

Rolla Clymer correspondence

Section 147, Pages 4381 - 4410

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



VICTORIA MURDOCK ESTATE, Owners

MARCELLUS M. MURDOCK, Publisher

The Wichita Daily Eagle

Founded 1872 by M. M. Murdock

VICTOR MURDOCK, Editor

WICHITA, KANSAS

January 12, 1927

Mr. Rolla Clymer
The Times
Eldorado, Kansas:

Dear Mr. Clymer:

We are revising our information files and sent the attached questionnaire to the Secretary of the Chamber of Commerce in various cities in southern Kansas and northern Oklahoma.

Mr. Turner of the Eldorado Chamber of Commerce refused to fill it out for us however. I guess he thought we were some relation to Jesse James. As a matter of fact we are just getting ready to toot a great big brass horn about some of these fine towns and want the information we have requested on the questionnaire to furnish the breeze. Would you be so good as to ask someone in your office to fill it out for us? It will only take a few minutes because I am quite sure most anyone could do it from memory.

I have been trying to get over to Eldorado to discuss a proposition on national advertising for some time. I did manage to get as far as Winfield and some other points South and West. My idea is that some of these good national advertisers who are now using two papers in Wichita would do much better to use the Eagle and such papers as the Eldorado Times and the Arkansas City Traveler to a much better advantage. I thought maybe we might fix up a deal with you whereby we would cooperate to our mutual benefit.

I don't know how you consider the Eagle, but from a circulation standpoint we are not competitive, while the other Wichita newspaper is, and as long as we have a good morning circulation in Eldorado the chances are there won't be another morning paper there. I had a long talk with Mr. Stauffer about it the other day, and I think it is going to work out mighty good. Any time you happen to be in Wichita I'll be glad to go over it with you.





Rolla Clymer correspondence

No. 2

Mr. Rolla Clymer

January 12, 1927

With kindest personal regards, I am

Very truly yours,

T. N. Gretzer
Merchandising Service Dept.

VLA:T.N.Gretzer

Rolla Clymer correspondence

January 12, 1927

Mr. Ernest Davenport,
Wichita, Kansas

Dear Sir:-

I have read your letter carefully and filed it. We have no present intention of making any changes in our circulation department, but I should like to keep in touch with you. If you don't get satisfactorily located within a reasonable length of time, please write me again.

Very truly yours,

Rolla Clymer correspondence

January 12, 1927

Mr. E. W. Rice,
Kellogg Sales Company

Kansas City, Mo.

Dear Mr. Rice:-

We are in receipt of another schedule for Kellogg's All-Bran for which we are grateful. Anything we can do to help Kellogg's in this vicinity, we are willing to do promptly. Will you please indicate your wishes and we will give you immediate service.

Thanking you for your continued kindly interest, we are,

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer



Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From *Kansas City Office*

DATE Jan. 12, 1927.

To The El Dorado Times,
El Dorado, Kansas.

Gentlemen:

The Kansas Flour Mills Corporation, one of the largest hard wheat milling companies in the country, is contemplating placing for the first time a test campaign in a few cities, using daily newspapers. This schedule will be on MADE-RITE family flour, which is made by one of the units of the company.

For us to secure this business it is necessary to help interest jobbers in taking on this line and do everything that we can to assist these people in getting distribution through this jobber to back up the advertising campaign. There may be a jobber in your city who is handling other flours manufactured by the different units of the Kansas Flour Mills Corporation, but on account of a peculiar situation, the campaign is entirely centered on the one flour, MADE-RITE.

The Potts-Turnbull Agency of this city is handling the account. We are attaching herewith a complete set of proofs of the schedule on MADE-RITE, which you will note starts off with a full page and runs to a total of about 8000 lines.

We wish you would call on the different flour jobbers in your city, show them this schedule and tell them there is a possibility of this campaign being placed in your paper, and find out if any one of them would be interested in taking on the distribution of MADE-RITE. Explain to them what merchandising service you can give them to help move this flour, backing up this campaign, and do everything in your power to get them enthused, so that we can get them together with this company. If you can interest some jobber in handling this line, please let us know his name and we will immediately have a salesman get in touch with him.

