

November 5, 1935.

Hon. Jesse Jones,
Reconstruction Finance Corp.,
1825 H Street, N. W.,
Washington, D.C.

Dear Jesse:

I have requested Mr. Magendie, at the farm, to forward you the cards and decorations used in connection with your dinner at Shady Oak Farm. Knowing of your limited room at the hotel, I am having them sent to the RFC office. Also, I am enclosing, copy of a few of the cards which will give your friends some idea of the character of party tendered in your honor during your visit to Fort Worth.

I sent you copies of telegrams which I sent to Andrew Mellon, Will Hays, Frank Phillips and Harry Sinclair. I feel if you will follow these up they should be excellent prospects. Walter Chrysler has made a barrel of money this year. My understanding is they can deduct this contribution from the income tax which would be quite an item in his case, as no doubt it would be in all of the others. If the proper party could get in touch with Henry Ford a generous subscription might be gotten from him as he was quite an admirer of Will Rogers. I know he presented Will with a car at one time with a gold plate on it from Henry Ford to Will Rogers.

We opened up our campaign and if the balance of the newspapers and communities in Texas will handle the program as enthusiastically as we are handling it in Fort Worth, the campaign should go over with a bang. It takes a lot of hard work and it is difficult to get the newspapers and cities interested. I trust you will wire George Cottingham and tell him to bear down on the Houston setup as I am exceedingly anxious to have Texas go over the top in the number of subscriptions if not in the amount of money.

We are in close contact with over fifty chairmen in the cities over the state. We have

opened offices in the Star-Telegram's Club Room with Walter Scott as City Chairman. We turned over to him Harry Connelly, one of our staff reporters, and they are working the town thoroughly; have all the women's clubs, labor organizations and everybody lined up. They are handling it on the plan of the Community Chest campaign, having a printed blank, copy of which I enclose herewith, sent to the various business organizations asking them to have their employes come in on 100% basis, no matter how small the contribution may be. They are having excellent results. For example, within two hours after the blanks had been delivered, Haltom's Jewelry store came in with a complete list enclosing a check for \$70.00 and they only have a limited number of employes. This program can be worked very successfully if the committees will only get behind it.

I am sorry not to be able to be with you for the dinner in New York but I am snowed under with the Fat Stock Show, airport building, memorial and arranging to fly to Los Angeles Saturday to attend the American Petroleum Institute meeting.

With best wishes, I remain

Sincerely,

ACG,KD