

Will Rogers Memorial Commission
570 Lexington Ave., New York

FINAL BULLETIN TO LOCAL CHAIRMEN

December 6, 1935.

I. SUGGESTIONS FOR A STRONG FINISH

In order that your local campaign may obtain the greatest benefit from all previous activity, the following suggestions are made for a strong finish:

1. Communicate with your local newspaper or newspapers, tell them that December 9-15 is the final week of the campaign, and ask them to give special display to the clip-sheet stories which have been sent them. If they cannot find this material and want additional copies, please wire us collect immediately and we shall see that they are sent.

2. Communicate with your local broadcasting station and request that they use the broadcasting material recently sent them by the National Association of Broadcasters. Similarly, if the station has not retained this material, please advise us promptly and we shall see that copies are sent.

3. Arrange with your local broadcasting station for you yourself to give a talk over the station or obtain a prominent citizen to do so. This speech should announce the closing of the campaign on December 15 and mention the place where contributions may be made. Emphasize the fact that your locality wishes to have its share in the Fund and that wide-spread participation is necessary for that purpose.

4. Almost every radio station has local radio artists who would be willing to mention the Fund, tell a story about Will Rogers, and announce where contributions may be made. We have had the finest sort of cooperation from radio artists, so there should be no difficulty in obtaining their consent along this line.

5. Local commercial sponsors of radio programs might be willing to dedicate one of their programs next week to further the interests of the local Will Rogers Committee.

6. Captain Rickenbacker's nation-wide radio speech of November 23rd sent you recently describes the decision made by the Committee on Memorials as to how the money will be spent. When you communicate with your local newspaper or newspapers, you might request the editors to give editorial support to the Commission's decision favoring handicapped children.

7. Please ask all the local banks or newspapers which have acted as depositories for the Fund to send us a report of all funds to the credit of our account.

8. And, finally, remember that hundreds of citizens intend to give to the Fund, but will not do so unless asked. Therefore, a certain amount of solicitation may be needed to bring the total to the desired point.

II. CAMPAIGN CLOSING DATE

In all localities where the campaign began on the official opening date, November 4, it will close on Sunday, December 15. In several states and local communities where it was impossible to get under way earlier the campaign will continue, to terminate as the state and local chairmen decide.

Thanks for your fine cooperation—more later.

JOHN W. ELWOOD,
Acting Director.

In spite of the commission's announcement November 21 that the Will Rogers memorial fund will be used to aid handicapped children, and bulletins sent to newspapers and local chairmen, there is still doubt in some minds as to the purposes for which the money will be used. Owen D. Young, chairman of the operations committee of the memorial commission, cleared this up in a statement from national headquarters. He said: "The money raised for the Will Rogers memorial will be used to help unfortunate and needy children. The memorial commission made and announced this decision November 21. I make this statement again to clear up any doubt as to the purposes to which the fund will be put. The funds will be used, as Will Rogers himself would have wished, to aid handicapped children."

Permanent officers of the Will Rogers Memorial Commission and the permanent executive committee for the commission were elected at a meeting of the commission in Washington December 3. They are: Vice-President John N. Garner, honorary chairman; Fred Stone, Forest Hills, L. I., president; Oscar Lawler, Los Angeles, vice-president; Ulric Bell, Washington, vice-president; Rex Beach, New York, vice-president; Jesse H. Jones, Houston, Tex., treasurer; James G. Blaine, New York, assistant treasurer; Capt. E. V. Rickenbacker, Bronxville, N. Y., secretary. Executive committee: Owen D. Young, New York; Will H. Hays, New York; Jesse H. Jones; Amon G. Carter, Fort Worth, Tex.; Patrick J. Hurley, Tulsa, Okla.; Ulric Bell, Washington.

The McNaught Syndicate, Inc., through which Will Rogers' droll comment on news of the day was syndicated to hundreds of newspapers, December 6 added a check for \$1,000 to the Will Rogers memorial fund. The accompanying letter from V. V. McNitt, chairman of the syndicate, read:

"We take pleasure in handing you the enclosed check for \$1,000 as a gift to the Will Rogers memorial fund from the McNaught Syndicate and its executives: I. C. Brenner, Charles B. Driscoll, Charles V. McAdam, V. V. McNitt and Frank J. Murphy.

"Will was associated with us for nearly thirteen years. His connection amounted to more than the usual smooth-working business relationship. He was our loyal and generous friend and he proved it repeatedly.

