

Rolla Clymer correspondence

Section 83, Pages 2461 - 2490

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

Numbers and Locations of Our Five Hundred Seventy-One Stores

ALABAMA		IDAHO—Cont		LOUISIANA		NEVADA		OREGON		TEXAS—Cont	
400	Angiston	30	St. Anthony	416	Alexandria	24	Ely	40	Albany	367	Victoria
460	Golden	260	Salmon	495	Baton Rouge	146	Las Vegas	109	Astoria	431	Waxahachie
391	Selma	127	Sandpoint	127	Lake Charles	25	McGill	27	Athens	164	Wichita Falls
435	Tulalosa	46	Shoshone	395	Monroe	64	Tonopah	63	Baker	340	Yoakum
ARIZONA		ILLINOIS		MAINE		NEW JERSEY		UTAH			
93	Bisbee	417	Cairo	553	Waterville	486	Salem	138	Corvallis		
166	Douglas	408	Cañon	MARYLAND		NEW MEXICO		483	Cottage Grove		
167	Flagstaff	284	Centralia	539	Frederick			39	Dallas	17	American Fork
520	Globe	199	Champaign	MICHIGAN		86	Albuquerque	145	Enterprise	19	Bingham Canyon
184	Jerome	522	Danville	322	Adrian	420	Clovis	233	Forest Grove	20	Bountiful
481	Kingman	286	Dixon	178	Alma	441	Carlsbad	147	Hood River	390	Cedar City
85	Mesa	249	Jacksonville	484	Alpena	51	East Las Vegas	63	La Grande	11	Eureka
94	Miami	307	Elgin	262	Cadillac	54	Gallup	133	Lakeview	23	Gunnison
240	Nogales	124	Freeport	148	Calumet	402	Las Cruces	209	Lebanon	53	Heber
251	Phoenix	268	Galesburg	473	Coldwater	88	Raton	296	McMinnville	35	Helper
95	Prescott	212	Kankakee	149	Escanaba	87	Roswell	82	Marshfield	129	Magna
459	Safford	193	LaSalle	205	Hilldale	373	Santa Fe	105	Milton	194	Marysville
255	Tucson	201	Lincoln	346	Holland	282	Silver City	143	Oregon City	18	Midvale
49	Winslow	137	Moine	234	Houghton	NEW YORK		26	Pendleton	336	Milford
456	Yuma	438	Mount Carmel	546	Ionia	41	Roseburg	217	Portland	14	Mount Pleasant
ARKANSAS		309	Murphysboro	351	Iron Mountain	132	Salem	499	Portland (339 Williams Ave.)	165	Nephi
415	Fort Smith	358	Quincy	563	Iron River	396	Silverton	41	Roseburg	12	Price
CALIFORNIA		290	Rockford	563	Iron River	63	The Dalles	15	Provo	22	Richfield
250	Anaheim	INDIANA		563	Iron River	230	Tillamook	15	Provo	6	Richmond
72	Bakersfield	211	Anderson	134	Ironwood	PENNSYLVANIA		15	Provo	16	Spanish Fork
447	Burbank	561	Clinton	172	Loper	365	Ambridge	63	The Dalles	48	Springsville
47	Chico	549	Columbus	364	Loudon	365	Beaver Falls	376	Sugar House	371	Suffolk
299	Dubuque	244	Connersville	371	Manistee	365	Beaver Falls	384	Tremonton		
318	El Centro	485	Crawfordsville	564	Manistee	NORTH CAROLINA		VIRGINIA			
274	Fresno	777	Elkhart	564	Manistee	543	Burlington	523	Fredricksburg		
516	Glendale	423	Elwood	200	Muskegon	510	Concord	512	Harrisonburg		
219	Hanford	291	Frankfort	197	Owosso	559	Goldsboro	490	Chester		
556	Lindsay	291	Huntington	231	Niles	563	Courtsville	563	Courtsville		
410	Lodi	211	LaPorte	173	Port Huron	188	Franklin	216	Greensburg		
144	Marysville	215	LaPorte	259	Saginaw	511	Statesville	446	Grove City		
409	Merced	472	Marion	567	Sault Ste Marie	566	Wilson	447	Hanover		
97	Modesto	288	Michigan City	MINNESOTA		530	Winston-Salem	304	Lancaster		
515	Monrovia	450	Muncie	424	Albert Lea	NORTH DAKOTA		469	McKeesport		
186	Napa	398	New Castle	278	Austin	175	Carrington	326	Aberdeen		
50	Needles	375	Princeton	295	Bemidji	78	Devils Lake	301	Mount Carmel		
529	Oakland	375	Princeton	406	Brainerd	58	Grand Forks	180	Oil City		
529	Palo Alto	480	Atlantic	174	Crookston	116	Dickinson	192	Pittston		
345	Petaluma	353	Centerville	353	Faribault	57	Fargo	527	Pottstown		
330	Pomona	129	Fergus Falls	100	Hibbing	58	Grand Forks	508	Shamokin		
190	Porterville	256	Cedar Rapids	103	Little Falls	418	Harvey	202	Shenandoah		
535	Red Bluff	338	Charles City	108	Mankato	337	Jaunesburg	385	Titusville		
452	Reedley	208	Clinton	343	New Ulm	285	Mandan	258	Warren		
