

Rolla Clymer correspondence

Section 167, Pages 4981 - 5010

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

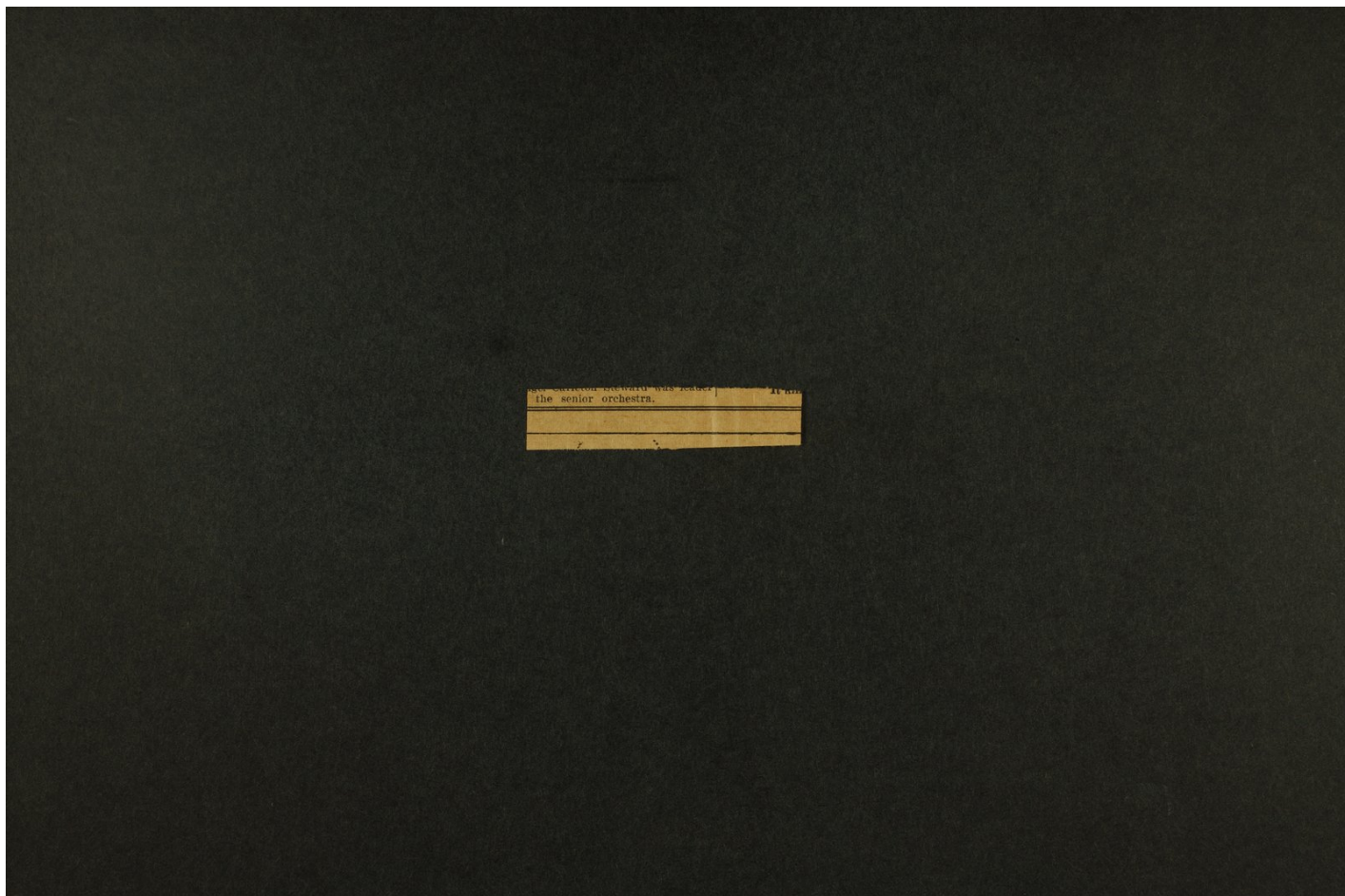
Item Identifier: 229011

www.kansasmemory.org/item/229011

Rolla Clymer correspondence

How tempus fugit! Twelve years ago it was that Rolla Clymer, of the El Dorado Times was a June bridegroom.

