

Will Rogers Day.

FORT WORTH never knew a better friend than was Will Rogers. He had no pecuniary interest in the city or in any of its economic units. In his earlier years of trouping he "made" Fort Worth as merely another show place on his vaudeville itinerary. He was a cowboy at heart. The range was his playground. The cattle country contained the sort of men he sought for companionship. Fort Worth was Cowtown to the young Oklahoman who was on his way to fame by way of his native wit and his love for humanity. That which he admired he gave unstinted praise. That which he disliked—hypocrisy, affectation, duplicity, condensation—he merely accented by the gesture of never recognizing its existence.

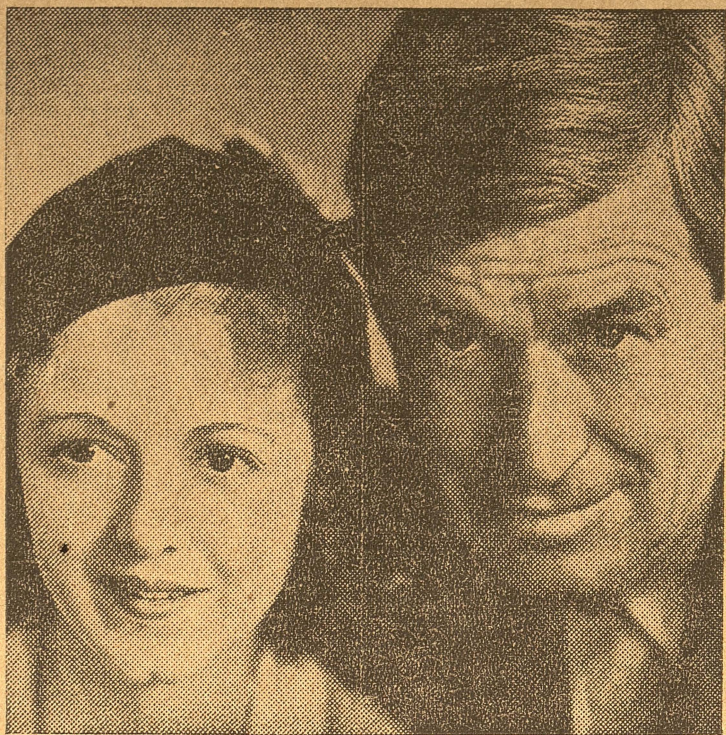
Perhaps Will Rogers might have known difficulty in analyzing his reasons for being Fort Worth's friend. He was not given to rote in his friendships. People were or they weren't. Cities and towns were, to him, merely aggregations of individuals. Subconsciously, perhaps, he formed a composite in the cases of communities. However and whatever, Fort Worth owes Will Rogers a debt of reverence and permanent appreciation. He never asked anything of Fort Worth—nor did the city ever solicit his special friendship. The latter merely grew. The former should accumulate, posthumously, by the same process.

Today is Will Rogers Day at the Fort Worth Frontier Centennial. Had he lived there would have been one. He would have been a powerful factor in the Texas Centennial publicity had he been spared another year. He probably never missed a chance to praise Texas—with a quizzical smile that was his particular individuality, sometimes—but the opportunity never went begging. With the Fort Worth Frontier Centennial he would have been in his glory. The glorification of the Old Frontier would have been made to order for him. He would have visited the Casa Manana spectacle and the Last Frontier could not have kept him off the lot. His background prepared him for the latter. His years with Ziegfeld would have given him *carte blanche* with the former.

Fort Worth should be properly appreciative of Will Rogers Day. It should attend the show as though Will might be seen at the monkey mountain or along the Sunset Trail, in the arena, or on the revolving stage, just as he will be felt in spirit if the visitors will produce some reciprocity of regard for him that he never failed to bestow on them.

There is a Will Rogers Memorial contained within the exhibit of the West Texas Chamber of Commerce. It should be the mecca of the largest crowd yet to attend the Frontier Centennial.

Stars of 'State Fair'



Janet Gaynor and the late Will Rogers in "State Fair" which comes to the Hollywood tomor-

row as an appropriate revival for the Will Rogers memorial observance here.

Rogers Film Revived Here in Keeping With Centennial Event

By BESS STEPHENSON

Will Rogers' films, unlike those of many another screen star, have approximately the same appeal now as before his death. Two films unreleased at the time of his death a year ago played to record audiences at the Worth.

Revival of "A Connecticut Yankee," probably the least noticed of all his talking films at the time of its first showing, drew well at the Hollywood a few weeks ago.

Tomorrow, in keeping with the Will Rogers memorial observance at the Frontier Centennial, the Hollywood brings back one of the real Rogers' favorites, "State Fair."

In "State Fair" the humorist-philosopher is the head of a farm family, packing up its young 'uns, its Hampshire hog and its best preserves to take to the fair.

Janet Gaynor, the daughter, and Norman Foster, the son, both strike romance on the fair grounds—she with a newspaper slicker (Lew Ayres) and he with a trapeze performer (Sally Eilers).

Mama's preserves take the prize and Pa's Hampshire boar, Blue Boy—well, that's part of the plot. Blue Boy, the 900-pound hog, is next to Rogers in cast importance.

The Frank Weatherfords' 9-pound boy, born yesterday at Baptist Hospital, will be christened Robert Edward.

"The Great Waltz," lavish production which had a successful tour last season, will go on the road

again in October headed for Texas and the Worth among other places.

CINEMA COMMENTS

For fight fans: The Schmeling-Louis film is at New Liberty today, and the Joe Louis-Jack Sharkey fight is at the Majestic.

Whether because of real life romance or what, Robert Taylor and Barbara Stanwyck glow with unusual conviction in "His Brother's Wife" at the Worth.

Chief rangers in "The Texas Rangers," coming to the Worth Saturday, start off as cowboy crooks, get on the Ranger force for tip-offs and are reformed by the sheer grandeur of their responsibilities.

There is no night-club raiding in the film, but Sam Bass is on hand. Fred MacMurray, Jack Oakie and Jean Parker have leading roles.

FOOTNOTES:

Claudette Colbert will play the Lily Langtry role in Paramount's "Jersey Lily" . . . Simone Simon will do the Janet Gaynor role in a new version of Gaynor's first triumph "Seventh Heaven."

That cartoon "Porky the Rainmaker" now at the Hollywood, was so funny in the midwest where a severe drouth is raging, that exhibitors in sections of Kansas were threatened with boycott.

Some of Mary Astor's films have been resurrected by neighborhood houses around New York since her diary was aired in court and retitled with such lurid monikers as "Unfaithful Love" . . .