425	Richmond	161	Creston	265	Owatuons	112	Minot	521	Williamsport		
403	Riverside	157	Decorah	131	Red Wing	489	Rugby	312	Washington		
524	Roseville	308	Charles City	427	Rochester	115	Valley City	521	Williamsport		
214	Sacramento	507	Fairfield	99	St. Cloud	56	Walpole	SOUTH CAROLINA			
125	San Bernardino	89	Fort Madison	210	St. Paul	113	Williston	528	Anderson		
431	San Fernando	315	Kokuk	434	Two Harbors	OHIO		532	Florence		
439	San Leandro	120	Marshalltown	142	Virginia	207	Alliance	SOUTH DAKOTA			
478	Santa Ana	506	Muscataine	437	West Duluth	487	Ashtabula	461	Aberdeen		
548	Santa Monica	331	Newton	331	Willmar	349	Bellefontaine	263	Brookings		
501	Santa Paula	266	Oskaloosa	350	Winona	368	Bucyrus	153	Huron		
102	Santa Rosa	96	Ottumwa	MISSISSIPPI		474	Chillicothe	348	Madison		
372	Selma	194	Perry	514	Biloxi	411	Coshocton	152	Mitchell		
198	Stockton	463	Red Oak	532	Gulfport	334	Defiance	270	Rapid City		
333	Taft	170	Shenandoah	526	Hattiesburg	442	East Liverpool	121	Redfield		
369	Tulare	305	Washington	187	Postoria	489	Findlay	363	Watertown		
341	Turlock	193	Webster City	MISSOURI		366	Galion	430	Yankton		
525	Van Nuys	354	Cape Girardeau	357	Chillicothe	222	Hamilton	TENNESSEE			
218	Ventura	357	Chillicothe	500	Hamilton	397	Lancaster	399	Bristol		
334	Vitalia	269	Hannibal	311	Independence	181	Lima	493	Dyersburg		
422	Watsonville	220	Joplin	204	Kirkville	182	Mansfield	467	Jackson		
412	Whittier	279	Clay Center	257	Maryville	558	Norwalk	475	Johnson City		
COLORADO		279	Emporia	189	Moberly	541	Portsmouth	419	Morristown		
32	Aguilar	325	Fort Scott	280	Nevada	485	Salem	519	Rockwood		
43	Alamosa	458	Great Bend	243	St. Joseph	444	Van Wert	TEXAS			
442	Boulder	281	Hutchinson	273	Springfield	482	Washington Court House	71	Ahlene		
119	Canon City	361	Albion	466	Trenton	464	Zanesville	244	Anaconda		
162	Colorado Springs	171	Arkansas City	MONTANA		OKLAHOMA		448	Austin		
378	Delta	157	Atchison	68	Anaconda	414	Alva	176	Brownwood		
479	Denver	381	Ottawa	34	Great Falls	183	Armore	329	Cleburne		
62	Durango	252	Parsons	91	Newton	297	Bartlesville	405	Corsicana		
33	Fort Morgan	168	Pittsburg	283	Whitefish	177	Blackwell	160	Dalhousie		
32	Grand Junction	443	Pratt	NEBRASKA		491	Bristow	241	Fort Worth		
36	Las Animas	159	Salina	77	Beatrice	491	Bristow	378	Gainesville		
169	Longmont	462	Broken Bow	302	Columbus	547	Cushing	568	McAllen		
74	Loveland	540	Wichita	302	Columbus	238	El Reno	404	McKinney		
2	Monte Vista	122	Falls City	144	Davis City	191	Enid	389	Marshall		
21	Montrose	308	Fremont	308	Fremont	318	Frederick	236	Palestine		
73	Sterling	60	Grand Island	61	Hastings	374	Guthrie	138	Paris		
13	Trinidad	389	Frankfort	271	Kearney	60	Lawton	421	Port Arthur		
386	Walsenberg	496	Hopkinsville	104	McCook	136	Muskogee	215	San Antonio		
465	Wray	492	Mayville	407	Nebraska City	377	Ponca City	163	Sherman		
GEORGIA		402	Owensboro	272	Norfolk	432	Sapulpa	388	Terrell		
570	Athens	392	Paducah	156	North Platte	375	Shawnee	388	Terrell		
534	La Grange	430	Richmond	123	Ord	413	Vinita	513	Vernon		
503	Rome	IDAHO		KENTUCKY		WYOMING					
111	Coeur d'Alene	304	Bowling Green	389	Frankfort	1	Kemmerer				
45	Downey	389	Hopkinsville	496	Hopkinsville	75	Laramie				
196	Hailey	540	Windsor	492	Mayville	76	Rawlins				
118	Jerome	540	Windsor	492	Mayville						
42	Kellogg	304	Bowling Green	389	Frankfort						
9	Lewiston	389	Hopkinsville	496	Hopkinsville						
8	Mackay	492	Mayville	492	Mayville						
3	Malad	402	Owensboro	492	Mayville						
10	Moscow	492	Mayville	492	Mayville						
4	Preston	402	Owensboro	492	Mayville						
7	Rexburg	492	Mayville	492	Mayville						
55	Ruby	492	Mayville	492	Mayville						
287	Rupert	492	Mayville	492	Mayville						

