

August 14, 1936.

Mr. Ewing Halsell,
Miramar Hotel,
Santa Monica, Calif.

Dear Mr. Halsell:

The Fort Worth Frontier Centennial opened July 18th with the most colorful, outstanding and interesting celebration of its kind ever produced in America. Our attendance has been increasing steadily since the opening day. We have many outstanding stars and attractions: Paul Whiteman's orchestra, Joe Venuti's orchestra, Everett Marshall, Sally Rand, Ann Pennington and other well known celebrities now appearing at our Frontier show.

Mrs. Rogers has been sweet and gracious enough to let the Frontier Centennial have all of Will's souvenirs, trophies and furniture from their Santa Monica living room. The room has been reproduced to the point it is practically impossible to distinguish it from the original. Incidentally, this exhibit has been one of the chief attractions on the grounds, drawing from eight to ten thousand visitors daily.

The Centennial Committee has designated Monday, August 24th, as the official Will Rogers day for the Fort Worth Frontier Centennial and we are anxious to have as many of Will's old friends as possible with us for this occasion. Mrs. Rogers, Will Jr., Jimmy and other friends from California and Oklahoma will be here. The thought occurred to us that you might like to bring some of your friends to join us on Rogers' day, which we hope to make one of the outstanding occasions of the Centennial.

We shall be glad to have you and will try in every consistent way possible to make your stay pleasant. If you will advise me in time, I will be glad to make hotel reservations for you and your friends.

Sincerely,

AGC.KD