

## Rolla Clymer correspondence

### Section 97, Pages 2881 - 2910

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

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

Date: 1909-1977

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

KSHS Identifier: DaRT ID: 229011

Item Identifier: 229011

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

## Rolla Clymer correspondence

F. L. PRESTON, M. D.  
220 1/2 WEST CENTRAL AVENUE  
EL DORADO, KANSAS

R. A. Clymer  
Page 2

Conscience determines a man's inclination to the observation of the spirit of the law. Fear of God determines the actions of many others to the observation of the letter of the law. It is good to see a few who seem to have a downright care for the good of his fellows.

The average mind obeys because it is afraid not to obey. With the failure of Christianity or Christian belief comes a failure in moral restraint; a failure in every man's responsibility toward his neighbor. Our laws and the protection of our homes are based on this - the fundamentals of religion as we see it. Christianity is the essence of the best of our present civilization, as have been other religions the basis of lesser civilizations.

I do not believe in most of the ritualistic and mythological teaching of the Bible but we must not tear them down. We have nothing else to put in their places. Humanity, as a whole, will slip backward without the inspiration of a religion.

Some of our younger and even older editors stoop to cheap wit which begins nowhere and takes one nowhere. It sells copy because it follows the general trend. Tending away from more serious, reasonable consideration - a jazzy mind. Some have cheapened themselves and given to the minds of many readers a colored glass through which to think. Most people do not think, they feel, and an editor of that type can seriously effect the attitude of his readers.

America has used the melting pot until it will no longer melt. We have been precipitated into antagonistic racial groupings with distorted and degenerated American ideals. Pure American teaching, religious and civil, has been diluted with scientific atheism and Southern European unpatriotism. We have allowed ultra-scientific foreigners to teach in our universities, minimizing civil and religious responsibilities.



## Rolla Clymer correspondence

F. L. PRESTON, M. D.  
220½ WEST CENTRAL AVENUE  
EL DORADO, KANSAS

R.A. Clymer  
Page 2

On top of this, some of the best writers and idealists of a few years ago have drifted with the common trend. I suppose the stuff sells better. They sacrifice religious principles and ideals. They minimize and ridicule the lives and works of many of the stauncher teachers. It has been going on until many people see with the eyes of a distorted sex. Every move, no matter how well intended, is interpreted in terms of sex or of graft.

Clymer, I had no idea of a lecture, and I am not trying to be preacherly, teacherly, or even fatherly - just appreciative. Again I want to say that some of us see, appreciate and understand - understand that it takes moral stamnia to say some some of the things you do, and say it when you know the trend of so called modern thought, and what this thought likes to read.

