

## Rolla Clymer correspondence

**Section 879, Pages 26341 - 26370**

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

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

Date: 1909-1977

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

KSHS Identifier: DaRT ID: 229011

Item Identifier: 229011

[www.kansasmemory.org/item/229011](http://www.kansasmemory.org/item/229011)



## Rolla Clymer correspondence

[448]

|   | Fort<br>Scott   | Parsons            | El<br>Dorado                               | Coffey-<br>ville | Iola   | Chanute  |
|---|---|--------------------|--|------------------|--|--|
| Hourly Scale                                | 1.50  | 1.47½              | 1.50                                       | 1.62½            | 1.50   | 1.345  |
| Guaranteed Weekly<br>Wage                   | none  | \$59.00<br>40 hrs. | \$60.00                                    | none             | none   | \$58.84, 42<br>hrs. except<br>6 holiday<br>weeks, then<br>40 hours |
| Group Insurance<br>(Percent paid)           | \$1,500<br>pay all<br>but \$2<br>quarter                            | yes<br>100%        | \$1,000<br>to \$2,000<br>100%              | none             | \$1,000,<br>60¢ month<br>by employe          | \$2,000<br>100%  |
| Hospitalization<br>(type & percent<br>paid) | Blue<br>Cross<br>100%   | Travelers<br>50%   | None                                       | none             | Blue Cross<br>50%                            | Blue Cross<br>100%   |
| Sick Leave<br>per year                      | 1/2 regu-<br>lar pay 2nd<br>week full-<br>ness, full-<br>pay 3rd wk | none               | 1 week                                     | 5 days           | none unless<br>hospital-<br>ized             | no limit   |
| Vacation Period<br>with pay                 | 1 week  | 2 weeks            | 1 week                                     | 5 days           | 1 week after<br>1 yr., 2 wks<br>after 10 yrs | 2 weeks af-<br>ter one year  |
| Retirement Plan                             | none  | none               | none                                       | none             | none   | Profit<br>Sharing  |
| Bonus                                       | none  | 2 weeks            | none                                       | none             | \$50 to<br>\$100                             | none   |
|   |   |                    | 2 week<br>severance<br>pay stip-<br>ulated |                  |  |  |

Independence -- no answer



LEO W. MULLOY

[1948]

Election Day

Dear Mr. Clymer:

Win, lose or draw today, I want to take this opportunity to express my personal thanks to you for the manner in which your paper has handled the current prohibition vs. repeal issue.

Certainly there must have been many times when you wished the barrage from both sides would cease so that you could publish more worthwhile news. Had I been a newspaper publisher, I don't believe I would have been able to have exercised the necessary restraint and compassion.

After today, there will be a chance for our leaders to evidence their qualities of statesmanship. Here's hoping they have it in them. And I believe they will measure up.

Best wishes — and thanks again.

Sincerely,

*Leo Mulloy*



## Rolla Clymer correspondence

Clymer:

[948]

You certainly write an editorial that would do justice to the shade of Carrie Nation. If you really want to keep the state dry, why don't you begin by turning all your Country Club buddies and their private stocks over to Mr. Arn? Haven't lost your taste for the evil potions surely, you old rum hound!

A fellow Demon



## Rolla Clymer correspondence

Rolla, Kansas  
[1948]

Dear Sir;

I'm sorry I haven't acknowledged  
your letter, it was misssent and  
I didn't receive it until last  
week.

At the present I am working  
in a plant at Bonner Springs who  
prints several small papers.

I haven't secured housing as yet  
& if not within a couple more weeks  
I'll have to do something.

If you are in need of someone  
at that time, I'll get in touch with  
you.

I'm particularly interested in  
some place where there is a chance  
for advancement.

Wayne Burnett  
408 S. Walnut



## Rolla Clymer correspondence

Dala, Kansas  
[1948]

Dear Sir;

I have been helping a friend of mine for a couple of weeks, but now have to find a permanent job. If you are at all interested at this time you can let me know at this address, or Phone 70.

