about 100 responded favorably. The committee met in Topeka on October 7, 1922, and after due deliberation, recommended to the Executive Committee the employment of a Field Secretary.

At the meeting of the Executive Committee in Lawrence on November 11, 1922, after a full discussion, they voted to recommend to the annual meeting in January, that such a secretary be employed.

Those of you who were present at the meeting in Topeka last year on January 27, heard the address by Ole Buck, secretary of the Nebraska Press Association and will remember the discussion and the action of this Association. The motion to adopt the plan was carried by a unanimous vote and the new Executive Committee was instructed to put it into effect as soon as possible.

The new committee met at the close of that meeting and instructed the secretary to at once call on those who had signed the pledge cards and see what could be realized, the amounts asked for being on the basis of \$1.00 for each 100 circulation, with a minimum of \$5.00 and a maximum of \$25. The results were that 76 publishers responded inside of 30 days, sending their checks for \$1043.00. With this small beginning the committee met in Topeka on March 17, 1923, and decided to go ahead. They employed the secretary to begin work on April 1 and agreeing that the first thing necessary was more memberships, they directed the secretary to use his efforts in that work. It was also decided to issue a monthly bulletin or paper, as the cheapest and best means of apprising the publishers of the progress of the work. The time of your secretary for the past nine months therefore, has been taken up with such office work as appeared, visiting as many publishers as possible, preparing copy for the monthly paper and making himself useful in every way that offered.

It was soon found that writing letters and visiting district meetings accomplished little in the way of securing new members and the easiest, quickest and cheapest way to get them was by personal visitation.

In this connection, the secretary wishes to express his sincere thanks and acknowledge his indebtedness to the officers of the Association and to

each member of the Executive Committee, as well as to the individual publishers over the state who have shown him such uniform courtesy and by their fraternal cooperation, have contributed so much to his pleasure and to whatever success he may have attained. We are sure the other members of the Committee will agree with us that special thanks are due to John Mack of Newton, who has given so generously of time, labor and money during the year. His good counsel and his enthusiastic support have been large factors in the year's work. Others not members of the Committee, who have given freely of their time and expense money are J. H. Barley of Washington, Charles E. Mann of Osborne, L. F. Miller of St. Marys, Roy Bailey of Salina and others.

### Activities

Since April 20, your secretary has prepared the material for nine issues of the Jayhawker Press. He has traveled 3289 miles by train and 5200 miles by auto on business for the association. He has attended a national meeting of the various state secretaries in Denver and been present at four district meetings, seven county meetings and a state meeting at Lawrence, not to mention two newspaper golf meets at which he did not play. He has written 1244 letters. He has visited 221 newspaper offices. He has secured 119 new members, at an expense of \$380.28. He has collected \$1485 in addition to the original sum of \$1043.00.

### Advertising Rates

On July 1, 1923, a rate card was sent to every paper in the state, asking for its advertising rate, circulation and other facts regarding the paper and the town. Up to January 1, there had been 258 of these cards returned, giving the information requested. What became of the other 252?

There were two reasons for sending these cards. 1st., that the Secretary might have the necessary data on hand should he happen to secure any business for part or all of the papers. 2nd. that some systematic, constructive work might begin towards a more uniform and consistent rate among the papers of Kansas.

It is the belief of the Secretary that rates should be based on something besides guess-work. If they are based on the true and actual cost of production, they will be uniform, or more nearly so. Few weekly papers and not all the dailies, maintain a detailed cost system. It is obviously the wise thing for these papers to accept the sched-





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ules made by those who know their costs and base their rates on them. The rates recommended by the N. E. A. committee are made by experts with the cost sheets of scores of papers like yours and mine before them. Yet we go on in our haphazard way and refuse to profit by the figures they have given us.

Suppose for a moment that you were an advertiser wishing to cover Kansas and received the wide variety of rates shown by these 258 papers, what would be your impression. You would certainly think, as advertisers and agencies have always had a right to think, that a large majority did not know WHY they charged the rate asked and you would probably conclude that in many or most cases, you could get it for less, as advertisers and agencies have always done in the past.

A short summary of the rates reported will be interesting. In papers having a circulation of 500 or less, the rates vary from 12½ to 30 cents an inch. One paper charges 12½ cents, 22 charge 15 cents, 33 charge 20 cents, 5 charge 25 cents, and two 30 cents.

Papers from 500 to 750 circulation are about the same. Nine charge 15 cents, 26 charge 20 cents, 17 charge 25 cents and one 30 cents.

Papers of from 750 to 1000 circula-

tion have the same range as those of 500 or less. One charges 12½ cents, one 15 cents, 13 charge 20 cents, 15 charge 25 cents and two 30 cents.

In papers in the 1000 to 1500 class, 15 charge 20 cents, 14 charge 25 cents, 9 get 30 cents and one 35 cents.

Of those having from 1500 to 2000, one gets 15 cents, five get 20 cents, 11 get 25 cents, 10 get 30 cents and three up to 35 cents.

Of those in the 2000 to 2500 class, four charge 20 cents, three charge 25 cents, one gets 35 cents and one 40 cents.

In papers of 3000 or less, three get 25 cents, two get 30 cents and one 35 cents.

Of the two papers with 3500 circulation, one gets 30 cents and one 35 cents. The one paper having 4500 gets 50 cents.

The rates in the 31 dailies reporting show a wide range of course, as they vary greatly in circulation, but they are more consistent than the weeklies. They range from 15 cents to \$1.40. The high rate in the state is given by a monthly with 14,000 circulation that charges \$3.50 an inch.

Without doubt a majority of the rates given on these 258 cards are for national advertising. Many of the papers that quote a rate of 25 and 30 cents an inch on these cards, charge their local advertiser but 15 cents or even less. This is too great a spread, even when you pay two agency commissions. It is not right to penalize the national advertiser and still ask for his business. The facts are that 90 per cent of your national advertising today is also local, because the home dealers name appears therein and much benefit accrues to the home man. Your national rate may not be too high but your local rate is too low. It costs you real money to produce your local business and you should find out what it is worth and then have sufficient stiffening in your vertebra to get the price.

So much time has been devoted to rates because it is our belief that it is the most important question before the publishers today. If a secretary can bring some order out of this confusion and get advertising rates on a sound and uniform basis, he will have earned all he cost.

### Mats and Casting Boxes.

The Field Secretaries in both Washington and Iowa report that practically 100 per cent of the member in their states are prepared to handle a mat service. While many Kansas offices are so equipped, their number should be greatly increased. The lack

of this equipment costs the advertiser nearly 50 per cent more and is a large item of expense that tends to cut down the space he might use. The cost of a casting box that will handle all ordinary business need not be large and should be a means of increasing our volume of business.

### The Help Problem.

Your Secretary has tried to be of some service to both those wanting help and employment but the results have not been as successful as he would have wished. Failure of the employer to report when the vacant place was filled and of the applicant when he got a place were often embarrassing. An applicant might be referred to a job already filled or a publisher advised to write to one who already had a place. There is an opportunity to be of service here if those who enlist the Secretary's help would promptly advise him when their needs are satisfied.

Early in the season the scarcity of operators was very noticeable. This situation will largely continue until our offices produce more of their own operators. The lack of operators and the high wages they can command because of this scarcity can be overcome only when we begin putting more young men and women on the machines in our individual offices.

### Changes in Ownership

Many publishers have written the Secretary of their desire to sell and a fewer number of their wish to buy, during the year. Few of the former gave their price or any figures regarding their business and none of the latter signified what kind of an office they wanted or how much cash they had. Your Secretary has tried to put these buyers and sellers in touch and it is easy to see how this could be made an important function of this office and possibly a good many dollars added to the treasury of the Association.

### Emblems and Membership Cards.

It is recommended that a suitable emblem be procured for use of the members of the Association. These should probably be smaller than the one now in use and should be so designed that a logotype of the year can be inserted, thus preventing those who have not paid dues for the current year from using it. The Secretary is reliably advised that such stereotyped emblem need not cost over 25 cents. Also a membership card would be more attractive and more highly prized than the present form of receipt and need cost but little more.

### High Grade Papers

for every printing requirement. Agents for—

### Hammermill Bond

SATISFACTION  
SERVICE QUALITY

CENTRAL  
TOPEKA  
PAPER CO.

Topeka, Kansas





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### Franklin Price List

It is very gratifying to find the number of offices using the Franklin Price Catalog, however many offices do not live up to the prices recommended. Every office that does not have its own cost system should have this or some other standard list. The wide variance of prices on the common every-day forms of job printing, makes for confusion in the minds of the buyers of such work and causes trouble among the members of the craft. Similar work costs practically the same in every office and the selling prices should vary but little.

### Legislative

It is only a matter of business that publishers should demand that none but honest fair-minded men be sent to the legislature. As the fifth largest industry in the nation, we are entitled to have our business problems passed on by legislators who are without prejudice and who will give the printing industry a square deal. We ask for no special favors but we should not be harassed by legislators who seek to injure our business because they have a grievance against the newspapers. The rates paid by the state for legal printing do not equal

the commercial rates charged by many papers but otherwise legal printing rates are fair.

The practice of cutting rates in scores of counties is a sad mistake and if future legislatures seek to reduce the rates on legal printing and ballots, it will be largely our own fault, the reasonable inference being that if we take it for less, the rate must be too high. No bids should be offered on any work at less than the rates provided by law. If you cannot get it, let the other fellow make something. Your turn will come later.

### Financial Statement

The matter of finances for this first year has given the Committee much concern and it is a pleasure to be able to report our business for the first nine months has been on a cash basis and that we still have a balance on hand. The following figures show our condition on January 1, 1924 and are approximately correct.

### Receipts

Cash on hand Apr. 1, 1923 --	
from 76 publishers -----	\$1043.00
Received from 101 publishers since that date -----	1485.00
Rec. com. Franklin Catalog --	70.00
Rec. profit Jayhawker Press	88.48
<b>Total Receipts -----</b>	<b>\$2686.48</b>

### Expenses

Secretary salary 9 months --	\$2250.00
Office and trav. expense ----	380.28
<b>Total expenses -----</b>	<b>\$2630.28</b>
Balance on hand January 1	56.20
There is due on 19 pledges --	\$228.50
Due on ads. Jayhawker (Dec.)	152.00
Bal. in old Assoc. Treasury --	509.75
<b>Total -----</b>	<b>\$90.29</b>

On the basis of the past nine months our expense would be \$3500 for the year but we can safely figure that it will require more when the secretary begins to do other work than simply solicit members, and \$5000 a year is probably not too high an estimate for the future. The 195 who paid and pledged this year averaged \$14 each. On the basis of \$5000 expense it would take 350 paying members to run the Association. If we could get 195 to subscribe and pay for a new idea in nine months, it is not unreasonable to believe that the number can easily be increased to 350, which would finance the organization nicely.