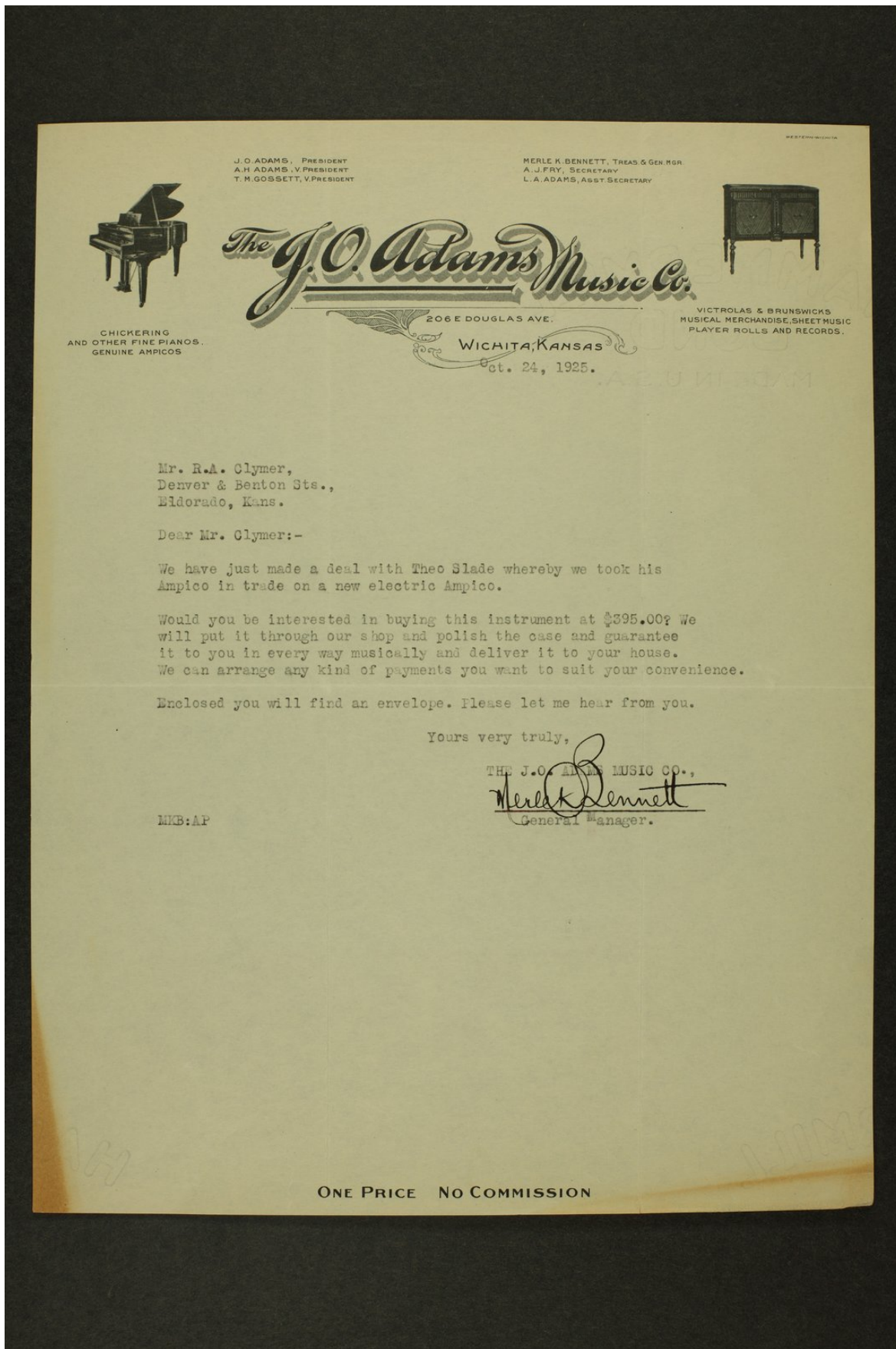
Thanking you, I am

Very truly yours,

FLP\*BR



## Rolla Clymer correspondence





## Rolla Clymer correspondence

F. L. PRESTON, M. D.  
220½ WEST CENTRAL AVENUE  
EL DORADO, KANSAS

October 25, 1925.

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

My dear Mr. Clymer:

I learned today that you have a letter from the Hospital Standardization Committee of the American College of Surgeons, relative to the standardization movement and asking you to publish certain material.

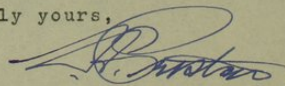
I hope you will see fit to do this, Clymer, because it really is a great and important undertaking, and of much more importance to the public than the public is at present aware.

St Lukes Hospital has been taken off the approved list this year for various reasons which need not be discussed here. There are also two hospitals shown on the list which, it seems, have misrepresented their ability and willingness to come up to the requirements and are somewhat under the ban.

However, I believe that publishing the article can do nothing but good so far as the hospital here is concerned and will surely help the public to see what is going on. It would seem to me that it should contain more of what standardization is and why it is necessary, but they leave that to the discretion of the people in each community.

Very truly yours,

FLP\*BR



## Rolla Clymer correspondence

BAXTER-DAVIS ADVERTISING COMPANY

COMMERCE BUILDING, KANSAS CITY, MISSOURI

ESTABLISHED 1916

October 26, 1925.

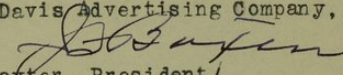
Publisher,  
ElDorado Times,  
ElDorado, Kans.