Respectfully  
Wayne Burnett  
408 S. Walnut  
Dala, Kansas.



## Rolla Clymer correspondence

[1948]

WALES  
ADVERTISING  
AGENCY ■ 209 WEST 6TH AVENUE ■ TOPEKA, KANSAS

Dear Boss:

Thanks for your letters. I'm s<sup>o</sup>rry I haven't written before.

Your Bill Scott is dead right about the percentage figures for advertising being available from NRDGA. In addition to your spirit of wanting to "give" and not solicit, there are other reasons for not putting too much emphasis on such figures.

To begin with, Scott knows that such figures exist and where to get them. He evidently didn't believe they had much value for his business or he'd already have them.

Secondly those figures have to be adjusted to the local situation. For instance, the lowest percentage of newspaper advertising cost (percentage of total sales) for the 25% of department stores doing the most efficient advertising jobs in the United States in 1947 was 1.8. Crosby Bros here spent only .9 in the same year. I know of a good store using 4.1.

A third angle is that the stores with the lowest percentage figure may be spending the most in dollars. They advertise lots and get a lot of volume, and the percentage figure goes down.

A fourth point is that NRDGA figures are averages. The Hell with averages. A good merchant wants to know what an aggressive, alert store should spend. That's the reason I used the upper 25% of department stores in the figure quoted above.

A fifth point is that a merchant can spend 20% for plus volume. For instance during a dull period in one store I serviced, we did about \$30,000 a day. I bought six pages a day for a few days at a cost of about \$2,500 a day. The volume went to \$50,000. That extra volume cost about 12 $\frac{1}{2}$ %. It normally costs a department store about 30% to do ordinary business. By spending a lot of money every day I actually reduced selling costs.

## Rolla Clymer correspondence

WALES  
ADVERTISING  
AGENCY ■ 209 WEST 6TH AVENUE ■ TOPEKA, KANSAS

Now all that talk about figures deals only with a tiny phase of only one type of store's advertising. The figures and the considerations change with each type of store. In other words, we're not going to devote a lot of time to figures....we could spend an hour with each type of advertiser.

Incidentally the president of the outfit Scott speaks of--- the NRDGA---is my old Boss, Major Mamm.

One of the things I would like to get your reaction to is this: I believe I'm going to lay very little stress on the appearance of ads. We can deal briefly with the fundamentals of layout, illustration, typography, etc. Your advertisers aren't going to want to hire artists, have cuts made, and go into "art-director" ads. There may be an occasional one, but that isn't, if I guess right, the usual thing. The appearance should be good, but that is only the starting point, like dressing in the morning.

The important point is, I believe, the copy in the advertisements. And I don't mean the blocks of copy---I mean the headlines, the slogans, the ideas, and the block copy. The copy should tell the story of the goods or services offered for sale---"What is it...why is it good...what will it do for me...why is it a good buy."

By the same token, in layout, the important point is evaluation. Has the advertiser evaluated his selling points and made certain that the most powerful punch out quickly and effectively.

I ask ~~the question~~ your opinion of the above because too often advertisers expect to get a lesson in artwork. I know the theory is good because I last saw it demonstrated in Dallas which probably has the best batting average in the United States (outside the NY Trib and Times) for attractive ads. With every store in town putting out beautiful ads, we improved the copy of one store and the results were so good we had to put a rein on the advertising department. They wanted to run copy as long as this letter.

I've got an outline cooling down. After I revise it, I'll send you a copy.

Any comments or suggestions will be mighty welcome---

Yours,

*Am planning on the 7th*

*Max*





## Rolla Clymer correspondence

[1948]

KANSAS STATE COLLEGE  
OF AGRICULTURE AND APPLIED SCIENCE  
MANHATTAN

INSTITUTE OF CITIZENSHIP

Mr. Rolla Clymer  
El Dorado, Kansas

Dear Mr. Clymer:

The State Department of Public Instruction and the Institute of Citizenship of Kansas State College at Manhattan are planning to undertake an intensive study of citizenship education in the public secondary schools of Kansas. We are eager to have you serve as a member of the Advisory Committee which is to be set up for this study.

