

" WILL ROGERS MEMORIAL PROGRAM"

OVER A NATION WIDE BROADCAST BY NBC AND COLUMBIA SATURDAY NIGHT,
NOVEMBER 23, 1935.

Presented by
Amon G. Carter of Fort Worth, Texas.

I WILL TAKE JUST A BRIEF SPACE OF THIS SPLENDID PROGRAM TO SAY A WORD
ABOUT THE WILL ROGERS MEMORIAL.

I HAD THE GOOD PLEASURE OF KNOWING SWEET OLD WILL PERSONALLY FOR A
GOOD MANY YEARS AND LOVED HIM FOR HIS GENUINE SINCERITY. HE WAS ALWAYS THINKING
OF WHAT HE COULD DO FOR HIS FELLOWMAN: IN FACT WILL GAVE AWAY AND RAISED
MORE MONEY FOR CHARITY THAN HE ACTUALLY LEFT FOR HIS LOVELY FAMILY.

IN 1931 FRANK HAWKS FLEW WILL ROGERS OVER TEXAS, OKLAHOMA AND
ARKANSAS RAISING FUNDS FOR THE DROUTH SUFFERERS. THEY MADE FORT WORTH THEIR
HEADQUARTERS SO I HAD A GOOD OPPORTUNITY TO SEE THE ENTHUSIASM AND WHOLEHEARTED
WAY IN WHICH WILL CONTRIBUTED HIS TIME AND MONEY FOR THE BENEFIT OF THOSE IN
DISTRESS.

I RECALL THE TIME HE RECEIVED \$50,000 FOR HIS FIRST 7 BROADCASTS
OVER A NATION WIDE HOOKUP - WHAT DID HE DO WITH IT? HE GAVE \$25,000 TO THE
SALVATION ARMY - \$25,000 TO THE RED CROSS - AND AT THE SAME TIME BORROWED
\$100,000 TO MAKE THE LAST PAYMENT ON HIS SANTA MONICA RANCH AND HOME.

SOME FOLKS ARE BORN GREAT - SOME HAVE GREATNESS THRUST UPON THEM -
WILL ROGERS ACHIEVED HIS BY SINCERITY - UNSELFISHNESS - AND A REAL LOVE FOR

EVERYONE. (AS SO APTLY STATED BY WALTER TRUMBULL - WILL COULD STAND SUCCESS -
THE HARDEST THING FOR ANYONE TO BEAR.

HE WAS FAITHFUL AND LOYAL TO HIS FRIENDS - HIS FAMILY - AND HIS
COUNTRY. HE LIVED HIS PATRIOTISM AND LIVED UP TO HIS IDEALS. HIS FAITH IN MAN
WAS BUT AN ECHO OF HIS FAITH IN GOD.

WILL WAS A TRUE AMERICAN. THERE WAS NEVER A TIME, NO MATTER HOW
DARK THE HOUR, WHEN HE DID NOT BRING HIS WHOLESOME SANITY, GOOD HUMOR AND
CONFIDENCE TO HEARTEN US ALL. HE WAS NOT MUCH IN FAVOR OF FANCY WORDS. HE
SPOKE PLAINLY AND LIVED PLAINLY. THAT SIMPLICITY WHICH WE LOVED SO MUCH IN
HIM IS WORTH PRESERVING.

(I SHALL ALWAYS REMEMBER MY LAST JOURNEY WITH WILL - IT WAS A SAD ONE.
IT WAS ON THE PLANE FROM SEATTLE TO CALIFORNIA - THE LAST LAP OF HIS JOURNEY
FROM ALASKA. AS I STOOD BY THE COT ON WHICH HE RESTED IN THE PLANE - I
WONDERED JUST WHAT KIND OF MEMORIAL WE OF THIS COUNTRY COULD BRING ABOUT TO
PERPETUATE HIS IDEALS.

SO IT IS ABOUT THIS MEMORIAL I WANT TO SPEAK TO YOU. WE CANNOT HAVE
A FITTING MEMORIAL WITHOUT PROPER FUNDS - THAT I THINK WE ALL UNDERSTAND. IN
FORT WORTH AND ALL PARTS OF TEXAS, AS IN OTHER STATES, A VERY ACTIVE CAMPAIGN
FOR FUNDS IS BEING CONDUCTED. WE FIND THAT MOST OF THE PEOPLE ARE ANXIOUS TO DO

THEIR PART - DO IT JOYFULLY - AND CHEERFULLY AND REALLY WANT TO PARTICIPATE
IN THIS GREAT AND HUMANITARIAN CAUSE.

I BELIEVE EVERYONE HEARING THIS PROGRAM FEELS DEEPLY ABOUT THIS MATTER
AND WHILE WE ALL KNOW WHAT THE CAMPAIGN IS ABOUT - STILL IN THE RUSH OF EVERY
DAY LIFE THERE ARE SO MANY DEMANDS MADE UPON OUR TIME - SO MANY THINGS TO
THINK ABOUT - SO MANY JOBS TO DO THAT A GREAT MANY HAVE NOT GOTTEN AROUND TO
MAKING AN ACTUAL CONTRIBUTION. MAY I SUGGEST THAT THE TIME FOR YOUR CONTRIBUTION
HAS ARRIVED. WHY NOT SEND IT IN IMMEDIATELY? - EITHER TO THE COMMITTEE OR YOUR
LOCAL BANK.

THE ENTIRE PROCEEDS - WITHOUT EXPENSE OR TRIMMINGS - WILL ALL BE
SPENT FOR REAL CHARITY AND NOT MERELY FOR A MONUMENT. YOUR CONTRIBUTION WILL
BE FOR A GREAT CAUSE - A GREAT MAN - AND A GREAT HUMANITARIAN.
FORGET GOOD OLD WILL AND HIS LOVE FOR HUMANITY.