Rolla Clymer correspondence



Rolla Clymer correspondence

COURSES OF STUDY:—
College Preparatory Courses
General Course
Normal High School Course



BOARD OF EDUCATION:—
J. E. Hoover, President
E. W. Sutherland, Clerk
F. E. Schenck, Treasurer

The Burlingame Schools

E. L. HEILMANN
SUPERINTENDENT

Burlingame, Kansas

June 7, 1927

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

Dear Rolla:

We were glad indeed to hear from you. I have been keeping informed concerning you and have read with a great deal of pleasure, frequent references concerning you as set forth by your good friend, Double B. Kelley. I have noted with interest your frequent eulogies of the onion which seems,

Born to smell unseen
And spread its fragrance almost everywhere.

I am grateful to Brother Kelley for his note concerning me although he seems to feel that I have staid merely through the supineness of the people, when, as a matter of fact, a fellow should have some credit for being able to stay so long without causing a town row.

Seriously, however, the people have been mighty nice to us and we have thoroughly enjoyed our stay here.

We have never wandered far. All our work has been at Quenemo, Carbondale, and Burlingame so Osage County is beginning to feel like home. The work here has grown and we have just ended our first year in the new building which appears in the background. That is is also something of a feat, to be allowed to stay and work in a new building which one has been interested in helping to bring into being.

It would seem from the appended clipping that we are reaching the time when we must begin to live in the past. And it has been almost twenty years since I decided to get my own breakfast rather than eat at a boarding house.

We have one boy eleven years old so you can see that I work under divided authority. At present, the boy is spending two or three days out in the country

Rolla Clymer correspondence

COURSES OF STUDY:—
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SUPERINTENDENT

Burlingame, Kansas

and his mother and myself and the dog are wondering how long it will be before the house sounds natural again. His mother is threatening to shorten his visit and go after him this evening and I doubt if I can talk her out of it.

By the way, he (our boy) has recently become manager of the Enterprise-Chronicle here, though I believe newspaper men call it by another name. It is his first real job and is still new enough that we can hardly keep him away from it enough to avoid violating the child labor law.

We knew that your father had died and the latest news we had was that your mother is still living, and hope that it is yet so. We used to see Ruby occasionally but have not for several years.

We read that you go to Topeka occasionally to attend a convention or to shoot some golf in a championship contest, and on some such occasion or at any other time, at your convenience, we would be glad indeed to have you and yours come to our house. Don't forget.

With best wishes,

sincerely yours,

E. L. Heilmann

Rolla Clymer correspondence

A. V. Ammann
Secretary

I. H. Hershey, President
E. N. Hill, Vice-President

S. L. Daniel
Treasurer

OLATHE CHAMBER OF COMMERCE

INCORPORATED

Member Chamber of Commerce of the United States

Olathe, Kansas

June 7, 1927.

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

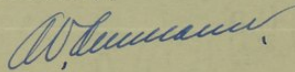
Dear Mr. Clymer:

I hope to be able to
get away Wednesday night or Thurs-
day, and will look you up as soon
as I get in town.