Dear Sir:

We are in receipt of your favor enclosing a copy of a letter you are sending to your local grocery trade calling attention to the Sun-Ray Pancake Flour advertising ordered by us. You have prepared a most excellent letter and we hasten to thank you sincerely for the quality and wholeheartedness of your co-operation. You may be assured our client will be informed of your good services.

Yours very truly,

Baxter-Davis Advertising Company,

  
J. F. Baxter, President/

JFB:LP

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES AND NATIONAL OUTDOOR ADVERTISING BUREAU





## Rolla Clymer correspondence

### E. Katz Special Advertising Agency

Established 1888

From *New York Office*

DATE Oct. 26, 1925

To EL DORADO TIMES,  
EL DORADO, KANS.

Gentlemen:

Attention of Mr. R. A. Clymer

I would like very much to close out this discussion on January advertising of Studebaker, through Lord & Thomas, without any further correspondence, but I am sorry that we are not in a position to do it.

The fact remains that we never checked this advertising, nor billed it, and the deduction was made many months after, from a billing rendered by this office, with the result that we have to carry on this correspondence as an intermediary, without giving much satisfaction to either party.

But digesting your letter of the 23rd, you say that you only ran this advertisement in January three times; if you will refer to Lord & Thomas' letter which we sent you a copy of, dated October 16, you will note they claim you ran it four times, and it hinges upon the insertion of January 12. Did you, or did you not, run that insertion? We cannot verify that.

If you did not run this advertisement, we believe you would be entitled to payment for the insertion. If you want us to take it up with Lord & Taylor again, we will do so, but we believe the matter can be more conveniently and more readily adjusted by Lord & Thomas sending us carbon copies of the correspondence.

Awaiting further instructions, we are

Very truly yours,

MJBeck:H2S

17-24+  
31

## Rolla Clymer correspondence

**EL DORADO COW GIVES  
BIRTH TO FIVE CALVES IN  
PERIOD OF ELEVEN MONTHS**

El Dorado, Kan., Oct. 24.—(Special)—G. Regier & Sons Holstein-Friesian stock farm at Whitewater, northwest of here, has one cow that does not practice race suicide. This week she presented her owners with triplet calves, one female and two males. The calves are normal in every respect. The mother of the calves is Regier Carrie, a Regier bred and owned cow, 4 years old. This cow has given birth to five calves within the past 11 months. In November, last year, she had twin calves.



## Rolla Clymer correspondence





ESTABLISHED JANUARY 1, 1884

CIRCULATION 1200

FIRST CLASS COMMERCIAL PRINTING

## THE DOUGLASS TRIBUNE

J. M. SATTERTHWAITE  
PUBLISHER

DOUGLASS, KANSAS. 10-26-25

R A Clymer  
Editor Times

Dear Sir and Friend:

I am pleased indeed with the tone and spirit of your letter of the 23d. You are right, I only meant that item for a "jolly," not so much for El Dorado as for Wichita. You know the Wichita disposition to claim everything.

But it was not the Times that gave me the suggestion. It was in the Kansas News page of the Topeka Capital, that the news item appeared in which Florence was claimed as a part of the El Dorado oil field. I attach a parallel item from the same source.

Asking your pardon for the seeming reflection, and thanking you for your kindly letter.  
Yours truly, J M Satterthwaite.





## Rolla Clymer correspondence

CHESTER L. WISE  
WASHINGTON, PENNSYLVANIA

October 26, 1925

Editor, ElDorado Times,  
ElDorado, Kansas.

Dear Sir:-

There is a well being drilled by Roth & Farout located in the Southeast corner of the Northwest quarter of the Northeast quarter of Section 16, Township 27, Range 9, Greenwood County, Kansas.

Your paper has once or twice mentioned this well, but for the last few weeks there has been no report whatsoever on the well. Last report I had on the well, which was probably three weeks or more ago, was that it was down 500 feet.

I would appreciate it if you would let me know the present depth of this well, and about how soon it might be expected to be drilled in, and if you can, if you would occasionally make a note of the well in the oil report in your paper.