In eight months the Jayhawker Press produced \$561.68 in revenue from advertising and the total expense of printing and mailing was \$321.20, giving the Association a profit of \$240.48, an average of \$30 a month. This splendid result is largely due to the work of John Mack, who has charged the Association for nothing but the printing of the paper and it is his opinion that the revenue can be considerably increased. A detailed financial statement of the Jayhawker Press for each month is attached hereto.

### Conclusion

The foregoing are some of the subjects that have engaged the time and attention of the Secretary in the initial steps of this new work. These activities will expand and develop as the members learn to use this office and come to realize the many ways in which a Secretary can help them. Changing to the first person, I am firmly convinced in my short experience, that there are great possibilities for benefit in this plan. The job will challenge the best talent and energy this Association can employ. The great work of putting our daily and weekly papers before the advertisers and agencies of the state and nation has not been touched upon. This in itself is a great field with unlimited opportunities, but to obtain results will require time.

This is not a work for the doubter nor the faint hearted. If you have joined the ranks and put your hand to the wheel, do not turn back. The investment by each individual member or paper is small and results are sure and certain if we will but continue the work so auspiciously begun. Kansas papers and publishers are the best on earth. Let us take for our own the motto of our great state of Kansas and go forward to success.

The Kansas Afternoon Publishers Association was organized at Kansas City Jan. 12, by representatives of 12 Kansas newspapers. The association membership will be limited to the newspapers receiving the leased wire report of the Associated Press but the purpose of the organization is to increase co-operation of the 21 papers eligible to membership in meeting general problems of the business. J. T. Moore of the Pittsburg Headlight was elected president and F. W. Brinkerhoff also of the Headlight was elected secretary.

**H. F. Anderson  
Engraving Co.**

**Kansas City,  
Missouri**

have been serving the Printing Trade with Copper Plate Engraved Visiting and Business Cards, Weddings, Monogram Stationery and Steel Die Embossed Letter Heads, Envelopes, etc.

Since 1890

**No Order Too Small  
None Too Large**

Write for Sample Portfolio and  
Price List





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### THE JAYHAWKER PRESS

Official Publication of the  
KANSAS EDITORIAL ASSOCIATION

Subscription Price \$1.00 per Year

O. W. LITTLE, Editor

Address all communications to  
O. W. Little, Alma, Kansas

Published Monthly at

115 W. 6th St., Newton, Kansas

Address all correspondence concerning ad-  
vertising to Jayhawker Press, Newton, Kansas.

Entered as second class matter May 3, 1923,  
at the post office at Newton, Kansas, under  
the Act of March 3, 1879.

### ADVERTISING RATES

Full page.....\$30.00 per issue  
Half page.....\$15.00 per issue  
One column.....\$10.00 per issue  
Five inches.....\$5.00 per issue  
One inch.....\$1.00 per issue  
Want ads 2 cents per word, per issue

### OFFICIAL ROSTER

Kansas Editorial Association

W. F. Hill, President, Westmoreland Recorder  
Jess C. Denious, Vice-president.....

Dodge City Globe

O. W. Little, Field Secretary.....Alma Enterprise  
J. H. Barley, Treasurer Washington Republican

### Executive Committee

George Harman.....Valley Falls  
C. R. Churchill.....Olathe  
Chas. P. Beebe.....Neodesha  
John Redmond.....Burlington  
Perl R. Barton.....Herington  
Chas. E. Mann.....Osborne  
W. Y. Morgan.....Hutchinson  
John C. Mack.....Newton

The big campaign to swat the free space grafters, now being carried on generally over the country, has been productive of splendid results. Fewer papers in Kansas are giving away space than ever before but there are still a good many offenders. Free plates and free "copy" do not fill the coal bin. Nobody is going to pay for publicity when they can get it free. Write your own copy and buy your own plates.

The Colorado Association is having some trouble financing their work and are now working on an unique plan. Each paper is asked to donate a certain amount of space to the Association. This space is being sold to Denver wholesalers and other big business concerns, with the agreement that the advertising is to interfere in no way with the home town merchants. It is expected that this plan will provide sufficient funds to run the secretary's office.

The Secretary is convinced that the

Association should put on an "Answer your letters" week but he does not know what kind of propaganda to put out to bring it about. Important letters that require an immediate answer bring no response. Most of the speakers at the recent association asked the privilege of taking their papers home and polishing them up a bit before submitting them for printing, promising to return them to the Secretary at once, but up to Feb. 5, but one of them had been returned.

For the first time in history of mail service weekly newspapers will be given same attention as first class mail. An order signed by the postmaster general directs local postmasters to expedite the delivery of weekly and daily newspapers throughout the country. Credit for this innovation which is of immense benefit to weekly newspapers is due to Postmaster General New and his assistants who devised a system whereby weeklies and small dailies would be put on par with large metropolitan papers which heretofore had the advantage of special express service to rural communities. The order became effective January 30.

A recent survey of conditions in the Fifth district shows that one paper does the county printing for 5% of legal rates, one paper gets full legal rates but that a large majority of them get less than 50%. No matter how they may seek to justify themselves, this is a sad commentary on the business ability and intelligence of the newspaper men in that district, and we presume similar conditions prevail generally over the state. Why should the law fix the rate for legal printing at \$1.00 a square when most of the papers seem willing to do it for half that price or less.

### ASSISTANCE TO PUBLISHERS

It is the hope of the Public Printer to have the investigational activities of the testing section include many subjects of general concern to the printing industry. The idea is to have the Government Printing Office render somewhat the same service to the printers of the country as the Department of Agriculture does to the farm interests. It is interesting to note that the testing section has successfully conducted experiments with a new ink which will not require the use of gasoline for cleaning type after taking proofs. The laboratory

tests show that the ink will wipe off with a damp cloth and will not harden on the type with age. The experimental work of the Government will undoubtedly be of immense benefit to the country publishers who have job plants in connection with their establishments.

Incidentally, the report of the Public Printer shows the enormous losses due to free distribution or lack of distribution of government publications. The present free distribution of government publications is costing at least \$1,000,000,000 a year for books and pamphlets, most of which are wasted. The Public Printer recommends the sale of all government publications as a remedy for this loss. Notwithstanding the enormous free distribution of publications, the Superintendent of Documents has had to sell 14,062,247 copies of obsolete and useless publications in the last ten years because they were not distributed by the department while timely or did not arouse sufficient public interest to request copies even when obtainable for nothing.

The Public Printer states that it is fair to assume that the total waste in publications printed for free distribution by the departments in the last ten years will be fully 25,000,000 copies. Figuring the cost of these publications at 20 cents each (many of them being small pamphlets) the total loss to the Government may be placed at \$5,000,000 for the 10 years. This is in addition to the estimated loss of \$1,000,000 in eight years on the free publication which Congress likewise failed to distribute.

It is impossible, of course, to estimate the waste of Government publications sent out by the million every year either as "campaign literature" or personal propaganda at the expense of the Public Treasury.—N. E. A. Bulletin.

### 1300 CIRCULATION—35c AD RATE

A Minnesota weekly with a sworn circulation of 1300 has a display advertising rate for plate matter of 30c per inch per insertion. Where ads are set this publisher gets 35c per inch and for ads requiring special position 40c per inch.

35c per inch for 1300 circulation should give this publisher a run for his money and a chance to give his community some real service in a newspaper way. At that he will have to carry an ad load that will average 50% and better to show any real profit on his paper.





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### THE RESOLUTIONS

Here is the report of the Resolutions Committee at the Wichita meeting, Jan. 19, 1924. The report was adopted by a rising vote:

"The splendid attendance and unequalled attention to business at this 32nd annual meeting of the Kansas Editorial Association is a source of great satisfaction, and is a tribute to the judgment of those who believed the country publishers would pay for and attend an association which was really worth something to him in his business—even if the dues were multiplied several times; and therefore we approve and confirm the State Secretary Plan, and commend the splendid organization work of Secretary O. W. Little and his assistants; thus proving that the publishers are more than willing to pay the price if they get something for their money.

"We unhesitatingly recommend a continuance and enlarging of the Field Secretary Plan, and urge every publisher in the state to become an active member—not only for his own personal good, but for the benefit of his brother publishers, his immediate community and the state at large.

"We condemn as unethical, unne-

cessary and unjust the present classification in the Post Office Department, which admits the merchandise of every manufacturer and dealer in the country to the privilege of the fourth class (or parcel post) rate, save and except that of the printer; and we therefore request our senators and members of Congress to secure such change in the classification of the Post Office Department as will permit the local printer to send a pound of sale bills, envelopes or letter heads to his customers at the same rate as is charged the local grocer to send a pound of soap to that same destination.

"In view of the constantly recurring deficit in the finances of the Post Office Department, we condemn as unethical, uneconomic to the department and unjust to the printers of the nation, the present practice of the government in furnishing printed stamped envelopes to the public at less than cost of production, and transportation; and we hereby urgently request our senators and members of Congress to make the necessary effort to secure a reversal of this practice. If the government feels it must stay in competition with the printers in every town and hamlet over this land, at least let the competition be honest and the business show a real profit to the department, which now demands tribute from the printers to meet its annual deficit.

"We do not believe it is good business practice for newspaper publishers to permit their advertising space to be purchased by promoters, to be re-sold to local merchants at rates out of all proportion to the newspaper's charge. Publishers cannot afford to accept responsibility for advertising service of that character which, in our opinion, is as valueless as the so-called advertising service of certain public utilities which ask local merchants to buy space in directories and similar media. The lack of returns from all such advertising expenditures discredits the legitimate newspaper advertising, and for that reason should be discouraged.

"We recognize the danger to the newspapers of Kansas in the use of the free publicity business and political propaganda with which every newspaper office is flooded. Since the purpose of such free publicity is to prejudice rather than inform newspaper readers and to avoid the cost of legitimate publicity, we recommend that all newspapers of the state refrain from the use of all such propaganda.

"That in addition to the regular and

business meeting of the Association provided for in the Constitution, we recommend that the Executive Committee be authorized to call a social meeting at such time and place during this summer and fall as in their judgment would be best suited to the purpose of a short vacation for the members and their families, where a "good time" would be the primary, and business only the second object.

"The sincere thanks of every member of this association is extended to the splendid, genial and hospitable men and women who have made the name of the "Peerless Princess" known from sea to sea as a synonym for pep, progress and prosperity—those men and women who have spared neither time, trouble nor expense to assist in making this 32nd annual session of the Association the very best in its history.

"The Association delights in expressing its thanks to President Clymer and Secretary Little, who have provided such an outstanding program for this meeting—every number of which has been presented according to schedule; also to the individuals who so splendidly responded when called upon; to Governor Lowden of Illinois, for his instructive and entertaining address on the necessity for organization in the matter of agricultural distribution as well as in all other lines; to the members of the Allied Printing Crafts of Wichita for their exceptional banquet and entertaining program; to the Miller theatre for its "after dinner" show; to the management of the Hotel Lassen for the superb service rendered, in which every desire of the members was granted as soon as expressed; to the Chamber of Commerce for their invitation and subsequent efforts to contribute to the success of this meeting; and especially do we commend the enterprise of Glick Fockele in assembling "our band"; and our compliments are due every member who participated in furnishing such really delightful and inspiring music, and we trust this band will be a regular number on all future programs.

