

Rolla Clymer correspondence

Section 342, Pages 10231 - 10260

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

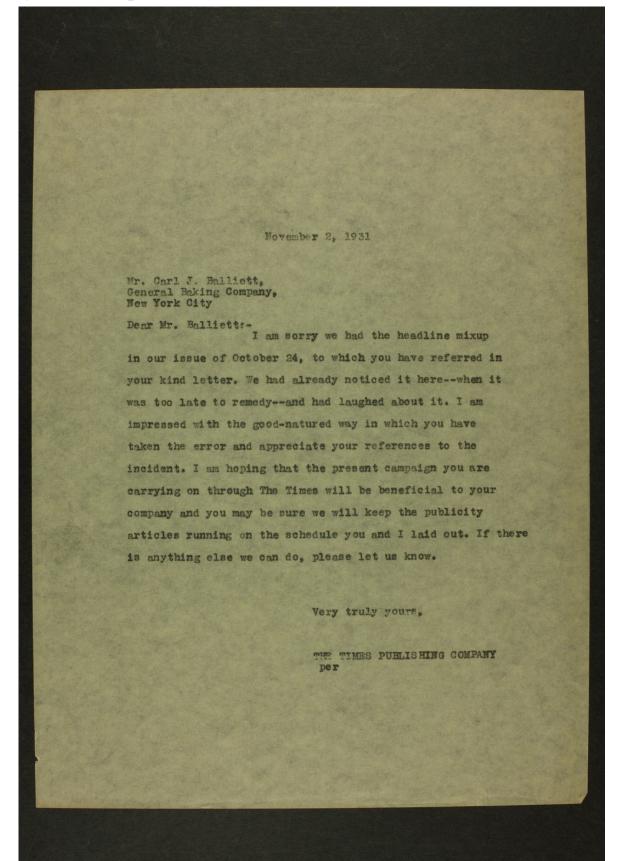
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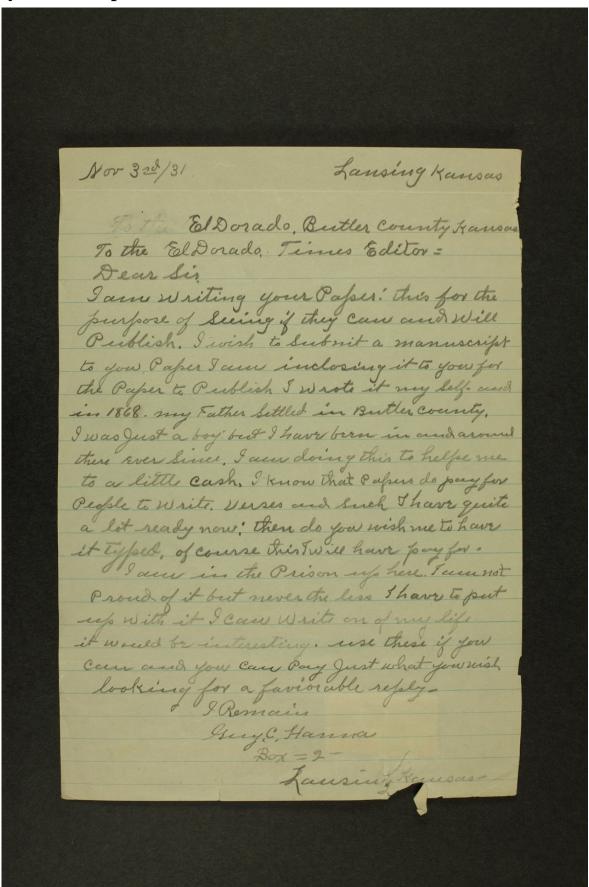
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HISTORICAL SOCIETY