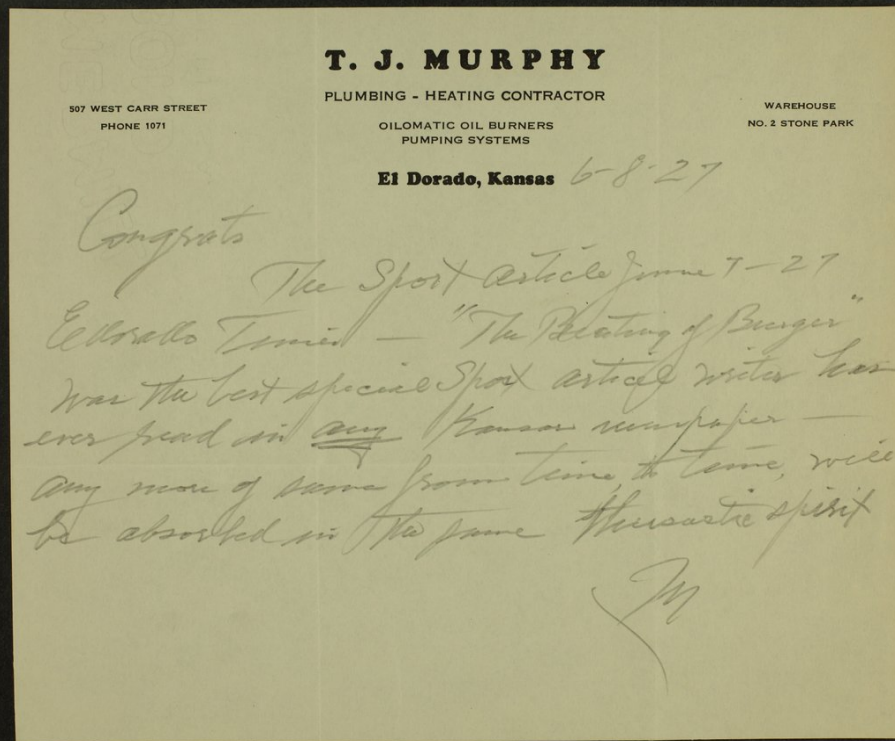
It is thoughtful of
you to suggest my affiliation with
the Rotary Club at El Dorado, and *I*
am certain that I would enjoy a
membership.

Almost everyone has
asked me to tell you "hello" for
them and to give you their regards.

Sincerely,



Rolla Clymer correspondence





Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From *Kansas City Office*

DATE *June 8, 1927*

To The El Dorado Times
El Dorado, Kansas

RE: STEWART INSO BOARD CO.

Gentlemen:

There is a new concern by the name of Stewart Inso Board Company, starting up in St. Joseph, Missouri, which promises to be one of the biggest advertising accounts that has ever broken in the middle west.

After the factory gets to going in St. Joseph it is our understanding that probably other factories will be located in different places where wheat straw can be secured easily. It is the purpose of this company to manufacture a new wall board from wheat straw, which will mean a tremendous saving and additional revenue to the farmers of the United States. Every farmer who raises wheat will be interested in the establishment of this new concern.

The Loomis Potts Advertising Agency of this city is going to handle the account and we know that big plans are in preparation for a considerable amount of advertising to be released on it as fast as distributing connections are made.

This agency has requested us to send to our different papers for immediate release a news article, which if you think would be interesting to your readers, they would appreciate very much your running, either in its entirety or any part that you may see fit. While we do not believe in asking our papers to give publicity, we do feel that the establishing of this new factory is of vital interest to the farmers of America. The agency showed the writer this morning hundreds of tear sheets from newspapers all over the country who had already run an article similar to the one attached. Some of the largest cities in the United States have run this publicity and some of the smallest and even some farm papers have mentioned it.

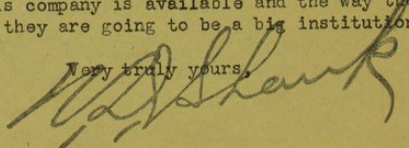
Naturally we are going after the advertising for you when it will be released, and if by your paper running this article it would help interest some local concern to handle this wall board, it would mean perhaps your paper getting this business just that much quicker, and that is our sole idea in forwarding it to you.

If you like it and care to give mention to this article do so, and be sure to send this office tear sheet or a proof of it, so that we can in turn call it to the attention of the agency and then if later you hear of anyone in your community that would be interested in handling this product and you think it is a good prospect please pass their name on to us.

We are not asking you to run this publicity, but we are putting it squarely up to you whether or not you think it would be good business to do it. Whatever you decide will be satisfactory to us.

From the men who are interested in this concern you can see that all the money necessary for the promotion of this company is available and the way they are going after things now it looks like they are going to be a big institution.

WDS:hank
LM

Very truly yours,


Rolla Clymer correspondence

June 9, 1927

Mrs. Aaron Thomas,
Whitewater, Kansas

Dear Mrs. Thomas:-

We wish to thank you for your inquiry and to reply that our price for printing 500 letter heads (full size on good quality of bond paper, according to the copy you sent) will be \$4.00. Whatever postage expense was incurred would be extra, of course. We should be glad to have the printing of this job for you, will give you good service and will await your pleasure in the matter.