Rolla Clymer correspondence

H. B. THOMPSON
PRESIDENT

E. E. PRIZELL
VICE-PRESIDENT

H. W. AVERY
TREASURER

E. HUTTON
SUPT. OF CONCESSIONS

THE KANSAS STATE FAIR

BY THE KANSAS STATE BOARD OF AGRICULTURE

SEPTEMBER 19-25, 1925

HUTCHINSON, KANSAS

A. L. SPONSLER
SECRETARY



July 27, 1925

Dear Publisher:

Please send us your Advertising Rates for display advertising for the Kansas State Fair.

As has been customary for the last few years, the Editorial and Newspaper people's banquet will be held Friday evening, Sept. 25th at 5:30 p.m. The banquet will be over in ample time for the newspaper people to see the night entertainment in front of the grandstand.

Thanking you for your prompt attention to this matter, we are,

Yours very truly,

KANSAS STATE FAIR

Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From *Kansas City Office*

DATE *July 27th, 1925.*

To

*El Dorado Times,
El Dorado, Kansas*

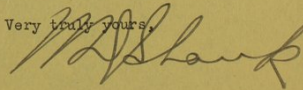
Re: JOHNSTON PRESS CORP.

Gentlemen:

Any business that you may receive at any time from the Johnston Press Corporation, 118 North Topeka Avenue, Wichita, Kansas, you may insert according to schedule, forward the order to us and we will give you our return order.

We have opened an account with them and are giving them credit and allowing them commission.

Very truly yours,



W.D. Shank
HR

Rolla Clymer correspondence

E. Katz Special Advertising Agency

Established 1888

From *Kansas City Office*

DATE *July 27th, 1926.*

To

*El Dorado Times,
El Dorado, Kansas*

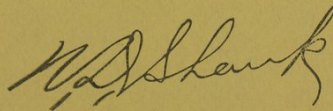
Gentlemen:

Do not accept any more business from the Clyde H. Smith Advertising Agency of this city unless cash accompanies order.

We would appreciate your referring any orders that you may receive direct from the agency to this office.

Very truly yours,

W.D. Shank
HR



Rolla Clymer correspondence

July 27, 1925

World's Dispensary Medical Association,
Buffalo, N. Y.

Dear Sirs:-

We have received advertising contract for your Association through our representatives, The E. Katz Special Advertising Agency, for which we wish to thank you. We wish to advise you in this behalf that the E. Katz Agency is authorized to bill and collect for all advertising on this account appearing in our publication, and this letter will be your authority for the Katz Agency to do so.

Trusting that advertising through The Times will be productive of substantial gains in sales of your products in this vicinity, we are

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer correspondence

The Federal Reserve Life Insurance Company

CAPITAL AND SURPLUS \$ 450,000.00

Office of the
Secretary

Kansas City, Kansas

July 28, 1925.

Dear Sir:

Would you like to have a travel accident policy with The Federal Reserve Life Insurance Company at a cost of one dollar?

This policy provides one thousand dollars of insurance, or if you be injured it will pay you fifty dollars a month for six months.

We are also selling a travel accident policy at two dollars a thousand, which provides a thousand dollars in case of death, and one hundred dollars a month for a period of six months if you are injured.

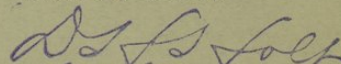
Nineteen thousand people were killed by automobiles last year and four hundred fifty thousand were injured.

Every day that you are on the streets or highways as a pedestrian, or as a passenger in an automobile, or as the driver of an automobile, you are risking your life.

If you wish the policy, sign the enclosed card and return it to us and we will send the policy. You can pay for it after you receive it if it be satisfactory to you. If not satisfactory, you may return it to us without any cost to you.

This Company has assets of more than One and One-half Million Dollars.

Sincerely yours,


D. H. HOLT.

CW



July 28, 1925

Kansas State Fair,
Hutchinson, Kansas

Dear Sirs:-

In reply to your recent favor, we are enclosing
our rate card which gives full information concerning our
publication and our charges for advertising.

We might add that we do not use plate. We can
handle mats up to a full page.

We shall be glad to serve you.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer

Rock Valley Iowa
July 28th 1925

Editor, El Dorado Republican

Dear Sir

Could you give me the address of Harwood & Winter. They are the parties who are drilling on Sec 7-24-8 Also the address of Rhodes and Able. Drilling on 9-24-8. Also of Robertson & Hays & Drilling on 30-24-8 If you could mention their address when referring to them in your next paper I would greatly appreciate it as I own some land in 6-24-8 and want to correspond with these parties. I publish a very breezy newsie paper and any news in the vicinity of 6-24-8 is very interesting to me at the present time.

