

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	FULL RATE
DAY LETTER	DEFERRED
NIGHT MESSAGE	NIGHT LETTER
NIGHT LETTER	SHIP RADIOGRAM

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

WESTERN UNION

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

CHECK
ACCT'G INFMN.
TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

Fort Worth, Texas,
November 17, 1935.

Captain E. V. Rickenbacker, Director,
Will Rogers Memorial Commission,
570 Lexington Ave.,
New York City, N.Y.

As stated over the phone from Los Angeles Friday it will be physically impossible for me to meet with you and your committee in Mr. Young's office Monday as much as I regret it STOP I feel sure you know of my love and affection for sweet old Will, who gave away and raised for charity's sake more actual money than he left for his immediate family and this thought should be gotten across to the public STOP Frankly, I think it has been a mistake and still a mistake to send out publicity proclaiming money alone is not the goal and what you really want to do is register millions of friendships STOP This is a fine sentiment but frankly it will not get the money. For example, Oklahoma started a penny campaign and so far they have raised about five hundred dollars STOP Friendship after all to a certain extent can be measured in dollars. We should start at once a dollar slogan for the memory of Will Rogers who spent his life and most of his money doing for others things to make them happy, warm and comfortable STOP The radio chains should do a real job and permit a nation appeal STOP With all due respect to your last hookup it was a marvelous barrage but failed in my estimation in the attack STOP It requires a little salesmanship. Why should the radio be so technical. They are collecting millions of dollars for advertising. We need their cooperation and help in memory of the greatest artist to have ever graced the air and certainly no parallel STOP This unselfish effort on the part of Will Rogers' friends will meet with the hearty response if the radio will give us a chance to tell the story and ask for contributions parenthesis not pennies, nickels or dimes which after all is for the school children and news boys parenthesis closed Dollars

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are what we need STOP We have two hundred and ten active county committees working in Texas which cover the state almost completely Paragraph

So far we have raised about ten thousand dollars in Fort Worth and we expect to make it fifteen thousand Dollars. In addition we hope to make from fifteen to twenty-five thousand on the special race meet at Arlington Downs Thursday, weather permitting, for our part and an equal amount for Dallas STOP We are checking with all committees and will give you line on them later. We hope to raise one hundred thousand dollars in Texas mostly small subscriptions. Tell Jesse to put some fire under his boys in Houston STOP I think the campaign should be extended to December fifteenth or twenty fifth stating on account of the many money raising campaigns at this time and the urgent requests from committees over the country you are extending the campaign et cetera in order for the many committees to see all of their prospects STOP If the Fox Company would furnish the theaters some of the ^{old} Rogers films like State Fair, David Harem, Young as you feel and So this is Paris they could give Friday midnight shows and raise lots of money. Frankly the theaters have done practically nothing. You might say the same thing of the radio STOP After all as usual we have to depend on the newspapers to do most every worthwhile job and I own two radio stations which by the way are mentioning the Rogers Memorial fund four or five times a day STOP Suggest you have each State chairman ask all radios to join in and furnish them short radio announcements, get the theaters to wake up and join the procession. You have eight days left to get everybody on their toes for a touch down STOP Jesse, Will Hays and Mr. Young can stir some of the big boys up. I believe the three of them with a strong joint appeal can get fifty or hundred thousand dollars from Frank Phillips. I spent an hour with him, in

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

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we both had lunch with Mrs. Rogers at the ranch Friday in Los Angeles and Frank is seriously considering the matter STOP I told him we needed someone to take the lead; that he was an old friend of Rogers, lived in the same state and was an aviation enthusiast; that he could charge it off of his tax and if not cash he could give the fund two or three thousand shares of Phillips stock STOP I was with him one night when he gave fifty thousand dollars worth of stock for a deaf hospital parenthesis to which I think we should send some of our friends who are not contributing as they seem to have been unable to hear our appeal parenthesis closed STOP I also talked with Harry Sinclair. I feel sure he will do something nice. Someone I believe could get a good subscription from Henry Ford if the proper party approached him as he and Will were good friends. Mr. Ford gave Will a special car STOP This is a long wire but I am paying for it personally. Please give my regards, thanks and appreciation to the loyal, unselfish work of the committee and workers. It is for a great cause, a great man and a great humanitarian. Let's not forget him this soon. We are all on trial and must make good. Sincerely.

Amon G. Carter.

Night letter - Paid

Chg. Star-Telegram