The effectiveness of the present school program of citizenship education is being challenged throughout the land. The public schools of Detroit are engaged in a five year citizenship education improvement project; the University of Miami has recently completed an experiment in teaching high school history and social studies for citizenship training; the United States Office of Education is conducting a "Zeal for Democracy" program.

It is planned to spend from two to three years on this project. We want to find out how effective our present citizenship education is and how it can be improved. The full time services of at least one member of the Institute of Citizenship staff will be devoted to this work.

Before undertaking such a project, however, we feel that it is necessary to have the counsel and criticism of persons who are interested in and aware of the problems of citizenship education in Kansas. For this purpose, we are calling together this Advisory Committee.

The meeting of the Committee will probably come during the latter part of September. The traveling expenses of the Committee members will be defrayed by the State Department of Public Instruction and the Institute of Citizenship.

We are looking forward to hearing that you will be willing to serve on this Committee.

Sincerely,

*L. W. Brooks*

L. W. Brooks  
State Superintendent of Public Instruction

*Carl Tjerandsen*

Carl Tjerandsen, Associate Director  
Institute of Citizenship

## Rolla Clymer correspondence

[1948]

dear Rolla...Haines and I had to set our  
party ahead to Friday afternoon, August 20. Chief Haucke has  
to attend a flood control meeting on the 13th. Some of them  
figured Friday, the 13th was unlucky. We'll be looking for  
you. Supper at the Haines cabin-and ann off the record meeting.  
S. No Stella there.

As ever

Dert Slone



## Rolla Clymer correspondence

[1948]

Dear Boes:

I'm terribly sorry that I missed you. I would have written before but I wasn't sure when I was going to get on the job.

It was gratifying to hear that my idea had fallen ~~me~~ upon receptive soil, too, and I am anxious to hear your ideas on it.

One of these days soon I hope to come down to El Dorado and sit at your feet. And, if in the meantime you get up this way, I'd appreciate another chance to bend your ear with old times ~~have~~.

All the rumors to the contrary, the old one hoss shay seems likely to run on for a spell. Until I see you, therefore, I'll hold the saga of Wales. I do have a story for you though-----

Seems a chap went into the army from a small town and became a company cook. The town gave him quite a send off and he was quite disappointed that he was not going to get a chance to kill a Jap. He told his CO about it, and the CO agreed to give him a chance to kill a Jap.

*rustlings* "Go up to the front lines and the boys will tell you how to do it," said the CO. The boys in the front line told him to dig a fox hole and stay in it until after dark. Then, they said, he would hear ~~rustlings~~ *rustlings* which indicated the presence of Japs. At that time the company cook was to lift his head out of the hold, and ~~shout~~ shout, "Tojo is a son-of-a-bitch." When the Jap got mad and moved, the Yank was to shoot him.

The boy did as he was told, and that night in the area of his fox hole, there was one Hell of a commotion. Come the morning, ~~then~~ and there lies our hero, badly mangled but lying beside the biggest dead Jap ever seen in those parts. When about to be decorated, he remonstrated and told this \* story:

He had dug his hole, waited for the rustlings, and shouted as told.

"Then," said he, "A big Jap stuck his head up and yelled, 'Roosevelt is a son-of-a-bitch!'. While we were shaking hands, a tank ran over us."

Funny how long a story is on paper, isn't? I'll be seeing you.


Cordially,

*T. Hax*

[1948]

STATE OF KANSAS

FRANK L. HAGAMAN  
LIEUTENANT GOVERNOR



TOPEKA  
SENATE CHAMBER

Dear Rolla: It was such  
a comfort to be the  
recipient of your "all  
out" pitching and so  
long how it did pay  
off. I could never have  
made it, of course, with-  
out that backing and want  
you to know I do ap-  
preciate it.

Yours,  
J. L. S.