When you write us in answer to this letter, please be sure and tell us what you will do to help this jobber and to cooperate with this advertising, so that we will have your letter to show to the Kansas Flour Mills Corporation.

If we can assist these people in making this campaign a success we will be able to sell them on the necessity of advertising in future years and be able to carry a campaign in your paper practically every year following. These people are one of the biggest milling companies in the world, having sufficient capital to go out on a national basis, but have never been sold on advertising, so our first work probably will be a little more than we would ordinarily give a regular advertiser.

As a suggestion, you might call on several retailers in your city and ask them if they would be interested in handling MADE-RITE if a campaign was placed in your paper and with this information it might help you in lining up a jobber.

Very truly yours,

W.D. Shank
HM

Rolla Clymer correspondence

FREDERICK W. LEWIS, B. D., D. D., PRESIDENT
C. VANDERVELDE, M. A., B. D., D. D., DEAN
F. T. OWEN, PH. D., REGISTRAR

D. C. SCHAFFNER, M. A., TREASURER
F. L. ROBINSON, ASST. TREAS.



THE COLLEGE OF EMPORIA
EMPORIA, KANSAS.

January 13, 1927.

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

Dear Mr. Clymer:

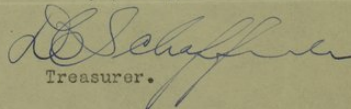
We wish to express to you our sincere thanks for the help you have given the College at this time by sending in your check. We know that in most cases such payments mean a real sacrifice. Since this payment completes your pledge of \$400.00 we are returning it to you.

We are all working together in building up one of the greatest causes in the Kingdom of Christ and it is our earnest desire to build worthily so that God's blessing may attend the work.

Just now we are hoping that collections may be much better even than they have been in the past year so that if possible we can claim the \$100,000 conditionally offered by the General Education Board by next July.

Again thanking you for your gift, I am

Cordially yours,


Treasurer.

DCS*EJ



Rolla Clymer correspondence

Greeting Card Business 1926.
(January 13, 1927.)

Business done		\$683.49
(Siegrist 543.73)		
(Wyandotte 139.76)		
	<u>683.49</u>	
Wyandotte:		
Oct. 2.80		
Nov. 28.08		
Dec. <u>63.79</u>	\$ 94.67	
Siegrist:		
Nov. 148.45		
Dec. <u>201.23</u>	349.68	
Telegrams 1.30		
Special De. 30		
Postage, Ins.		
<u>3.00</u>	<u>4.60</u>	<u>Exp. 448.95</u>
	Profit:	\$ 234.54
Receipts to date (1-13-27)		\$597.75
Outstanding:		
Romey:		
Personal 12.25		
" Bleakmore 9.22		
" Davis 2.92		
" Neumann, <u>2.87</u>	27.26	
W. R. Feder,	6.07	
Earl Forgy,	3.80	
Virginia Graham,	8.40	
El Dorado Feed Co.,	12.20	
John Muth, Wichita,	14.20	
Mrs. Nufer	5.00	
Dow Williams,	<u>8.81</u>	
	\$85.74	
Outstanding and collected		<u>85.74</u>
		\$683.49
Amount of business	\$683.49	
exp.	448.95 --	\$234.54, profit.

GEORGE BROMELL
PHYSICAL DIRECTOR

THE EL DORADO HIGH SCHOOLS
DEPARTMENT OF PHYSICAL EDUCATION
EL DORADO, KANSAS

Jan. 13, 1927.

Mr. L. N. Ambler,
Wellington, Kansas

Dear Mr. Ambler:-

Since our conversation last week relative to a volley ball match between your faculty team and the business mens group here, I have spoken to several of the men here and they are very glad of the opportunity of having a little friendly competition out-of-town.

They would like to play Monday Jan. 17, at 6 P. M. but might be able to arrange a contest on Wed. Jan. 19, if the first date is not suitable to your team. I am of the opinion that they will arrange to play you a return match at Wellington at some later date, to be decided upon when you come here.

May we hear from you at your earliest convenience so that we may know what to depend upon.

Sincerely yours,

Rolla Clymer correspondence



E. W. RICE
DISTRICT SALES MANAGER



KELLOGG SALES COMPANY

408 LAND BANK BLDG., KANSAS CITY, MO.
~~BATTLE CREEK, MICH.~~

Jan 13, 1927

The El Dorado Times
El Dorado, Kansas.

