INCANDESCENT LAMP DEPARTMENT
GENERAL ELECTRIC COMPANY

LIGHTING RESEARCH LABORATORY
M. LUCKIESH, DIRECTOR

NELA PARK
CLEVELAND, OHIO

RE: Will Rogers Memorial

December 11, 1935

Mr. Amon G. Carter
Star-Telegram Building
Fort Worth, Texas

My dear Mr. Carter:

I believe you will be interested in the attached letters and the small reproductions of large renderings of a monument to aviation as a memorial to Will Rogers. The originals are now in the hands of the Will Rogers Memorial Commission.

I am writing this letter to a few members of this Commission who are also friends of Will Rogers and aviation with the hope that if they agree with the spirit and practicability of this suggested memorial, they might wish to express themselves directly to the Committee on Memorials and perhaps publicly.

Yours very truly,

M. Luckiesh

MLuckiesh:MC
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INCANDESCENT LAMP DEPARTMENT

GENERAL ELECTRIC COMPANY

COPY FOR Mr. Amon G. Carter

December
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1935

Mr. Owen D. Young, Chairman
Will Rogers Memorial Committee
570 Lexington Avenue
New York City

Dear Mr. Young:

Mr. C. T. Masterson, a young architect associated with us at Nela Park, who has done some outstanding work in modern design, discussed with me some time ago the matter of a physical memorial to Will Rogers. Naturally light would play an important part in the idea. Being familiar with Mr. Masterson's ability and past achievements, I suggested that he submit a design for an outstanding monument to the spirit and achievement of aviation which I knew he had worked on.

One need not argue what Will Rogers meant to aviation and what aviation meant to him. All will agree upon this. Certainly aviation has progressed far enough to deserve a center appropriate to all its present needs as well as a museum containing exhibits exemplifying its evolution during the past and in the future—an ensemble emanating and emphasizing its spirit of new freedom and new progress so characteristic and prophetic of man's endless achievement. Will Rogers was so intimately associated with aviation that it seems to be a perfect opportunity for doing something that will inevitably be done. However, if done now it can be associated everlastingly with his memory.

Mr. Masterson is submitting to you, as Chairman of the Will Rogers Memorial Committee, his conception and design which not only expresses the spirit and achievement of aviation but memorializes Will Rogers in a fitting manner. Will Rogers will be remembered, among many others, for his humanness. He could be remembered, among few, for his service to aviation owing to the infancy of aviation and its need of friends.

I am familiar with the movement for the establishment of schools and hospitals for underprivileged children as memorials to Will Rogers. Certainly these are deserving memorials. However, in addition, is it not desirable to have a physical and material monument such as designed by Mr. Masterson that not only contributes directly to the past, present and future of aviation, but has all the advantages of something that can be readily visualized by everyone and visited by millions of people?

Sincerely yours,

MLuckiesh:MC

M. Luckiesh

December 2, 1935

Will Rogers Memorial Committee,
570 Lexington Avenue,
New York City.

Attention: Mr. Owen D. Young.

Gentlemen:

I respectfully submit the following preliminary designs and thoughts as suggestions for a living memorial to Will Rogers:

Briefly this suggestion is a Monument to Aviation conceived as a part of a great memorial project in honor of Will Rogers. The entire project would include the items of a Monument to Aviation, as listed below, as well as a headquarters for the establishment of adequate school and hospital facilities for underprivileged children. It is possible that the Monument as suggested may be utilized to further the attainment of these aims.

The Monument to Aviation consists of the following:

(a) A sculpture of Will Rogers and Wiley Post as they stood beside their plane before their last flight,

(b) A terminal for both sea and land planes,

(c) A great luminous observation tower with a most powerful beacon,

(d) A trophy and memento hall,

(e) Museums for an exhibition of the progress of aviation,

(f) A headquarters for school and hospital facilities for underprivileged children.

It seems as though it would be proper for the Government to contribute additional funds for this division of the project.

Through the darkness beacon lights safely mark our course. The spirit of Will Rogers is a brilliant beacon of fellowship. Aviation, radio, the cinema arts, and the press multiplied his genius to

create good will so that he became a good neighbor to the whole world. Blending homespun characteristics with modern progress, he was America's unofficial ambassador of good will. Today it is fitting and timely that we place our attention on the symbols which best express the ideals of Will Rogers and the American people.

The life of Will Rogers was so in harmony with great ideals that at once he recognized the important significance of aviation in national and international affairs. It was not without pride that he was happy to be known as a friend to aviation.

The respect and admiration of all mankind has a focus on the men and women who have contributed to the advance of aviation. The significance of this advance is that it is already a dynamic expression of a splendid civilization in the making. The spirit of aviation is a living force. It is the urge for man to be free--free so that he can enjoy the fellowship and respect of his neighbors even in distant lands.

Yours very truly,

C. T. Masterson

CTM:DW