"We especially express our unequalled thanks and gratitude to Mr. James O'Shaunnessey, for his entertaining, clear and conclusive presentation of the national advertising problem as applied to the weeklies and small dailies, the so-called "country press," and express the confident belief that his visit, address and subsequent "round table" explanations have accomplished much for the enduring prosperity of this Association; and it is our sincere regret that every

THERE ARE all sorts of adjectives in the dictionary, dozens of which could be honestly used in describing the unusual value in

### Lakeside Bond

But judge its character from these two facts alone—leaving all others aside:

1. For twenty-five years Lakeside has been made by the same mill. (How about that to insure complete uniformity?)
2. It is sold in greater tonnage than any other equally high grade Bond. (No question about the quality, is there?)

And Lakeside represents the most complete line of high quality Bond carried in stock by any paper house in the United States—199 sizes, weights and colors.

Are you insuring the customer-satisfaction that Lakeside provides? Want a sample book?

**Bradner Smith & Co.**

333 So. Desplains St. Chicago

*The House for Everything in Paper*



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newspaper publisher in the state could not have been present to have learned from him the solution to many of the questions regarding advertising agencies and been thrilled by his contagious enthusiasm regarding the greatest business in the world—save only the production of the necessities of life—the publishing and Advertising business; and further, this association pledges to Mr. O'Shaunnessey and his associates an honest effort to be guided by the principles advocated by him and to discountenance all practices which were shown by him to be detrimental to the publishing business.

"We indorse the educational course in printing as outlined by R. M. Coit of the State Teachers College at Pittsburg. The need of the printing industry for proper training in the printing trade is becoming imperative and we commend the college at Pittsburg upon its development of this department."

A supplemental report endorsing the Good Roads plan presented by J. Frank Smith was also adopted without discussion and with only a few negative votes.

### THE NEW CONSTITUTION

Here is the new constitution of the Kansas Press Association as adopted at Wichita, Jan. 19, 1924:

#### Organization

The name of this organization shall be The Kansas Press Association. Its object shall be to promote the interests of the press and cultivate friendly relations between its members.

#### Membership

Any reputable paper published as often as once a month in Kansas may become a member, upon payment to the Secretary of the required fee, such membership to include all persons actively connected with the paper, but each paper shall have but one vote.

The membership fee shall be based on circulation and shall be \$1.00 for each 100 circulation, with a minimum of \$5.00 and a maximum of \$50.00, said fee to be payable February 1st each year, or it may be paid in two equal installments. Failure to pay dues in 60 days after Feb. 1st shall forfeit membership.

Retired publishers and agents of supply houses may become members upon the payment of \$5.00 annually, but shall have no vote.

#### Officers

The officers shall be a president,

vice president, treasurer, field secretary, and one committeeman from each congressional district. The first three shall be elected at the first annual meeting each year and shall hold office until their successors are chosen.

The committeemen shall be elected at the same time by the members present from each district, and together with the president, vice president and treasurer, shall constitute the executive committee.

The duties of the president, vice president and treasurer shall be such as usually pertain to these offices and the treasurer shall give bond in such sum as may be required by the executive committee.

The Field Secretary shall be elected by the executive committee, who shall have full power to fix his salary and term of service and to require of him such duties as may be for the best interests of the craft. He shall maintain an office and devote his full time to the interests of the Association and its individual members. He shall also keep the minutes of all meetings of the Association and of the executive committee.

#### Meetings

The annual business meeting shall be held on Friday and Saturday in January of each year, the dates to be fixed by the Executive Committee. In odd numbered years it shall be held in Topeka and in other years at such place as the Executive Committee may select.

Other meetings may be held for social or business purposes, the same to be determined by the Association at its January meeting.

#### Amendments

This constitution may be amended by a two-thirds vote of the members present at any January meeting, providing notice of such amendment is given the first day of the session.

#### MEMORIAL COMMITTEE REPORT

Presented by W. E. Blackburn of Herington, at Wichita meeting, Jan. 19, 1924:

"Summons to the silent chambers in the Hall of Death have come to but few Kansas editors during the past year, but the two who have answered the call, George T. Smith of Marysville, editor of the "Marshall County News," and W. T. Yoe of Independence, editor of "The South Kansas Tribune," both former members of the Kansas Editorial Association, were of such conspicuous ability and outstanding accomplishment in their

work as editors and citizens, that their loss is keenly felt by the fraternity, by their respective communities, and the state at large.

"The stories of their long and useful lives are necessary for a proper understanding and appreciation of their activities, and are recommended for publication in the annual proceedings for preservation, information and inspiration to the present and future generations.

"Their passing was acknowledged by dozens of appreciative tributes from members of the press of the state and the west, who knew them, their value to their respective communities, and the state, as fearless champions of right, as their clear-eyed, straight-thinking minds saw the right.

"It was in the fullness of years and completed moral and material achievement these men lay down the tools of their craft, and entered into the peace and happiness of the eternal life.

"It is recommended that a copy of the proceedings containing the action of this Association be forwarded to their respective families, with a letter of condolence and heartfelt sympathy, by the President and Secretary of this Association."

C. M. Husted, who has been interested with Burton E. Smith for the past ten months in publishing the Marion Review, sold his half interest in January to F. A. Smith, father of Burton Smith.

**REMEMBER**  
one important point  
that has made the  
reputation of the

**CAPPER**  
**ENGRAVING CO.**  
ARTISTS-ENGRAVERS

DESIGNS  
ILLUSTRATIONS  
ZINC CUTTINGS  
HALF TONES  
COLOR PLATES

QUALITY-SERVICE

BUTTS BUILDING WICHITA PHONE M 2265

**DEPENDABLE SERVICE**





February, 1924

THE JAYHAWKER PRESS

Page Nine

### KANSAS PRESS ASSOCIATION BAND

Here is the personnel of "Our Band" that made fame and a name for themselves at the Wichita meeting:

Cornets—J. L. Napier, Newton Kansan; Forrest Warren, Hiawatha World; J. Byron Cain, Belle Plaine News; Herbert Hickman, Florence Bulletin.

Clarinets—L. P. Millspaugh, Preston News; L. W. Davis, Elk City Sun; Glick Fockele (Leader), Le Roy Reporter.

Altos—M. L. Post, Colony Free Press; R. R. Painter, Elkhart Progress.

Trombones—Harry E. Ross, Burr Oak Herald; A. H. Haughawout, Onaga Herald.

Baritone—R. H. Cline, Conway Springs Star.

Base—Pete McKechnie, Kinsley Mercury; G. W. Musgrave, White City Register.

Saxophone—O. F. McKittrick, McCracken Enterprise; Carl Buoy, Cedarvale Messenger.

Tenor—A. M. Miller, Western Newspaper Union, Wichita.

Drums—Leon Miller and Harvey Butler, Wichita; John Redmond, Burlington Republican.

Drum Major—Keith Clevenger, The Empire, Bartlesville, Okla.

It is not altogether impossible that an "angel" will be found to help finance the band on the trip to Mexico with the National Editorial Association in May.

O. L. and Sam Clarke Jr. are again in charge of the Washington Palladium. M. L. Weeden, who had been running it under a lease for about a year, has quit.

### THE NATIONAL ADVERTISER AND THE COUNTRY PAPER

From an address by James O'Shaughnessy, executive secretary American Association of Advertising Agencies, at Wichita, Jan. 18, 1924.

It is important to all advertising interests that advertising agencies and newspaper publishers should better understand their mutual relations. That can be furthered by such a gathering as this here in Wichita at which I may tell the publishers of Kansas something about ourselves, in the hope that they may know us better.

The present high development of the advertising agency is a comparatively recent thing and there are many publishers in this room who have conceptions of the advertising agency dating back to the time when it was a space broker, chiefly concerned with breaking down the publisher's rates.

Today there is a great ethical body of advertising agencies which makes up our association, and it is devoted to the permanent upbuilding of advertising by bettering all of the methods and processes through which advertising can be served.

Advertising in the national field has grown to be so wide and so great that it must have dependable service of proficient advertising agencies, or it cannot continue.

It is no longer possible for a manufacturer who is a national advertiser to remember all of the things that must be done in the handling of his advertising, even though he knew how to do them.

In plain words, the national advertiser is not capable of handling his own advertising without the assisting

services of the competent advertising agency.

There is nothing strange about this, as he cannot handle his own legal matters without the assistance of a lawyer, nor his building operations without the assistance of an architect.

If the manufacturer's operations are large he goes outside to bring in skilled assistants in many lines.

When an advertiser offers his advertising to you direct in an effort to save the advertising agency commission he is transgressing a fixed law of business by trying to save money in the wrong place.

The modern history of advertising shows that the national advertiser who places his business direct at a saving of the agency commission does not prosper and grow as he should.

With one or two peculiar exceptions among thousands, every national advertiser who is increasing his advertising appropriations out of his profits and prosperity is having his advertising handled and directed by a good advertising agency.

What I wish to bring to your minds is that the advertising agency today provides a service which is necessary for the success of the big national advertising account.

The big accounts are particularly interesting to the country publishers because it is from the bigger accounts that the country publishers will receive the largest amount of national advertising.

Our greatest future interest today is in the larger growth of advertising appropriations.

In many lines the selling must be brought to a still larger scale. In order to do this the advertising operations must be enlarged and the logical field in which this great and ultimate enlargement is to come is in the country newspapers.

We are keenly concerned therefore in having the country newspapers made more practically available to national advertisers. Our interests there are mutual and indivisible.

It is easy for the advertising agency to transact business with all of the magazines in all the various fields, including farm papers and the daily newspapers, and also with bill posting and painted signs. They have no trouble in transacting business with all of these throughout the entire country. But when it comes to placing advertising in the country weeklies the advertising agency is instantly confronted with problems some of which amount to barriers and some are in the form of burdens.

## The Most Modern Printers' Supply House in the Southwest

### EVERYTHING FOR THE PRINTER

Warren's Standard Printing Papers  
Hammermill Bond  
Uncle Sam Bond  
Continental Bond  
Printer's Machinery, Type and Supplies  
Cut and Copy Advertising Service  
Newspaper Feature Plates  
Printed Newspaper Service

## WESTERN NEWSPAPER UNION

The House of Service

Phone Market 3085

Wichita, Kansas





## Rolla Clymer correspondence

Page Ten

THE JAYHAWKER PRESS

February, 1924

which the advertising is unable to bear. These barriers can be removed and these burdens lightened.

In three states of the Union this has been done with complete success. These are the states of Iowa, Missouri and Washington, and I come to urge the publishers of Kansas to bring about the same condition in this state.

You have made large progress toward it already. You have a splendid association as is evidenced by this convention which is one of the largest and best of any I have visited, and you have a competent secretary who can do all that needs to be done if he is given the right measure of co-operation.