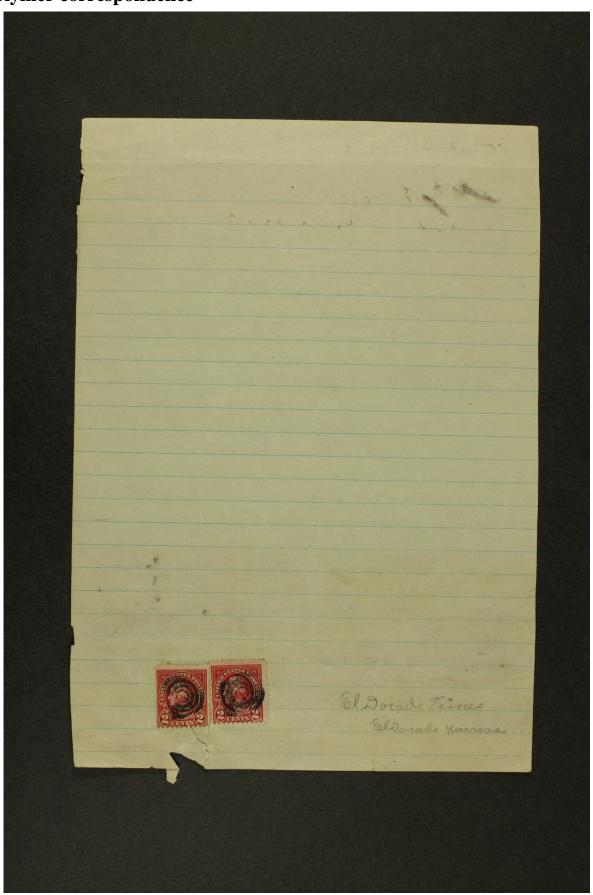




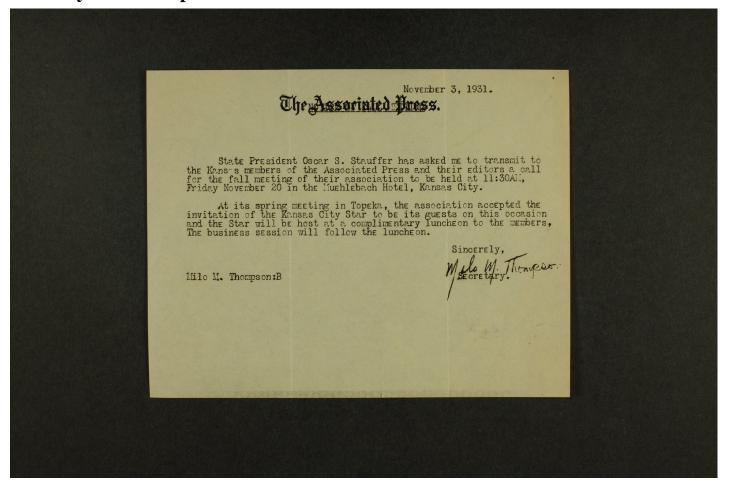






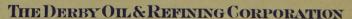








Rolla Clymer correspondence



PRODUCERS, REFINERS, MARKETERS

PETROLEUM AND ITS PRODUCTS

WICHITA, KANSAS

November 4th, 1931

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

Dear Rolla: -

Confirming our telephone conversation, we are setting out our ideas why new order of the Public Service Commission restricting the drilling of one well to forty-acres in the Siliceous Lime areas in Rice, Barton, Ellsworth and Stafford Counties is ill advised and dangerous to the interests of the landowners, royalty owners, business people and oil operators in the State of Kansas.

lst. We do not concede that the Public Service Commission has any right, under the Proration Law, to regulate the drilling of wells or make any such order.

2nd. There is no practical or proven method for determining the drainage area of any one well and the assumption that one well to forty acres will be sufficient to produce all of the marketable oil from a lease is without any practical basis.

5rd. A drilling program of this nature will deprive the land owner, farmer and royalty owner of millions of dollars of revenue from productive lands. It will deprive the communities nearby such development of hundreds of thousands of dollars in payrolls and buying power that would be distributed in such communities if reasonable and orderly development was carried on.

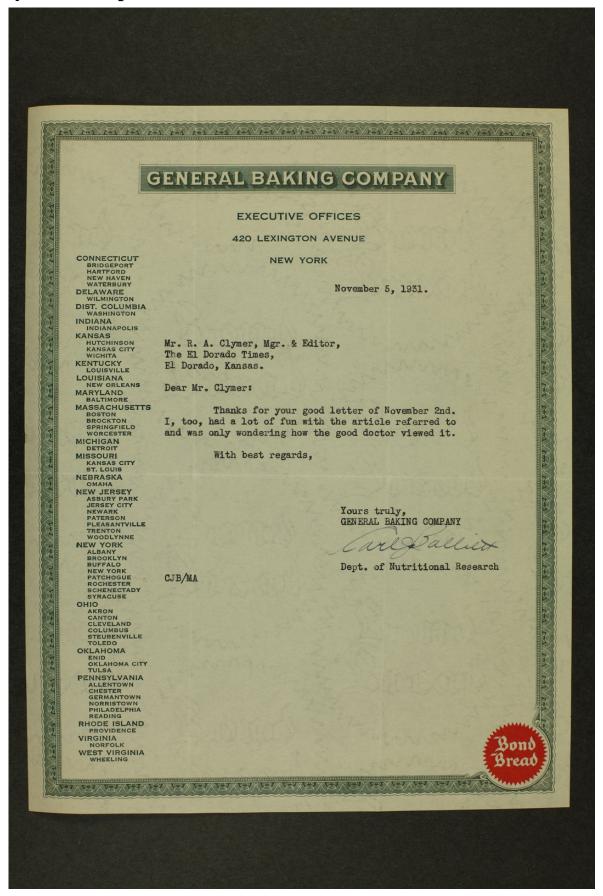
4th. A general adoption of this plan will probably spell the end of the individual ever attaining any great prominence as an oil producer in the future, as the plan is particularly suited to those having big interests not only in Oklahoma and Texas but in other parts of the world.

5. Such a program will further strangle the development of western Kansas, while the people back of this program are drilling hundreds of wells in Oklahoma and Texas on everything ranging from a town lot to twenty-acres, and will cause untold loss to the Counties and to the State in taxable revenues and to all business in the State in general through industrial sources.