Thanking you very kindly for your attention to this matter, I remain

Very truly yours,

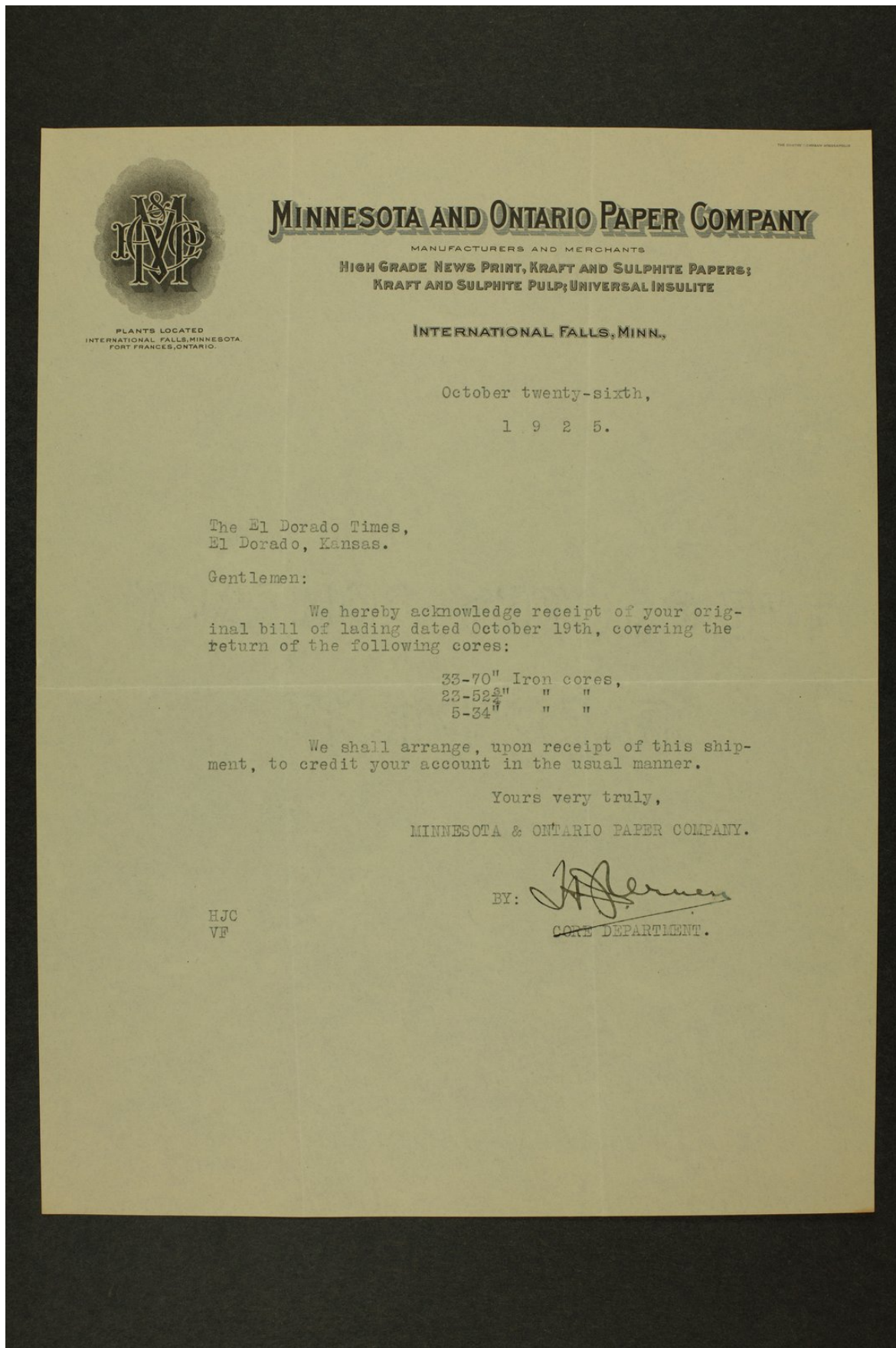
*Chester L. Wise*

Rooms 501-502 Washington Trust Bldg.,  
Washington, Pennsylvania

CLW/BM  
Enc-1

*Baldwin  
di/375*

## Rolla Clymer correspondence





## Rolla Clymer correspondence

Oct. 27, 1925.