These things to which I refer are:

(1) Bring every worth while publisher of Kansas into your state association. That is the first essential thing to be done. If necessary, appoint committees in every part of the state where there is a delinquent, to use every proper persuasion until the membership is a complete list of the newspapers of Kansas.

(2) Get the circulation figures. Not figures guessed at but the real figures for which you can, as an association, assume more responsibility. Remember a sound figure sells better than an approximate figure of circulations. Nobody expects a country weekly to have a million circulation. If it covers the territory properly, that figure is worth just as much as a figure that contains scattered or waste circulation.

(3) Give the rate per inch. Let it be the proper profit-making rate. No good agency and no intelligent advertiser asks a publisher to make a rate that leaves no profit to the publisher. The publisher must make a profit and he must prosper or he cannot provide the advertising medium that can be used with profit by the advertiser. The rate therefore, should be a sound rate satisfactory to everybody concerned. It should not be excessively high of course, because if it is, it's forbidding. Advertising today is bought with care and sound judgment.

(4) Equip to use mats. Every newspaper today should be able to use mats. If the publisher is not in a position to put in his own stereotyping outfit he should arrange with somebody nearby who will cast from mats for him. That is being done successfully in Iowa, Missouri and Washington. The burden on the advertising in being compelled to furnish plates is too great. It adds about 25% to the cost of the space in a country weekly. That 25% is a waste, and good business today cannot countenance waste to that extent. This is

particularly true of national advertising, where the margins are narrow and the operations must be exact. If that 25% plate cost were cut out it would mean that the national advertiser would buy 25% more of your space. Therefore, the money you compel the national advertiser to spend for plates comes out of your purse in the final workout, and benefits nobody but the plate maker. The advertising agency is not pleading this point in short-sighted selfishness, because we charge a commission on the plates the same as we do on the space. We get our money, but do not want to get it that way because it is not good for the advertiser or the publisher.

You can, through your state association, bring about all four of these things and you can do it easily when you set your minds to the task.

Then print the list on slips or in booklets and distribute them to all the advertising agencies.

I will be glad to keep Mr. Little informed as to how to reach our members and we will co-operate with him at all times.

The next practical step would be to assemble market information as to the various sections of the state. I will be glad to counsel with you on the making of these market surveys, which is a very small and simple task when divided among your whole association and all your members are put to work on it.

Each publisher in your association could assemble this market information in his own tributary territory. Where there are two or more papers covering the same territory the data could be consolidated.

The making of this market information, however, is for future consideration, and need not be taken up until the four points indicated are carried through.

The Kansas publishers can do these things. And they can be achieved more easily and in less time than perhaps you now believe.

When you have done that, the slower states will follow in your wake and we will soon have every state in line.

The country weekly will then become a national advertising medium available in practice and profitably at hand.

F. W. Langdon, newspaper man and printer at Junction City and Manhattan for over 30 years, died very suddenly at his home in Manhattan Jan. 20, at the age of 58 years. The Manhattan Chronicle paid him this tribute: "Cap" was revered by his associates in both the front and back offices of the newspaper shops where he had worked. He was an expert linotype machinist and operator, and a printer of parts. He also was exceptionally well read and a stickler for style. Many a cub reporter has benefitted from his pungent comment on errors of diction, and as many young printers have been taught through his example and precept to do careful, painstaking work and to have pride in perfection of printing craftsmanship."

Fred H. Lobdell has purchased the Nickerson Argosy from Earl Fickert and took charge of the paper the first of the year. Mr. Lobdell has published papers at Dighton, Kinsley, Pawnee Rock and Kiowa during the past 20 years. He quit newspaper work to take a position in the state fire marshal's office, but the reformation was only temporary, and he is now back in the harness again.

C. R. Smith, city editor of the Manhattan Mercury, has been appointed an instructor in journalism at Iowa State college, to begin his duties at once.

### THE INTERTYPE

No Intertype Becomes Obsolete

(Think This Over)

If you MUST have a Linotype get our quotations.  
All models for sale

43 East 32nd St.  
Kansas City, Mo.

I. G. STEVENS  
Intertype Representative



## Rolla Clymer correspondence

February, 1924

THE JAYHAWKER PRESS

Page Eleven

F. I. Wolfe of the Grainfield Cap Sheaf has the sympathy of all his friends in the death of his father at Longmont, Col., on Jan. 27.

N. H. Johnson of Kinsley has purchased the Lewis Press, and published his first issue the week of Jan. 1. He had been for 10 months foreman on the Kinsley Mercury.

His many friends extend sincere condolence to Will H. King of the Allen County Journal, whose printing plant was completely destroyed by fire at Iola on Jan. 21.

John W. Wood now has his new linotype installed in the Severance News office and is happy. Pres. W. F. Hill of the Westmoreland Recorder also got his about Feb. 1.

C. E. Hunsaker of Everest, gets out four papers, the Everest Enterprise, the Wathena News, the Powhattan Bee and the Muscotah Record. He will soon be a rival of Wm. Randolph Hearst.

H. G. Vines, who was editor of the Cedar Enterprise in Smith county, died at the county farm on Dec. 31, aged about 75 years. He was rather of a unique character and had many ups and downs.

A lady linotype operator who is out west would like to get back into eastern Kansas. She is a good operator, speedy, accurate and well vouched for. She is now getting \$30 a week. Write the Secretary.

John W. Cook, for many years editor of the Meriden Ledger, died Dec. 28 at Lander, Wyo., where he was editor of the Journal. He was vice president of the Wyoming Editors' association at the time of his death.

George Gledhill has leased the Gaylord Sentinel to M. J. Hibbs, who formerly published the Lebanon Times. Gledhill will take a journalistic course at Manhattan for the next year. Mighty fine young fellow, that Gledhill boy.

M. L. Post writes us that he sold the Colony Free Press to Richardson & Champe of Garnett and W. E. Payton of Colony on Feb. 1 and went over and bought the Moran Herald the next day and is now in charge. He will install a machine as soon as the factory can ship it. He is a good hustler and gets right out after the business.

W. G. Caughey of the Barnard Bee, whose wife attended the recent meeting at Wichita, has given public notice that hereafter some one from that office will always attend the state meeting, but they will not always be of the feminine gender. 'Smatter, Bill.

Stanley C. Swenson of Manhattan, has bought the Mulvane News of Sam W. Davis and took charge on Jan. 31. He is a graduate of the journalism course at Manhattan, a member of Sigma Delta Chi and a fine young fellow.

Victor Murdock resigned from the federal trade commission on Jan. 14, effective Feb. 1, and is again back in Kansas at his old post on the Wichita Eagle. Kansas welcomes him back. He never should have left in the first place. His return will add spice and variety to life in this good old state.

The Washington county scribes held their second county meeting on Feb. 2 with Mrs. Jessie Hoover of the Haddam Leader-Clipper, who served them a fine chicken dinner with all the trimmings. No, there are no Washington county papers for sale.

The many friends of D. S. (Bud) Gilmore of the Allen Journal, will be very sorry to hear that he is losing his eyesight, and that his condition is such that it handicaps him greatly in his work. He is a fine old scout and we hope he may find a remedy for his trouble.

Kansas ranked tenth in the United States in mailing second class mail during the past fiscal year, according to the annual report of Harry S. New, postmaster general. A total of 28,840,285 pounds of second class matter was mailed in Kansas with a postage bill of \$625,686.

H. A. Dawson of the Russell Record has bought the building where his paper is located and plans to build a model newspaper office in the near future, getting in the class with the Osborne Farmer, the Smith Center Journal and others who own such fine offices, built especially for the needs of a modern newspaper.

Jack Lawrence sold the Lyons Republican on Feb. 1 to Paul Jones of the Lyons Daily News, who may continue the Republican as a weekly with Clark Conkling as editor. Conkling founded the Republican in 1879

and has been sort of a godfather to the paper since he sold it to Jack Lawrence a few years ago. Jones has been making a fine success of the Daily News.

Harold, son of C. L. Stodard, editor of the Burlingame Enterprise-Chronicle, has been appointed assistant clerk of the supreme court of Kansas. Young Stodard is a graduate of the law school of Washburn college, and has been admitted to the bar. He has been assisting in the Enterprise-Chronicle office.

Walter Martin, late owner of the Muscotah Record, was married at his old home in Lamar, Mo., the week of Jan. 15th, to Mrs. Ruth Speer of Muscotah, who was teaching at Elk City. She will finish her term of school and then join her husband in New York, where Walter is writing feature stories on the Hearst papers.

Frank I. Cobb who had been editor of the New York World for 20 years, and who died last month, was a Kansas boy. He was born near Topeka in 1869 and had been on the editorial staff of the World since 1904. Col. Henry Watterson said that he was the strongest writer in the New York press since the days of Greeley. His widow received a message of sympathy from Pres. Coolidge when he died. Yet so thoroughly does a man lose his identity on a big city daily that the general public never heard of Frank Cobb.

### WANT COLUMN

RATES:—Two Cents a Word Each Issue

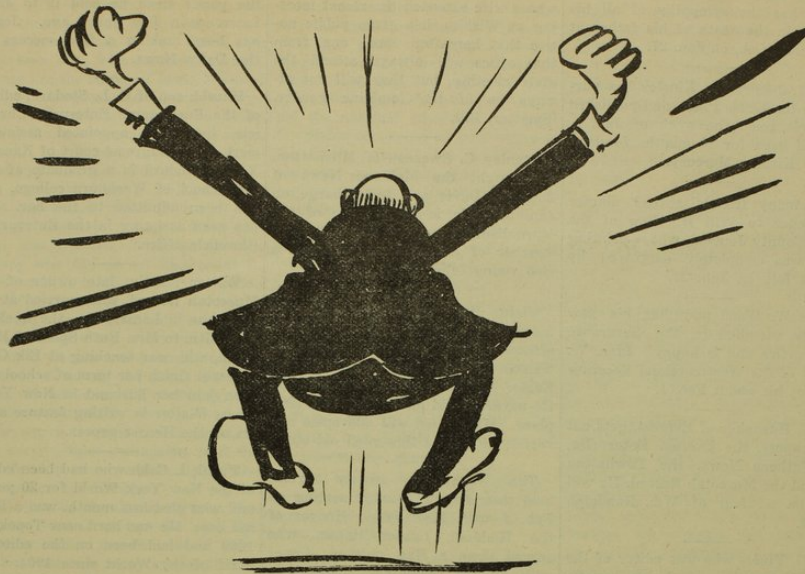
PAPER CUTTER FOR SALE—A 25-inch Peerless Gem cutter in good condition, one knife, no broken parts, used six years by small shop.—The Kansan Printing Co., Newton, Kansas.

Mid-Continent  
Engraving Co.

Makers of  
High Grade  
Printing  
Plates

122 S. Lawrence Ave  
Market 2088  
WICHITA





## How You Would Howl!

If you sent us money for a Linotype and we did not ship it, how you would howl! Wouldn't you?