We also thank you for the fine correspondence you are sending from your neighborhood and hope you enjoy the magazine.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

P. S.--The price quoted above is 50 cents under the regular rate.



June 9, 1927

Kansas City Smelting Company,
Kansas City, Mo.

Dear Sirs:-

Please send us an empty drum at once, as we will
soon have a shipment of dross for you.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence

THE ASSOCIATED PRESS
Southwest Division

Kansas City,
June 9, 1927.

To The Kansas Members(Evening):

It has come to my attention that at a meeting of representatives of evening papers in Kansas, held at Chanute, June 2, complaint was made because the offices of the Governor, Attorney General and Secretary of State withheld news that should have been available for evening papers. It was brought out that important stories were held back until too late for evening publication.

This is to advise you that our Topeka staff has been cognizant of this situation, and has been striving to surmount it. The matter again has been taken up with the state executives concerned and we hope for a more even break for evening papers. We will watch the situation closely.

Sincerely yours,

RALPH H. HEPPE.
Division News Editor.

rhH:H

Rolla Clymer correspondence

June 9, 1927

American Press Association,
New York City

Attention Mr. Emmet Finley

Dear Sirs:-

Will you please disregard your letter to you dated June 6 concerning the ElDorado Republican. Since that letter was written, we have rather suddenly decided to revive the weekly newspaper and make a real paper out of it. Our circulation department believes we can start it off with a list of 1000 or 1200 within a few weeks and increase it gradually thereafter. We intend to publish it in eight pages of eight columns (12 ems.) It will be a general news medium with special emphasis on agricultural and cattle topics but with half a dozen columns of news concerning the oil industry which is large and flourishing in this territory. While we have not prepared a new rate card, our national rate probably will be two cents per line (28 cents per inch.) We expect to sell local advertising at twenty-five cents which, of course, is subject to no discount. We should like to have the American Press Association represent us in the foreign field, and will be prepared to handle schedules whenever presented. We can use mats. If you can include this information in your new rate book, we should be glad to have you do so. If there is time, send us a new set of blanks and we will fill them out. We should like to hear from you regarding this matter.

The Republican is 44 years old and has never missed an issue. It will be published by the undersigned.

THE TIMES PUBLISHING COMPANY



Rolla Clymer correspondence

Hecker-H-O Company INC.

MILLS AT BUFFALO, N.Y. AND AYR, ONTARIO

GENERAL OFFICES-GENESEE BUILDING

BUFFALO, N.Y.

H-O OATS (HORNEY'S) REGULAR
H-O OATS (QUICK) NEW STYLE
BRAN-DANDIES (SUNNY JIM)
FORCE WHOLE WHEAT FLAKES
PRESTO CAKE FLOUR (SELF-RISING)

HECKER'S CREAM FARINA
GRANDMAS PANCAKE FLOUR
OLD HOMESTEAD PANCAKE FLOUR
HECKER'S CREAM BUCKWHEAT FLOUR
HECKER'S CREAM SELF-RISING FLOUR

June 10, 1927

The El Dorado Times,
El Dorado, Kansas.

Att'n. R.A.Clymer

Dear Sirs:

You can be sure that we realize exactly how you feel about the so-called items that are sent you by various national advertisers. At best, your position on this matter is a difficult one.

However, you naturally recognize a story with real news value. That is why we sent you the tale of Charlie Scheiker. You can appreciate it is about a genuine old timer. That is why we ask you to have it run in The El Dorado Times.

Will you kindly take it to the-powers-that-be and request in a good strong voice that they run Charlie's story. Even the papers that turn down the usual readers are giving this story full space.

Kindly grant us the courtesy of taking care of this in the next couple of days and send on clipping for our files.