## Rolla Clymer correspondence

[1948]

Dear Rolla--Haines and I have set the date of our  
filing for Friday, August 13. The Hauckes are to be here and  
invites have been sent the Schoepfels. It will be a small affair.  
~~See~~ Hope you can come. They are invited to meet at Gazette office  
at 4 p.m. and then we will go out to Haines cabin away  
from Stella B. ~~Stella~~ She is a fine woman-but her ideas will  
not coincide.

Let us know

*Perl*

## Rolla Clymer correspondence

12911292 1A1G1UOL [1948]

Dear Rolla-The note tells all about Paul Jones.I am  
planning my yearly trek to Lyons,Great Bend and Larned before  
too long.I only visit close friends in the summer-I hate store  
clothes and other appendages in the summer time.I like the  
seersuckers,mother hubbard style,no hats or hose.

Come over some time

*Bert*

Haines and I plan a party for Chief and Margaret  
Haucke before too long when harvest is over.Will call you  
as you are invited.



## Rolla Clymer correspondence

1948  
Mrs. H. W. Wilson  
TOWANDA, KANSAS

Mr. Clymer:

I am enclosing a clipping from  
the current issue of the Kansas Stockman.  
Good advertising for your city don't you think?  
I have been treated the same way & can appreciate  
how he felt.

Mrs. H. W. Wilson.

## Rolla Clymer correspondence

In El Dorado recently we stopped for a cup of coffee. Turning into the curb we came face to face with a parking meter, its mouth open and apparently licking its chops in anticipation of our nickel. Approached by a party who had matters to discuss, we walked into the cafe, and were no more than seated at the counter when a blue ticket appeared on the Dodge. The desk sergeant talked apologetically about being lenient with visitors, but kept on writing the receipt and took our dollar bill. As we left town a roadside sign read: "Welcome, come again," and we think the painter forgot the word sucker.



## Rolla Clymer correspondence

hearty 15 bu. of corn for every 10 bu.  
available last year.

### **How New Farm Price Law Affects Hog Supports—**

The effect of new farm price legisla-  
tion on hog support prices was explained  
recently by the U. S. Department of Agri-  
culture as follows:

The new Agricultural Act of 1948 ex-  
tends through December 31, 1949, the  
90 per cent of parity price support for  
hogs. Until that date, support prices for  
hogs will continue on about the same  
basis as at present. After January 1,  
1950, there will be no mandatory support

## Rolla Clymer correspondence

**ANDY  
SCHOEPPPEL**



[1948]  
JESS C. DENIUS, *Manager*  
W. F. TURRENTINE, JR.  
*Sec'y-Treas.*

505 NEW ENGLAND BLDG.  
TELEPHONE 4-4226  
TOPEKA, KANSAS

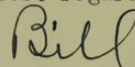
Monday Afternoon

Rolla Clymer  
El Dorado, Kansas.

Dear Rolla;