"We know all the good things about Will that the world knows and many others besides. A man of finer integrity never walked.

"We are glad the memorial fund will be used for the benefit of handicapped children. That is what Will would have wanted."

Captain E. V. Rickenbacker, director of the operations committee, sailed for France on the S. S. Champlain November 30 on an imperative business mission for Eastern Air Lines, of which he is general manager. In his absence, John W. Elwood is in charge of the work at national headquarters.

Will Rogers was nine thirty-seconds Indian, and proud of it. With an equal pride in the world-famous philosopher, 150 Indian students at Chilocco Indian Agricultural School in Kansas pooled their pennies and nickels and made up a contribution of \$3.66 which they forwarded to the state committee of the Will Rogers memorial fund. Two contributions of a dollar each are credited simply to "Biff" and "Bang" on the rolls of the New York committee. "Biff" and "Bang" are the sons of a Pennsylvanian living on R. F. D. No. 2 near Hollidaysburg. The boys asked their father that he take a dollar from each of their banks and give it to the Will Rogers memorial. Pleased with their request, he extracted a dollar from each bank and delivered the contribution in person to New York headquarters.

Five dollars representing payment for a Canadian woman's first literary effort—a tribute to Will Rogers—was turned over to the Will Rogers Memorial Fund. Harold E. Talbott, chairman of the New York Committee, with headquarters in the Chrysler Building, revealed the contribution from Mrs. Marion McBlain Ferguson of Toronto. Mrs. Ferguson's article, in which Rogers was portrayed as broadcasting to earth from heaven, was printed in a Toronto newspaper (The Evening Telegram), and for her "first literary efforts," she wrote the New York Committee, she was paid five dollars. She deemed it fitting that the Rogers memorial fund should receive the sum, she said in enclosing a clipping of the article.

The Will Rogers Memorial Committee of Monroe County, Bloomington, Ind., of which William Lowe Bryan, President of the University of Indiana, is chairman, secured a full page in the Bloomington Evening World devoted to the Will Rogers memorial. It was headed "The Last Round-Up," carried a smiling likeness of Will and an excellently presented tribute to the man and appeal for funds for his memorial.

Members of the New York Police Department to the number of 8170 have made their contribution to the Will Rogers Memorial Fund it was reported at New York Headquarters. John D. Casey, vice-chairman of the New York Committee, directed the organization of the Police Department for the memorial fund.

With more than \$20,000 already in the bank, the Fort Worth, Tex., committee for the Will Rogers memorial fund is determined to make that city the leader in its class. Walter B. Scott, general chairman of the Fort Worth Tarrant County Committee, reported that Fort Worth alone would raise between \$25,000 and \$35,000 before the campaign ends December 14. Fort Worth is a city of 163,447.

Contribution cards of the New York committee of the Will Rogers Memorial Commission read: "In consideration of the efforts of the Commission to create a memorial

N.B. This is not only for your information but for release to your local newspaper.

or memorials to the late Will Rogers of enduring form and for charitable, educational, or humanitarian purposes, and in consideration of similar contributions by others, I hereby contribute for this purpose the total sum of.....dollars." Bert Clark, 100 Broadway, cut through this phraseology to a simpler statement of his feeling. His card read: "In consideration of my love for Will Rogers I have contributed \$5.00." A notation on the back of the card stated that Clark had opened an account for the fund in that amount with the New York Trust Company.

Seventeen students and employes of the Bismarck Indian School, Bismarck, N. D., have added their \$6.07 to the Will Rogers memorial fund. The school, operating under the office of Indian Affairs of the Department of the Interior, cares for the education of Indian girls. Sharon R. Mote, superintendent of the school, in an accompanying letter to the memorial commission, said the students and employes voluntarily expressed the desire to participate in the memorial.

Among the names entered on the roles of contributors to the Will Rogers memorial fund are: Governor Herbert Lehman, former Governor Alfred E. Smith, Walter E. Edge, former Ambassador to France; Patrick Cardinal Hayes, Henry Breckenridge, W. B. Cardozo, Mr. and Mrs. W. H. Vanderbilt (correct), John J. Raskob, George Gordon Battle, A. A. Berle, attorney and associate professor at Columbia Law School; W. W. Aldrich, chairman of the board of the Chase National Bank, and John Jacob Astor.

A penciled note received at national headquarters from Wildwood, N. J., read: "I am ten years old and I would like to help as much as I can so I am sending you a nickel that I had lost and my mother found it and gave it back to me so I am sending it to you. I would like to send you more but my father has been out of work for three years so I hope you will accept this from me." The nickel was enclosed, tightly wrapped in paper.

