Finding Aid to the Roy Rogers and Dale Evans Archives MSA.24

Finding aid prepared by Mallory Furnier
Autry National Center, Autry Library
4700 Western Heritage Way
Los Angeles, CA, 90027
(323) 667-2000 ext. 349
room@theautry.org
2014 March 19
**Finding Aid to the Roy Rogers and Dale Evans Archives MSA.24**

**Title:** Roy Rogers and Dale Evans Archives  
**Identifier/Call Number:** MSA.24  
**Contributing Institution:** Autry National Center, Autry Library  
**Language of Material:** English  
**Physical Description:** 125.0 Linear feet  
**Date (bulk):** Bulk, 1940-1960  
**Date (inclusive):** 1885-2008  

**Abstract:** The Roy Rogers and Dale Evans Archives contains publications, press clippings, photographs, slides, promotional materials, correspondence, sheet music, ephemera, and business records relating to the film, television, and recording careers of Rogers and Evans, primarily from the 1940s until 2000. Roy Rogers' early success came as a musician with The Sons of the Pioneers before he began a solo career as a Republic Pictures singing cowboy star. His successful career led to decades of working in radio, film, and television. Dale Evans began her work as a singer on the radio and in night clubs, before starting work as a film actress. She and Rogers worked together in B Westerns for Republic Pictures before starring in their own television shows and public appearance tours. In addition to her work as a performer, Dale Evans also published inspirational books. The Archive has a small selection of the personal papers of Rogers and Evans, and their manager Art Rush, but is primarily a business archive reflecting brand marketing strategies and offering insight into fan reception.

**Language of Materials:** Materials in English, Spanish, Portuguese, and Dutch.

**creator:** Evans, Dale, 1912-2001  
**creator:** Far West Savings Bank.  
**creator:** General Foods Corporation.  
**creator:** Knox-Reese Enterprises.  
**creator:** Rackin, Al  
**creator:** Roy Rogers Enterprises.  
**creator:** Roy Rogers, 1911-1998  
**creator:** Rush, Art, 1907-1989  

**Biographical/Historical note**  
Roy Rogers (1911-1998) and Dale Evans (1912-2001)  

Roy Rogers was born Leonard Frank Slye on 1911 November 5 in Cincinnati, Ohio, but grew up in the rural town of Duck Run near Portsmouth, Ohio. He dropped out of high school in the late 1920s to work with his father at a Cincinnati shoe factory.  

After a visit to his sister in California, Rogers decided to move to the state in late 1930. While there he appeared on an amateur talent radio show in southern California which led to a job with the Rocky Mountaineers and subsequently to the Pioneer Trio with Tim Spencer and Bob Nolan. The Pioneer Trio changed their name to the Sons of the Pioneers and continued to tour.  

In 1934, as part of the Sons of the Pioneers, Rogers became a staff musician on Warner Brothers radio station KFWB in Los Angeles. That same year the band obtained a recording contract with Decca Records. The Pioneers appeared in their first feature film, The Old Homestead, in 1935. This and subsequent film work led to a contract with Columbia Pictures to star in Charles Starrett films.  

In 1937, Rogers left the Pioneers to pursue a solo career. He auditioned for Republic Pictures as they searched for a potential Gene Autry replacement and landed a 5 year contract. His professional name was initially Dick Weston, but it did not stick and he and the studio decided Roy Rogers was a more fitting moniker. Early press materials claimed Rogers was born in Wyoming, but not long after his first starring role in 1938’s Under Western Stars, he publically claimed Ohio as his rightful birthplace. He legally adopted the name Roy Rogers on 1942 October 6.  

Rogers’ Palomino horse companion Trigger also began life with another name. Initially named Golden Cloud, the horse’s first film appearance occurred in the 1938 film The Adventures of Robin Hood. Golden Cloud was renamed Trigger after working with Rogers in Republic films. Rogers eventually purchased Trigger from Hudkins Stables.  

Although Trigger performed tricks, another palomino named Little Trigger often worked as Trigger’s stunt double and represented the original Trigger on tours and public appearance performances. Trigger Jr. also worked as Trigger’s double, though unlike Little Trigger, Trigger Jr. was publicly acknowledged as a different horse and even featured as the title character in the 1950 Republic film Trigger Jr.
In Roy Rogers’ personal life, his first marriage to Lucile Ascolese in 1933 May 12 ended in divorced 15 months later. His second marriage to Arlene Wilkins of Roswell, NM lasted much longer, from 1936 until Arlene’s death after giving birth to their son Roy (Dusty) Rogers Jr. in 1946. Before she passed away the couple adopted Cheryl Darlene in 1942 and had Linda Lou in 1943 April.