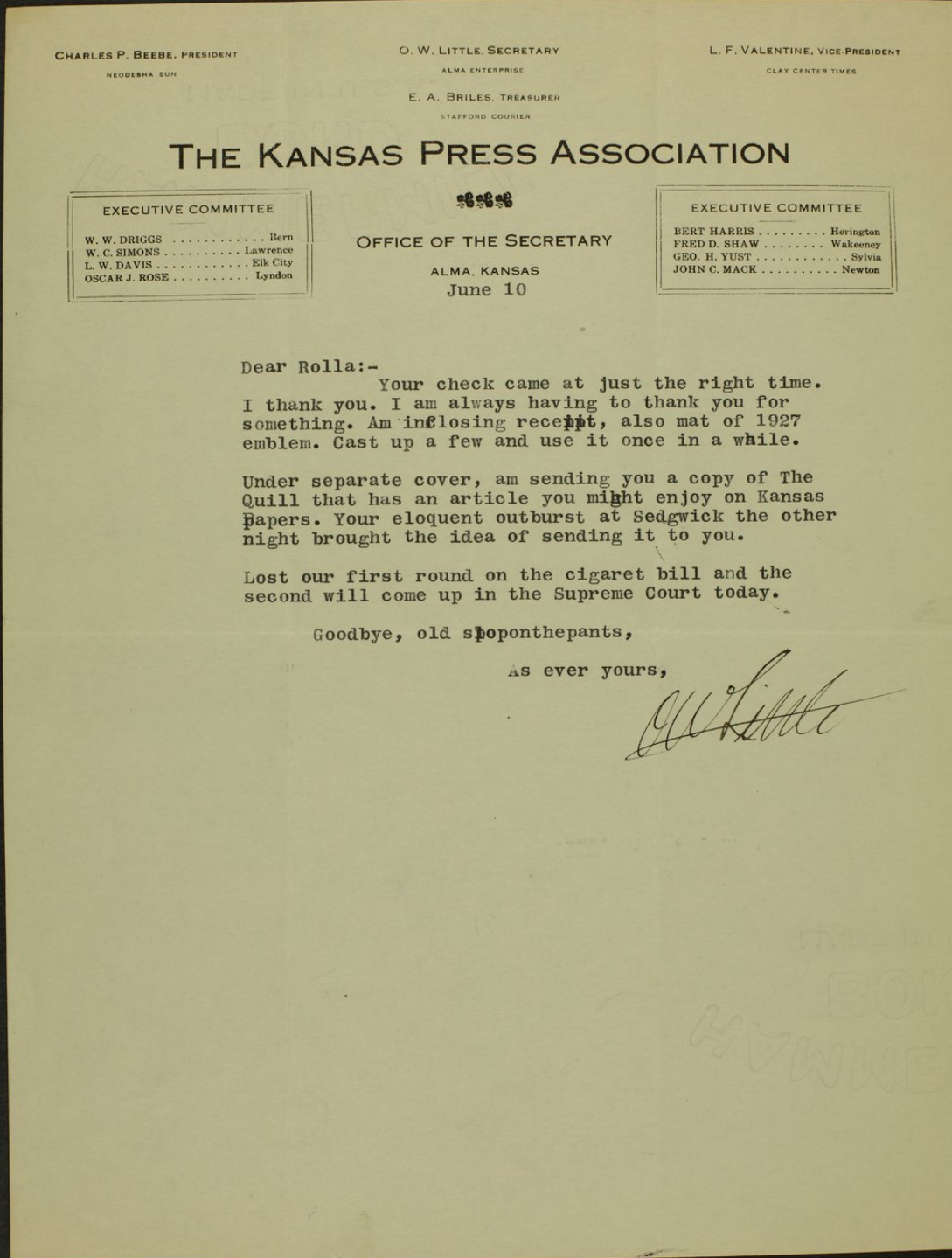
Respectfully yours,

HECKER - H-O COMPANY, INC.
Advertising Department

WAP-h
Encl.

P.S. Of course, the story can be edited in any way that your paper sees fit.

Rolla Clymer correspondence



Rolla Clymer correspondence

Topeka, Kansas
June 10, 1927

Mr. Rolla Clymer
The ElDorado Times
ElDorado, Kansas

Dear Rossa:


I was sorry I didn't have a chance to talk to you the other night about your letter of May 24th. If you get up this way or if I get down that way we might have a five-minute chat about mutual friends--and enemies, if any.

I don't take much interest in politics except that I do think it's fun to help one's friends. Hamilton is a friend of mine but even if he were not I would be forced to conclude that the respect in which he is held by most of the people that know him would mark him as a man of splendid character.