Truly Yours
J. C. Dueselager



July 28, 1925

The Woodlawn Metal Company, Inc.,
New York City

Dear Sirs:-

In reply to your recent letter, addressed to The Republican, which was received by us, will say that The Republican as a daily publication has been out of business since December 1, 1919, and that we know nothing whatever of the obsolete cuts to which you refer.

Very truly yours,

THE TIMES PUBLISHING COMPANY

Rolla Clymer correspondence

July 29, 1925

Mr. D. O. McCray,
Topeka, Kansas

My Dear Mr. McCray:-

Enclosed you will find herewith a tear-sheet from yesterday's Times showing the way in which we handled your article on Governor Paulen. It has occurred to me that it might be more convenient for you, rather than mimeographing, to have as many copies of this article as you want run off on the job press. Therefore, I have had the foreman hold the type form up and will await your pleasure. This could be done at small expense--much less than the cost of mimeographing, I am sure. If you would rather handle it some other way, all right; I thought this might be of some advantage to you.

I am saving half a dozen copies of the entire paper for you and will send them along after I hear from you. If you care to have the printed form, please let us know at once, also adding any matter than you would like to have printed on the same sheet.

In haste,

Rolla Clymer correspondence

E. Katz Special Advertising Agency Established 1888

From *Kansas City Office*

DATE *July 29, 1925.*

To *El Dorado Times,*
El Dorado, Kansas.

Re: SCHNOOR CANDY CO.

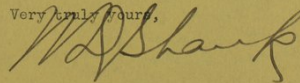
Gentlemen:

We are advised by The Johnston Press Corporation of Wichita, Kansas, that they will soon have a schedule for you on the Schnoor Candy Company.

It is the plan of this concern to run every week beginning with September 4th and concluding with December 24th.

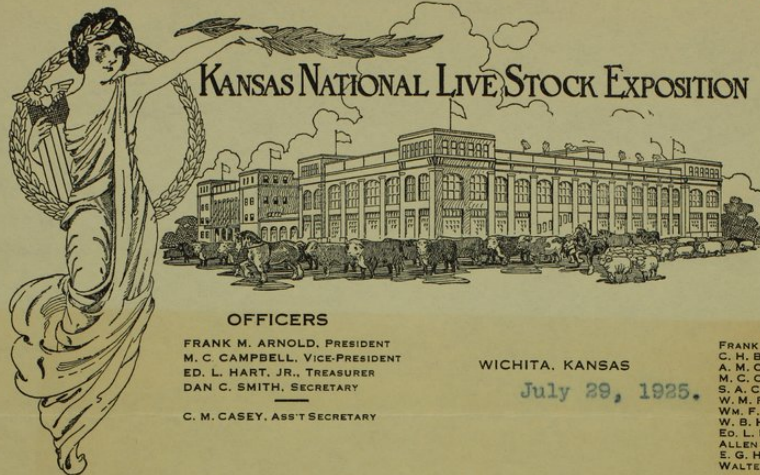
When these orders come through you can insert as scheduled and we will give you our return order.

Very truly yours,



W.D. Shank
HLM

WICHITA, KANSAS. NOVEMBER 9-14, 1925



OFFICERS

FRANK M. ARNOLD, PRESIDENT
M. C. CAMPBELL, VICE-PRESIDENT
ED. L. HART, JR., TREASURER
DAN C. SMITH, SECRETARY
C. M. CASEY, ASST SECRETARY

WICHITA, KANSAS

July 29, 1925.

DIRECTORS

FRANK M. ARNOLD	C. W. MCCAMPBELL
C. H. BROOKS	J. H. MERCER
A. M. CAMPBELL	W. C. MILLAR
M. C. CAMPBELL	J. C. MOHLER
S. A. COLEMAN	KARL MOSSBACHER
W. M. FERGUSON	JOHN A. REED
WM. F. FLOTO	L. W. ROBISON
W. B. HARRISON	F. A. RUSSELL
ED. L. HART JR.	H. S. SLADEN
ALLEN W. HINKEL	DAN C. SMITH
E. G. HOOVER	W. J. TODD
WALTER INNES JR.	E. A. WATKINS
JAS. A. WOOD	

Dear Sir:

The Ninth Annual Kansas National Livestock Show will be held in Wichita, November 9 to 14.

Kindly quote me display rates for one time run and also on succeeding runs on same ad. All advertising will be placed direct from this office, eliminating any and all commissions. Kindly figure your rates on that basis.

Thanks for your attention in the matter.