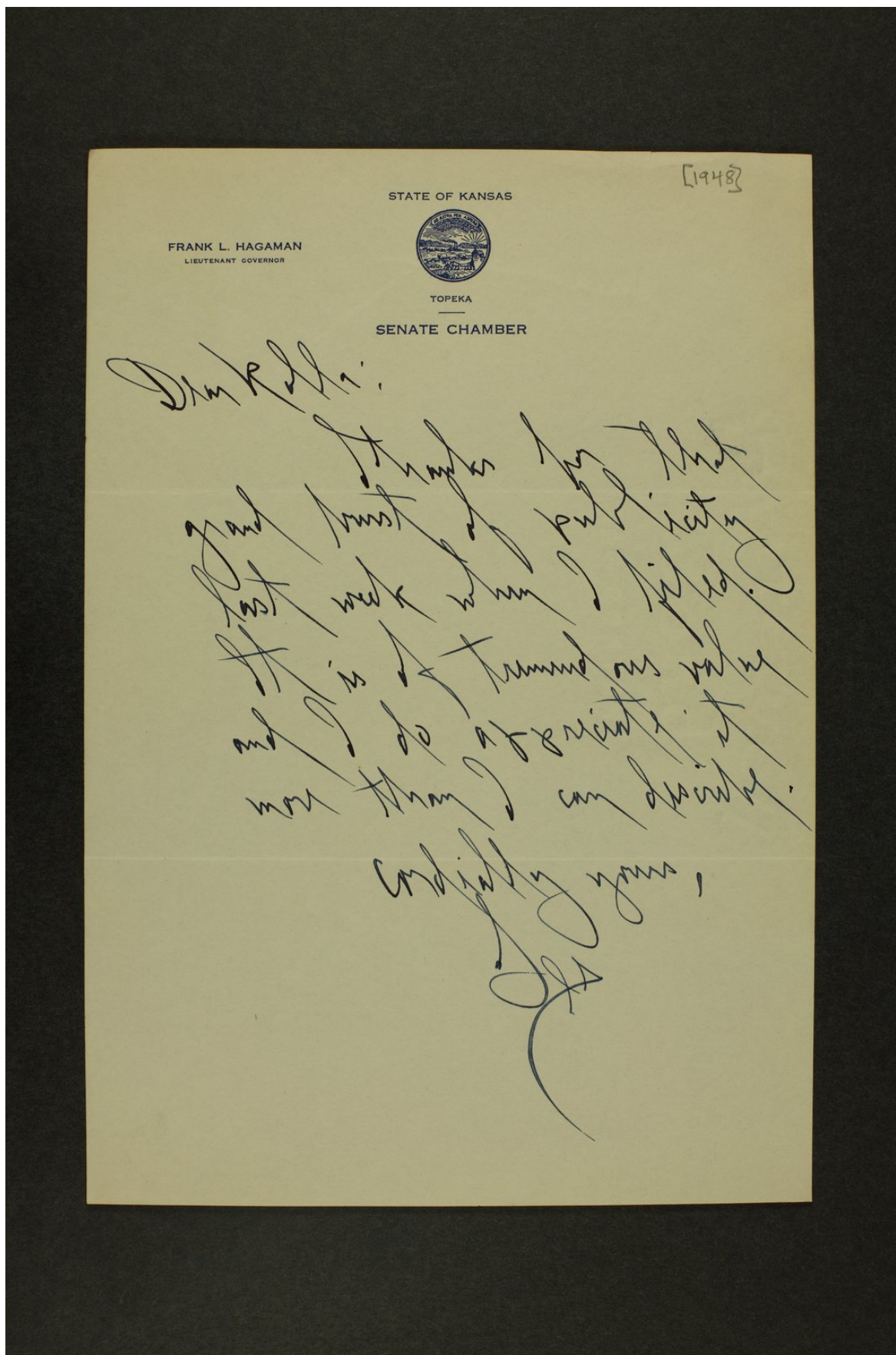
We just got back from transcribing  
the speech. Just want to tell you I think it a  
darn fine speech. All of us greatly appreciate  
the many fine things you are doing for us.

Best regards always,



W. F. Turrentine, Jr.





## Rolla Clymer correspondence

[948]

Dear Rolla, I do not understand it, but at John Gilmore's funeral yesterday I was the only one of the craft to attend. I realize there was high water, but we are accessible in spite of floods. Not a soul from Topeka, only <sup>12</sup> out of town persons attended. A beautiful day and yet less than 20 business men attended in addition to the pall bearers.

The damn thing kept me awake all night, for John apparently was well liked here and elsewhere. The only politicians I saw were Senator Cavaness and his wife of Chanute, Judge McClellan of Neodesha, and Albert Nattier who holds a state job in Topeka.

Maybe we of the trade have ourselves overestimated but this situation was so noticeable that everyone here is talking it.

Just a note, not for publicity this crap of mine. Hudson



## Rolla Clymer correspondence

[1948]

Dear Editor,

In response to your  
writing "Call To Patriots. I  
think there should be more  
columns such as this. Many  
of us forget to quickly.

Please keep up the good  
work. I'll be looking for-  
ward to your next article.

Respectively Yours,

Mrs James Brown  
W. A. W. Aux.