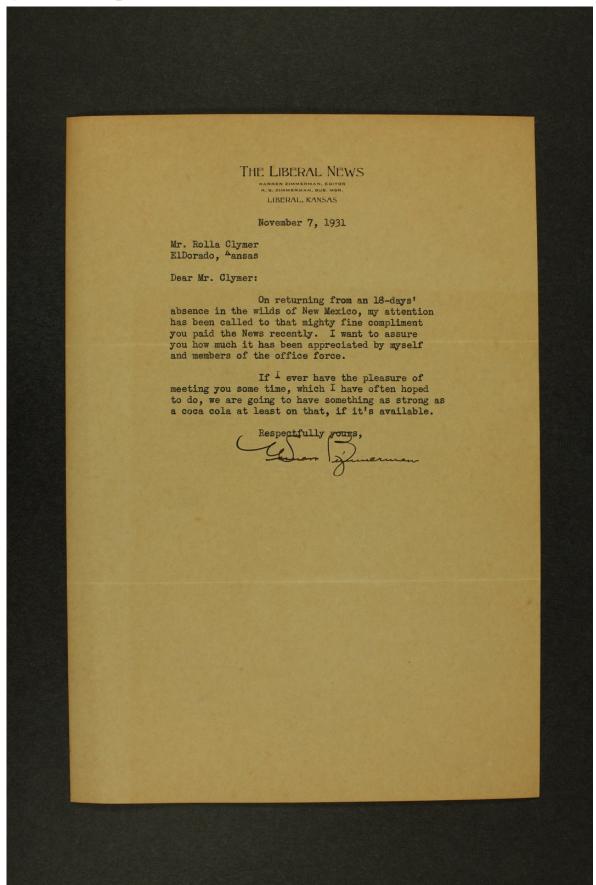


Very truly yours,

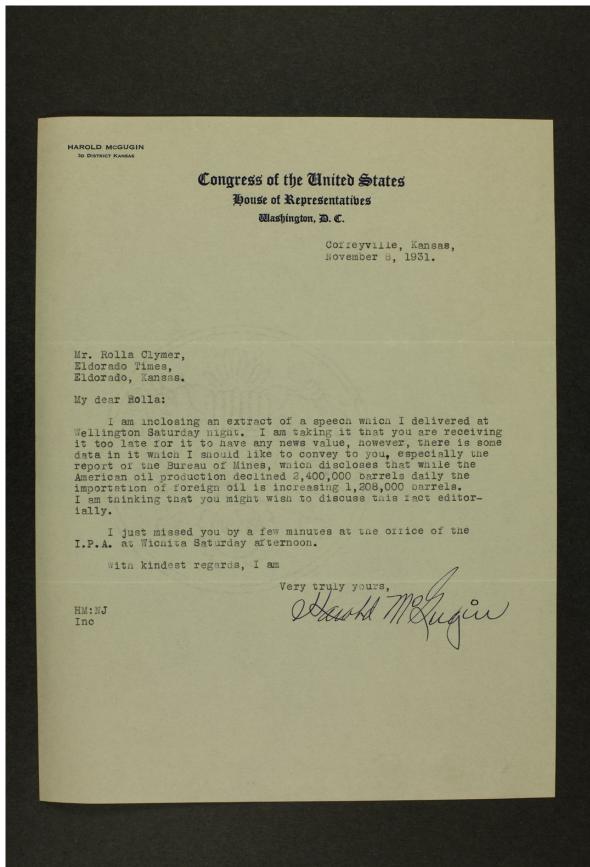














Rolla Clymer correspondence

November 9, 1931

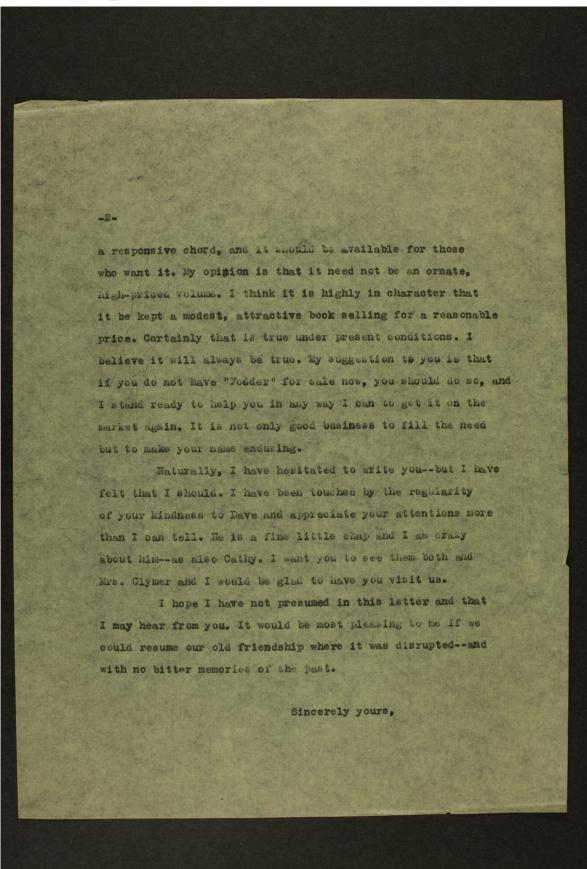
Miss Jennie 5. Owen, Junction City, Kansas

My Dear Jennie:-

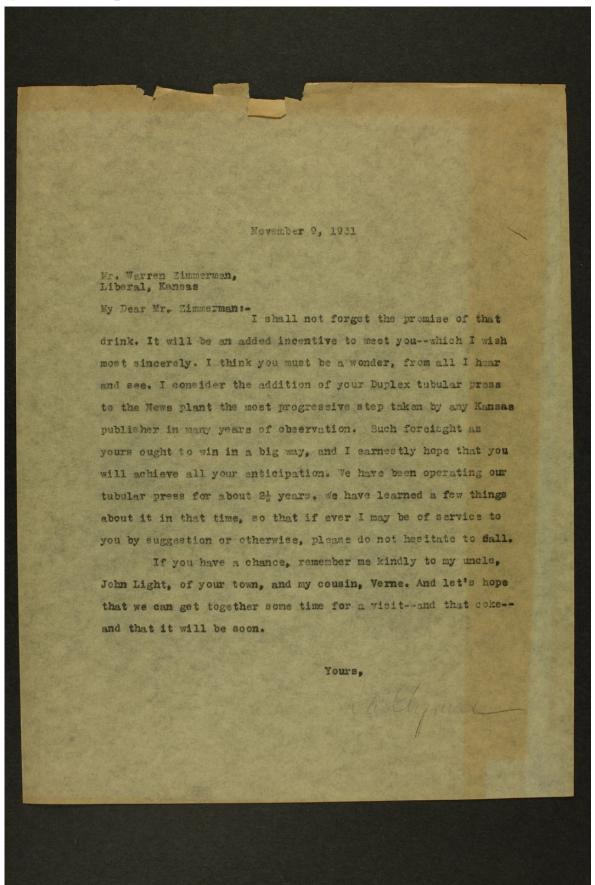
I am more sorry than I can tell for what happened in the long ago. I have always been sorry. The loss of your friendship was, and always has been, a real deprivation to me. I have never harbored the slightest bit of ill will toward you, and hope you have not toward me. I don't want to go into the difficulties of the past; they should have been avoided and I am full willing to take my share of blame for them I have wanted to tell you these things for years. Kept thinking I would see you at an editorial meeting some time, and that I might say them rather than write. But I am going to tell you now--and I hope you will accept them in the spirit in which they are extended.

