



OUR STORY & VALUES

MEET

Will

TOGETHER WE

Will

CAMPAIGN FOR THE
WILL ROGERS MEMORIAL MUSEUM
& WORLD CITIZEN EXPERIENCE



THE LEGACY

It's true! Will Rogers was America's Cowboy Philosopher reaching millions of followers, rich and poor, the powerful and the common man and people of all races.

Will was the #1 radio personality, the #1 movie star, #1 most sought-after speaker, and the #1 newspaper columnist. He wrote books, travelled the world, and gave liberally to those in need. At a time of unprecedented American challenges, Will's casual charm, ability to connect with others, and witty way at poking fun at both himself and politics in general allowed him to deliver much-needed comic relief, Indian-Cowboy insights and humanitarian principles.

Will Rogers was a bright light in the darkness.

HONORING 100 YEARS

2022 represents 100 years since Will Rogers performed in his first radio broadcast and wrote his weekly columns reaching millions of fans via 600 syndicated newspapers and national publications.

1879

Will Rogers Birth

1890

Will's mom dies

1899

Will takes over father's ranch and names it the Dog-Iron Ranch

1900

Will meets his future wife, Betty Blake, at a train station in Oologah

1902

Will sells ranch, travels to S. America and then to S. Africa and joins Texas Jack's Wild West Show

1905

Will starts his Vaudeville Career and moves to New York

1904

Will ropes steer at Madison Square Garden and becomes well known for the act

1908

Will marries Betty Blake

1911

Will's father, Clem, dies and Will's first child, Will Rogers Jr., is born

1913

Will's second child is born, Mary Rogers

1915

Will's third child is born, James (Jimmy) Rogers

1918

Will's fourth child is born, Fred Rogers (Died in 1920)

1917

America enters WWI

1916

Will joins the Ziegfeld Follies

1882-90

Will learns to rope from freedman Dan Walker

1919

Will moves to Beverly Hills, CA

1919

Will makes his first silent movie, *Laughing Bill Hyde* – goes on to make 50 silent movies

1925

Will starts traveling the country giving speeches to different groups and philanthropic efforts

1927-31

Will takes several philanthropic trips to raise money for victims of different disasters

1929

Will makes his first “talkie” *They Had to See Paris* – goes on to make 21 talking movies

1929

Stock market crashes

1932

Introduces candidate Franklin D. Roosevelt for President at the Rose Bowl

1935

Will and Wiley Post are killed near Point Barrow, AK

1922

1922

Will performs in his first radio broadcast and weekly column

1926

Will writes his first daily column and writes it until the day he dies

1926

Will becomes honorary mayor of Beverly Hills after traveling the world with Betty

1928
Will has a mock run for President on the “Anti-Bunk Party” in the *Saturday Evening Post*

1928

Will moves his family to the Ranch home in Pacific Palisades, CA

1931

Gives his famous *Bacon, Beans and Limousines* speech before Herbert Hoover (and delivers other famous radio programs including the *Good Gulf Show* (1933))

1934

Will’s newspaper column is syndicated in over 600 newspapers, publications

1934

Will becomes the #1 box office star in America

1938

Will Rogers Memorial Museum is launched near his home of Claremore, OK

WILL'S VALUES

Ten principles/values which made Will Rogers the most famous Cowboy Philosopher in world history.

Undeniably, today's world could use a values-based role model and a principled champion who understood how, when and why to use characteristics like **appreciation, exploration, work, laughter, integrity, enthusiasm, empathy, learning, relaxing,** and **giving** to make the globe a better place.

Reaching millions and impacting citizens in every corner on earth, this program will communicate these same standards which made Will Rogers the most popular and beloved individual of the 20th century.



WILL'S VALUES

APPRECIATION

ENTHUSIASM

WORK

LAUGHTER

INTEGRITY

GIVING

RELAXING

LEARNING

EMPATHY

EXPLORATION

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