Well, if you are running a hand-set shop you are practically paying for a Linotype and not getting it, and you ought to howl about that.

Print-shop statistics actually prove that every shop that is big enough to justify its existence at all is positively wasting enough money by hand-set methods every month to buy a Linotype, and then some. If you are running a hand-set

shop you are as surely paying for a Linotype as if you were actually buying it.

The only difference between NOT getting this Linotype that you are paying for and GETTING IT is the mere formality of placing an order for it with us.

Write our nearest agency about your plant and your circumstances, and let us show you the easy way to Linotype ownership. It is not to our interest to place a Linotype anywhere unless we have reason to believe that it will pay the man who buys it.

TRADE **LINOTYPE** MARK

### MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

510-24-2-A

Composed entirely on the LINOTYPE in Century Expanded and Century Bold





HUTCHINSON, KANSAS  
March 9, 1924.

At the invitation of W. Y. Morgan of The Hutchinson News, a meeting was held in the News office on this date to consider plans and an organization to advertise the State of Kansas in eastern newspapers. The following were present:

Sidney D. Long, business manager and Emery E. Hardwick, advertising manager of The Wichita Eagle;  
S. A. Coleman, general manager and William S. Cady, advertising manager of The Wichita Beacon;  
Marco Morrow, assistant publisher of The Topeka Daily Capitol and Kansas City Kansan;  
Earl C. Woodward of The Salina Daily Union;  
Lloyd Whiteside, business manager of The Hutchinson Gazette;  
W. Y. Morgan, publisher and C. L. Nicholson, advertising manager of The Hutchinson News.

Mr. Morgan, as host, acted as chairman and there was a general discussion of the plan to advertise Kansas. With the unanimous approval of those present, Marco Morrow was selected as chairman of the committee to meet with the advertising committee of the Iowa Daily Press Association in Kansas City, March 11th. It was decided that if the Iowa plan sounded feasible to those who met with the Iowa Advertising Committee, that a meeting should be called and a general invitation extended to whatever newspaper the committee felt was necessary to cover the State of Kansas; date and place of meeting to be named by Mr. Morrow. C. L. Nicholson was chosen to act as secretary of the meeting and of the committee.

KANSAS CITY, MO.  
March 11, 1924

Committee consisting of Marco Morrow, chairman; C. L. Nicholson, secretary; E. E. Hardwick, advertising manager of The Wichita Eagle; W. A. Bailey, business manager of The Kansas City Kansan; Knowlton Parker, advertising manager of The Kansas City Kansan, met in conference with the Iowa Committee and sat in on a meeting of the Iowa Advertising Committee with three advertisers. The Iowa Committee consisted of:

Robert R. O'Brien, chairman - Council Bluffs Non Pareil  
F. W. Woodward - Dubuque Telegraph Herald  
Frank Throop - Davenport Democrat  
Eugene Kelly - Sioux City Tribune  
George Thayer - Marshalltown Times Republican  
Lafe Young, Jr. - Des Moines Capitol  
Harry Watts - Des Moines Register-Tribune  
John F. D. Aue - Burlington Hawkeye.

Your committee was much impressed with the method and sales argument of the Iowa Advertising Committee.

Following the general meeting, conference was held with Mr. O'Brien, Mr. Watts and Mr. Young and general details of the Iowa plan was discussed at length.



Following this conference, your committee selected the following papers as suitable representatives of the Kansas Daily publishers as desirable for coverage in the State of Kansas:

- Arkansas City News
- Arkansas City Traveler
- Atchison Globe
- Coffeyville Journal
- Concordia Blade
- Dodge City Globe
- Eldorado Times
- Emporia Gazette
- Fort Scott Tribune
- Great Bend Tribune
- Hawatha World
- Hutchinson Gazette
- Hutchinson News
- Independence Free Press
- Independence Reporter
- Iola Register
- Junction City Union
- Kansas City Kansan
- Lawrence Journal
- Leavenworth Times
- Ottawa Herald
- Parsons Republican
- Parsons Sun
- Pittsburg Headlight
- Pittsburg Sun
- Salina Journal
- Salina Union
- Topeka Capitol
- Topeka State Journal
- Wichita Beacon
- Wichita Eagle

It was decided to invite these publishers to Hutchinson April 9th and present an advertising plan for the State of Kansas to them, details of which were worked out.

C. L. Nicholson,  
Acting Secretary.

HUTCHINSON, KANSAS  
April 9, 1924.

W. Y. Morgan called the group of publishers to order. The following were present:

- Oscar Stauffer, manager - Arkansas City Traveler and also representing the Arkansas City News.
- W. E. Hughes, general manager and -----, advertising manager - Emporia Gazette
- George Marble, publisher - Fort Scott Tribune-Monitor
- Lloyd H. Whiteside, business manager - Hutchinson Gazette
- W. Y. Morgan, publisher, R. C. Ballard, business manager and C. L. Nicholson, advertising manager - Hutchinson News
- W. A. Bailey, business manager - Kansas City Kansan
- Wm. A. Brasley, publisher - Pittsburg Sun
- Earl C. Woodward, publisher and W. L. Kelly, advertising director - Salina Daily Union



## Rolla Clymer correspondence

MARCO MORROW, President  
Topeka

CHAS. L. NICHOLSON, Sec.-Treas.  
Hutchinson

### Kansas Daily Newspaper Advertising Association

Hutchinson, Kansas

April 19, 1924.

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

Dear Mr. Clymer:

We were very sorry that you did not get to Hutchinson to our meeting last week. The group who were here formed an organization which is planning to go ahead with the advertising of Kansas and tentative plans were made at that time.

There is a place for you and the market you cover in this campaign and getting in on it will certainly mean very appreciable increase in national business during the coming years.

I am enclosing copy of the minutes of all the meetings which have been held up to this time and I believe these minutes thoroughly cover the proposition. However, in case you do not understand the method of assessment to pay for the campaign which we propose, it is well to explain that it is based on your maximum national rate and for each cent in your line rate, you will be assessed \$100 in case you come into our organization. This will provide enough funds to go ahead with the budget which is outlined in the minutes and while it is not enough to support anything like a real advertising campaign, it is enough to give us a good start and to show us whether the proposition will pay or not.

Will you kindly let me have your attitude on this matter as quickly as possible so that we may know exactly whom we can count on?

With best wishes, I am,

Cordially yours,

KANSAS DAILY NEWSPAPER ADV. ASSN.

  
Chas. L. Nicholson.  
Secretary-Treasurer.

CLN:ES

BOND





### E. Katz Special Advertising Agency

Established 1888

NEW YORK  
58 West 40th Street

CHICAGO  
Harris Trust Bldg.

KANSAS CITY  
Waldheim Bldg.

SAN FRANCISCO  
Monadnock Bldg.

ATLANTA  
Candler Annex Bldg.

KANSAS CITY, MO.

April 25, 1924.

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

My dear Mr. Clymer:-

Charles Nicholson of the Hutchinson News has written me that he has had a talk with you regarding representation in the national field.

We are happy that we have the representation of a number of Kansas publications to whom we can gladly refer you. These papers include the Wichita Beacon, Hutchinson News and the Coffeyville Journal. We also represent a number of newspapers in the southwest in addition, including the Oklahoman & Times, Oklahoma City, the Times-Democrat, Muskogee, Oklahoma, the Times of Okmulgee, Oklahoma, the Globe-News Herald of Joplin, Mo.

We have five offices and fourteen of the best salesmen that we can hire. We study the market that our papers cover and try to sell these markets to advertisers who can cover them to advantage. As to our policy and integrity, the publishers that we represent can best recommend us. We have been in business for more than thirty-five years and any advertising agency anywhere will tell you of our standing and the way that we work.

We have but one arrangement. We work on a 15% commission and we bill and collect for papers and guarantee them against loss if advertiser or agency should fail when all advertising is referred to us, if it should be placed direct. Of course, all orders that we send to you from our offices carry our guarantee.

If you are interested in knowing more about our organization and would really like to make a change in your representation, we would be very glad to talk to you personally. The writer is planning to go to Emporia, Wichita and Arkansas City next week and could arrange to be in Eldorado on that trip.





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SAN FRANCISCO  
Monadnock Bldg.

ATLANTA  
Candler Annex Bldg.

KANSAS CITY, MO.

. Mr. Rolla Clymer - Page #2.

If you will be kind enough to write me if it will be convenient for our getting together, so that I will have your letter before I leave here Monday, I will appreciate it very much.

Very truly yours ,

E. KATZ SPECIAL ADVERTISING AGENCY

WDS/HL





## Rolla Clymer correspondence

April 28, 1924

M. Katz Special Advertising Agency,  
Kansas City, Mo.

Dear Sirs:-

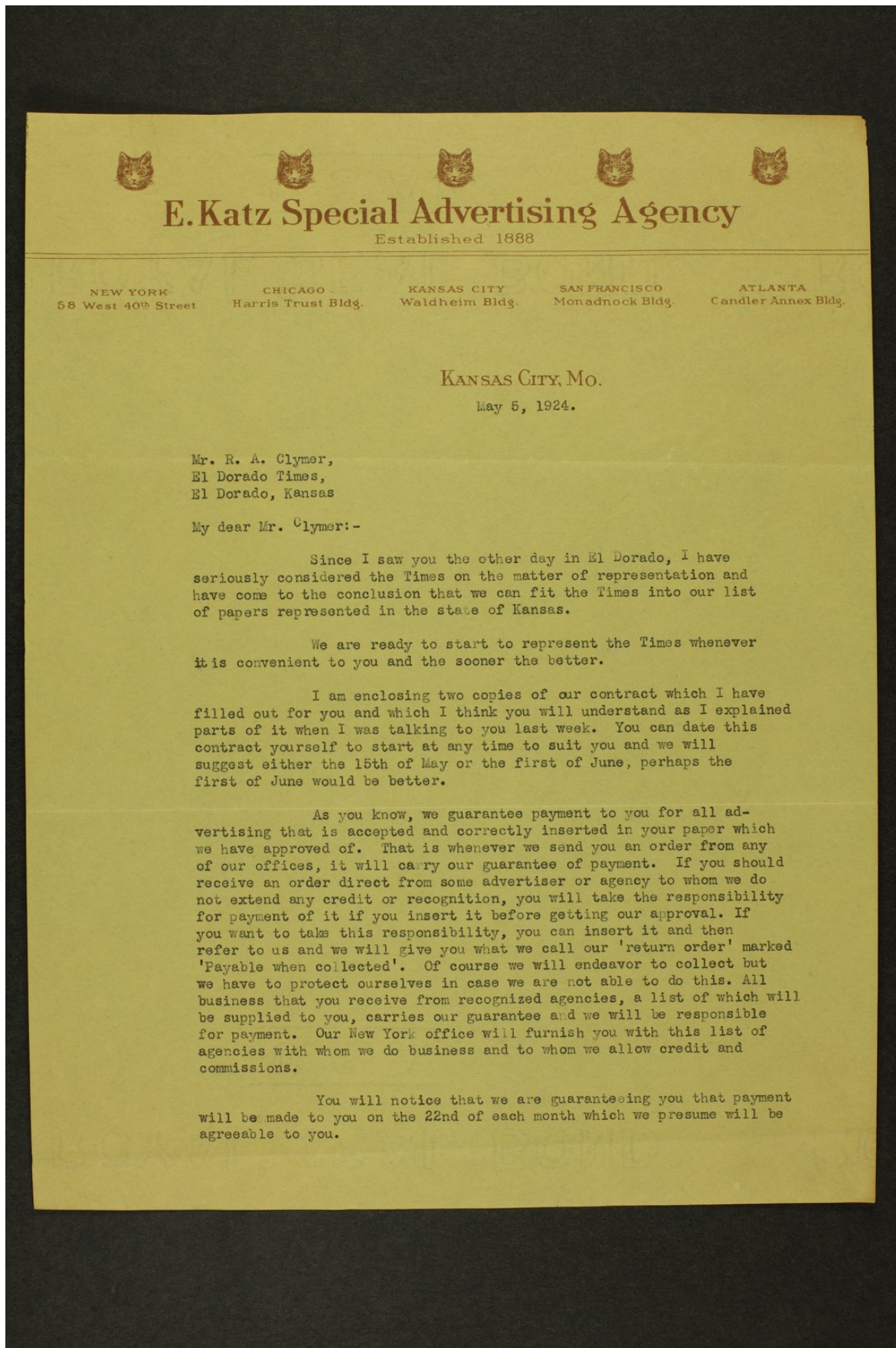
Your Mr. W. D. Shoup wrote us last week in reference to the work of your agency and its special representation of newspapers. He asked that we get a reply to him, if we are interested, before he left today on a trip to Emporia, Wichita and Arkansas City. Our reply has been delayed. We would like to discuss the subject of charging our representation with him, and are now asking if you can get in touch with him and have him arrange to come to El Dorado some day this week. A personal interview will be much more satisfactory than correspondence in a case of this kind. If you can reach Mr. Shoup and have him phone or wire us here, we will be expecting him on whatever date he cares to visit this town. Thanking you in advance for this favor, we are