Gentlemen:

We indeed thank you for your letter of January 12, in which you express your willingness to co-operate with us on our ALL BRAN campaign.

We would appreciate it, if you would kindly get out a letter to the Merchants of your city asking them to tie up with the advertising on ALL BRAN which is appearing in your good paper.

Kindly mail us some extra copies of this co-operation, so we may pass them on to our Home Office to receive credit due you.

In a few weeks we are going to have some ALL BRAN Broad sides already made up to send to the merchants. If you will let us know just how many you will need of this material we will be glad to send them to you.

Again thanking you, we are,

Yours very truly,

KELLOGG SALES COMPANY

DISTRICT SALES MGR.

EWR LI

"Won their favor through their flavor"

Rolla Clymer correspondence

January 13, 1927

E. Katz Special Advertising Agency,
New York City

Attention
Mr. H. R. Goldberg

Dear Sirs:-

On January 1, we started a system to check the totals of our local, national, classified and legal advertising. We shall be able to render you a monthly report hereafter. We wish to ask you--would you prefer to have the totals in inches or agate lines? Any suggestions you make will be helpful.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per *Rolla Clymer*



Rolla Clymer correspondence

WHITE EAGLE OIL AND REFINING COMPANY

GENERAL OFFICES, FEDERAL RESERVE BANK BLDG.

KANSAS CITY, MISSOURI

Wichita, Kansas.
January 14, 1927.

LEE SCOTT, VICE PRESIDENT
MANAGER PRODUCTION, LAND, LEASE
AND PIPE LINE DEPARTMENT
WICHITA, KANSAS

Mr. Rolla Clymer,
c/o Eldorado Times,
El Dorado, Kansas.

My dear Clymer:-

I want to take this means of expressing my appreciation of the nice things you said about me in the "Times" the other day; also that you complied with my wishes as to the announcing of this. I am sure Clymer, that I am not deserving of the nice things you said about me, but it is pleasing to think that your old time friends can do those things, especially in my case, to have those things come from the town of your birth, where you were raised and where you made your start in business and where you still retain interests.

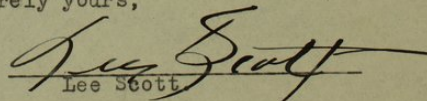
I have always had, and will always continue to have a very warm spot in my heart for El Dorado, and the fine bunch of citizens who live there. I have explicit confidence in the future of this town, as I think this is proven by the fact that my property is there, and which, unless circumstances should require me to do so, I would not want to sell.

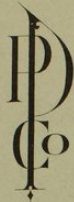
I want to congratulate you on the success you have made with your paper. I read it with very much interest every day. I never fail to read the splendid oil news that you carry in your columns. I have told the oil reporters of the papers here in Wichita, that if they wanted to print good accurate oil news to look over the "El Dorado Times", and see the way in which they were handling this. News of this kind properly handled and properly checked as to accuracy, is very valuable to companies or to individuals in the oil business, and one soon learns which papers carry the live accurate news.

With very best wishes for your future success,
I beg to remain,

Sincerely yours,

LS:J


Lee Scott



POST PUBLISHING COMPANY

BOOK
PUBLISHERS AND SELLERS

1605½ COMMERCE ST.
DALLAS, TEXAS

January 15, 1927

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

My dear Mr. Clymer:

We are writing to ascertain if you would be interested in doing some special editorial and compilation work for your part of the country in a new book we are considering entitled "Who's Who in the Petroleum Industry."

We have been considering the possibilities of such a publication.

The purpose of this book will be to give a short concise biography of every man and woman of any consequence in the industry. It should be rather interesting reading. It should be useful to those wanting some data on the persons connected with the industry.

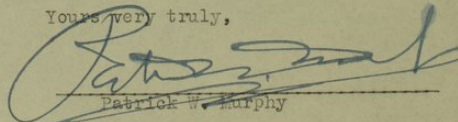
We are writing to obtain your opinion in this matter. We want to know what various classes and grades of persons you think should be included in this work.

If you would be interested in doing this work, what compensation would you expect?

