

THE WILL ROGERS MEMORIAL COMMISSION  
570 Lexington Avenue  
New York City

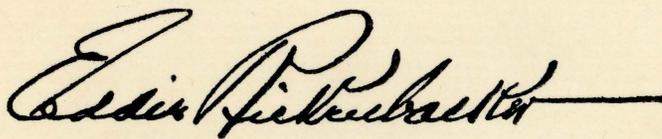
LETTER TO CHAIRMEN IN TOWNS HAVING RADIO STATIONS

Dear Chairman:

Every broadcasting station in the United States has been asked by the National Association of Broadcasters to aid in promoting the Will Rogers Memorial, both locally and nationally. We believe that you will find stations in your community receptive to requests for cooperation in your work. Many of them are using the daily service sent by the National Association of Broadcasters. These are "attention-getters" designed to help you, but not specific to your locality.

Enclosed please find suggestions for speeches, containing material of general interest and suggestions for additions to be made by yourself, or whomever you appoint to speak for you. We sincerely hope these will prove of value in pushing forward the campaign through the medium of broadcasting.

Let me thank you for all you are doing for the Commission, its officers and its friends. We feel you are our soldiers on the line.



E. V. RICKENBACKER  
Director

RECEIVED  
NOV 18 1935

## Will Rogers Memorial Commission

### Suggestions for Radio Broadcasting

#### SPEECH No 1

#### ANNOUNCER:

Ladies and gentlemen: We present a brief interlude under the auspices of the (name of town) committee of the Will Rogers Memorial Commission. Your speaker is Mr. (or Mrs.) (name of speaker) chairman (?) of the (men's or women's) committee. Mr. (or Mrs.) (name of speaker):

#### N. B. YOUR OWN INSERT

#### SPEAKER

Just a moment to tell you what the Will Rogers Memorial Commission is. It's a national institution, formed as a merger of many local movements which sprang up spontaneously at the report of Rogers' death. They're all united now in a plan to perpetuate his memory and his spirit in an active, living, continuing memorial. Just what form this may take will not be decided until America has had an opportunity to register its opinion on the subject, and to participate in the nation-wide movement. The National Commission is headed by Vice President Garner and includes Owen D. Young, Will H. Hays, Herbert Hoover, Capt. Eddie Rickenbacker and many other leaders in all walks of life. The expenses of organization and operation are completely defrayed by the aviation industry. Nobody gets anything out of this except the satisfaction of contributing to the success of a worthy humanitarian enterprise.

Note: The remainder of the period should be devoted to the plans of your own committees giving information about:

1. How and where to participate: (Note: Make it easy to contribute and tell them so.)
2. Headquarters of Committee  
(Give credit to donor if space is allotted free)  
(Location and phone number—repeat this)  
(Person or persons in charge of headquarters)
3. Details of social functions to be given on behalf of campaign.
4. Information concerning sub-organizations and their activities.
5. News of progress in your community.

N.B. (Many radio stations object to direct solicitation of contributions. However, you will probably find most of them willing to have you broadcast a sentence or two such as: "Everyone has an opportunity to participate in this movement to whatever extent he may choose. You may make arrangements through (Names and address of depositories) ") )

## Will Rogers Memorial Commission

### Suggestions for Radio Broadcasting

#### SPEECH No. 2

You have probably seen in the papers or elsewhere a great deal about the plan to memorialize our friend, Will Rogers. As chairman of the \_\_\_\_\_ committee, I have been asked many times to give a little more detailed information about this movement . . . who is in it . . . what it's all about . . . how it started, and so on. I'm going to try to boil down the story as briefly as possible for you.

In the first place, when Will Rogers met with the accident that ended his human career, there sprang up in several parts of the country, isolated groups, all with pretty much the same idea. Their thought was, in general, "We should like to do something about this. We want the spirit and the influence of Will Rogers to be perpetuated in America, for our children and our children's children."

It was a most remarkable expression of public opinion. The object of this outpouring of sentiment was no hero of battle, no great leader in science or economics . . . he was just a plain, retiring philosopher-humorist. But he had endeared himself to the heart of the American people to a degree probably unequalled by any other person in recent years.

Well, the outcome of the matter was this: It was obvious that most of the expressions of sentiment were within limited geographical boundaries. Each little group, working by itself to do something to perpetuate Rogers' memory, would be held within rather small boundaries of accomplishment. So it was determined to organize the Will Rogers Memorial movement on a nation-wide scale, and to combine and coordinate the efforts of all the sectional, social or vocational bodies into one effectual organization.

As a result, there came into being the Will Rogers Memorial Commission, a national institution designed to combine the efforts of all the local and other lesser groups for one large, country-wide tribute to the memory of Will Rogers.