Very truly yours,

THE TIMES PUBLISHING COMPANY  
per



## Rolla Clymer correspondence



### E. Katz Special Advertising Agency

Established 1888

NEW YORK  
58 West 40th Street

CHICAGO  
Harris Trust Bldg.

KANSAS CITY  
Waldheim Bldg.

SAN FRANCISCO  
Monadnock Bldg.

ATLANTA  
Candler Annex Bldg.

KANSAS CITY, MO.

May 5, 1924.

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

My dear Mr. Clymer:-

Since I saw you the other day in El Dorado, I have seriously considered the Times on the matter of representation and have come to the conclusion that we can fit the Times into our list of papers represented in the state of Kansas.

We are ready to start to represent the Times whenever it is convenient to you and the sooner the better.

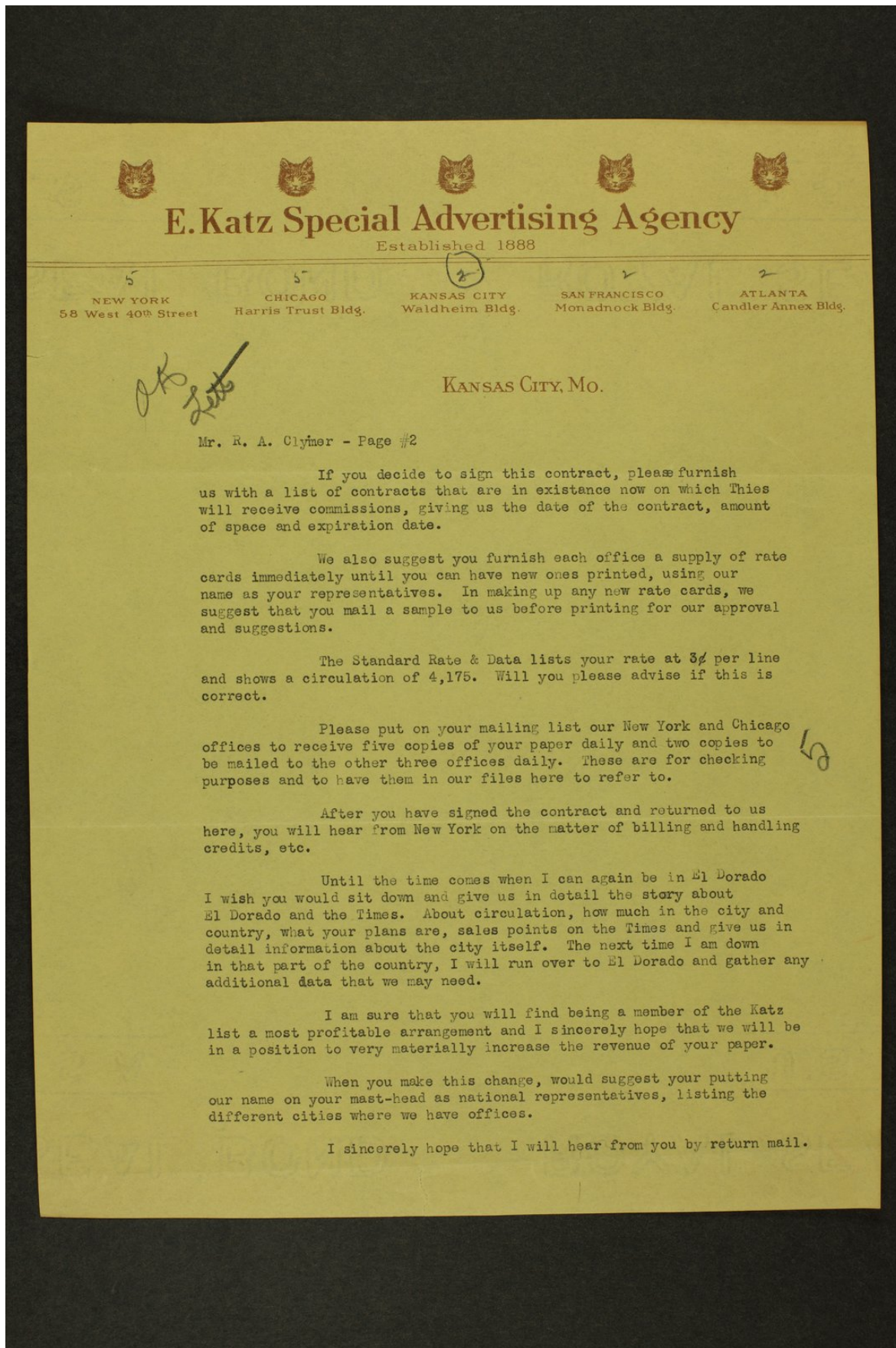
I am enclosing two copies of our contract which I have filled out for you and which I think you will understand as I explained parts of it when I was talking to you last week. You can date this contract yourself to start at any time to suit you and we will suggest either the 15th of May or the first of June, perhaps the first of June would be better.

As you know, we guarantee payment to you for all advertising that is accepted and correctly inserted in your paper which we have approved of. That is whenever we send you an order from any of our offices, it will carry our guarantee of payment. If you should receive an order direct from some advertiser or agency to whom we do not extend any credit or recognition, you will take the responsibility for payment of it if you insert it before getting our approval. If you want to take this responsibility, you can insert it and then refer to us and we will give you what we call our 'return order' marked 'Payable when collected'. Of course we will endeavor to collect but we have to protect ourselves in case we are not able to do this. All business that you receive from recognized agencies, a list of which will be supplied to you, carries our guarantee and we will be responsible for payment. Our New York office will furnish you with this list of agencies with whom we do business and to whom we allow credit and commissions.

You will notice that we are guaranteeing you that payment will be made to you on the 22nd of each month which we presume will be agreeable to you.



## Rolla Clymer correspondence



### E. Katz Special Advertising Agency

Established 1888

NEW YORK  
58 West 40th Street

CHICAGO  
Harris Trust Bldg.

KANSAS CITY  
Waldheim Bldg.

SAN FRANCISCO  
Monadnock Bldg.

ATLANTA  
Candler Annex Bldg.

KANSAS CITY, MO.

Mr. R. A. Clymer - Page #2

If you decide to sign this contract, please furnish us with a list of contracts that are in existence now on which Thies will receive commissions, giving us the date of the contract, amount of space and expiration date.

We also suggest you furnish each office a supply of rate cards immediately until you can have new ones printed, using our name as your representatives. In making up any new rate cards, we suggest that you mail a sample to us before printing for our approval and suggestions.

The Standard Rate & Data lists your rate at 3¢ per line and shows a circulation of 4,175. Will you please advise if this is correct.

Please put on your mailing list our New York and Chicago offices to receive five copies of your paper daily and two copies to be mailed to the other three offices daily. These are for checking purposes and to have them in our files here to refer to.

After you have signed the contract and returned to us here, you will hear from New York on the matter of billing and handling credits, etc.

Until the time comes when I can again be in El Dorado I wish you would sit down and give us in detail the story about El Dorado and the Times. About circulation, how much in the city and country, what your plans are, sales points on the Times and give us in detail information about the city itself. The next time I am down in that part of the country, I will run over to El Dorado and gather any additional data that we may need.