The Post Publishing Company has enjoyed very large sales of "Mid-Continent Oil & Gas Forms", a copy of which, we believe, we sent you. We want to thank you for the publicity you gave this work and assure you of our gratitude.

Thanking you in advance for any expressions you may give and with assurances of continued friendship, we are,

Yours very truly,



Patrick W. Murphy

P. S. Please do not give this subject any publicity until we make our final decision of publication.

Rolla Clymer correspondence

January 15, 1927

Mr. T. N. Gretzer,
Wichita Eagle
Wichita, Kansas

Dear Mr. Gretzer:-

Forgy has filled out your questionnaire and
I herewith enclose it.

I am interested in your proposal on national advertising
and should be glad to cooperate with you along the general
lines suggested. We would be pleased to have you drive over
to Eldorado and visit with us some day soon. If you don't
arrive, I shall look you up the next time I am in Wichita.

Call on us for any information you want at any time.

Sincerely,



FORM 102

THE CONNELL OIL COMPANY

IN REPLY PLEASE
REFER TO NO.

EL DORADO, KANSAS
January 17th, 1927.

The Times Publishing Co.,
El Dorado, Kans.

Gentlemen:

Kindly quote us prices on 5000, 10000, and
20000 of the enclosed plat.

Yours truly,

The Connell Oil Company.



Rolla Clymer correspondence

January 17, 1927

Mr. C. M. McCaughan,
Topeka, Kansas

My Dear Charley:-

I hope you won't be disturbed by the postcard shower you are getting against the repeal of the cigarette law. This shower was engineered by Rev. Paul Holmes of Midian, and he hooked the local preachers in on it. Mr. Young took it up at church yesterday and didn't have much luck with the Presbyterians. His own Bible class turned him down, and his church congregation received his exposition rather coldly, I thought. He put up his side of the matter well, too. George Ramsey greeted him at the door with, "Well, I see you have joined the bootleggers."

I think a majority sentiment in this community, Charley, is in favor of the repeal of the old law and the passage of a new one along the lines suggested. I believe you think so, too. I just wanted to send this little note along today to offset some of the postcarders. I don't ever intend to try to tell you how to represent your district. I think you can be relied upon to do that well of your own volition. But, after long thought, I have come to the conclusion that Kansas should change its attitude on cigarettes--and I wanted you to know how I feel, if you didn't know before.

I suppose Miss Haines will vote against the repeal of the old law. That is her privilege and far be it from me to try to change her mind. I think you are both getting off to a fine start and was pleased to note the chairmanships you landed, as reported by the Associated Press today. I am very proud of the Butler delegation in the house.

I am planning to be in Topeka the last of next week for the editorial meeting and Kansas Day--and will surely look you over.

Sincerely your friend,

Rolla Clymer correspondence

January 17, 1927

Mr. M. M. Murdock,
Wichita, Kansas

My Dear Mr. Murdock:-

This is to notify you that the stockholders of The Times Publishing Company have re-elected you as director to serve during the year 1927. Come over and see us some time. We would be glad to have your advice and counsel.

Very truly yours,

Secretary-Treasurer

Rolla Clymer correspondence

January 17, 1927

Senator K. M. Geddes,
Topeka, Kansas

My Dear Karl:-

I hope the postcard shower you have been getting from the anti-cigarette crowd has not shaken your own opinions in the matter. This shower was engineered by Rev. Paul Holmes of Oil Hill and Midian and he hooked the local preachers in on it. Mr. Young didn't make any headway with it at our church yesterday. There is a strong sentiment, even among church folks, that the law should be repealed and the new one licensing the sale of cigarettes under proper restrictions be put on the books. I have given this subject a lot of study and have come to the conclusion that the law should be changed. I think a majority sentiment here feels that way. I am not trying to influence you; you are certainly capable of voting your own mind, but I just wanted you to know that the postcard shower doesn't represent all of the folks, by a long shot.

I hope you are getting under way smoothly with the new session, and trust that your health will be good so that you can enjoy the legislative fun--provided you get any fun out of it. I shall be in Topeka the latter part of next week and hope to see you then. If I can be of any service, just holler.