I have followed your work largely through reprints and know that you have been making good. That, of course, was to be expected, for there has never been any doubt with me of your ability. I don't know how seriously you are taking your work on the side, but I do know that you have built up a lasting reputation for "Fodder," and that you should take advantage of it. I see many letters addressed to our office, which contain orders for the book, or ask where it may be had. I do not know whether you have marketed it, or not, but I know that you should I wonder if you would let me help you again. "Fodder" struck

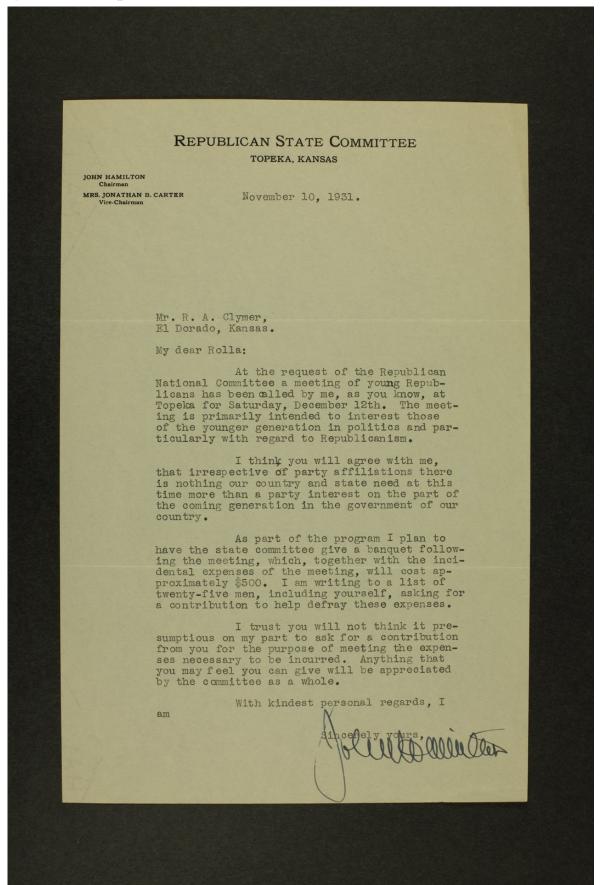




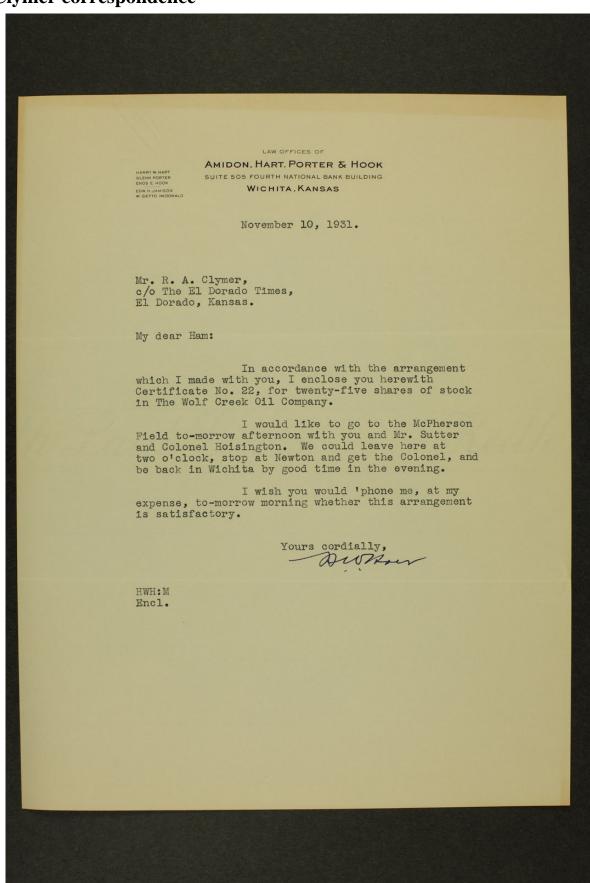




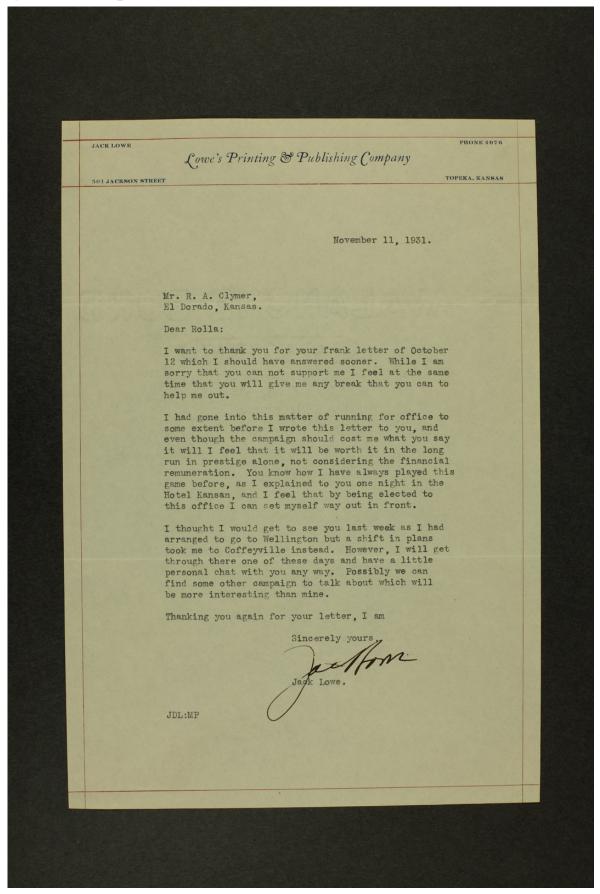




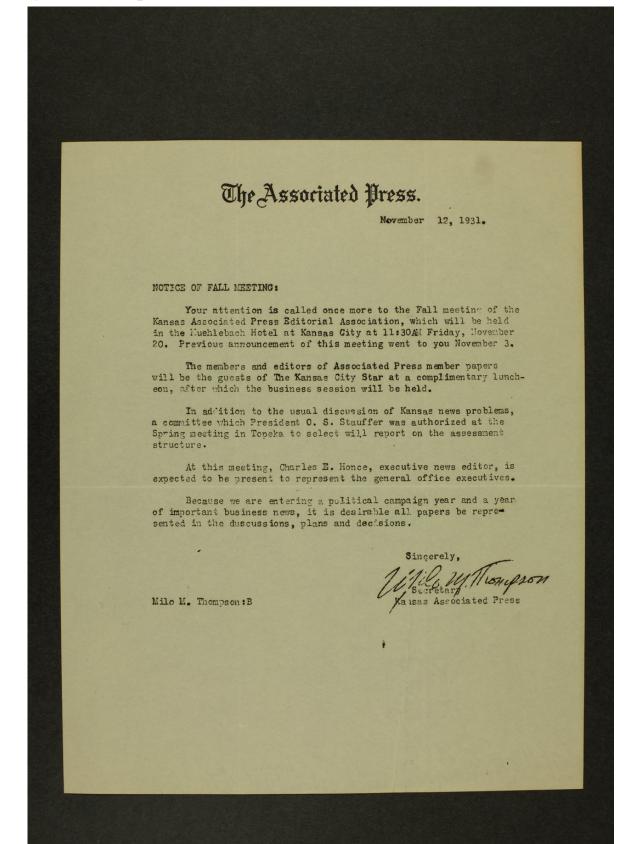




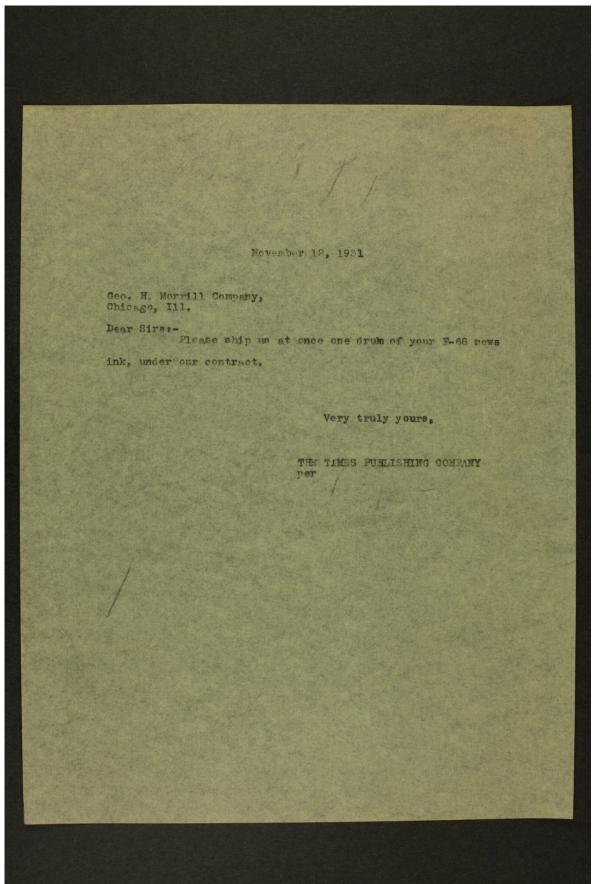














Rolla Clymer correspondence

November 12, 1931

Hr. George Wood, Eureka, Kansas

The Montgomery Ward & Company store at

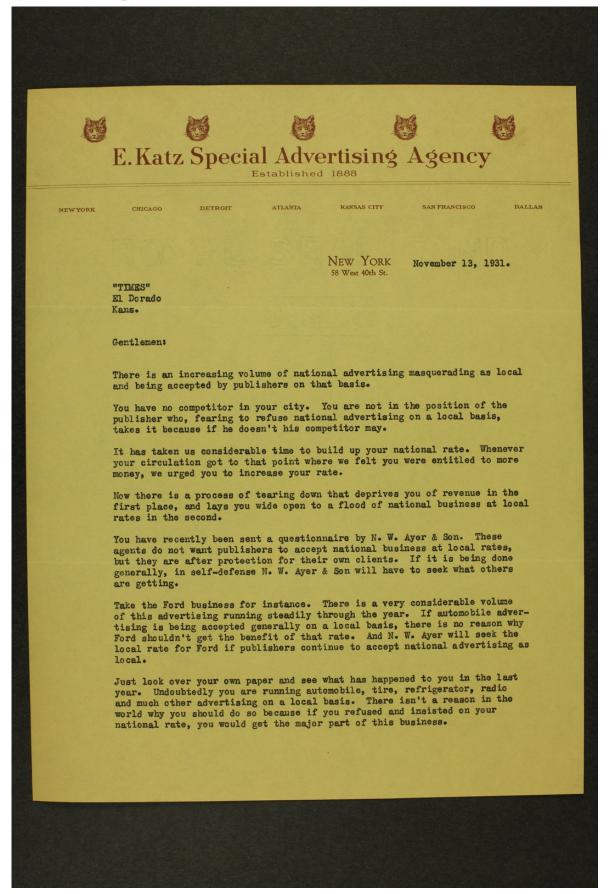
Eureka is to be closed soon, as you doubtless know. The
advertising manager of the store here has asked that I write
you to discover whether or not it will be against your
policy to accept advertisements from the El Dorado store.

This store would not care to enter into a contract for a
definite amount of space, but would use your paper from time
to time. It is a matter for you to decide, judging by your
local situation. If the El Dorado store cannot buy space from
you, it will flood Eureka and Greenwood County with bills--and
we will print the bills. But I have no chips in the game, and
want you to decide the matter according to your own ideas of
fitness. If your reply is favorable, please indicate the rate
you will ask.

I think your wife is gone. When she returns, we want to have you and the Allens over here for an evening. Will you come? I think I can promise eats 'neverything--provided the depression does not hold out too long.

Sincerely,







Rolla Clymer correspondence

Page #2.

No advertiser comes to you because he can get a lower rate. He uses your paper because he wants to cover your market, because there is business for him in your city, because he has a live dealer who is marketing the merchandise advertised in your town.

The local dealer will bring you a mat, will tell you a long story about how he is placing the business, and if you take it you are simply robbing yourself of the differential between your local and your national rate.

There isn't any need for us to elaborate on this situation. We have hesitated about writing you because, in a sense, we are interested. But our interest goes beyond our commission for it covers our entire business with your paper and other papers we represent.

If the national rate is broken down and advertisers are free to come in when they will at your local rate under one guise or another, it is not going to be very long before you won't have any national rates and not a lot of national business.