While at Republic, Rogers made dozens of Western films portraying “Roy Rogers” and a variety of folk heroes and historical characters. Rogers’ film career with Republic continued until the expiration of his contract in 1951. Renegotiations for a new contract were unsuccessful, as Rogers and the studio could not come to agreement on the issue of television appearances. While Rogers wanted to appear on TV, Republic refused and instead broadcast edited versions of his work in Republic films.

Dale Evans was born Francis Octavia Smith on 1912 October 31 in Uvalde, Texas, though her name on record at the hospital was misregistered as Lucille Wood Smith. At fifteen, she gave birth to son Thomas Fox with Thomas Frederick Fox, which led to a brief marriage and subsequent divorce.

After her divorce from Fox, Evans attended business school and worked as a secretary in a Memphis insurance office. As she worked she scribbled down song lyrics and sang at her desk. Her office singing led to a radio program spot sponsored by her insurance company employer. Though she made it on the radio, she continued to work secretarial positions while building her singing career.

She moved between Texas, Arkansas, and Kentucky, working in different offices while pursuing her singing career. She married August Wayne Johns in 1930 November, but they divorced in 1936. Evans did not remain single for long, marrying Robert Dale Butts, a composer and arranger, shortly after her divorce from Johns. They remained married until 1946 when they amicably divorced.

Though Evans’ private life was often in flux, her professional life remained steadily productive during this period. In 1935 May she became a staff vocalist for Louisville station WHAS, then worked in Texas at WFFA, followed by a stint in Chicago with the Anson Weeks Orchestra in 1938.

Her talent was noticed by talent scouts from the film studios, and an offer to take a screen test led to a contract with Twentieth Century-Fox in 1941. Although her contract was not renewed after it expired, it marked the beginning of her career in Hollywood.

During this period Evans was briefly managed by Art Rush. Rush got her a position on the Chase and Sanborn Hour radio show as a vocalist from 1942 September to 1943 September. Evans left Rush management, citing that he spent too much time working with Rogers and not enough with his other clients. She acquired a one year contract with Republic Pictures in 1943 with Danny Winkler as her agent.

When her contract with Republic ended in 1946, she did not renew, as she hoped to appear in an RKO musical. When the RKO musical did not materialize, Evans signed a new contract with Republic, acting in two non-Western films, The Trespasser (1947) and Slippy McGee (1948). After the brief hiatus from Westerns, Evans returned to the genre, making a total of 28 Westerns with Rogers between 1944 and 1951.

Rogers and Evans married New Year’s Eve in 1947 at the Flying L Ranch in Davis, Oklahoma. After their marriage, Republic removed Evans from Rogers' westerns, only to return the partnership to films in 1949 after public protest demonstrated Republic had made a mistake in removing Rogers’ costar from his films.

They were both managed by W. Arthur Rush. Rush founded his own management firm, Art Rush Inc., in 1939 and managed Rogers and Evans through it, as well as their marketing and merchandising empire of hundreds of licensed products, including the franchised Roy Rogers Restaurants.

Rogers and Rush originally entered into a management agreement through a handshake in 1941. Rush briefly managed Evans in the early 1940s, but Evans left for a different manager until returning to Rush after her marriage with Rogers. After they left Republic, Rogers and Evans began working together on The Roy Rogers Show, broadcast on NBC and sponsored by Post Cereals. Episodes aired between 1951 and 1956. The show went into syndication in 1962. The production starred Rogers and Evans with Trigger, their German Shepherd dog Bullet, and their comedic sidekick Pat Brady. In addition to the human and animal sidekicks, the show also featured Brady’s broken down Jeep Nellybelle as comedic relief.

Rogers and Evans worked together not only in film, but also on radio programs, appearing together on the weekly radio show, The Roy Rogers Show, first broadcast in 1948 and sponsored by Quaker Oats. The show was on Mutual Broadcasting Company until 1951 when it went to NBC for its final four years with initial sponsor Post Cereals, and later support from Chrysler Corporation. They also made guest appearances on radio shows The Chase and Sanborn Hour, the Bob Hope Show, and Ralph Edward’s Truth or Consequences.
After the end of their first television series, the couple hosted *Chevy Shows*, beginning in 1959 January and continuing until 1961 May. Shortly after their hosting job, they began another series of their own, this time at ABC. *The Roy Rogers and Dale Evans Show* premiered in the Fall of 1962, ran for 13 episodes, and featured Rogers, Evans, and their children visiting locations across the U.S. such as the Seattle World’s Fair and Olvera Street in Los Angeles.