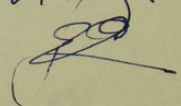
I don't believe Seth Wells will ever run. I do believe that if Seth Wells gets out he will be implacable on John.

As for the rough usage of the liberals to which you refer I cannot help but think that a man like Hamilton who, despite his ten years in active politics, has never permitted himself to be aligned with either of the so-called wings of the party but who is attempted to think clear political thought might be just the man the liberals are looking for even though those liberals know that there are some honest conservatives who admire him, also.

Cordially yours,


Leslie B. Edmonds.

LEE/ir

"Liked your Buzza story which was
reprinted in the KC Star last night


Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From New York Office

DATE June 11, 1927

To

TO ALL PAPERS

RE: Royal Oak Advertising Bureau

This concern is sending orders to publications for advertising of Pur-Oil Products Co. We understand they have given a fictitious address in Royal Oak and that no such advertising agency or bureau can be located.

Under the circumstances do not insert any advertising ordered by these people, but refer to our Detroit Office all orders you have or may receive from either the Royal Oak Advertising Bureau or Pur-Oil Products Co.

Do not confuse this with The Pure Oil Co. of Columbus, Ohio, who are O. K.

Very truly yours,

E. KATZ SPECIAL ADVERTISING AGENCY

AHB:MV

Abel H. Blomberg

Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From New York Office

DATE June 11, 1927

To El Dorado Times
El Dorado
Kansas

Gentlemen:-

The Fada Radio people in placing their newspaper advertising this Fall will be guided largely by the recommendation of the local distributor.

If there is one located in your city we advise your calling upon him and suggesting that he write a letter to them requesting local newspaper advertising, and including in his letter a recommendation for your paper.

The Fada newspaper list will be decided upon within the next few weeks.

Very truly yours,

E. KATZ SPECIAL ADVERTISING AGENCY

A. Davis

AD:MV

Rolla Clymer correspondence

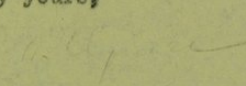
June 11, 1927

Mr. H. B. Thomas,
Kansas City, Mo.

My Dear Thomas:-

I wish to thank you for your telegram and the letter which followed. I find, by a re-check, that I am mistaken. We have all copy on hand to finish the schedule.

Very truly yours,



June 13, 1927.

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

Dear Sirs:

We are sorry to inform you that we have been unable to interest any of the local dealers in Manitou Mineral water.

Various brands of water have been marketed here in the past ten years and clients have been built up for them and we find that dealers are loathe to make a change. If any prospects develop we shall let you know at once.

Very truly yours,

THE TIMES PUBLISHING COMPANY.

RAC:AB. --

RAC:AB.

Rolla Clymer correspondence

June 13, 1927

Minnesota & Ontario Paper Company,
Minneapolis, Minn.

Dear Sirs:-

We wish to place an order for a car of news print, under terms of our contract, to be shipped the latter part of this month. We find ourselves short on 4-page and 6-page rolls and rather long on 8-page rolls, so will ask that you please pay particular attention to the following assortment:

About 10 35-inch rolls

About 30 52 $\frac{1}{2}$ -inch rolls

About 20 70-inch rolls.

A car closely following those specifications should give us an assortment to run us comfortably through until September.

Please acknowledge receipt of this order and inform us probable date of shipment.

We will ask that you route this car via Atchison, Topeka & Santa Fe Railroad.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence

June 13, 1927

The C. R. Calvert Co.,
Augusta, Kansas

Attention Mr. C. E. Snodgrass

Dear Sirs:-

We have received your letter requesting advertising rates and other media concerning our publication and will be greatly pleased to provide what you want. Rather than try to tell it all in a letter, we hope to be able to send a representative to your store within a few days for a personal interview. We feel our paper would be beneficial to you as about 85 per cent of our total circulation of 4,700 daily is distributed in Butler County.

Mr. R. E. Fergy, of our advertising department, will drive to Augusta within a few days to talk to you personally.