In times like these there is greater effort to break rates than during flush times when business is good, when everybody is making money and when price is not questioned as it is today. But regardless of the times, there is no reason or excuse for your being imposed upon by local distributors.

You may lose a piece of business here or there, but the rate you will obtain for the advertisingyou run will more than offset any such loss if you insist on the national rate for what is strictly national advertising.

There is no more reason why an automobile dealer or a radio dealer should be entitled to place the advertising of the house he represents at your local rate, than there is for a drug store coming to you and asking for the local rate on a patent medicine that he has the exclusive agency for.

We would like your cooperation in maintaining national rates and we would like you to refuse absolutely all advertising that is fairly national when it is brought to you as local business. It isn't a question of pleasing the local dealer; it is absolutely a question of your maintaining the integrity of the business that has been built up through years of selling.

You are no more culpable than any other publisher on our list. A great many of them are easing off because of the times and they are only hurting themselves. Surely, you can see this and you can find every reason why it should cease.

We trust that you will give orders that in future business definitely and plainly national advertising should be refused on any basis but that of your national rate.

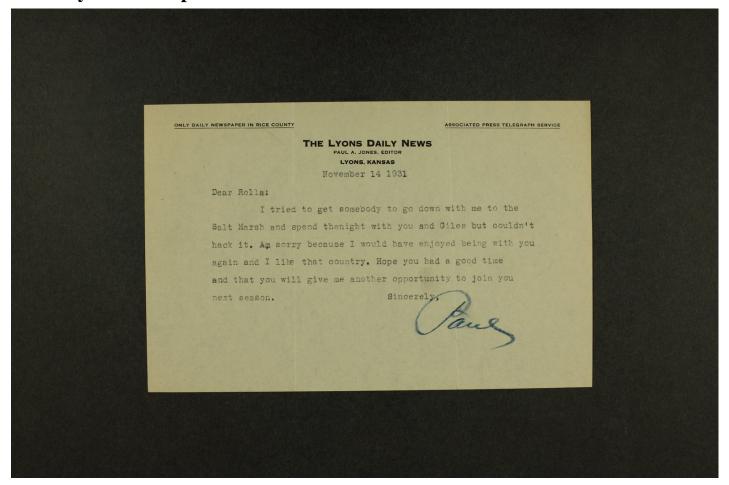
Sincerely,

E. KATZ SPECIAL ADVERTISENG AGENCY,

President.

GRK:LG







Rolla Clymer correspondence

THE EUREKA HERALD

ESTABLISHED IN 1868

OFFICIAL COUNTY PAPER
GEO. G. WOOD, PUBLISHER
EUREKA, KANSAS

November 14, '31.

Mr. R. A. Clymer,

El Dorado, Kansas,

My dear Rolla:-

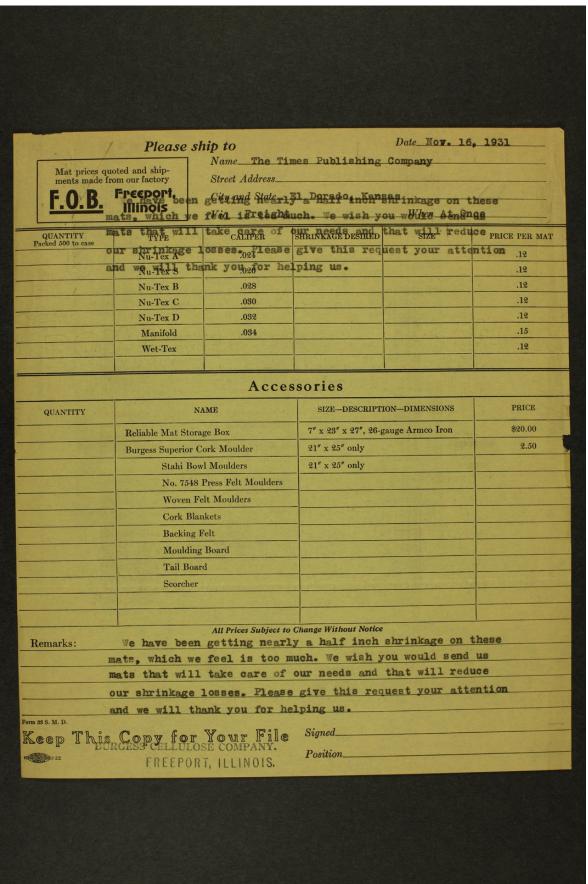
It seems unwise for us to accept Ward's advertising from
the El Dorado store; probably one of those cases where turning
it down will do us no good, but accepting it might do us considerable harm. We have made it a rule not to take advertising
from retail stores outside the county in direct competition
with local merchants. We are going to miss Ward's business.
Chain store ads have been our principal source of revenue during recent months and it is tough to lose Ward's patronage,
but under the circumstances it seems the advisable thing to
do. Thanks for the suggestion, anyway.

My wife is still in Kansas City. Miriam is expecting a visit from the stork any day and Mrs. Wood will remain with her for the big event. When she returns we shall be delighted to accept the invitation for an evening at your home. I know the Allens will be equally pleased. Mert and I are southpaws at golf, but ambidextrous with knife and fork, and how we love to demonstrate.

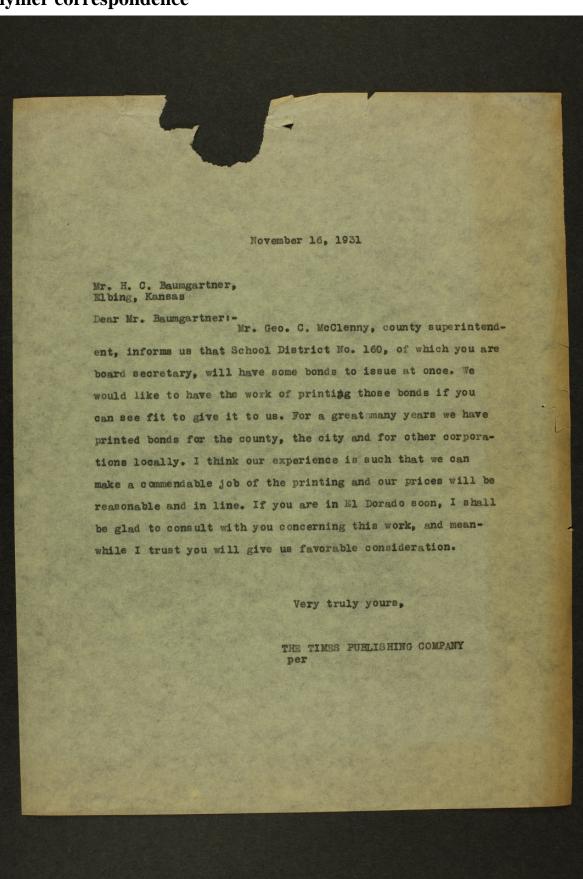
Give my regards to Mrs. Clymer.