After their own television series ended, they continued to work on TV as guest stars in a number of shows in the 1970s and 1980s, including *The Dean Martin Show*, *The Barbara Mandrell Show*, *Hee Haw*, *The Muppet Show*, and *Wonder Woman*. Dale Evans began her television program *A Date with Dale* in 1984 and continued hosting the thirty minute spiritual talk show on Trinity Broadcasting Network (TBN) until 2000.

Off the screen and radio, Rogers and Evans also made a career out of live performances, appearing at State Fairs and Rodeos as the star attraction. They made frequent appearances at the annual Houston Fat Stock Show and Madison Square Garden Rodeo. They also made special appearances on floats sponsored by Post Cereals and Chevrolet in the Pasadena Rose Parade, before becoming Parade Grand Marshals in 1977.

Rogers and Evans were also very involved in charities, starting their own Annual School Safety Awards program in 1949 in cooperation with the National Safety Council.

Evans, with encouragement from son Tom Fox, renewed her Christian religious faith, which became reflected in her writings and in the themes of songs she and Rogers chose to perform.

They also maintained an active licensing campaign throughout their lifetimes. The Roy Rogers fast food franchise began in the 1960s and the Roy Rogers-Dale Evans Happy Trails Resort opened in Arizona in 1986 January.

In addition to film, television, and radio work with Rogers, Evans began her book publishing career in 1953 with *Angel Unaware*, based on the short life of their daughter Robin Elizabeth, who was born with Down’s syndrome in 1950 and passed away at two years old. Evans continued to write and publish inspirational books until 2000.


**Preferred Citation note**

*Roy Rogers and Dale Evans Archive*, 1885-2008, Autry Library, Autry National Center, Los Angeles; MSA.24; [folder number] [folder title] [date].

**Other Finding Aids note**

Folder list available.

**Custodial History**

Roy Rogers and Dale Evans opened a museum to house their professional memorabilia in the 1960s in Victorville, California. Rogers and Evans later had a larger museum structure built in Victorville to showcase their collections.

The Roy Rogers and Dale Evans Museum relocated to a different facility in Branson, Missouri in 2003, before ultimately closing in 2009. The Museum collections were auctioned, and their business papers were donated to the Autry National Center in 2010 as one archive.

**Physical Characteristics**

paper, metal, plastic, photographs, rubber

**Arrangement**

1885-2008

- Series 1: Management Files, 1935-2003
- Series 2: External Publications, 1921-2008
- Series 4: Music Files, 1885-1995
- Series 5: Personal Papers, circa 1930s-circa 2000s
- Series 6: Photographs, circa 1930s-2001
- Series 7: Production Files, 1945-1992

**Scope and Content**

The Roy Rogers and Dale Evans Archives document the film, television and recording careers of Roy Rogers and Dale Evans, primarily from the 1940s until 2000. It is comprised of seven series: Management Files, External Publications, Fan Mail, Publications, and Ephemera, Music Files, Personal Papers, Photographs, and Production Files. These series contain publications, press clippings, photographs, slides, promotional materials, correspondence, sheet music, ephemera, and business records relating to their artistic management, merchandising and licensed products, public appearance tours in
the United States and Great Britain, development of their Victorville museum, song repertoires, charity work, promotional strategies, production of their television series, awards received, Roy Rogers' sporting hobbies, Roy Rogers Riders Clubs, and fan perception of their image. There are also correspondence, awards, and travel ephemera related to their manager Art Rush. Many of the merchandising materials and some of the earlier photographs appear to originate from the office of Art Rush, or from their publicity manager Al Rackin. Press clippings, sheet music, and scrapbooks make up the bulk of the archive.

Acquisition

Related Archival Materials
Gene Autry Personal Papers and Business Archives, 1900-2002, pending donation from Mr. and Mrs. Gene Autry, Autry National Center, Los Angeles; MSA.28.

Access
Collection is open for research. Appointments to view materials are required. To make an appointment please visit http://theautry.org/research/research-rules-and-application or contact library staff at rroom@theautry.org. A folder level inventory is available from library staff.