Very truly yours,

KANSAS NATIONAL LIVESTOCK SHOW,

KC:DG

By

C. M. Casey



July 29, 1925

Mr. J. C. Stuckelager,
Rock Valley, Iowa

Dear Sir:-

In reply to your recent letter will say that the address of Harwood & Winter, Rhodes & Abel and Hayes & Robertson all is at Eureka, Kansas. If you will address these firms at that town, I am sure your communication will reach them. I am glad you like our paper. We try to keep up to the minute on the oil news, and you may be sure that we will keep careful watch over the developments in Northeastern Butler County.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per

Rolla Clymer



Rolla Clymer correspondence

July 29, 1925

Editor & Publisher,
New York City

Dear Sirs:-

I have been asked to make a talk on August 18 before the Kansas Master Cleaners & Dyers Association, which is holding its state meeting at Wichita at that date. The subject of my talk ~~is~~ concerns the most valuable forms of advertising that the cleaners and dyers can use to promote their business. Naturally, I shall tell the association that newspaper advertising is best of all. In making preparations for my talk, it occurred to me that Editor & Publisher might have some material, or might inform me where to get some matter, that will enable me to present this subject adequately. Therefore, I am writing you and shall be most grateful for any assistance you can give me.

Editor & Publisher continues to be the office "Bible" around The Times, and every member of the staff fights for it each week. You would be surprised how many helpful things we, of a small town newspaper, get from your excellent publication.

I shall be obliged for an early reply and will be greatly obliged for the favor.

Very truly yours,

Rolla Clymer correspondence

July 29, 1925

Mr. W. A. Bailey,
General Manager The Kansan,
Kansas City, Mo.

Dear Mr. Bailey:-

We have taken up the matter of Brunswick Radiola, in connection with the Food-Radio Shows for next fall, with the local dealer and he has promised to equip and man a booth. He is writing to Mr. M. C. Schoenly about the service charge. My impression is that we may count upon our local dealer for the fullest support. Naturally he is trying to escape that service charge, if possible.

I think you are doing well on this general project and we are very grateful for your efforts.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per *Rolla Clymer*



THE ASSOCIATED PRESS
Gateway Station
Kansas City

July 29, 1925.

To the Members:

In protecting the papers out of hours on news of extraordinary importance, such as the death of President Harding and death of William J. Bryan, we have been handicapped because the Western Union offices in some towns closed before the dispatch was delivered, and we were not notified of this fact.

If the members will answer the questions in this circular and return it to us promptly it will enable us to make up special protection lists for use in emergencies. Use of these lists will make possible the fastest means of protection to you.

This office should be notified promptly of any change in the person designated to receive the telephone protection.

Sincerely yours,

RALPH H. HEPP

Correspondent.

Paper _____ City _____

If your telegraph office is closed at time E.O.S. news is available do you want protection by telephone? _____. If so, whom shall we call? _____. How late do you want telephone protection on week nights on such news? _____; do you want such protection on Sunday, if so how late? _____; do you want such protection on a holiday if you are not publishing, if so how late? _____

Do you prefer to have ALL protection on E.O.S. news by telephone regardless of whether your telegraph office is open at the time the news is available? _____

If not, state under what conditions you prefer telephone service to telegraph. _____

Briefly, on what class of news do you want telephone protection at any hour of the day or night if your telegraph office is closed.

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Rolla Clymer correspondence

July 29, 1925

The Woodlawn Metal Company,
New York City

Dear Sirs:-

Since the receipt of your recent letter, we have investigated the cut situation from the list you sent us. A former executive of this company, who is no longer connected with it, had charge of these cuts. We find that a vast majority of them have disappeared or dismantled. Of the list, only a few of the Climacene and Standard Oil Company cuts are to be found in our basement.

We are sorry that we can make no more favorable report, but the receipt of these cuts has been spread over five or six years and the present management had nothing to do with them. As far as cuts used in more recent campaigns are concerned, we would be glad if you would check up closely and inform us, so that we can return the ~~x~~ cuts and not duplicate the present disappointing situation.

Very truly yours,

THE TIMES PUBLISHING COMPANY

Rolla Clymer correspondence

July 30, 1925

Kansas National Livestock Show,
Wichita, Kansas

Attention Mr. C. M. Casey

Dear Sir:-

in reply to your recent favor, we take pleasure in quoting our rates for display advertising in The Times, as follows: two and one-half cents per agate line, or thirty-five cents per column inch, for each insertion. This rate applies only where no commissions are included, otherwise our rate of three cents per line, or forty-two cents per inch, is charged. Our daily circulation is about 4500.

We will take great pleasure in serving your needs and will await your orders.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per



Rolla Clymer correspondence

July 30, 1925

J. C. Penney Company, Inc.,
New York City

Attention Mr. R. L. Whitman

Dear Sirs:-

We were pleased to receive your communication today and have been at pains to fill out your enclosed questionnaires carefully, and are herewith returning them to you. The advertising rate that will apply to your store here is noted on your blanks in the proper spaces. We have also enclosed one of our foreign rate cards because it gives some detailed information concerning The Times which no doubt you will wish to know. The rates quoted on that card are for foreign advertisers, handled through agency means, and do not apply to the local institution you will shortly establish here.

The Times is exceedingly glad to have one of J. C. Penney's stores locate in this town. We have noted with interest the rumors during the past several years that the company was seeking a location here, and are now pleased that circumstances have made its coming possible. We enclose also marked copies of tear sheets from our newspaper of July 7 and 8, showing our reference to the matter at that time.