Yours,

Rolla Clymer correspondence

January 17, 1927

My Dear Harry:-

Kansas Day this year comes a week from Saturday. I have been wondering today if you and I cannot assemble in grand review at Topeka, Kansas, on the date aforesaid, join hands and march hay-foot, straw-foot, ker-plunk, to and fro on Kansas Avenue chanting the Bab Ballads and otherwise demonstrating how the high life hurts us. It seems that our previous collaborations in the state capital have met with a great deal of favor with press and with public, and have pleased us, too boot. Therefore, I think we are due for a return engagement.

Would it be possible to get the Colonel to go with us, and thus attain the desire of our hearts, to wit, painting the state capital a gory red in the company of that fine Old Roman? See if you can bring this much-to-be-desired achievement to pass.

It happens that my editorial meeting assembles in Topeka on Friday the 28th and holds over for the following day. Betty and the kids have been planning a visit in Newton and may make it next week. If they do, and the weather favors, I have in mind to drive to Newton on Thursday evening, go to Topeka that night and return to Newton ~~Sunday~~ Saturday night (or Sunday morning) and escort them home. Probably you would not care to devote two days to mingling with the legislators and plain, plug citizens on foot and a-horseback--but one day would be grand.

Hook up with me, sweet, let the law business go to the blinking blazes for a day, and let's cavort as we did in days of yore, when you and I were young, Maggie.

We cannot play golf 'tis true, but we may be able to get some statesman of alabaster brow to unlimber and speak pearls of wisdom into our pink ears. Think, what a better man and lawyer you would be if you could pick up a few 'poils' in some such fashion.

I am greatly desirous of having you join me in this expedition and will await your acceptance by early post. My best to you and the wife and kids. Come and see us again soon. Hope the Cad is running in her best form by now.

It's poor golf weather but I am to play in a volley ball match tonight against Wellington, and thus I go through a few of the motions of physical culture.

Yours,

Rolla Clymer

Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From New York Office

DATE January 17th, 1927

To

ALL PAPERS:

Grantley, Illington & Company of 63 Wall Street, New York City, are sending orders to newspapers for a classified advertisement headed "Capital Furnished Thru Sale of Securities".

The letter-head these people are using ~~leads one to believe~~ that they are a brokerage concern, but upon investigation, we find that they have merely desk room in someone's office. Efforts to get in touch with someone connected with the firm have been unsuccessful.

We therefore suggest, that no insertions of their advertising be given and that you please refer to us all inquiries you receive from them.

Very truly yours,

E. KATZ SPECIAL ADVERTISING AGENCY

MJB:LN

Rolla Clymer correspondence

January 17, 1927

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

Dear Sirs:-

I am sorry that we have been unable to interest any concern locally in handling the MADE-RITE family flour. Forgy made the rounds and tried hard, but without landing a favorable reply. If a representative of the company could come here, I believe the two of them together might have some luck. This schedule looks mighty good to us and we should be glad to give both barrels in the way of cooperation if the product is marketed and advertised locally. We could do everything in the way of cooperation except providing a window of our own, but I am sure we could get several of the stores handling the line to put in windows.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per *Rolla Clymer*



Rolla Clymer correspondence

January 18, 1927

Mr. E. J. Rodda,
Wichita, Kansas

Dear Mr. Rodda:-

We haven't received any orders yet from the National agency regarding Chrysler ~~fax~~ advertising for the local dealer, John Hastie. Can't you speak the word that will stir up this account? Mr. Hastie needs the advertising and we will be in position to run considerable of the news stuff as soon as the advertising starts. I should certainly appreciate it if you could get Chrysler moving for the late winter and early spring sales.

Hope you enjoyed your Eastern trip.

Very truly yours,

Rolla Clymer correspondence

January 18, 1927

Mid-Continent Engraving Company,
Wichita, Kansas

Dear Sirs:-

Please quote us price for making cut of plat same
size as shown on enclosed form. Please return the copy with
your reply.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence

January 18, 1927

Mr. Elmer W. Rice,
Kellogg Sales Company,
Kansas City, Mo.

Dear Mr. Rice:-

Enclosed find several copies of the letters we have sent to about fifty grocers in this vicinity regarding the Kellogg All Bran schedule. Hope you will find them satisfactory. Send along the broadsides to which you referred in your last letter and we will immediately distribute them.