Use
Copyright has not been assigned to the Autry National Center. All requests for permission to publish or quote from manuscripts must be submitted in writing to the Autry Archivist. Permission for publication is given on behalf of the Autry National Center as the custodian of the physical items and is not intended to include or imply permission of the copyright holder, which must also be obtained by the reader.

Processing history
Processed by Mallory Furnier, 2011-2012.
Processing of collection and publication of finding aid made possible by donations from Lora and Robert U. Sandroni.

Subjects and Indexing Terms
Evans, Dale, 1912-2001
Roy Rogers Riders Club.
Roy Rogers, 1911-1998
Rush, Art, 1907-1989
Advertising
Agricultural exhibitions
Apple Valley (Calif.)
Christianity
Comic Books, Strips, Etc.
Correspondence
Madison Square Garden (New York, N.Y.)
Merchandise licensing
Motion picture actors and actresses
Museums -- West (U.S.)
Press releases
Programs
Promotional materials
Radio actors and actresses
Rodeos
Rose Bowl Stadium (Pasadena, Calif.)
Roy Rogers and Dale Evans show (Television program) Roy Rogers show (Television program)
Scrapbooks
Scripts
Sheet music
Scope and contents
This series contains records related to the business of creating and promoting the public image of Roy Rogers and Dale Evans. This includes correspondence, press releases, programs, agreements, lists, and promotional advertising materials that detail their brand licensing campaigns, outreach through public appearances, and preservation of their work and image through the development of the Roy Rogers and Dale Evans Museum in Victorville, California.

Arrangement
The arrangement of correspondence and museum papers is loosely based upon original order and then by date. Charity and contest materials are grouped by organization or contest. Comic books, merchandising and licensing materials, press releases and feature stories are arranged chronologically.

Subseries 1.1: Business Correspondence, Charity and Contests, 1939-1998
Subseries 1.3: Merchandising and Licensing, 1938-2001
Subseries 1.4: Museum Papers, 1964-1999
Subseries 1.5: Press Releases and Feature Stories, 1938-1993
Subseries 1.6: Public Appearances, 1935-2003

Business Correspondence, Charity, and Contests Subseries 1.1 1939-1998
Scope and contents
This subseries contains correspondence related to Roy Rogers' and Dale Evans' business matters, contest ephemera and related correspondence and photographs, and charity related correspondence and published materials. The March of Dimes and other organizations working with mentally handicapped children are represented, along with other charities.

Box 1  General Business Correspondence undated, circa 1940s-1994
Box 2  Safety Contests circa 1950-1957
Box 3  Charity undated, 1949-1998
Box 4  Contests undated, 1950-1954
Box 5  Correspondence, A-B circa 1950s-1955
Box 6  Correspondence with press clippings circa 1950s-1955
**Comic Books Subseries 1.2 1949-1998**

**Scope and contents**

Comic books are primarily foreign publications licensed to publishers in Mexico and Brazil, and published in Spanish and Portuguese respectively. Some comic books still have their original mailing envelopes. A smaller number of English language comic books include reprints of Roy Rogers comics and the titles Red Ryder and Brave Eagle.

Box 7 Publications, Comic Books undated, 1952-1955
Box 8 Publications, Comic Books 1955-1956
Box 9 Publications, Comic Books 1956-1957
Box 10 Publications, Comic Books 1957-1961
Box 11 Publications, Comic Books 1961-1972
Box 12 Publications, Comic Books 1972-1974
Box 13 Publications, Comic Books 1975-1976

**Merchandising and Licensing Subseries 1.3 1938-2001**

**Scope and contents**

These materials include newsletters and correspondence with licensees, contest materials related to branded products and image promotion, and any related merchandising ephemera. Advertisements for Roy Rogers products collected by Roy Rogers Enterprises staff are also included.