Mr. Gifford Booth,  
Care The Crit Printer  
Wichita, Kansas.

Dear Mr. Booth:

I am wondering how you are coming along with the plates for the book "Fodder", which we are soon to publish here.

I understood from our conversation that it would require about three weeks to make these plates and that time has now elapsed. We are beginning to get this book into type and would like to know within a short time where we are going to be regarding the cover. We shall need the completed cover within the next two weeks. I shall appreciate an early reply.

Very truly yours,

C:B.

## Rolla Clymer correspondence

October 27, 1925

O-Cedar Corp'n  
Chicago, Ill.

Attention Mr. L. T. Cox,  
Director of Sales

Dear Sirs:-

Enclosed you will find several copies of a broadside which we have been pleased to send out to all grocery dealers and a few selected drug and hardware dealers in this territory in behalf of O-CEDAR POLISH, for which an advertising campaign is now running in our publication. We trust you will approve of this kind of cooperation and that your campaign in this territory will meet with merited success. The number of broadsides which went forward under first-class postage was about forty.

Very truly yours,

THE TIMES PUBLISHING COMPANY  
per



## Rolla Clymer correspondence

Oct. 27, 1925.

E. Katz Special Adv. Agency,  
Kansas City, Missouri.

Dear Sirs: Attention Mr. W. D. Shank.

Enclosed you will find information regarding the advertising of the Skelly Oil Company which you desired in behalf of the Ferry-Henly Agency.

Please note that some of these ads are marked "International." For your information, I will say that all such ads were prepared at the local office of the Skelly Oil Company and were set up in our own composing room. Ferry-Henly will have no right to make a service charge for these advertisements, of this character.

Very truly yours,

TIMES PUBLISHING COMPANY.

C:AB.

## Rolla Clymer correspondence

### Skelly Advertising.

May 29,	Tagolene,	5 X 18. ✓
June 6,	Institutional,	4 X 17½. ✓
" 18,	Gasoline,	4 X 18. ✓
" 25,	Tagolene,	4 X 18. ✓
July 2,	Gasoline,	5 X 18. ✓
" 30,	Institutional,	4 X 16. ✓
Aug. 6,	Tagolene,	4 X 17½. ✓
13,	Gasoline,	4 X 18. ✓
20,	Institutional,	4 X 16. ✓
27,	Tagolene,	4 X 17. ✓
Sept. 3,	Gasoline	4 X 18½. ✓
10,	Institutional,	4 X 17. ✓
24,	Tagolene,	5 X 18. ✓
Oct. 2,	Gasoline,	4 X 17½. ✓
8,	Institutional,	4 X 17. ✓
22,	Tagolene,	4 X 18½. ✓



## Rolla Clymer correspondence

October 27, 1925

Dr. F. L. Preston,  
El Dorado, Kansas

My Dear Doctor:-

I wish to thank you for your kind letter which came to me Sunday. Generous expressions of this sort are unusual in the experience of a newspaper man, as I suppose they are in that of a doctor.

Referring to your note, which reached me yesterday, regarding the Hospital Standardization report, I do not feel that the publication of the article would be helpful to the best interests of St. Luke's Hospital, which The Times supports loyally through its columns and by contributions of cash. Therefore, I am withholding it from print. If there is an beneficial reason for publishing the same--as yet entirely hidden from me--I shall be glad to have information concerning it.

Again thanking you for your kindly interest, I am

Very truly yours,

THE TIMES PUBLISHING COMPANY  
per



October 27, 1925

Mr. Merle K. Bennett, Gen. Mgr.  
The J. O. Adams Music Company,  
Wichita, Kansas

Dear Mr. Bennett:-

I am interested in the offer you have made concerning a re-sale of Theo Slade's Ampico. Mrs. Clymer would like to see the instrument before going farther into the matter and we shall try to drive to Wichita within the next week and pay a visit to your music house to see it.