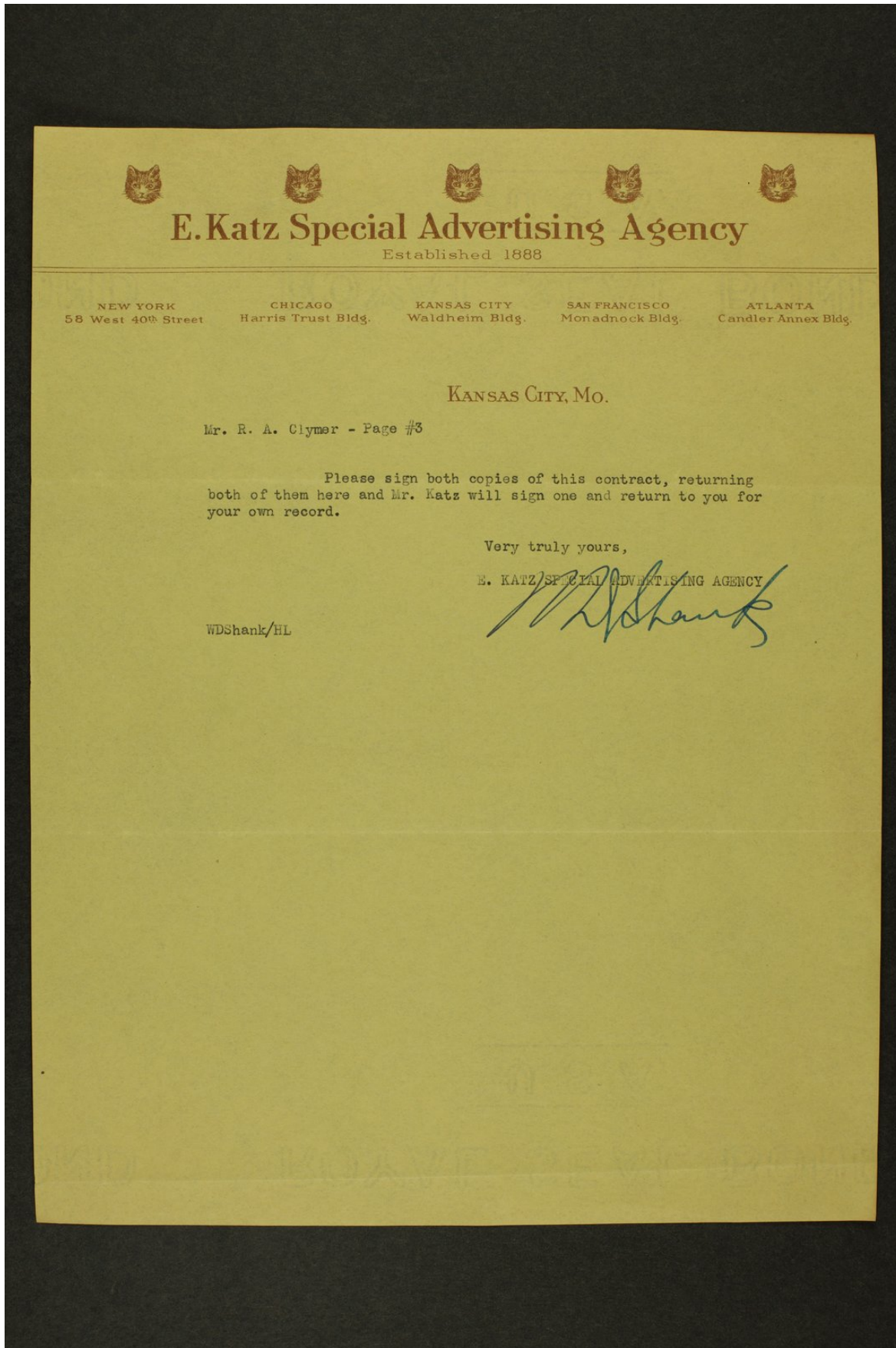
I am sure that you will find being a member of the Katz list a most profitable arrangement and I sincerely hope that we will be in a position to very materially increase the revenue of your paper.

When you make this change, would suggest your putting our name on your mast-head as national representatives, listing the different cities where we have offices.

I sincerely hope that I will hear from you by return mail.

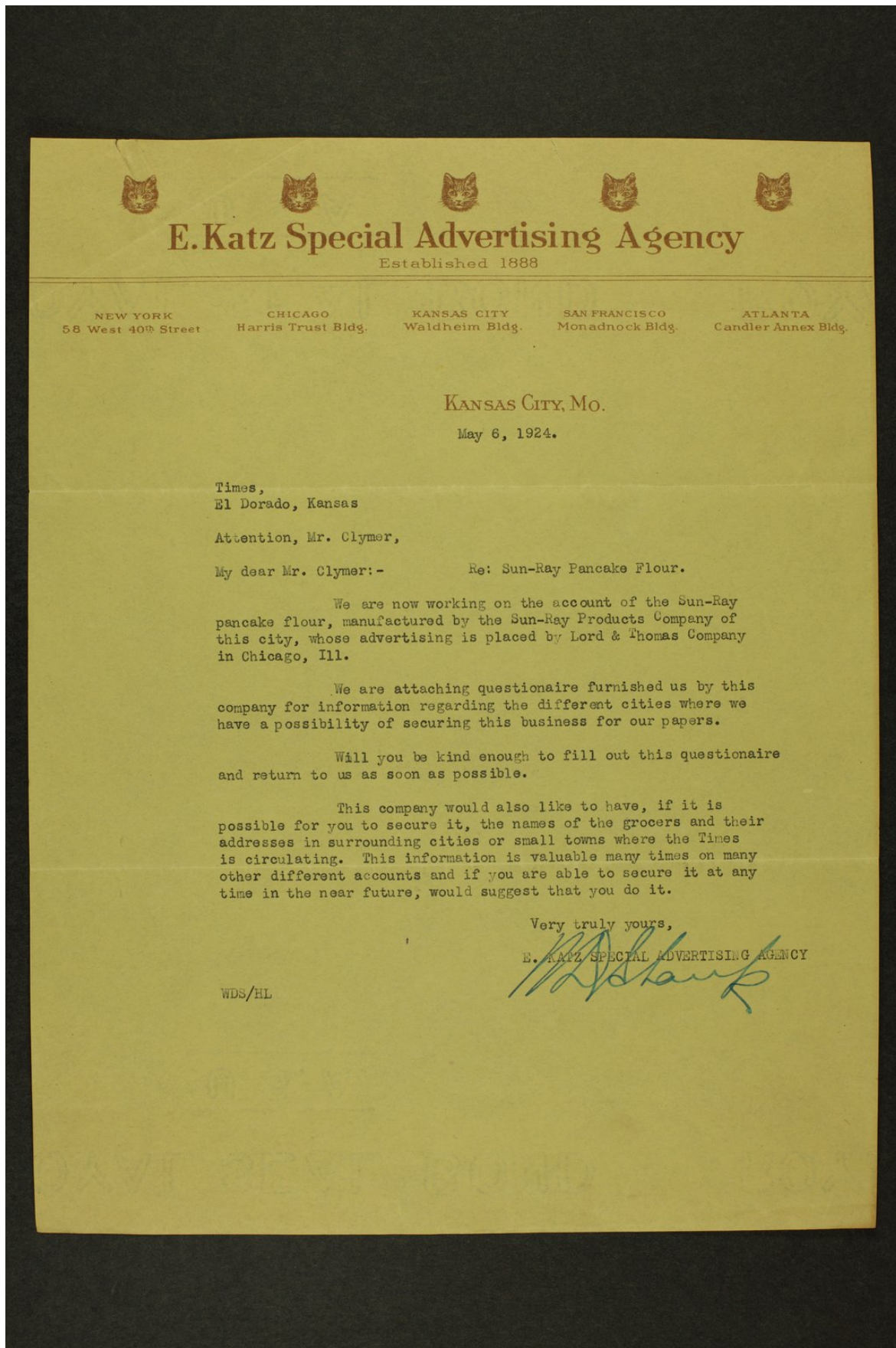


## Rolla Clymer correspondence





## Rolla Clymer correspondence





May 6, 1924

Mr. W. D. Shank,  
M. Katz Special Advertising Agency,  
Kansas City, Mo.

My Dear Mr. Shank:-

Naturally I was both relieved and delighted today to receive your letter, saying that you have decided to include us in your list of Kansas newspapers for representation. Frankly, I had not expected to hear from you so soon.

I am herewith returning the signed contracts for final approval. I am also enclosing a single copy of our rate card and copies of our sworn circulation statement for April 1. These will give you the information you seek regarding our foreign line rate and circulation total. You have asked me for some of the rate cards. I think we have the form up in our job printing department, and we can easily run off a few hundred, making the necessary changes and bringing the card squarely up to date, if you desire. Please let me know.

I think June 1 would be the best date for starting our arrangement, and have put this date into the contracts, as you can see.

I should like to understand definitely that your agency is to receive the commission on all foreign business, whether or not it is sent direct or through your offices. We have had some accounts, received direct, in which ~~these~~





-2-  
has had no commission. I think your contract form makes  
this plain---if I read it correctly.

Do you want our paper put on the mailing list to  
all your offices now, or at the start of our contract?  
Please let me know.

I am having one of the boys make up a list of all our  
foreign advertising business and will send it to you as  
soon as it is in shape.

I shall try to give you the data concerning El Dorado  
and The Times soon. It may be the first of next week before  
I can get to it, as I have to be out of town several days  
the latter part of this week.

I shall follow your suggestion about carrying the  
name of your agency at the mast-head.

We are indeed glad to be received as members into  
the Katz family and trust that our relationship will be  
mutually profitable and agreeable.

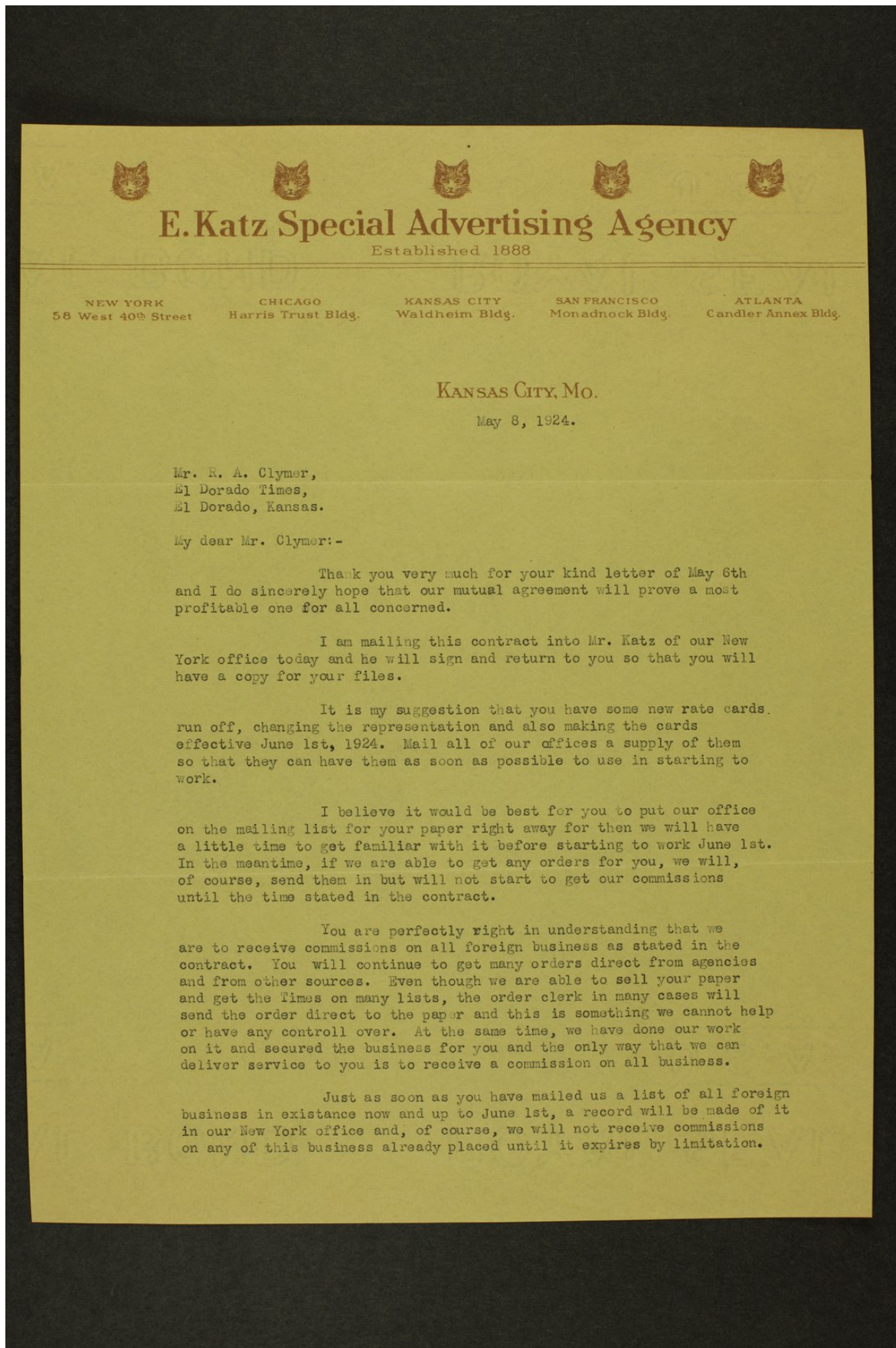
I am pressed for time and this letter must, of  
necessity, be short. But I want you to know that we are  
greatly pleased.