Box 15 Merchandising and Licensing undated
Box 16 Merchandising and Licensing 1938-1951
Box 17 Merchandising and Licensing 1951-1952
Box 18 Merchandising and Licensing 1952-1957
Box 19 Merchandising and Licensing 1957-1976
Box 20 Merchandising and Licensing 1976-1983
Box 21 Merchandising and Licensing 1984-2001
Box 22 Merchandising and Licensing, Post Cereals, The Roy Rogers Show, Box 1 of 2
Box 23 Merchandising and Licensing, Post Cereals, The Roy Rogers Show, Box 2 of 2
Box 24 Merchandising and Licensing, Licensee Bulletin Copies 1954-1957
Box 25 Merchandising and Licensing, Advertising Mats undated
Box 26 Merchandising and Licensing, Merchandising Folders circa 1950s
Box 27 Merchandising and Licensing, General Legal Sized Materials undated, circa 1940s-1992
Box 289 Merchandising and Licensing, Oversized undated, 1949-1987
Box 303 Merchandising and Licensing, Far West Savings Bank, Oversized circa 1980
Box 288 Merchandising and Licensing, Oversized undated, 1947-1996
Box 284 Merchandising and Licensing, Oversized undated, 1951-1990
Box 283 Merchandising and Licensing, Oversized undated, 1958
Box 302 Merchandising and Licensing, Oversized 1991

**Museum Archives Subseries 1.4 1964-1999**

**Scope and contents**

This subseries includes museum bank statements, press releases, tear sheets, and correspondence related to the opening and maintenance of museum operations.

Box 28 Museum, Roy Rogers and Dale Evans Museum undated, 1964-1967
Box 29 Museum, Roy Rogers and Dale Evans Museum, Roy Rogers and Dale Evans Museum 1965-1999
Box 30 Museum, Roy Rogers and Dale Evans Museum, Western World undated, 1972-1973
Box 285 Museum, Roy Rogers and Dale Evans Museum, Oversized 1993-1999
Press Releases and Feature Stories Subseries 1.5 1938-1993

Scope and contents
This subseries includes press releases from publicity director A.L. Rackin for Roy Rogers, Dale Evans, and Roy Rogers Enterprises in the 1950s. Later press releases are also included, as well as admats and admat prints. Human interest feature stories approved by management for magazine and newspaper publication are included and many have bylines representing Rogers and his children, though they are written by other writers. There is significant coverage of Dale Evans’ first book *Angel Unaware*, published in 1953.

Box 31
Box 32
Box 33

Public Appearances Subseries 1.6 1935-2003

Scope and contents
This subseries primarily includes programs and flyers related to Roy Rogers and Dale Evans appearances at rodeos and fairs, but also includes ephemera related to other public appearances and tribute events. There is extensive coverage of the Houston Fat Stock Show, Madison Square Garden Rodeo, Los Angeles County Sheriff’s Annual Show and the Pasadena Tournament of Roses.

Box 34
Box 35
Box 36
Box 37
Box 38
Box 39
Box 40
Box 284
Box 289

External Publications Series 2 1921-2008

Scope and contents
This series includes tear sheets, newspaper clippings, magazine clippings, and publications created by individuals and organizations not directly associated with Roy Rogers’ and Dale Evans’ business management.

Arrangement
External Publications are arranged into Image Clippings, Magazines, and Newspaper and Magazine Clippings. Image Clippings are arranged by subject and then by date. Magazine publications and newspaper and magazine clippings are arranged chronologically. Some press clippings were originally arranged by year or month and then grouped into clippings local to Southern California and clippings from out of town. This original order was maintained and expanded upon.

Subseries 2.1: Image Clippings, circa 1940-1998
Subseries 2.2: Magazines, 1934-2008
Subseries 2.3: Newspaper and Magazine Clippings, 1921-2008

Image Clippings Subseries 2.1 circa 1940-1998

Scope and contents
Image Clippings encompass a variety of printed images, both in color and black and white, of Roy Rogers, Dale Evans, Trigger, Bullet, and costars from their film and television roles. There are a small number of clippings of contemporary Western film and television celebrities and musicians, including Gene Autry and Audie Murphy.
### Image Clippings Subseries 2.1 circa 1940-1998

- **Box 41** Image Clippings undated
- **Box 42** Image Clippings undated, circa 1941-1998
- **Box 283** Image Clippings, Oversized undated, 1988-1997

### Magazines Subseries 2.2 1934-2008

**Scope and contents**

This subseries consists of a wide variety of magazine titles covering the careers of Roy Rogers and Dale Evans in printed articles and images. Film fan magazines are well represented and include *Modern Screen, Motion Picture, Movie Stars Parade*, and publications focusing on western celebrities such as *Western Stars*. Publications are for the most part complete.