Sincerely,

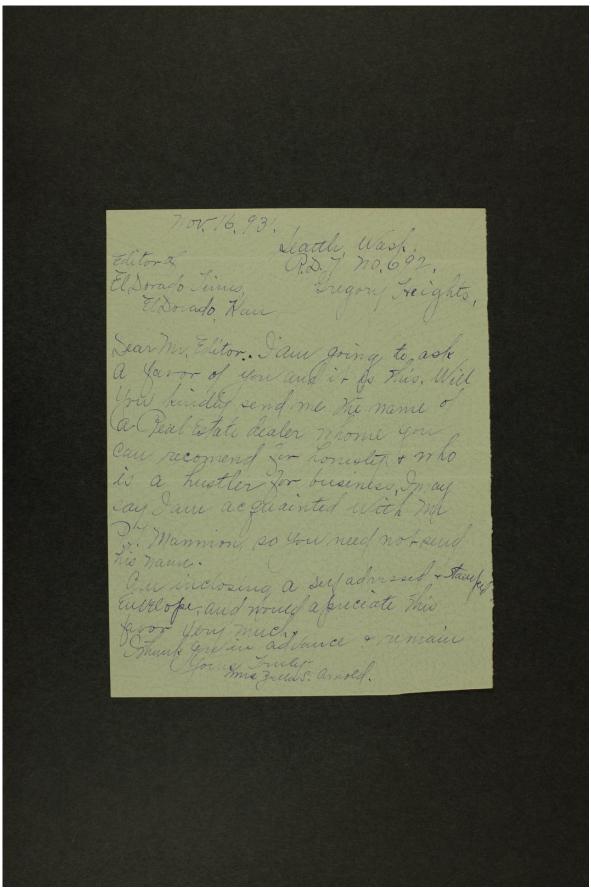




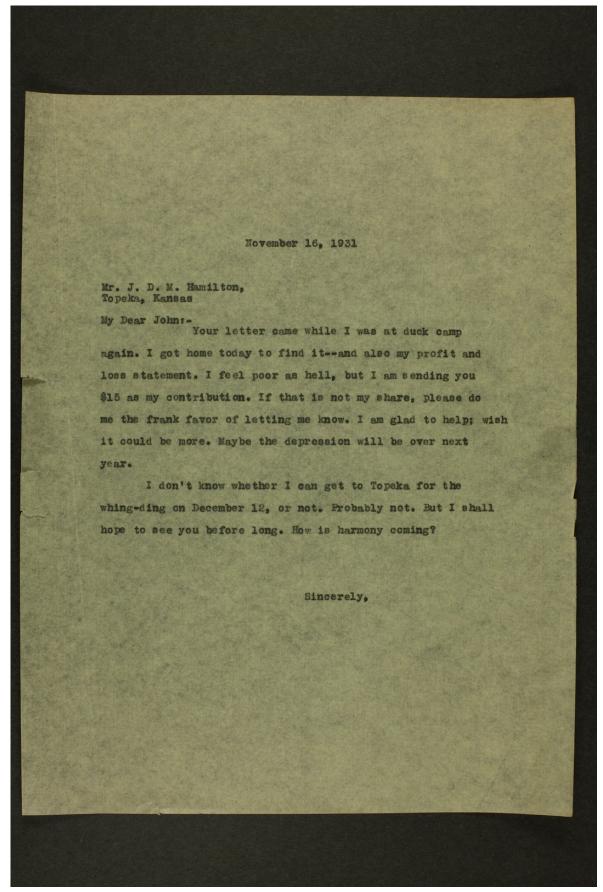




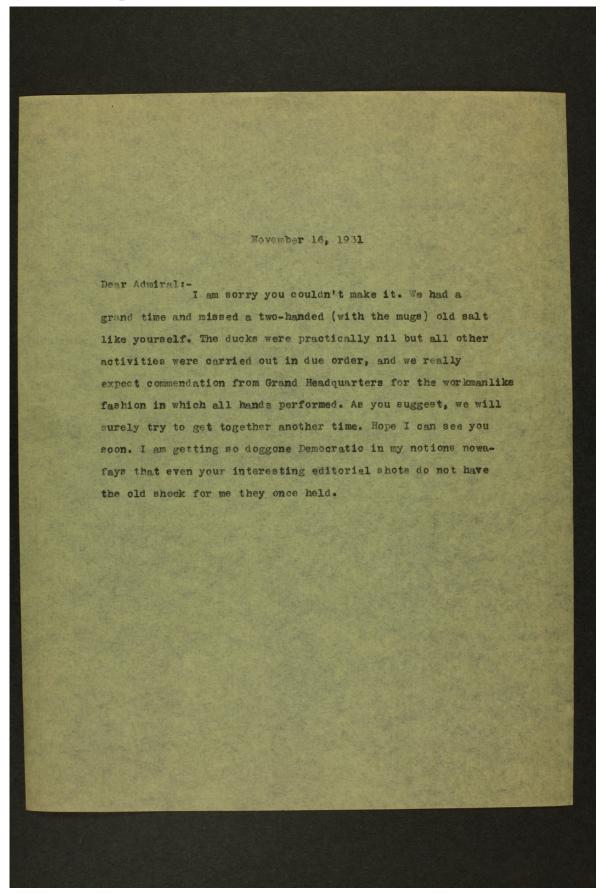




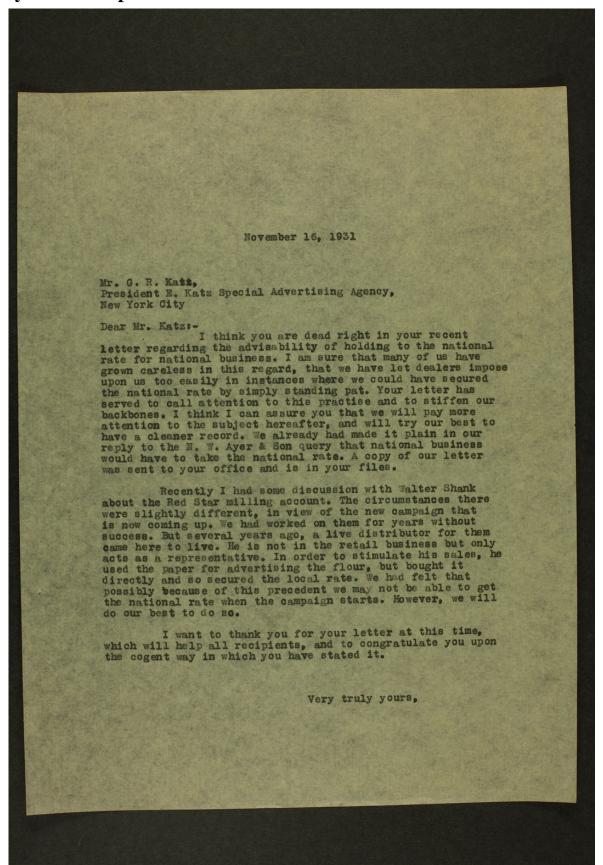




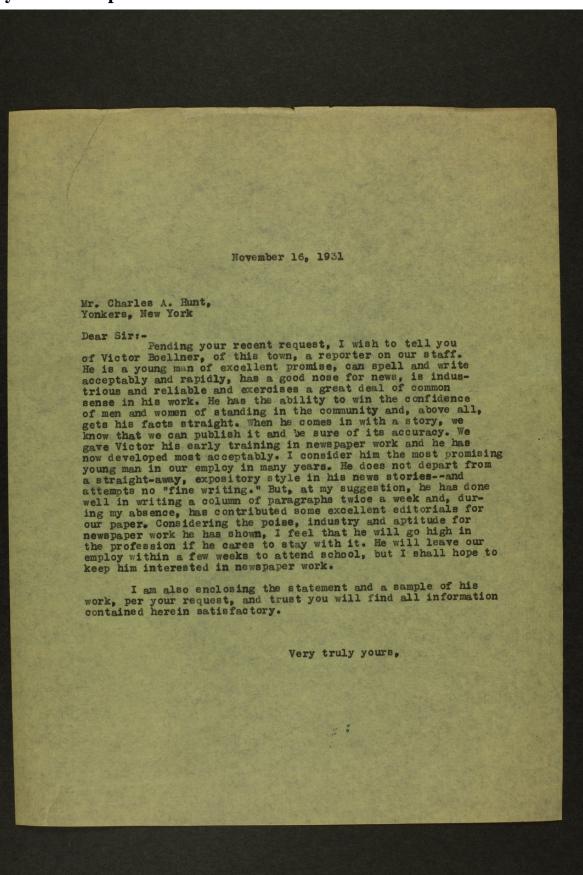














Rolla Clymer correspondence

DRS. TRIMBLE & GRANGER
EYE, EAR, NOSEAND THROAT
SUITE 405 AND 406
CITIZENS NATIONAL BANK BUILDING

OFFICE HOURS: 9:00 TO 12:00: 1:30 TO 4:00

November 17, 1901

Dear Giymer,
Yes, I'll beglad to write a little about the game although you may have read or heard of all that I will say.

I can recall a few times that C of E has been overconfident (but very few) and in most cases they snapped out of it in time to come thru in the last half. Washburn and the Normal have always been guilty of the much pride too many times. The Ionabods came down to beat us at least rive touchdowns. They were chierring 4 - I odds and 12 to 18 points. Very little money changed hands however as the local boys were arraid to risk more than a few cent's at a time.

At Southwestern the line played very poorly and in the second quarter against Pittsburg the backfield went to pieces. But last Friday both line and backfield decided to play some flotbail. In two previous games koonz, a sophomore aspirant for half and quarter refused to catch punts, let them fall and roll bounce against him etc. ETC. During the week Smith went over with each man his duties and general line of play. In the course of his talks with quarters, he said he wanted to see no more balls rolling aroind the field unless opponents were right on the men so a fumble would be disastrous. Well he forgot to modify his statement (because of the rain and a wet muddy ball) so koonz