Thanking you for continued patronage and ~~the~~ hoping we may continue to justify it, we are

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence

January 18, 1927

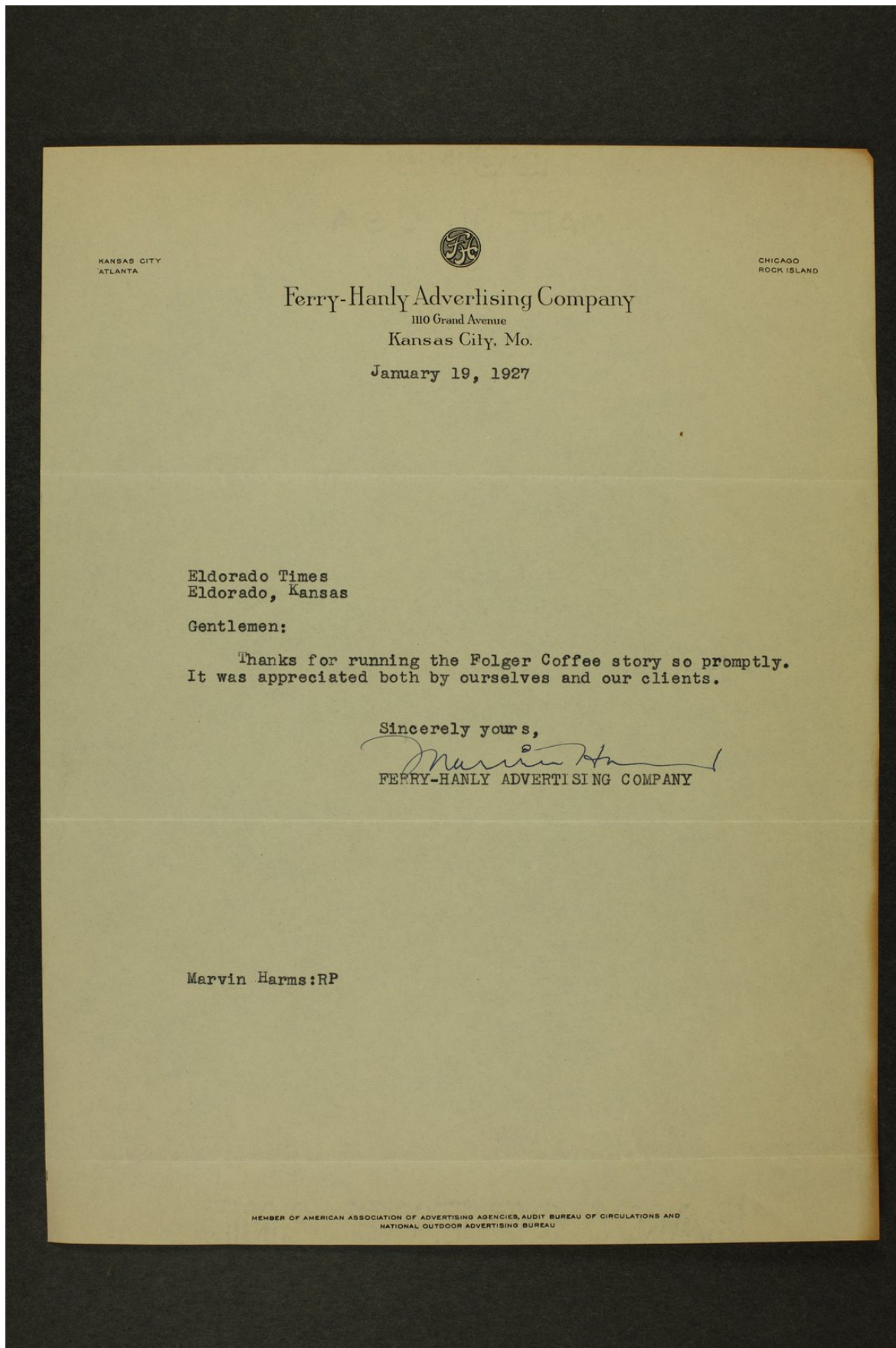
E. Katz Special Advertising Agency,
New York City

Dear Sirs:-

Enclosed find several copies of the letters to all druggists which we recently sent out in behalf of Dillingham's Plant Juice at the request of the Corman Company. Will you please turn these over to the Corman people so we may have credit for our cooperation in this regard.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per



Rolla Clymer correspondence

J. A. FOLGER & CO.

COFFEE
TEA
SPICES
EXTRACTS



KANSAS CITY
SAN FRANCISCO
DALLAS
SHIDZUOKA, JAPAN

KANSAS CITY, MO.

