

J. H. NEWMARK

530 LINCOLN ROAD
MIAMI BEACH, FLORIDA

November 12, 1935

Mr. Amon G. Carter,
Fort Worth, Texas

Dear Mr. Carter:

You will undoubtedly remember the writer as an old General Motors man; I recall having the pleasure of meeting you in Mr. Durant's office a few years ago.

I read in the papers that the committee has not yet decided on the type of memorial to be created for Will Rogers. I wish to make a suggestion in this respect. If it meets with your approval, I would like to see you develop it into a national idea.

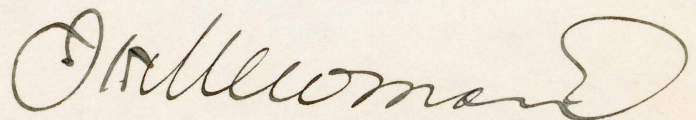
Will Rogers was not the sort of man who would want a marble shaft to perpetuate his name. He was of the common people, homespun, genuine. He loved his fellow man. If he were here, and able to express his wishes, he would say, "If you really admire me, and wish to honor me, why not contribute in my memory, funds for the living, funds to help a living cause, funds to save life."

You already know, Mr. Carter, that we are losing 100 lives a day through traffic accidents. 36,000 dead men will strew our highways this year, all sacrificed to the national mania for speed. Why not establish, along with the Rogers' fund, "The Will Rogers Foundation," which will have as its purpose the saving of those needlessly wasted lives.

I have worked out a complete plan, along these lines. It gives in detail the groundwork of a gigantic national program to educate drivers in safe motoring. If you wish to see it, a copy will be sent you. It will, if put into execution, be the only fitting memorial for a man as humanitarian in character as Will Rogers.

Wouldn't you like to interest yourself in this movement, Mr. Carter? I shall be pleased to hear from you at your convenience.

Very sincerely yours,



JHN:K

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