Very truly yours,

THE TIMES PUBLISHING COMPANY  
per

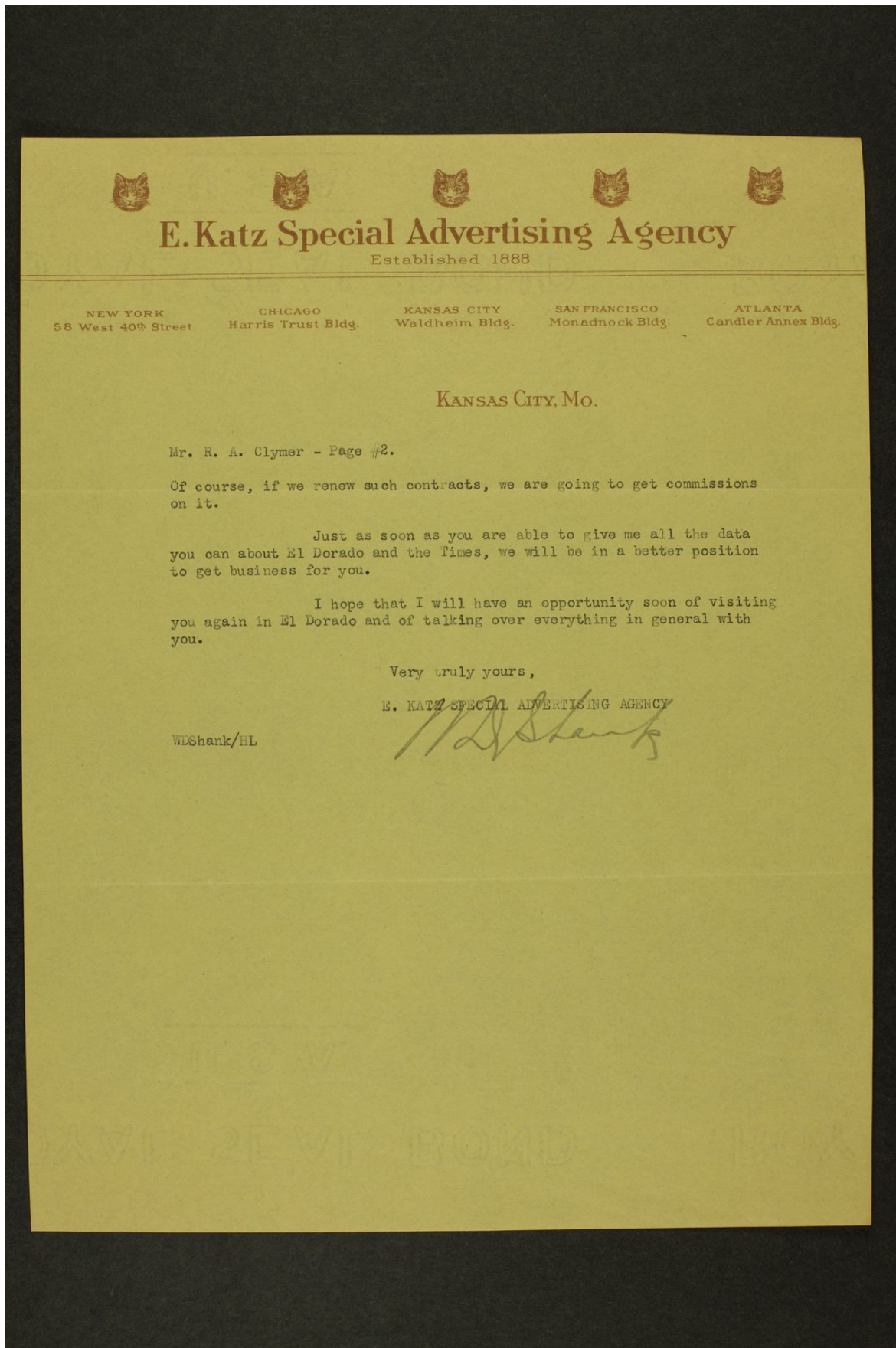


## Rolla Clymer correspondence





## Rolla Clymer correspondence







May 6, 1924

Mr. W. D. Shank,  
E. Katz Special Advertising Agency,  
Kansas City, Mo.

Dear Mr. Shank:-

Enclosed are two lists of advertising contracts, prepared by one of our clerks, which I think are substantially correct and which should give you the information in this regard you have sought. I shall send the other material you requested next week.

Truly yours,

THE TIMES PUBLISHING COMPANY





### E. Katz Special Advertising Agency

Established 1888

NEW YORK  
58 West 40th Street

CHICAGO  
Harris Trust Bldg.

KANSAS CITY  
Waldheim Bldg.

SAN FRANCISCO  
Monadnock Bldg.

ATLANTA  
Candler Annex Bldg.

KANSAS CITY, MO.

May 9, 1924.

Times,  
El Dorado, Kansas

Attention, R. A. Clymer,

My dear Mr. Clymer:-

This acknowledges receipt of the list of contracts that are now in existence for the Times, which were sent through the S. C. Theis Company.

I presume that you have notified Mr. Theis of your new arrangement and that we will start to represent the Times on June 1st. If you have not, I would suggest that you do so at once.

If there are any new contracts that come in between now and June 1st, please supply them to this office by the last of the month so that our records will be to date on them.

Very truly yours,

E. KATZ SPECIAL ADVERTISING AGENCY

WDSbank/EL





## Rolla Clymer correspondence

### E. Katz Special Advertising Agency

Established 1888

From *Kansas City Office*

DATE *May 9, 1924.*

To Times,  
El Dorado, Kansas.

Gentlemen: -

Re: Pennsylvania Rubber Co.

There is a possibility of an advertising campaign being placed sometime soon for the above concern on Vacuum Cup tires, which will undoubtedly be on a fifty-fifty arrangement with the dealer.

Yesterday, the writing was talking to Mr. Kent, who has charge of the Pennsylvania Rubber Company's office here who advised that he hopes to have some information about this campaign within a short time and has promised to call us when he gets any definite information so that we can get in touch with you.

In the meantime, we would suggest your getting in touch with the local representative of Vacuum Cup tires and see what his attitude is towards the fifty-fifty campaign and get him in a position to recommend your paper to Mr. Kent if a request is made along that line.

Please advise us of your action in your city so that we can be acquainted with what you have done when we again talk to Mr. Kent.

Very truly yours,

WDS/EL





May 12, 1924

Mr. W. D. Shank,  
Kansas City, Mo.

Dear Mr. Shank:-

I found several letters from you when I returned home this morning from a three days' absence, and will try to answer the important parts of all of them in one reply.

I am following your suggestion and will have some new rate cards published this week. Will mail you a supply as soon as they are off the press. We are also putting your office on the mailing list and trust that you get the paper promptly. Will wait until June 1 to put the other offices on, unless you think we should do so at once. I have written Theis, breaking the news, but have had no reply as yet. I shall write you the story of Colorado and The Times during this week.

Our advertising solicitor called upon the Kistler Tire Company, local sales agents for the Pennsylvania Rubber Company and Vacuum Cup tires. They do not want to agree now to an advertising campaign on a fifty-fifty basis, as they are having some trouble getting adjustments. They should know definitely in about ten days. We will follow this matter up. Kistler will want all his advertising in The Times, if he stays with the Pennsylvania people.

If any new contracts are received by us this month, we will inform you promptly. Sincerely,





## E. Katz Special Advertising Agency

Established 1888

From *New York Office*

DATE *May 16, 1924.*

To

TIMES,  
Eldorado,  
Kan.

Gentlemen:

We enclose sheet showing the territory handled by each of our offices. This will assist you in referring inquiries and orders to the proper office and will be a considerable saving of time for you and for us.

Yours very truly,

E. KATZ SPECIAL ADVERTISING AGENCY

SS  
Encl.





## Rolla Clymer correspondence

5/21/23

DIVISION OF TERRITORY - BRANCHES OF E. KATZ SPECIAL ADVERTISING AGENCY

NY - New York C - Chicago KC - Kansas City A - Atlanta SF - San Francisco

Alabama A	Louisiana A	North Dakota KC
Arizona SF	Maine NY	Ohio C
Arkansas KC	Maryland NY	Oklahoma KC
California SF	Massachusetts NY	Oregon SF
Colorado - Western part SF	Michigan C	Pennsylvania NY
Eastern part KC	Minnesota KC	Rhode Island NY
Connecticut NY	Mississippi A	South Carolina A
Delaware NY	Missouri - Western part KC	South Dakota KC
District of Columbia NY	Eastern part C	Tennessee A
Florida A	Montana SF	Texas KC
Georgia A	Nebraska KC	Utah SF
Idaho SF	Nevada SF	Vermont NY
Illinois C	New Hampshire NY	Virginia A
Indiana C	New Jersey NY	Washington SF
Iowa - Western part KC	New Mexico SF	West Virginia NY
Eastern part C	New York NY	Wisconsin C
Kansas KC	North Carolina A	Wyoming SF
Kentucky C		

<u>NEW YORK</u>	<u>CHICAGO</u>	<u>KANSAS CITY</u>	<u>ATLANTA</u>	<u>SAN FRANCISCO</u>
Connecticut	Illinois	Arkansas	Alabama	Arizona
Delaware	Indiana	Colorado -	Florida	California
Dist. of Colum.	Iowa -	Eastern part	Georgia	Colorado
Maine	Eastern part	Iowa	Louisiana	Western part
Maryland	Kentucky	Western part	Mississippi	Idaho
Massachusetts	Michigan	Kansas	North Carolina	Montana
New Hampshire	Missouri	Minnesota	South Carolina	Nevada
New Jersey	Eastern part	Missouri -	Tennessee	New Mexico
New York	Ohio	Western part	Virginia	Oregon
Pennsylvania	Wisconsin	Nebraska		Utah
Rhode Island		North Dakota		Washington
Vermont		Oklahoma		Wyoming
West Virginia		South Dakota		
		Texas		