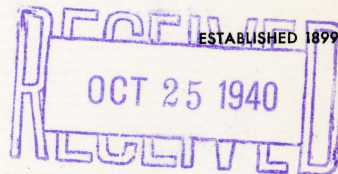


CABLE ADDRESS "HYAMSKO, N. Y."

WALTER HYAMS & COMPANY
DOMESTIC TRADE DEPARTMENT
370 LEXINGTON AVENUE
NEW YORK, N. Y.



October 23, 1940.

-Miss K. Deakins,
Secretary to Hon. Amon G. Carter,
Fort Worth, Texas.

Re; The late Will Rogers.

Dear Miss Deakins:-

Adverting to our letter to you under date of October 23rd.
we enclose herewith for your information photostat copy of comment which
appeared in the New York Herald-Tribune of September 2, 1935 in regard to the
Will Rogers memorial which we completed at that time. If it might be too
difficult to forward the clippings which we assume represent a large accumulation,
perhaps you might be able to let us know approximately the number represented.
If Mr. Carter has any photographs, preferably unmounted, the same could be incor-
porated in a supplementary volume or volumes to conform with the volumes containing
the clippings. Sincerely yours,
CAC/P-Incl *Peter M. Coy*

NEW YORK
Herald Tribune

Monday, September 2, 1935

**Stone Orders Clippings
Of Tributes to Rogers**

Work, Likely to Fill 20 Volumes, May Be World's Largest

Fred Stone, actor, has ordered a bound collection of all printed tributes to his friend, the late Will Rogers, according to an announcement made yesterday by Walter Hyams & Co., of 370 Lexington Avenue, the clipping bureau which received an order for the work.

Mr. Hyams said that all editorials, articles and other forms of printed comment on the death of Rogers would be collected and bound. All newspapers, magazines, periodicals and theatrical publications, both in the United States and abroad, are to be read and clipped, he said, and the estimate is that the job will require at least six months. Between 24,000 and 30,000 publications will have been examined.

A preliminary survey of the tributes elicited by the Rogers tragedy convinced the Hyams company that their finished product would be the largest memorial album ever compiled for an individual. The clippings will be mounted on heavy paper and bound into album-size books measuring 20 by 30 inches. Each volume will contain 200 pages and will be about four inches thick. The clipping bureau expects to fill at least twenty such volumes.

If that estimate is correct, the Rogers memorial collection will outdo even that compiled at the death of Woodrow Wilson. The clippings culled at the former President's death filled thirty-five volumes, but each volume contained only 100 pages. Other notable clipping collections assembled by the Hyams firm were those on Frank A. Munsey, four volumes; Calvin Coolidge, four volumes; William Howard Taft, six volumes; the Amundsen-Ellsworth polar expedition, twelve volumes, and the sinking of the liner Lusitania, twenty-five volumes.