

THE POST-STANDARD

November 13th, 1935

OFFICE OF THE PUBLISHER
JEROME D. BARNUM

Mr. Amon Carter
Fort Worth Star-Telegram
Fort Worth, Texas

Dear Amon:

Since you are one of the great workers in behalf of the Will Rogers Memorial, I write to give you my opinion that the campaign is not going forward in the right manner.

In Syracuse the newspapers started the publicity campaign simultaneously with the broadcast program Saturday, November 2nd. We were advised by the publicity department that the broadcasting companies and the moving picture companies were going to co-operate in the movement with the newspapers. The facts are that the movie house people have received no instructions for co-operation and no trailers were flashed on the moving picture screens and little or nothing has been said about the matter on the radio.

Our response to the coupons soliciting subscriptions has been practically nothing, 8 replies for a circulation of 60,000. This indicates to me that the same conditions will prevail all over the country as a result of the way the campaign is being conducted.

There is a question of psychology, I find from many readers I have asked pertaining to the Rogers Memorial. I find that many of them are unwilling to give money because they do not know the specific purpose for which the money is to be used. I think that is a strange criticism since a committee of eminent citizens are to select the type of memorial. That is the fact, however, and something has got to be done to correct the situation or you won't get the money that you would like to have for a proper memorial.

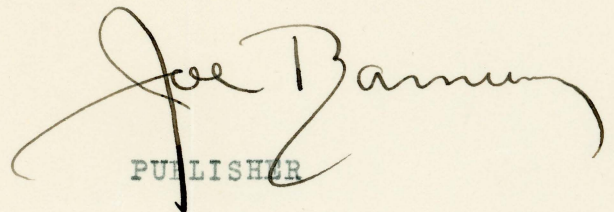
If you will look back at the Knute Rockne campaign you will find that they got a tremendous impetus almost at the time their campaign started. They had fine organization; they had direct committees at work.

Of course the time chosen for this campaign, in my personal opinion, was ill-advised since it co-incides with the Community Chest drive in more than 200 cities. Newspapers co-operating with the Community Chest have felt that they had to give the right of way to the Community Chest.

Confidentially, and with no criticism, I want to report that the chairman of the Syracuse committee visited the New York headquarters and he came away with the impression that the campaign was not well tied together and no one knew just exactly where they were going or how they were going to get there.

I have written you this frank letter because I feel as an old flying buddy of yours that I should give you the facts in this critical hour.

Cordially yours,


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