June Sanders, editor of the high school paper at Central Senior High School, Muncie, Ind., wrote that 1,000 students of the school had made contributions in response to a story about the work for handicapped children for which the memorial funds will be used and an editorial published in the "Munsonian".

Miss Rose Susan Hirschhorn, College Hall, No. 1 Malet Street, W. C. 1, London, celebrated her birthday early in December with a gift to the Will Rogers memorial fund. Miss Hirschhorn is an art student. Like her mother, Mrs. Hannah S. Hirschhorn, 417 Park Avenue, New York, she was an admirer of the Oklahoma philosopher. On the eve of her daughter's birthday, Mrs. Hirschhorn had an idea for an unusual gift. She would mark the anniversary by a contribution to the Rogers memorial. She called her daughter by transatlantic telephone to extend birthday greetings and submit the idea. "Bully," said Miss Rose. Mrs. Hirschhorn brought a \$10 check to national headquarters of the fund and gave it in her daughter's name.

Oklahoma City's 38,000 school children all are on the rolls of the Will Rogers memorial fund, Jesse H. Jones, treasurer of the fund, was advised. C. K. Reiff, superintendent of schools of Oklahoma City, sent checks totalling \$580.42 to Mr. Jones with his report.

Some of the smaller contributions to the Will Rogers memorial fund contained eloquent notations of the love in which he was held and the wish of his admirers to aid the memorial in a quiet way. "Am sending a widow's mite," read one note received today from Brooklyn, enclosing a dollar bill. The note was signed "Unimportant." "A tiny mite from one of his many admirers. Please credit anonymously," read another note from Danbury, Conn., with a dollar enclosed. Another from Atlantic City expressed the hope that the \$2 enclosed would be used for "something for children," the exact purpose of the memorial commission.

Air pilots of North Carolina, a theatre chain of Texas, a theatre in New Jersey and Lions Clubs of cities in two eastern states are among contributors to the Will Rogers fund. The Carolina Aero Club of Greensboro, N. C., an organization of pilots formed to better relationships between pilots and aviation interests, in a letter to John W. Elwood, assistant director of the national fund, expressed appreciation for Will Rogers' interest in and efforts for aviation. Mrs. Walter C. Patterson enclosed the club's contribution. A check for \$96 was received from J. C. Clemmons, president of the Jefferson Amusement Co., Inc., of Beaumont, Tex. The First National Bank of Elmer, N. J., sent a check representing a percentage of receipts from the showing of a Will Rogers picture in the Elmer theatre. Checks were received from A. L. Friend, representing the Lions Club of the Oranges, N. J., and from Joseph A. McLean, president of the Lions Club of Ayer, Mass.

Will Rogers was internationally loved. His screen stories, in English—and it would be hard to imagine Will Rogers using other than the homely and amusing words that came so naturally from his lips—were shown in cinemas of the larger cities of Europe. His newspaper comment on the current scene was printed in English language newspapers abroad, as well as at home. His genius for friendship knew no barriers of distance, it was apparent in a contribution received at national headquarters. "Postzegels-Rechts Beven in Den Hoek Vligger Verzending" read the postmark. The letter was from the Carlton Hotel, Amsterdam, Holland. It contained a check for \$10, with the terse message: "I am pleased to enclose my contribution to such a worthy cause." The donor was Siegfried Bechhold, investment banker of Amsterdam.

Will Rogers made friends in many places, with a happy disregard for caste or position. His genius for friendship was reflected in a contribution received at national headquarters. The donor was a woman in middle years. She was not well dressed. But she put a crumpled

N.B. This is not only for your information but for release to your local newspaper.

dollar bill on the desk of John W. Elwood, assistant director of the commission. "I'm a scrub woman," she told Elwood, in answer to his questions. "My husband works at day labor, when he can find work. My husband and I weren't able to see Will Rogers in the moving pictures, but we listened to him on the radio whenever we could. We want to give this for the memorial, which we understand will be used to help unfortunate children. We owe it to Will Rogers. He helped us through the depression."

Notes accompanying some of the contributions to the Will Rogers memorial fund reveal the love his listeners and readers had for the Oklahoma philosopher and their approval of the Memorial Commission's decision to use the funds to help handicapped children. "I would cheat myself out of happiness if I did not take part in this wonderful undertaking," read a note accompanying a dollar contribution from Margaret Deery, Ozone Park, L. I.