P.S. Please pass the importance  
of the merchants displaying  
the flag on such occasions.  
Many merchants don't even have  
a flag. Please use your influence  
to induce them to buy one.

## Rolla Clymer correspondence

Dear Rolla:

My considered opinion is that you are a welcher of the first order. You bet that Capper would be nominated, period. He wasn't, period. You lose a buck or else I sue the Eldorado Times. Furthermore, Capper's withdrawal from the race was no Act of God; he didn't die or break a leg, thus leaving the issue actually in doubt. It was an act of Capper--an admission, tacit but crystal clear, that he, himself, realized he couldn't win. Which you know perfectly well. Which is why I will sue the Times and you and your heirs and assigns if you don't pay.

If the "Temperance Tornado" comes to town, my purpose will be to write a sly report of it which will afford intelligent repealists a few derisive chortles, to which they are entitled, but which will read like fulsome praise to the the dumb but happy WCTUers.

✓



## Rolla Clymer correspondence

[1948]

Dear Angelo:-

You talked me into some kind of a fool, two-way bet the last time I was in your town. It ~~was~~ tied up Capper and the wet-dry vote. Capper got out and I don't know whether I still have a bet on with you, or not. Now I should like to know what the situation is, if you can recall it. My sleep is always disturbed when I have a dollar at stake with a high-binder like you.

Please talk fast--and well.

Yours,

Ra C

Dear Rolla:- I made a written memo at the time. It reads:  
I bet clymer \$1 repeal will carry; Clymer bets me \$1 Capper will be nominated. . . . So I have already won \$1 but will doubtless lose it back to you November 2, which was the general idea of the bet, each of us betting on something he didn't believe would happen. If repeal does carry--you owe me 2 bucks.

AS -

## Rolla Clymer correspondence

Dear Friend Clymer:

Am sending you another opinion,  
but I want it understood I do not  
expect any further publicity.

I do think you will find this  
fairly easy to read and more inter-  
esting than the other one. This is  
just simply to let you know, as an  
old friend, that I think I am still  
hitting the ball.

Would suggest you read Mason's  
first and then mine, as otherwise  
mine would seem rather facetious.

W. A. Ayres



## Rolla Clymer correspondence

[1948]

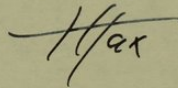
WALES  
ADVERTISING  
AGENCY ■ 209 WEST 6TH AVENUE ■ TOPEKA, KANSAS

Dear Rolla:

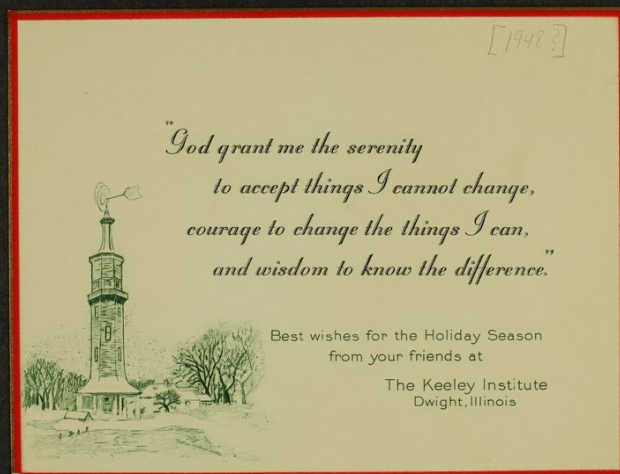
I thought these might be a good follow-up on our little venture. The idea is that you might want to send the around as if they were copies of a letter from me to you.

It really was good to work with you again.

Sincerely,



## Rolla Clymer correspondence





## Rolla Clymer correspondence

Primary 1948  
Republican - 9,600  
Democrat - 8,000  
Prohibitionist - 2,250  
Socialist - 2,250 (45)  
Including samples



FRANK CARLSON  
GOVERNOR

STATE OF KANSAS  
OFFICE OF THE GOVERNOR  
TOPEKA

January 3, 1949

Mr. Rolla A. Clymer  
1019 South Denver  
El Dorado, Kansas

Dear Rolla:

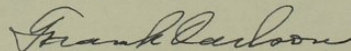
During the holiday week end, I had an opportunity to read thoroughly and study the engineering analysis, reports and recommendations made by the Kansas Highways Fact-Finding and Research Committee.