- **Box 43** Publications undated, circa 1920s-1940
- **Box 44** Publications 1941-1945
- **Box 45** Publications 1945-1947
- **Box 46** Publications 1948
- **Box 47** Publications 1949-1950
- **Box 48** Publications 1950-1952
- **Box 49** Publications 1953-1955
- **Box 50** Publications 1958-1964
- **Box 51** Publications 1965-1970
- **Box 52** Publications 1971-1976
- **Box 53** Publications 1977-1979
- **Box 54** Publications 1979-1982
- **Box 55** Publications 1982-1985
- **Box 56** Publications 1985-1989
- **Box 57** Publications 1990-1991
- **Box 58** Publications 1992
- **Box 59** Publications 1993-1995
- **Box 60** Publications 1995-1997
- **Box 61** Publications 1998
- **Box 62** Publications 1998-1999
- **Box 63** Publications 2000-2008
- **Box 64** Publications, Legal Sized Folders undated, 1938-1998
- **Box 316** Publications, Oversized 1938-1978
- **Box 292** Publications, Oversized undated, 1942-2003
- **Box 281** Publications, Oversized 1943-1944

### Newspaper and Magazine Clippings Subseries 2.3 1921-2008

**Scope and contents**

This subseries includes newspaper clippings and magazine clippings spanning Roy Rogers’ and Dale Evans’ entire careers. This includes press bureau clippings from across the United States and those local to the Southern California region. Magazine clippings represent coverage in both glossy and local publications managed independently from Rogers’ and Evans’ management.

- **Box 65** Press Clippings undated
- **Box 66** Press Clippings 1923-1945
- **Box 67** Press Clippings 1946-1950
- **Box 68** Press Clippings, Local 1950
- **Box 69** Press Clippings, Local and Out of Town 1950
- **Box 70** Press Clippings, Out of Town, Box 1 of 3 1950
- **Box 71** Press Clippings, Out of Town, Box 2 of 3 1950
- **Box 72** Press Clippings, Out of Town, Box 3 of 3 1950
- **Box 73** Press Clippings, Out of Town 1951
- **Box 74** Press Clippings, Local, Box 1 of 2 1952

---

**Finding Aid to the Roy Rogers and Dale Evans Archives MSA.24**
<table>
<thead>
<tr>
<th>Box</th>
<th>Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>75</td>
<td>Press Clippings, Local, Box 2 of 2</td>
<td>1952</td>
</tr>
<tr>
<td>76</td>
<td>Press Clippings, Out of Town, Box 1 of 2</td>
<td>1952</td>
</tr>
<tr>
<td>77</td>
<td>Press Clippings, Out of Town, Box 2 of 2</td>
<td>1952</td>
</tr>
<tr>
<td>78</td>
<td>Press Clippings, Merchandise Tear Sheets</td>
<td>1953</td>
</tr>
<tr>
<td>79</td>
<td>Press Clippings, Individual Subjects, Box 1 of 2</td>
<td>1953</td>
</tr>
<tr>
<td>80</td>
<td>Press Clippings, Individual Subjects, Box 2 of 2</td>
<td>1953</td>
</tr>
<tr>
<td>81</td>
<td>Press Clippings, Local, Box 1 of 2</td>
<td>1953</td>
</tr>
<tr>
<td>82</td>
<td>Press Clippings, Local, Box 2 of 2</td>
<td>1953</td>
</tr>
<tr>
<td>83</td>
<td>Press Clippings, Out of Town, Box 1 of 2</td>
<td>1953</td>
</tr>
<tr>
<td>84</td>
<td>Press Clippings, Out of Town, Box 2 of 2</td>
<td>1953</td>
</tr>
<tr>
<td>85</td>
<td>Magazine Clippings, 1953-1953</td>
<td>1953</td>
</tr>
<tr>
<td>86</td>
<td>Press Clippings, Local, Box 1 of 2</td>
<td>1954</td>
</tr>
<tr>
<td>87</td>
<td>Press Clippings, Local, Box 2 of 2</td>
<td>1954</td>
</tr>
<tr>
<td>88</td>
<td>Press Clippings, Out of Town and Magazine Clippings, 1954</td>
<td>1954</td>
</tr>
<tr>
<td>89</td>
<td>Press Clippings, Local 1955</td>
<td>1955</td>
</tr>
<tr>
<td>90</td>
<td>Press Clippings, Out of Town 1955</td>
<td>1955</td>
</tr>
<tr>
<td>91</td>
<td>Press Clippings, Local 1956</td>
<td>1956</td>
</tr>
<tr>
<td>92</td>
<td>Press Clippings, Out of Town, Box 1 of 3</td>
<td>1956</td>
</tr>
<tr>
<td>93</td>
<td>Press Clippings, Out of Town, Box 2 of 3</td>
<td>1956</td>
</tr>
<tr>
<td>94</td>
<td>Press Clippings, Out of Town, Box 3 of 3</td>
<td>1956</td>
</tr>
<tr>
<td>95</td>
<td>Press Clippings, Local 1957</td>
<td>1957</td>
</tr>
<tr>
<td>96</td>
<td>Press Clippings, Out of Town, Box 1 of 6</td>
<td>1957</td>
</tr>
<tr>
<td>97</td>
<td>Press Clippings, Out of Town, Box 2 of 6</td>
<td>1957</td>
</tr>
<tr>
<td>98</td>
<td>Press Clippings, Out of Town, Box 3 of 6</td>
<td>1957</td>
</tr>
<tr>
<td>99</td>
<td>Press Clippings, Out of Town, Box 4 of 6</td>
<td>1957</td>
</tr>
<tr>
<td>100</td>
<td>Press Clippings, Out of Town, Box 5 of 6</td>
<td>1957</td>
</tr>
<tr>
<td>101</td>
<td>Press Clippings, Out of Town, Box 6 of 6</td>
<td>1957</td>
</tr>
<tr>
<td>114</td>
<td>Magazine and Trade Magazine Clippings undated, 1938-1952</td>
<td>1938-1952</td>
</tr>
<tr>
<td>117</td>
<td>Magazine Clippings 1956-2002</td>
<td>1956-2002</td>
</tr>
<tr>
<td>118</td>
<td>Press Clippings circa 1990s</td>
<td>1990s</td>
</tr>
<tr>
<td>121</td>
<td>Press Clippings 1921-1949</td>
<td>1921-1949</td>
</tr>
<tr>
<td>287</td>
<td>Newspapers and Press Clippings, Oversized undated</td>
<td>Oversized</td>
</tr>
<tr>
<td>318</td>
<td>Newspaper Clippings, Oversized 1926-2001</td>
<td>1926-2001</td>
</tr>
<tr>
<td>317</td>
<td>Newspaper and Magazine Clippings, Oversized 1943-2001</td>
<td>1943-2001</td>
</tr>
</tbody>
</table>
Fan Mail, Publications, and Ephemera Series 3 1938-2000