Thanking you for this query and trusting we may be able to serve you, we are,

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From *Kansas City Office*

DATE *June 15, 1927*

To The El Dorado Times
El Dorado, Kansas

Re: STEWART INSO BOARD COMPANY

Gentlemen:

Recently we wrote you a letter regarding the Stewart Inso Board Company. This letter we expected all of our papers to treat confidential and particularly so in reference to that part of the paragraph which we are quoting:

"After the factory gets to going in St. Joseph it is our understanding that probably other factories will be located in different places where wheat straw can be secured easily."

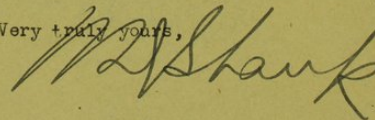
The reason why we are writing you this letter is to have you be sure and treat this information confidential, and under no circumstances do we want the organization in St. Joseph or the people behind it to anticipate the establishment of other factories in other places.

We were cautioned on this because of the fact that if the local parties behind the St. Joseph proposition anticipated such a thing they might withdraw their support on the St. Joseph factory.

Unfortunately one of our papers gave this information to their Chamber of Commerce and they wrote Mr. Stewart at St. Joseph, which may make it embarrassing for both us and the advertising agency handling their account.

Under no circumstances give any information out written in our original letter to anyone, and if you should care to run the article which was enclosed, please be sure and not mention the probability of establishing other factories in other cities for the present.

Very truly yours,



W.D. Shank
LM



June 15, 1927

Wichita Eagle, Engraving Service,
Wichita, Kansas

Dear Sirs:-

The enclosed statement for balance of \$1.28 does not check with our records. We recently sent you check for \$10.50 which should have entirely balanced our account. Your method of billing is confusing, but we checked our statement according to invoices rendered. If you can show us where this balance is due, we will settle immediately.

In the future, please send invoices with the engravings so we can have them to check against a monthly statement.

Very truly yours,

THE TIMES PUBLISHING COMPANY

Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From New York Office

DATE June 16th, 1927.

To Times,
El Dorado, Kan.

Gentlemen:

Re: GEO. L. DYER INQUIRY

The Geo. L. Dyer Co. have asked us to get the following information from you by return mail if possible:

How many one-family and two-family houses were built in El Dorado during the two years of 1925-1926?

How many of these houses were built by owners for their own occupancy?

We will appreciate it if you can get this information for us without delay.

Very truly yours,

E. KATZ SPECIAL ADVERTISING AGENCY.

HNK:SW

H. W. Kirby

Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From *Kansas City Office*

DATE *June 16, 1927*

To *The El Dorado Times*
El Dorado, Kansas

Re: COLORADO FUEL & IRON CO.

Gentlemen:

The Colorado Fuel & Iron Co. of Denver, is planning to run a schedule this early fall in some large city newspapers and quite a number of weekly newspapers on Diavolo coal.

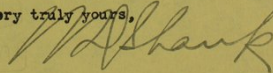
We are endeavoring to get this business for your paper and thought it would be a good thing for you to check up among the coal dealers in your city and find out if this coal is handled. If it is perhaps this coal dealer has already been notified of such a campaign and if he has not a mere suggestion from him to the Colorado Fuel & Iron Company asking for some advertising may aid us in getting your paper on the list.

Please be sure to ask your coal dealer not to mention in their letter that they know positively there is to be a campaign placed in newspapers. Just let this recommendation come in a more or less voluntary way.

Please let us hear from you and have any reports you have to make regarding this. The schedule will probably start in August.

Very truly yours,

WDS:shank
LM





KANSAS CITY
CHICAGO
NEW YORK



ATLANTA
ROCK ISLAND

Ferry-Hanly Advertising Company

1110 Grand Avenue

Kansas City, Mo.

June 16, 1927

El Dorado Times
El Dorado, Kansas

Dear Sir:

You will recall that last fall in cooperation with the Folger Coffee account, you sent out a letter to the grocers in your city, announcing the new campaign, together with a proof of the first advertisement. These proofs, we furnished you.

We are planning a similar thing this coming fall, and would like to know how many proofs you will need to send out with your letter this fall. Please give us the number as early as possible as we wish to print the proofs soon.

We are enclosing a story about the new Folger can which we hope you can run in your newspaper or your trade paper, if you issue one. Please run the enclosed story.

Many thanks for your splendid cooperation.