We feel sure that J. C. Penney will find ElDorado an excellent town for a store. ElDorado is the countyseat of Butler County, which is the largest county in Kansas. This town dominates the great oil fields of Butler, Greenwood, Elk and Marion Counties and to a large extent, the agricultural and cattle-grazing interests of the same territory. The daily oil production of Butler County is now about 30,000 barrels; that of Greenwood County is slightly larger because of flush production in several pools, while the production of Elk and Marion is not large. A tremendous drilling campaign over this territory has been in progress all this year and is still under way. More wells are now drilling in Butler County, though our fields here are nearly ten years old, than in the past five years.

The Empire Gas & Fuel Company has the largest payroll, amounting to \$125,000 monthly, exclusive of salaries of officials which no doubt boost that sum another \$25,000. The Skelly Oil Company has a monthly payroll of about \$60,000, being engaged both in the producing and refining of oil, with a six million dollar plant located here. Many other oil companies and oil field enterprises help to keep a big payroll circulating through this vicinity. Our agricultural interests--particularly dairying--are highly important, and are growing in volume. Be-



Rolla Clymer correspondence

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sides this, the Flint Hills cattle region, located northeast of ElDorado, graze more cattle per season than any other territory in Kansas. ElDorado has always been an important cattleman's town, and draws considerable business from the cattle country.

This is only a brief outline of this town's chief enterprises but they are sufficient to give it a stable and enduring foundation from a business standpoint. It is true that nine or ten years ago ElDorado "boomed" from about 3,500 population to about 15,000. The "boom" eventually subsided and left a substantial countyseat town of about 10,000, which is in better condition now from every standpoint than it has ever been. Real estate agents inform The Times that it is almost impossible to procure good houses for rent, and the writer hereof knows that real estate values are high, for he has just succeeded in buying a home after several months' intensive effort.

We have noted your request for six consecutive copies of our paper and these will go forward to you today under separate cover. Do you wish to have The Times started now to your New York office, or shall we wait until your store is opened here?

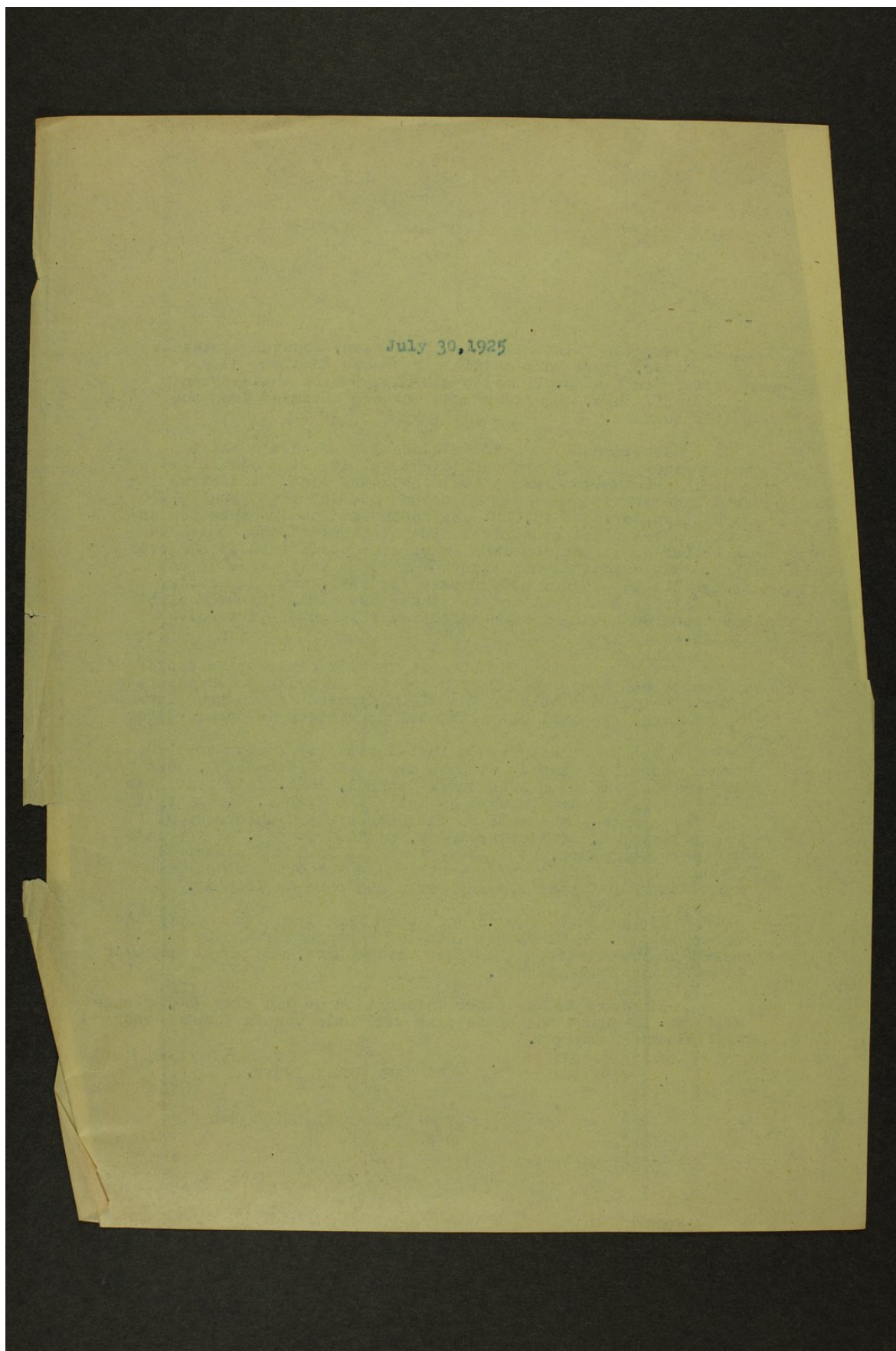
We have been informed that instead of taking over the Haines storeroom when it becomes available September 1, your company will not open here until March 1, 1926. This report is alleged to have come through an interview with J. C. Penney's Wichita manager. We should be glad to have you inform us of the correctness, or incorrectness, of this report. If you will accept a suggestion, we believe that the fall and winter business here will be fully worth while and would be of such proportions that your company would not care to lose it.