A letter from S. Elisabeth Duggan of Utica, N. Y., read: "Please find enclosed one dollar for the Will Rogers memorial fund. This sum is the measure of my poor lean purse, not the measure of my love and admiration for the most lovable man of our time, or of my regret that the world has lost him." "Am sending this in the name of a wee boy, Chester Sage Gordon of Mobile, Ala.," read the note accompanying a \$10 contribution. "We passed the hat at our Thanksgiving dinner," was the notation accompanying a \$3 contribution from Red Bank, N. J., signed "M.E.R."

The Oklahoma City Times and Daily Oklahoman reported that an amateur show at the Criterion theatre there raised \$401.02 for the fund.

Captain Frank Hawks didn't make things any easier for traveling salesmen and others on expense accounts by his performance on the 25,156-mile flight to every state in the union which he recently completed in behalf of the Will Rogers memorial fund. He started out on the long jaunt with \$300 expense money and Thursday returned a check for \$11.05 to the Commission, his personal expenses averaging a cent and a tenth a mile for the unique journey. Gas and oil for the gleaming little single seated fighter which was loaned to him by the United States Navy cost a shade under two and a half cents a mile. Captain Hawks visited 136 cities in his zig-zag trip to 48 states, and spoke over 86 radio stations and before 18 civic organizations.

From half-way across the Pacific came a check for \$5 for the Will Rogers Memorial. It was from Winifred E. Wing, Kamchamcha School for Girls, Honolulu, Hawaii. A \$10 check from Mrs. Robert Scarlett, Jersey City, N. J., received at national headquarters, was accompanied by a note which said that half of the contribution was made in her own name and that the other was given in behalf of some California friends of hers. "I know that they enjoyed Will Rogers' talks as much as I, but the depression has hit them harder," Mrs. Scarlett's letter said. From the home of a physician in Woodbridge, N. J., Dr. Joseph S. Mark, came a letter enclosing a second contribution of \$10 from that house.

China and Poland are represented in the Will Rogers Memorial fund, although the contributions came by way of New Mexico. Word of the contributions was received at national headquarters from Willard Z. Holt, United States Commissioner for the District of New Mexico, at Lordsburg, N. M., and chairman of the memorial committee in Hidalgo County. "An incident that gave me a personal thrill was when M. S. Orecki, representative of the Polish government's highway department and S. S. Sih, representative of the highway department of the Chinese government, were in Lordsburg and each of them gave me a contribution to the Will Rogers Memorial Fund," Commissioner Holt wrote. "Both Mr. Orecki and Mr. Sih expressed the opinion that the late cow-boy-humorist was much loved in their countries, which only goes to show the universal popularity of our beloved citizen and Ambassador of Good Will." Commissioner Holt also enclosed a little folder from one of the smallest Hidalgo County schools. The pupils of the Valley View School had made up a small memorial magazine, with a picture on the cover of the Howard Chandler Christy poster of Will Rogers, clipped from a newspaper, and inside the signature of the seven contributors, and their gift. It was a dime.

"This constitutes my I.O.U. to you for Will Rogers Memorial fund. The sum of (\$5.00) Five Dollars to be redeemed on receipt of said money." This pledge was received Dec. 3 from N. O. Lundstrom, 122 Chandler Street, Boston, at national headquarters of the Will Rogers memorial fund. Mr. Lundstrom explained that he is not working at the present time but because of his admiration for the cowboy-philosopher, wished to contribute to the fund. His letter was addressed to Lieut. Commander Frank Hawks, who last week completed a 25,000-mile flight to all sections of the United States in behalf of the memorial. The letter read: "Many thanks to you and your friends who have spoken so well in the interests of the Will Rogers living memorial. I never met Will Rogers but his sayings, pictures and what has been said of him I admire immensely. His picture is here with me and always will be. At the present time I am not working but I wish to contribute towards that memorial the sum of \$5, hoping that it will be acceptable although small. If you can give me an address at which I can redeem my pledge when I get going I should be very pleased."

A letter from Edmonton, Alberta, received at national headquarters of the Will Rogers Memorial Commission Saturday furnished additional proof of the international regard in which Will Rogers was held. It was from Joseph A. Clarke, mayor of the Canadian city. Mayor Clarke said he wished to contribute his salary for one day as mayor to the Will Rogers memorial. He enclosed a check for \$12.77.

N. B. This is not only for your information but for release to your local newspaper.