

Will Rogers Memorial

An Editorial

Millions of people in this country once laughed at the cleverness and humor of Will Rogers in his daily newspaper comments, in motion pictures or over the radio. He brought joy and happiness to countless numbers of admirers—he was never offensive, never overbearing and always saw the cheerful side of life.

This great humorist and “good-will ambassador” has gone to his final resting place, but the memory he leaves behind is a golden treasure in the lives of American citizens. The spirit and cause to which his life was dedicated has inspired institution of a nation-wide campaign directed toward establishment of memorials in his honor.

On November 4, the fifty-sixth anniversary of Will Rogers’ birth, the Will Rogers Memorial Campaign was started. Enlisted in its ranks are figures of national and state importance who were his friends.

Citizens of Kilgore are rallying to this worthy cause. A local committee, headed by Tom E. Foster, has been formed and is receiving contributions. The drive will close Thanksgiving eve.

Will Rogers’ last motion picture, “In Old Kentucky,” is now showing at the Strand Theatre, and in conjunction with it the local committee is conducting its drive. In the entrance of the theatre will be found envelopes in which money may be placed. Between feature shows a member of the committee will speak in behalf of the drive urging contributions and explaining the campaign. Envelopes also may be secured at the Kilgore National Bank and at the majority of down-town drug stores.

Large contributions are not the object of the memorial campaign—but rather it is the total number of persons who will come forward to honor the memory of their friend with a material token of the warm spot of friendliness which Will Rogers held in their hearts.

The memorial will not be a cold shaft of marble, but it will be a project to honor the charitable, educational and humanitarian traits which were so believed in Will Rogers. If it’s just a nickel or dime it will aid the cause. Make your contribution today.

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