On behalf of the people of Kansas, I want to express my appreciation to you for this outstanding service to our state. It is a report and study that will be valuable for years to come in planning our highway programs.

It is my intention to make some very definite recommendations to the next legislative session, which will, I am confident, increase our road building program for primary, secondary and local roads. Kansas wants an expanded road program, and I am sure the people of our state will be willing to pay for it.

Again, may I say a sincere thank you.

Sincerely yours,



Governor

FC:ds



## Rolla Clymer correspondence

### KANSAS STATE TEACHERS ASSOCIATION

THREE-ONE-FIVE WEST TENTH

TOPEKA

THE KANSAS TEACHER, OFFICIAL PUBLICATION

EXECUTIVE SECRETARY  
C. O. WRIGHT

PROFESSIONAL RELATIONS  
MINTER E. BROWN, DIRECTOR

January 3, 1949

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

Dear Mr. Clymer:

Our board has directed us to produce a little bulletin on editorials that have appeared in Kansas on both sides of the severance tax question this past year.

We are planning to use off-set so that the material will not be reset. Most of the copies we have were furnished us by the clipping service of KPA and are mutilated with their big red pencil which identifies the customer number. We need clean copies and would appreciate having you send us a clipping of the following editorial for off-set reproduction.

✓ March 9      Embarrassing Surplus

We are anxious to have the copy as soon as possible. If your bookkeeper will indicate the cost we will be pleased to send payment.

Best wishes for the New Year.

Sincerely,

*C. O. Wright*  
C. O. Wright  
Executive Secretary

CW mh

*We have others in good shape*

## Rolla Clymer correspondence

| CLASS OF SERVICE  | WESTERN UNION               | 1201 | SYMBOLS   |
|---|-----------------------------|------|---|
| This is a full-rate Telegram or Cablegram unless the deferred character is indicated by a suitable symbol above or preceding the address. | JOSEPH L. EGAN<br>PRESIDENT |      | DL=Day Letter<br>NL=Night Letter<br>LC=Deferred Cable<br>NLT=Cable Night Letter<br>Slip Radiogram |
| The filing tin KA035 SSD506 and day letters is STANDARD TIME at point of origin. Time of receipt 1945 JAN 24 PM 5 10                      |                             |      |   |
| K.GTA059 DPR PD=GREAT BEND KANS 4 221P=   |                             |      |   |
| MANAGER=EL DORADO TIMES   |                             |      |   |
| ELDORADO KANS=  |                             |      |   |
| :APPRECIATE DPR COLLECT FOR OUR CONFIDENTIAL REPEAT   |                             |      |   |
| CONFIDENTIAL INFORMATION FIRSTLY HOW MANY FULLTIME  |                             |      |   |
| LINOTYPE OPERATORS YOU HAVE ON NEWSPAPER WORK   |                             |      |   |
| ONLY REPEAT ONLY SECONDLY HOW MANY HOURS PER WEEK   |                             |      |   |
| THEY ARE GUARANTEED THIRDLY WHATS YOUR SCALE FOR  |                             |      |   |
| THEM FOR DAY AND NIGHT WORK FOURTHLY HOW MUCH MORE  |                             |      |   |
| HOURLY DOES FOREMAN GET STOP NEED THIS FOR OUR  |                             |      |   |
| NEGOTIATIONS HERE AND WILL NOT DIVULGE THANKS REGARDS=  |                             |      |   |
| COOGAN TRIBUNE=   |                             |      |   |
| SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE   |                             |      |   |





January 4, 1949

Hotel Allis  
Wichita, Kansas

Gentlemen:-

I would like to have a room reservation for the evening of Thursday, January 13, 1949. Expect to be in Wichita late the afternoon of that day. Will appreciate your confirmation of this request.

Very truly yours,