went in to do or die. He caught every punt he tried for and he tried for every ball hecould possibly get his hands on during the first half. He caught them standing, running forward and to the side and finally jumped up in the air to get one that he could not wait to come down to him! It must have been discouraging to Washburn to see a safety handle every ball clean from punts when they could not hold balls passes to them from scrimmage. Washburn fumbled 12 times while we fumbled 4 times. Of the sixteen loose balls, C of E recovered 14 of them!! It got so that late in the game the entire crowd just yelled that is was no use to separate players to see who hadit, that college would have it safely. A few of us who watch the play quite closely saw a very funny sight but one that showed the alertness of the college gang. A Washburn fumble, a sudden pile of players scrabling madle for the ball, a college player spilled by an Ichabod but the College player (a sub center late in the game) fell on his belly right in front of the mass of players over the ball. As he looked up from a prone position he saw the ball under the pile so he calmly reached in drew it out and curled up on it. It was raining steadily, his face was a mass of mud from his fall but he was still after the ball.

The boys played with grim determination right from the start but

The boys played with grim determination right from the state but after we got two touchdowns, the boys actually relaxed a little in their tenseness (which was a good thing) and started to kid the Ichabods. Bigham, our right end, helped the great Edwinson up after he had fumbled and said, "An all-state half should really not fumble like that".