Very truly yours,



## Rolla Clymer correspondence

October 27, 1925

Foots & Morgan, Inc.  
New York City

Attention Mr. B. Cooke, Space Buyer

Dear Sirs:-

We have your letter in which you express regret that the broadsides on Tromite which we recently sent out to all dealers carried the wrong copy by mistake of the electrotyper. The new schedule is now running. Upon the occasion of the next advertisement, we will reprint these broadsides with corrected copy and send them again to the dealers. We trust this action will meet with your approval. We are very desirous of having the Tromite campaign go over locally, and we believe the product is finding a fine market. However, we will do our share toward rectifying a wrong impression which you have been kind enough to say that we are in no wise to blame.

Very truly yours,

THE TIMES PUBLISHING COMPANY  
per

## Rolla Clymer correspondence

### E. Katz Special Advertising Agency Established 1888

From New York Office

DATE October 27th, 1925.

To  
TIMES,  
El Dorado,  
Kansas.

Gentlemen:-

We acknowledge with thanks yours of October 23rd with which you enclosed a small number of your new rate cards. We note the only changes are in the classified and reading notice rates.

The quantity you sent will not be sufficient for our needs and we will appreciate your sending by return mail an additional supply of 100.

Very truly yours,

E. KATZ SPECIAL ADVERTISING AGENCY

HRG:LN





October 28, 1925

Western Newspaper Union,  
Wichita, Kansas

Dear Sirs:-

Please ship us at once the following stock:

One ream Warren's Old Style Laid

Eggshell Finish

India Tint

Size 25x38-80

We shall be obliged for prompt delivery.

Very truly yours,

THE TIMES PUBLISHING COMPANY  
per

## Rolla Clymer correspondence

### E. Katz Special Advertising Agency Established 1888

From New York Office

DATE Oct. 28, 1925.

To "TIMES"  
El Dorado, Kans.

Gentlemen:- WYETH CHEMICAL CO. JAD SALTS &c.

We are enclosing herewith our contract covering the above advertising, which you will note includes the advertising of Hill's Cascara-Bromide-Quinine, formerly placed by the Geo. M. Savage Agency of Detroit.

This contract, you will also notice, is figured at the run-of-paper rate, though position is made a condition - "same as last year."

We tried to get the Murray Agency to revise the position to read "requested", but were unsuccessful, for the reason that they claim that the TIMES gave them position on the last contract, gratis. At any rate, they insist that we forward the contract to you in its present shape, so we would thank you to please advise us, at once, whether or not it is acceptable. We have no means of verifying their claims, since we have no record of last year's contract, so are withholding acceptance until we hear from you.

Yours very truly,  
E. KAT SPECIAL ADVERTISING AGENCY.

MG





## Rolla Clymer correspondence

### E. Katz Special Advertising Agency Established 1888

From Kansas City Office

DATE Oct. 28, 1925.

To The Times,  
El Dorado, Kans.

Attention R. A. Clymer.

Re: POST BRAN CHOCOLATE.

Dear Mr. Clymer:

There is no doubt but what you would have secured advertising had it been recommended by the Theo. Poshler Mercantile Company if the Postum Cereal Company of Battle Creek, Michigan, were contemplating a campaign for Kansas towns.