Please feel free to call upon The Times for any service it may render. We shall get into touch at once with the J. C. Penney representatives when they arrive here, and shall endeavor to make them feel at home.

If there is any other information we can give you, please write us. We trust the enclosures will help you in forming your preliminary campaigns.

Very truly yours,

THE TIMES PUBLISHING COMPANY
per



July 30, 1925

Rolla Clymer correspondence

p. O. McCray, Jr.
Special Correspondent
Topeka Kansas

1401 Topeka Avenue,

Topeka, Kansas, July 30.

Mr. R. A. Clymer,

Eldorado, Kansas.

Dear Friend Clymer:

Thank you for your suggestion. The article is splendidly set out and the star box under the heading is mighty fine.

Please have printed on the job press 1,000 copies of this article just as it is, with this credit: "R. A. Clymer in The Eldorado Times." When printed please send the bundle by express (collect) to Clyde W. Miller, Governor's Office, Topeka. Also, please send bill of expense to Mr. Miller.

I am glad you suggested this plan. It is better than to mimeograph and easier to mail out in a 6½ envelope. I think the credit to yourself and The Times as I have suggested should be at the top---between the star box and the body of the story.

The Governor will take occasion to thank you for this fine service, but he requests me to express to you his appreciation in this letter.

Thanking you, I beg to remain,

Sincerely your friend,

D. O. McCray



PUBLISHERS SERVICE BUREAU

Established 1916

NEWSPAPER BROKERS

2118 Jule Street

ST. JOSEPH, MO.

July, 30, 1925.

Publisher Times,
ElDorado, Kans.

Dear Sir:

If you would care to sell your newspaper property, we have a customer who is anxious to purchase as quickly as possible a paper in your section of the state.

This inquiry is not out of curiosity, but we are ready to act and produce a real purchaser for your newspaper, one who can handle same financially and who is competent to take it over and promote it on the same line as it is now being done.

We trust that you will not consider this just a general letter which we are sending to publishers in the state. If this is your opinion we hope that we can convince you that it is prompted by our desire to find a paper such as yours for this customer.

He did not specify El Dorado, but your paper will answer his requirements as to location, size and opportunity and therefore we know that if you will place a fair price upon same, that we can sell it for you.

Perhpas you may not want to consider selling and in that case, we will have to look elsewhere for what he wants. It is a fact however, that if you will sell, that we can get you a price and make the sale quickly and without any undue publicity.

Our customer is an experienced man, who has just disposed of his property in a larger city and thus is financially able to handle your proposition and if you will consent to dispose of same, we can negotiate a quick sale.

We will greatly appreciate receiving a reply as to whether you care to consider the disposal of your paper at this time.

Yours very truly,

PUBLISHERS SERVICE BUREAU.

By

V/S

Owned and
Managed by
EXPERIENCED
NEWSPAPER MEN

Rolla Clymer correspondence

EARL C. ELLIOTT

Wichita, Kansas
July 30th,
1925.

Mr. Roy Clymer,
Eldorado Times,
Eldorado, Kansas

Dear Roy:

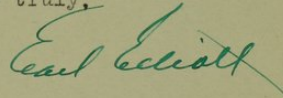
I have reached the age where my mind plays funny jokes on me, and this accounts for my more or less blank action when I met you at the Forum Monday night.

My reason for dropping you this note is that I was afraid that you would misunderstand, inasmuch as you have not reached the point yet where your mental process at times refuses to function.

I would be glad, when you come to Wichita, if you would drop around and see me.

Yours truly,

ECE-AOB



Rolla Clymer correspondence



THE STANDARD CORPORATION

CHICAGO - 222 EAST SUPERIOR STREET
NEW YORK - 651 FIFTH AVENUE
PARIS - 50 RUE FAUBOURG ST. HONORE

CHICAGO July 30, 1925

OFFICIAL ANNOUNCEMENT of a new plan which gives you the privilege of renewing such Advertising and Store Promotion Services as you are now getting from us at a reduction of 20% with no advance payment.