Some of America's most prominent leaders from almost every walk of life gladly consented to serve on the Will Rogers Memorial Commission. Statesmen, professional men and women, social leaders, workers in the fine arts, Rogers' associates on the stage, screen and cattle ranch came forward to "do their bit" in honoring his memory. Party lines were forgotten, social distinctions overlooked. All joined in one harmonious organization to make Will Rogers live for posterity.

The exact nature of the memorials that will be used to perpetuate his memory has not been definitely determined. It has been the feeling of the national commission, supported by many of the state and local units, that the public which participates financially in the enterprise should have an opportunity to register its opinion on this matter. As a result of this decision, each of us who joins in the movement for

a Will Rogers Memorial, or series of memorials, may feel free to make any or all suggestions he or she may see fit as to the most suitable means for keeping his memory alive and expressing our appreciation of his clean, helpful, constructive life.

Note: The remainder of the period should be devoted to the plans of your own committees giving information about:

1. How and where to participate:  
(No maximum or minimum limits to contributions)
2. Headquarters of Committee  
(Give credit to donor if space is allotted free)  
(Location and phone number—repeat this)  
(Person or persons in charge of headquarters)
3. Details of social functions to be given on behalf of campaign.
4. Information concerning sub-organizations and their activities.
5. News of progress in your community.

N.B. (Many radio stations object to direct solicitation of contributions. However, you will probably find most of them willing to have you broadcast a sentence or two such as: "Everyone has an opportunity to participate in this movement to whatever extent he may choose. You may make arrangements through (Names and address of depositories) " )

**Will Rogers Memorial Commission**  
**570 Lexington Ave., New York**

**NEWS BULLETIN No. 3**

November 14, 1935.

Director of Education, E. L. Bowsher, of Ohio, has sent a notice to every superintendent of schools in that state announcing that a part of "Ohio's share for the Will Rogers memorials will come through the theatres by a contribution of 10% of their receipts on some day designated for this purpose." Mrs. Edith McClure-Patterson, of Dayton, Women's State Chairman for Ohio, has established a model organization of the women throughout Ohio which, among its other activities on behalf of the Fund, is arranging for participation by the moving picture theatres.

Will Rogers' home County of Claremore, Oklahoma, has set itself a quota of \$5,000 and is now hard at work raising it.

At least four gifts of \$1,000 each have already been reported to headquarters: Eddie Cantor, Will H. Hays, Clarence Eugene Rogers Bigelow (Will Rogers' cousin) and E. L. Cord, aviation enthusiast.

Just as important, if not more so, \$35.10 has been received from school children of Chickasa, Oklahoma, representing a donation of 1¢ from 3,510 children.

Mrs. Edward T. Herbert, Chairman of Motion Pictures for the New York State Federation of Women's Clubs, is an occasional visitor at Headquarters, cooperating with Miss Elsie F. Rogers in obtaining the cooperation of New York State moving picture houses in donating a percentage of their receipts.

Under the leadership of Amon G. Carter, publisher of The Fort Worth Star-Telegram, member of the Commission, and State Chairman for Texas, a most successful local campaign is being put on at Fort Worth. Employee groups are reporting 100% subscriptions, and the campaign is now being extended to every civic and professional organization in the city and county. Monroe Odom, from whom Will Rogers used to buy his newspapers when in Fort Worth, has organized the first newsboy memorial chapter of the Fund.

Tom Whalen, fast moving field man for Montana, North and South Dakota, Wisconsin, Minnesota, Iowa and Wyoming, literally blew into Chicago last week to meet Hanford MacNider, one of the Commission's most helpful advisers.

Captain Frank Hawks gives us a glance at his activities in the following note written from Des Moines, Iowa. "While flying from Denver to North Platte, the weather was nice and I had time on my hands while the section lines flew by below me. I got out my little book and began taking inventory of my activities. Bringing it all up to tonight, I have been out 21 days, landed in 55 cities, touched 24 states, made 32 radio talks, 11 personal appearances and, of course, interviewed scads and scads of newspaper men beside posing for pictures too many times to keep account."

Harry Huffman, of General Theatres, Inc., Denver, is the Active State Chairman for Colorado. He reports a complete state organization, the women being organized under the leadership of Mrs. J. A. Jeancon of Denver. Referring to Captain Hawks' visit on November 7, Mr. Huffman writes Headquarters as follows: "Captain Hawks flew in yesterday afternoon at 4 o'clock, talked over KOA

### NEWS BULLETIN No. 3—(Continued)

from the offices of the 'Denver Post' at 5:15, over KLZ at 6:15, then a dinner with guests including Governor Johnson, Mayor Stapleton and other prominent Denver citizens where he gave a very fine talk. From there to the stage of the Denver Theatre at 8:45 where he talked over the microphone, which through the facilities of a telephone cable hook-up, talked to the audiences of seven theatres direct or to a total of about 12,000 people. Both the 'Rocky Mountain News' and 'Denver Post' gave us splendid publicity, so you can see his visit was very worthwhile and we found Captain Hawks a very fine chap to meet."