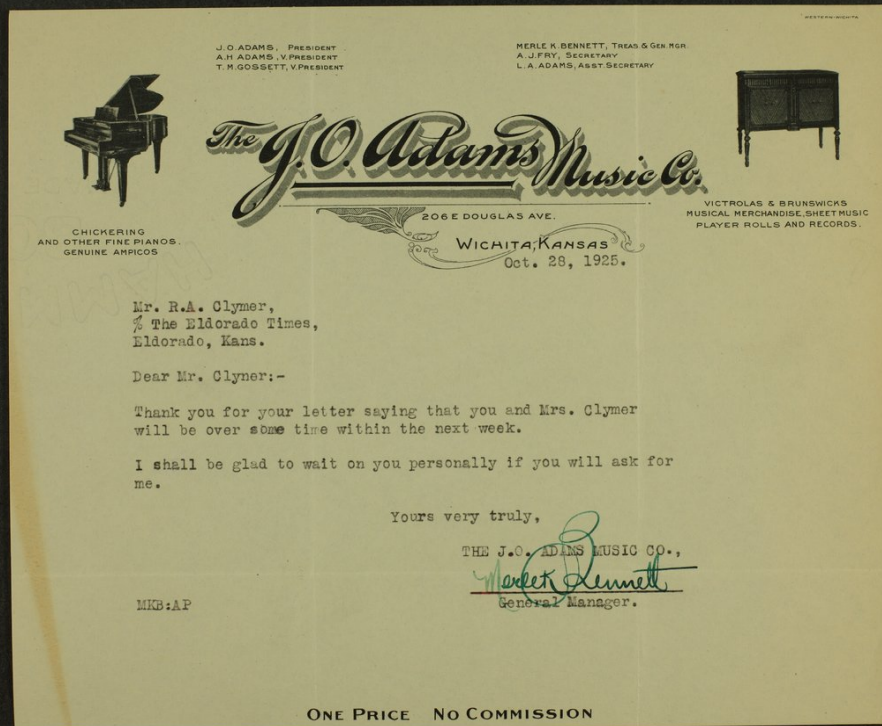
However, Mr. Dumas, District Manager, has shown the writer beyond a doubt that his company at the present time cannot supply the demand for Post Bran Chocolate. Their facilities for manufacturing this product are quite limited yet and no advertising plans of an extensive nature have been formulated. Mr. Dumas states, however, that he will consider advertising probably next year providing the company has its production up to a point to meet the demand.

Very truly yours,

DMComer  
HM

*David M. Comer*

## Rolla Clymer correspondence





## Rolla Clymer correspondence

### E. Katz Special Advertising Agency

Established 1888

From New York Office

DATE October 28th, 1925.

To  
TIMES,  
EL DORADO,  
KANSAS.

Gentlemen:-

The DeForest Radio Corporation through their agents, Wm. H. Rankin, Company (New York Office) is now working on a list for newspaper advertising.

Newspapers having the endorsement of the local dealers are the ones most likely to be included in the campaign.

We suggest that you immediately check up on all DeForest dealers in your district so that you will be the paper selected when the time comes for them to make their recommendations.

Very truly yours,

E. KATZ SPECIAL ADVERTISING AGENCY

HRG:LA

GIFFORD M. BOOTH, PRESIDENT

LON P. DENTON, VICE PRESIDENT

WALTER J. WEISS, SECRETARY-TREASURER

### THE GRIT PRINTERY

PRINTERS AND BINDERS

QUALITY SERVICE



WICHITA, KANSAS

Oct. 28, 1925.

Mr. Ross Clymer,  
The Time Publishing Co.  
El Dorado, Kans.

Dear Ross:

We have the plates for the covers which we ordered for you, and are ready now to go ahead with this work as soon as we receive the stock.

Kindly advise us your pleasure in this matter.

Yours very truly,

THE GRIT PRINTING COMPANY.

GMB:RE

MEMBER OF



PHONES MARKET 440 AND 334

122-124 SOUTH LAWRENCE AVE.





**Collins-Kirk-Inc.**  
**Merchandised Advertising**  
**750 No. Michigan Ave. Chicago**  
TELEPHONE SUPERIOR 5980

Oct. 29th, 1925.

Mr. R. A. Clymer,  
The Times,  
ElDorado, Kansas.

Dear Mr. Clymer:-

We would like to have an expression of opinion from you as to which of the two following plans would be most successful in your newspaper from the standpoint of creating consumers demand:-

- 1- Small ads -- say 60 lines running every week for the entire year, Jan. to Jan., with large ads running every six weeks during this period.
- 2- Campaign of large ads only, running during the Spring for say ten weeks and another campaign of large ads running during the Fall for say ten weeks with no space in the intervening period.

Bear in mind that we are advertising a standard household necessity sold through grocery stores, department stores and to a limited extent in drug stores. The product has no seasonable restrictions, the sales being as good in one season of the year as another.

Please answer which one of these plans you recommend for your city from the standpoint of your belief, and the experience of advertisers in your paper. Any facts that you may have concerning the success of small size space campaigns used continuously would be appreciated.

Kindly give us an immediate reply as we want to get this campaign under way at once.

