

WM. H. RANKIN COMPANY
Advertising

250 PARK AVENUE
NEW YORK

TELEPHONE: ELDORADO 5-7900



August 17, 1935

Dear Amon Carter:

Here's a Will Rogers story I gave the Sun today. You can enlarge upon it by way of introduction, viz.--

Grover A. Whalen; Wm. T. Dewart, Publisher of the Sun; Gilbert T. Hodges; Hector Fuller and Wm. H. Rankin were guests of Sir Thomas Lipton on his yacht, Erin, the last day of America's Cup Races, and Sir Thomas felt quite badly about losing. The next day Will Rogers carried in his story in the New York Times, "Sir Thomas Lipton -- the gamest loser in the whole world." That story prompted Grover A. Whalen, G. T. Hodges and the writer to send the following telegram to Will Rogers in Hollywood:

"Just read your story, "Lipton - gamest loser in all the world." May we suggest you start a \$1.00 subscription to buy Sir Thomas America's Loving Cup."

The next day Will Rogers had as his story his \$1.00 loving cup subscription idea and asked all friends of Sir Thomas to send \$1.00. The Star - Telegram and three hundred other newspapers carried the story, and Will appointed Jimmie Walker Treasurer. Inside of three weeks 16,000 one dollar bills were received. They came so fast Jimmy Walker called a halt. Tiffany made the golden loving cup and it was presented to Sir Thomas by the Committee-- Grover A. Whalen; Barron Collier, Hector Fuller; G. T. Hodges and myself.

Page 2 to Mr. Amon G. Carter
from WM. H. RANKIN COMPANY

The rest of the story is as stated in the attached clipping from the Sun.

I now propose that you start a \$1.00 subscription to build a monument to Will Rogers to commemorate the thousands of good deeds he did for others, in the same fine way he did for Lipton.

Millions will send a \$1.00 subscription promptly, if you get the A.P. behind it. The monument should be either in New York, Central Park or in Washington -- New York preferred because that is where Rogers made his first big success.

We shall forever miss Will Rogers, as a friend and inspiration, and as the finest type of advertising man and writer.

Cordially,

Your friend

Wm H Rankin

William H. Rankin

RECEIVED
AUG 20 1935

HOW WILL ROGERS GLADDENED LIPTON

Started Move to Buy Loving Cup for Yachtsman.

How Will Rogers prompted the public in 1932 to gladden the heart of that oft-defeated but unconquerable sportsman, Sir Thomas Lipton, was recalled today in yachting circles in New York and Newport.

Will Rogers wrote of Sir Thomas as "the gamest loser in the world." This was immediately after the defeat of Shamrock V by Enterprise. Later, he suggested a \$1 subscription fund to buy Sir Thomas a gold-loving cup from the American people.

Franklin D. Roosevelt, then Governor of New York, was one of the first to send his dollar with the message:

"Will Rogers certainly started a very timely movement to crystallize the sentiment of all Americans toward that great sportsman, Sir Thomas Lipton. I hasten to send my dollar too, and I am sure thousands of true red-blooded Americans will do the same."

They did. Within a few weeks, more than \$6,000 was raised and the presentation made to Sir Thomas by Mayor Walker on the steps of City Hall.

"It is the happiest day in all my life," said Sir Thomas. "I have won hundreds of trophies but I value this most of all." Within a year he was dead.

N.Y. Sun - 9/17/35