

FORT WORTH STAR-TELEGRAM

MORNING

EVENING

SUNDAY

AMON G. CARTER, PRESIDENT

FORT WORTH, TEXAS

November 29, 1935.

Honorable E. W. Marland,
Governor of Oklahoma,
Oklahoma City, Okla.

My dear E.W:

We are making an energetic effort to finish up the Rogers Memorial campaign in Fort Worth on December 14th and hope to raise \$30,000.00, of which we have already raised about \$22,000.00. Of this amount we made about \$6,000.00 or \$7,000.00 on the special race meet at Arlington Downs.

We have found the only way we can raise the money is for active committees to go out and make personal solicitations. Again, we have been carrying front page editorials and stories as well as a list of contributions made in the paper each day. We have worked on the merchants and banks to get up lists of contributions from their employes. For example, we have been carrying in the paper that John Smith and Company, 100 employes, contributed \$125.00 or \$150.00, whatever the amount might be. In addition, we secured \$1,000.00 from the Clearing House Association. We've had a number of school entertainments. The Superintendent of Schools is working with us for all the school youngsters to contribute.

The mistake we made was in not starting with a slogan "A Dollar for Will Rogers Memorial Fund." In other words, anyone who appreciated Will Rogers should give \$1.00. Frankly, Will raised and gave away more money for charity than he actually left for his family.

Oklahoma is going to be one of the chief beneficiaries of whatever money is raised and it would certainly be embarrassing not to raise as much money as we raise in Texas, where we hope to raise \$100,000. Surely Oklahoma City and Tulsa should raise as much money for the fund as we are going to raise for Fort Worth. It can be done if you will get a good, strong committee that is willing to go out and do some heavy lifting.

Enclosed, herewith, you will find a copy of a telegram which I sent to Eddie Rickenbacker on

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November 17th, as well as a copy of my radio address over the national chain last Saturday night. Naturally, I have no desire to be so presumptuous as to suggest to you and your friends how to handle the campaign, however I am tremendously interested and if we in Texas are willing to work as energetically as we are, Oklahoma should be willing to do likewise.

I have been working on this matter almost ever since the sad tragedy occurred. James R. Record, our Managing Editor, has devoted practically all his time to it. We have an office opened in the Star-Telegram Club Rooms and have turned over one of our best reporters to them, who has always worked in connection with campaigns of this nature. The work has been conducted without any expense. In fact, every dime raised will go into the fund.

Frank Phillips and I had lunch with Mrs. Rogers in Santa Monica on Friday, following the close of the A.P.I. meeting. I spent over an hour talking with Frank in trying to interest him in a \$50,000 or \$100,000 subscription to be credited to Oklahoma. He is very much interested and I have tried to sell Frank on the idea that if he would make a generous contribution of this kind it would be instrumental in helping the committee to raise several hundred thousand dollars from other influential people who can afford to make similar contributions. It is necessary to have someone take the lead. Frank was an old friend of Will's, tremendously interested in aviation and I am sure has an affectionate feeling for the sweet old boy.

I hope you will get all the boys on their toes as I am anxious to see Oklahoma go over the top.

With best wishes, I remain

Sincerely,

AGC.KD