Yours very truly,

COLLINS-KIRK, INC.

By *Clara H. Sachs*

P.S. There would be no difference in the amount of lineage ordered in either case.

C-K



October 29, 1925

Mr. Gifford M. Booth,  
Wichita, Kansas

My Dear Mr. Booth:-

I suppose our letters passed each other in the mails. Since the receipt of your letter this morning, I have written Mr. Charles J. McKinley, of the Kansas City Paper House, to call at The Grit, satisfy himself as to the weight and color of the stock on the sample booklet I left with you and deliver to you as soon as possible enough of the stock to furnish one thousand (1000) covers for our book. He will also deliver the light stock to be bound in as fly leaves. I shall probably have you people bind this book when it is finished. I am asking Mr. McKinley to have the invoices sent directly to us.

If there is anything you do not understand in proceeding with this book, please let me know and I shall either communicate with you or come over to your place of business.

Very truly yours,

*Rolla Clymer*



## Rolla Clymer correspondence

October 29, 1925

E. Katz Special Advertising Agency,  
New York City

Attention Mr. W. J. Beck

Dear Sirs:-

We have your latest letter regarding the discussion with Lord & Thomas over January advertising of Studebaker. We can easily settle the point at issue which now seems to hinge on whether or not we ran three or four ads in January.

We ran only three Studebaker advertisements in January--on the 17th, 24th and 31st. There was no advertising of Studebaker in our issue of January 12. I have verified this information myself from our permanent files. I know it is correct and will make an affidavit to that effect if it is necessary to close the discussion. Tear sheets of the advertising for January 17, 24 and 31 were recently sent you. They show all the Studebaker advertising that appeared in our newspaper during the month in question.

We trust this definite information will end the matter. We are conscious of your efforts as an intermediary in our behalf, and are very grateful for your services. We have contended all along that we should not be docked for one insertion of Studebaker in January, and we still think our position is correct.

Very truly yours,

THE TIMES PUBLISHING COMPANY  
per



## Rolla Clymer correspondence

October 29, 1925

Mr. Charles J. McKinley,  
Wichita, Kansas

My Dear Mr.:-

Gifford Booth has written me that the embossing plates for the covers to Miss Owen's book have arrived at the Grit Printery and that they will be ready to go ahead with the work as soon as they receive the stock. When I went to Wichita to figure with him, I left the sample booklet there. I am going to ask that you drop in at The Grit, make sure of the size and weight of the cover that we selected, and furnish him with enough stock to print one thousand (1000) covers. You might also ~~grind~~ deliver to The Grit the lighter cover stock for the inside fly leaves to be bound in, as I think we shall have the Grit people bind this book when it is finished. Deliver the stock to The Grit; send the invoices to us.

I shall be glad if you will do this as promptly as possible, as we want to grind the book out now at the earliest possible time. If there is anything about this matter that you do not understand, please call me up before you go ahead. I think the cover submitted in the sample was 50 and 90 pound Morocco but you had better see it to make sure.

I hope you will pay us a visit next week.

Very truly yours,



## Rolla Clymer correspondence

October 29, 1925

Mr. Chester L. Wise,  
Washington, Pennsylvania

My Dear Mr. Wise:-

In reply to your recent inquiry, will say that Roth & Farout are reported to be drilling at 1375 feet on the Baldwin test in the southeast corner of the northwest quarter of the northeast quarter of 16-27-9, Greenwood County. I took this information today from a drilling report which was checked over at the weekly meeting of oil scouts yesterday. It is possible that this was the depth the first of this week when the scout covering that territory visited the test. At the present rate of progress, two or three weeks might elapse before this test reaches the sand. I suppose the hole will be put down 2600 feet, or more.

It is almost impossible to secure drilling reports from all of the tests in this wide territory from week to week. After the reports of locations and of the spudding of tests, we plan to watch them as they near the sand. Of course, we always try to list the outcome in every case, whether a producer or a dry hole.

Realizing your interest in the Baldwin, I shall try to watch it more closely and to have reports at least once a week hereafter concerning its progress. I am always glad to have you write and shall ever be glad to afford any information within my power.

Very truly yours,