January 19, 1927.

The Eldorado Times,

Eldorado, Kans.

Gentlemen:

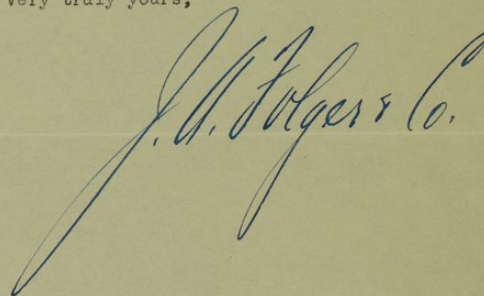
A tear sheet from the January 14th Times, carrying the news story of our 1926 sales increase on FOLGER'S Coffee has been received by us through the Ferry-Hanley Agency.

We appreciate very much your courtesy in giving this article good position in the Times and feel sure that it will prove very valuable publicity for us.

With kind regards, we are

Very truly yours,

CRJ*AT



Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From New York Office

DATE Jan. 19, 1927

To

ALL PAPERS

If you should receive an order direct from H. Martens, 408 W. 43rd St., New York City, please give no service on same as the proposition is a worthless one.

We have made a personal investigation and find that the individual is not located at the address he gives and all indications are that the proposition is a pure and simple fake.

M. J. BECK
E. KATZ SPECIAL ADVERTISING AGENCY

JW.

Rolla Clymer correspondence

HERBERT J. DEMMIN
PRESIDENT

FREDERIC A. DEMMIN
VICE PRESIDENT

PAUL W. WORTHINGTON
SECRETARY-TREASURER



Phone Market 2088
124 So. Market Street
Wichita, Kansas

January 19, 1927.

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

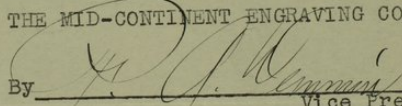
Dear Mr. Clymer:

Your letter of January 18th. requesting quotation on zinc of plat enclosed has been received. The cost of a zinc etching, the size of map enclosed, will be \$5.90.

Thanking you very kindly for the opportunity of quoting you and trusting that we may have the privilege of serving you further in this matter, we are,

Very truly yours,

THE MID-CONTINENT ENGRAVING COMPANY.

By .
Vice Pres.

FAD:VB.



E. Katz Special Advertising Agency

Established 1888

From *New York Office*

DATE *January 19, 1927.*

To

EL DORADO TIMES
EL DORADO, KANS.

Gentlemen:

The matter of Chrysler advertising for July, August and September has come up again with the MacManus Co.

They now send us a check in settlement of September advertising which was inserted over the name of Hastie Motor Co.

They return our invoices for July and August advertising since it was inserted over the name of E. J. Rodda Motor Co., Chrysler Distributor in El Dorado.

The factory informs MacManus they are refusing to pay for this service stating that since there was no dealer at this point during the time, it is impossible for them to pay for advertising run over the name of the distributor without their authorizing the charge.

A suggestion is made that you bill the entire cost of the advertising over the signature of the E. J. Rodda Co. to that company.

Very truly yours,

M. J. B.
E. KATZ SPECIAL ADVERTISING AGENCY.

MJB:jw



CHRYSLER MOTOR VEHICLES

E. J. RODDA MOTOR COMPANY

200-202 SOUTH LAWRENCE AVENUE

PHONE MARKET 1048, 1049

WICHITA, KANSAS

January 20, 1927.

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

Dear Mr. Clymer:

Acknowledging your letter of the 18th,
we have made repeated requests and are today again
writing the Advertising Department in regard to
factory advertising in El Dorado.

However, they have their way of doing
things and our efforts seem to have been in vain to
date, yet we shall continue to recommend advertising
in your good paper for Mr. Hastie.

Had a wonderful trip back East and next to
Wichita, New York is the best town I saw.

Yours very truly,

E. Rodda
President

EJR:VS