

cc
Mr. Carter

June 10, 1937

Mrs. Will Rogers,
Beverly Hills, California.

Dear Mrs. Rogers:

Last year, as you know, there were thousands and thousands of people who crowded into the Will Rogers Memorial Room at the West Texas Chamber of Commerce Building to see the possessions of Mr. Rogers, which you so graciously permitted us to display and which won for you a deep and permanent place in the affections of the people of Fort Worth and of every American.

As you undoubtedly know, Fort Worth is putting on another great show this year, the Fort Worth Frontier Fiesta. A special feature will be the designation of special days at which time we pay special tribute to the city or organization or person honored.

Because Mr. Rogers was loved and esteemed more than any other American by the people of Fort Worth, it is our desire to honor his memory by designating a special WILL ROGERS MEMORIAL DAY at the Fiesta. The show begins on June 26th and lasts through October. We cannot, therefore, pay honor to Mr. Rogers on his birthday, which Mr. Carter tells me is November 4th. Mr. Carter and the officials of the Fiesta would appreciate it if you would suggest a suitable day on which we may honor his memory.

Perhaps you will be interested to know that the room in which Mr. Rogers' possessions were shown last year has again been set aside as the WILL ROGERS MEMORIAL ROOM and it will be fitted out in a manner to carry out the reverence and love which the people of Fort Worth bear for your husband.

Mrs. Rogers - #2

I am happy to remind you that almost within a stone's throw from the entrance to the Fiesta Grounds stands the magnificent Will Rogers Memorial Coliseum, a permanent monument to "Dear old Will," as Mr. Carter so affectionately alludes to him.

While I have not had the pleasure of meeting you personally, I cannot refrain from telling you that that is my most ardent ambition. I do hope you will visit Fort Worth many times this summer, and particularly on the WILL ROGERS MEMORIAL DAY, the date of which we leave to your choice.

Sincerely yours,

Margaret Hall.

Margaret Hall
Director of Special Events
FORT WORTH FRONTIER FIESTA

MH/KE

RECEIVED
JUN 11 1937