TO OUR CLIENTS:

Standard has adopted a new basis of sale for all its Services, effective August 1, 1925. The Board of Directors has authorized me to give all clients of the Company, by registered mail, the opportunity of taking advantage of these new privileges regardless of when their existing contracts may have been signed or how long they may reach into the future.

This new basis of sale is being adopted in order to make it possible for clients of our Services to profit from their continued use from year to year, without having to pay such sales costs as were necessary under contracts requiring that renewals be secured at the end of each twelve months' period. This saving will be passed along in the form of a 20% discount to those clients who automatically continue from year to year.

That you may secure the benefits of this new plan on whatever Service or Services you are now getting from us, I am enclosing a replacement contract which, when executed, will cancel your existing contract.

You will notice that the new contract dates back to the starting date of your present one. You need have no hesitancy in signing it as the price and terms for the current contract year are exactly the same, but by signing this new contract to replace your old one, you gain the privilege of automatically renewing your Service after the current contract year, at a reduction of 20%, with the further privilege of payment in equal monthly installments—no advance payment.

Naturally all payments which you have already made on your present contract will be applied on your new one which simply replaces it.

It gives me great pleasure to be able to extend this opportunity to you. The advantages are so obvious that I am sure you will want to accept the privileges extended by signing and mailing the enclosed replacement contract at once.

Yours very truly,

Evan S. Risher

Sales Manager.

Contract Forms Attached

Rolla Clymer correspondence

July 31, 1925

Mr. H. W. Speer,
Olathe, Kansas

My Dear Mr. Speer:-

The Olathe papers have just arrived and I see, with the deepest sorrow and regret, that your beloved father has passed. I feel his death with a poignant sense of personal loss. I admired and revered him for his simplicity, his rugged honesty and his unfailing kindness. His friendliness during my early days in Olathe, when I was green and strange and frightened with my first responsibility of trying to conduct a business against the stiffest opposition I have ever encountered, will always remain with me as a blessed memory.

I know your hearts are torn with sorrow but his life was a blessed benediction and this must comfort and sustain you. Please accept my most sincere sympathy in your great loss.

Sincerely yours,

Rolla Clymer correspondence

ADDRESS ALL COMMUNICATIONS TO THE MAIN OFFICE

THE WOODLAWN METAL CO., INC.

CABLE ADDRESS
"WOODLAMETA" NEW YORK
CODES
LIEBER'S 4TH AND 5TH
SAMPLER
A. B. C.
BENTLEY

424 WEST 18TH STREET

NEW YORK July 31, 1925

The Times
Eldorado, Kans.

Gentlemen:-

Yours of July 29th duly received and note that you have only a few of the Climoline and the Standard Oil Company cuts.

Since writing recently we have been instructed by the Buick Motor Co. and the Studebaker Corp. to get their cuts from you: Please advise whether you have any of these cuts and oblige,

Very truly yours,
WOODLAWN METAL CO. INC.
Rolla Clymer
Pres.

GD/F *few St. plates - mostly Buick mats*

Rolla Clymer correspondence

July 31, 1925

Mr. Earl C. Elliott,
City Manager
Wichita, Kansas

My Dear Mr. Elliott:-

Forget it. When you are about to enter the vast arena with pleasureable anticipations in your mind of seeing some bloody victims offered on the altar of fistiana, you are not expected to recognize every boob who used to live in the same town with an old schoolmate of yours and who rushes up and grasps you affectionately by the hand. The rule under such instances, according to Hoyle and Lord Chesterfield, is to stammer gleefully, "Uh-uh-hullo, there. W-w-w-where in the world did YOU come from? Howsall the folks?" et cetera, without trying to remember his boobship's name and never give a darn because you can't. You're too conscientious for a city manager. I shall have to send you some hide toughener.

Seriously, I never thought a thing about the incident of Monday evening. But I am glad you wrote. You seem to be getting along famously in the world, and I am satisfied if you can ever remember me, at any time.

Come and see me some time when you come to Eldorado to get a breath of country air.

As always your friend,



July 31, 1925

Mr. Ralph H. Heppe,
Correspondent The Associated Press,
Kansas City, Mo.

Dear Mr. Heppe:-

In answer to your letter regarding protection for us and in lieu of filling out the questionnaire you sent, we reply as follows:

We want full protection on U. S. news at any hour of the day or night, any day of the year no matter whether it is Sunday or holiday. We would prefer to have such news come by telegraph, when the telegraph office is open. After telegraph hours, or if there is doubt in the correspondents' minds that the telegraph office might be closed, use the telephone, calling either--

R. A. Clymer at 745; or

W. R. Feder at 942J.

We are always willing to pay for protection under any circumstances and you will never hear a complaint out of us no matter how it comes, just so it gets here promptly.

I trust this letter is clear and is what you want in the shape of information for your files.

Very truly yours,

Rolla Clymer correspondence