Sincerely yours,

Marvin Harms

FERRY-HANLY ADVERTISING COMPANY

Marvin Harms:LC
Encl.

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, AUDIT BUREAU OF CIRCULATIONS AND
NATIONAL OUTDOOR ADVERTISING BUREAU

Rolla Clymer correspondence

June 16, 1927

Ferry-Hanly Advertising Company,
Kansas City, Mo.,

Attention Mr. Marvin Harms

Dear Sirs:-

In reply to your letter received today, will say that we can use at least fifty proofs of your first advertisement ^{on Folger's Coffee} for the fall campaign. Please put us down for that number and we will see that they are properly handled. We also acknowledge receipt of a news article which was enclosed and promise you that it will appear in an early issue. Marked copies of the paper will be sent when it appears.

Thanking you for this evidence of your continued faith in us and our territory, we remain,

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence

June 16, 1927

Mr. H. B. Laundermilk,
Advertising Manager Brown-Crummer Co.,
Wichita, Kansas

Dear Mr. Laundermilk:-

This is to acknowledge, with thanks,
the receipt today of your letter ordering a series of eighteen
advertisements to run in our Wednesday issue over a period
of several months. We have carefully noted your instructions
and the advertisements have been scheduled according, with a
two month break from the latter part of July until the same
time in September. The fil clerk has the proper dating made
and we will try to run the series without a mistake as to
schedules. We shall also take pains to give you preferred
position. We hope you will be satisfied with our handling of
this order and that it will have the effect you seek locally.

Again thanking you for this further evidence of
confidence in us, we are

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence

THE KISMET OIL COMPANY

UNION NATIONAL BANK BUILDING

WICHITA, KANSAS

June , 16th , 1927.

Mr. Rolla Clymer
El Dorado , Kansas.

My Dear Rolla:-

Here is some news that will no doubt be of interest to you, at least it is very pleasing and interesting to me, to-wit:-

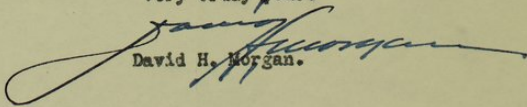
On or about July 1st THE KISMET OIL COMPANY will move its offices from Wichita back to El Dorado, where it belongs. No deal has been closed on office space in El Dorado as yet. This move is being made because 90 o/o of the holdings of the Company are in Butler County, also it will reduce our overhead to a great extent.

You may also announce a new location we have made at Leon, Wallace Well #1, SE/corner SE $\frac{1}{4}$ Sec.3-27S-6E on approximately 600 acres we own in this locality, this will be a Wilcox Test, is on geology that shows a subsurface condition that unquestionably throws the trend of the Leon Field to the east and in my opinion there will be some real wells opened up somewhere in this vicinity, several of the larger companies have approved this location highly and even in these dull times have given their assurance of support to the well.

As previously advised you, I am going to move my family back to El Dorado as soon as I can make some disposition of my home here in Wichita and I dont mind saying that I look forward with a great deal of pleasure to the time when I will be back with you again, this time to stay " put " not " Putt ", and I will be glad to play a little golf also.

Please excuse the formality of writing, would have been over today but for the rain, however will see you soon,

Very truly yours


David H. Morgan.

DHM,t



PLANTS LOCATED
INTERNATIONAL FALLS, MINNESOTA
FORT FRANCES, ONTARIO

MINNESOTA AND ONTARIO PAPER COMPANY

MANUFACTURERS AND MERCHANTS

HIGH GRADE NEWS PRINT, KRAFT AND SULPHITE PAPERS;
KRAFT AND SULPHITE PULP; UNIVERSAL INSULITE

INTERNATIONAL FALLS, MINN.,

June 17, 1927.

The Times Publishing Company,
El Dorado, Kansas.

Gentlemen:

We have your letter of the 13th
ordering for shipment late this month a car
containing 10 rolls 35", 30 rolls 52 $\frac{3}{4}$ " and
20 rolls 70" paper.

We will arrange to make shipment
of a car containing these specifications
about the 28th of June and will route shipment
AT&SF provided car supplied for loading can
move through Duluth.

Yours very truly,

MINNESOTA & ONTARIO PAPER COMPANY

ROW*G

Shipping Department.