November 26, 1935.

Mrs. Will Rogers,
Bank of America Bldg.,
Beverly Hills, Calif.

Dear Betty:

No doubt you heard the broadcast Saturday night over the national hookup, which was a fine tribute to sweet old Will. I was limited to four minutes and it was naturally difficult to condense my comments on Will and what he has meant to this country to this limited space. Therefore, I merely tried to bring out a few of the high lights and at the same time make a direct appeal for funds.

One of the difficulties we have had in the campaign was brought about by the ideas sent out from the national headquarters to the effect that it was not a mere matter of dollars but, on the contrary, they wanted to register millions of friendships. This gave the impression that nickels and dime subscriptions were all that was needed. This was a serious mistake and has cost the Memorial Fund thousands of dollars.

We are working diligently in Texas trying to raise $100,000.00 for our state if possible. I am not sure how we shall come out. We have set our goal in Fort Worth for $25,000.00 alone and have raised about $18,000.00 of it.

The race meet did not turn out as well as we expected, although it did increase the fund for Fort Worth and Dallas jointly together about $10,000. or $12,000. Unfortunately our newspaper friends in Dallas completely laid down on us, notwithstanding they had promised to go along. As a usual rule about 65% of the race patronage at Arlington Down comes from Dallas and a smaller amount from Fort Worth. In this case, 90% came from Fort Worth and about 10% from Dallas. I am sure sweet old Will smiled and his comment would be: "Well, they came through in the usual form."

For example, we had 152 boxes and sold 106 in Fort Worth. They sold about 15 or 20 in Dallas.

Enclosed, herewith, you will find two of

the racing programs, as well as the menu for the Jockey Club luncheon. In addition a ticket on Box 1 is enclosed, which I thought you might desire to keep as a souvenir of the occasion.

We now have about 225 committees working in Texas and as you will notice from the copies of the Star-Telegram, which we are sending you, we are putting all the force we can behind the campaign.

I hope you are pleased with the final program of the Commission regarding the matter of California and Oklahoma using their own money and a percentage of the total outside divided up with them. It is not altogether in keeping with my idea, still it was a difficult problem and it was necessary to make some announcement to stimulate the campaign.

We will run a special train from Fort Worth carrying our Texas Christian University football team to San Francisco to play Santa Clara on December 7th. We will spend Sunday, December 8th, in Los Angeles. If you have not gone East I hope to have the pleasure of seeing you.

Dick Deitz, of our Classified Ad Department, sent to my office a copy of Bill's first edition, which I think is very creditable. Frankly, I feel he will make good on this project.

I am sending you the pictures as promised and hope you wi l send me a copy of any other photographs of which you may have duplicates.

It was a real pleasure to have had a visit with you in California and I think it is bully the way you are carrying on. I want you to know that at all times my services are at your command.

Much love for all of you, I am

Sincerely,

AGC.KD