Rupert Hughes, State Chairman for California, with offices in Chamber of Commerce Building in Los Angeles, writes as follows: "The newspaper publicity, handled by Mr. Doman of 20th Century Fox studios, is more than I have ever seen in any other campaign. We have now separate organizations in the office for publicity, radio, women's clubs, county activities and other details for the drive. . . . Fred Stone is heading a committee for a rodeo which will be preceded by a parade with everyone of any prominence in town taking a part, including the Governor of the State and Mayor Shaw of Los Angeles. We are receiving 40% of the profits of this show, which will start Saturday, November 16th and continue until Saturday, November 23rd." Do you want any long form subscription blanks?

One of the greatest tributes that could be paid to Will Rogers is the alacrity with which hundreds of local, state, and national committees have, as Rogers would put it, "rolled up their sleeves and hopped to it." The number of Local Chairmen has increased from 489 a week ago to more than 1,478 today. Seasoned campaigners, familiar with national movements for charitable and similar purposes, have been amazed at the speed with which these committees have sprung up in every state.

Do not forget we want the small contributors as well as the large. We are placing our emphasis on the number of contributions. It's the pennies, the nickels, the dimes and the quarters from people who really liked Will Rogers which will count. This is not a door to door canvass but rather the providing of a means so that people who want to can contribute.

The following is quoted from a letter received at headquarters from a lady in Cobalt, Connecticut. "Enclosed please find check for (\$2.00) two dollars, my contribution to the memorial for my beloved friend, Will Rogers, for such he was to me, though I never saw him, however, due to the wonder of Radio, and the power of the human spirit, as his voice came into my home, week after week, he became an old and dear friend, always bringing help and cheer. His keen, humorous comments on National and International events helped me to have a better understanding of life, as I have always been an invalid, unable to leave my home. I am sorry my contribution is necessarily so small but I do want to have a part in honoring his memory. I have been privileged to hear your broadcast—from your talks I have gained knowledge and inspiration. Radio is a magic key, opening a world unknown to an invalid in any other way."

Edward M. Fay, Executive State Chairman for the state of Rhode Island, reports that tonight and tomorrow night Station WJAR is having representative speakers

Mr. A. A. D. Rahn, Executive State Chairman for the state of Minnesota, as have many others, has organized the whole state from border to border. Station

### NEWS BULLETIN No. 3—(Continued)

KSTP in St. Paul has made itself part of the heart and soul of the Commission's activities.

Mr. Rahn is trying to organize a benefit with the Minneapolis Symphony Orchestra, under the direction of Eugene Ormandy, and hopes that San Carlo Opera stars will be a part of the program.

Mr. M. F. Hanson, publisher of the Duluth Herald & News Tribune, is the Chairman of the Duluth Committee. He is organizing the outstanding citizens of all types, including the theatrical profession, business, radio and railroad men throughout the state.

National headquarters have distributed, to date, to state and local chairmen, schools, motion picture theatres, Catholic Priests, Jewish Rabbis and Protestant Ministers, Y. M. C. A.'s, Rotary Clubs, Chambers of Commerce, colleges, hotels, banks, daily and weekly newspapers, etc., over 900,000 pieces of literature.

Don't forget that the movie trailer is available to your local theatre through the National Screen Service, at \$2.00. For your convenience the address of their distributing offices is given herewith, below:

New York—630 Ninth Avenue

Chicago—1307 South Wabash Street

Seattle—2418 2nd Avenue

Los Angeles—1922 So. Vermont Avenue

Dallas—300½ So. Harwood Street

Minneapolis—74 Glenwood Avenue

Boston—36 Melrose Street

Atlanta—141 Walton Street, N.W.

Have you all the long form subscription blanks you need?

We have tried, at National Headquarters, to make it easy for those who wish to contribute to do so. The problem is, and we are sure that you can solve it locally, "How can we get the pennies, the five cent pieces, the dimes and the quarters?" They are just as important, if not more important, than the checks for larger amounts.

We can also send you a supply of the card subscription blanks. How many can you use?

Are your local newspapers, movies, radio stations cooperating?

In closing this News Bulletin we at headquarters want to thank you for all that you are doing and have done. Call upon us for anything more that you think we can do.