Scope and contents
This series is comprised of materials generated by or directly for fans of Roy Rogers and Dale Evans. It includes correspondence to both stars, scrapbooks created by fans and Roy Rogers management, fan publications and fan club materials from the Dale Evans Fan Club and the Roy Rogers Riders Club.

Arrangement
Fan correspondence is arranged chronologically. Photographs mailed with correspondence remain with their respective correspondence. Fan generated publications are arranged by title and then by date. Fan ephemera is arranged chronologically.

Subseries 3.1: Fan Club Correspondence, Ephemera, and Publications, 1938-2000
Subseries 3.2: Scrapbooks, circa 1930s-1989

Fan Club Correspondence, Ephemera, and Publications Subseries 3.1 1938-2000

Scope and contents
Much of the fan correspondence is comprised of letters from sick children and their friends and family members in the 1950s. These letters request a written response or other item from Roy Rogers, Trigger, and/or Dale Evans to boost the children’s spirits as they deal with illnesses ranging from polio and cancer to broken bones. Several photographs are included with the letters, picturing the sick children mentioned in the correspondence. Fan letters are primarily from American fans, though there are some British fans and one letter from a Prisoner of War in South Africa during World War II. Later fan mail often features artwork from fans in the form of hand drawn illustrations or typed poetry. After the death of Roy Rogers in 1998 many fans mailed their condolences to his family members via the Roy Rogers and Dale Evans Museum in Victorville, California.

This subseries also represents materials related to Roy Rogers and Dale Evans fan clubs. The Dale Evans Fan Club is represented by Evanstar, while a nearly complete run of The Double R Bar Ranch newsletter covers events for Roy Rogers fans. The Roy Rogers Riders Club program is represented through correspondence and promotional materials coordinated between theater managers and Rogers’ managers. British fan publication The Roy Rogers Review and the later Rogers-Evans Collectors Association newsletters are included.

Box 122  Fan Materials undated, 1938-1950
Box 123  Fan Materials 1950-1966
Box 124  Fan Materials 1967-1998
Box 125  Fan Materials, Roy Rogers and Dale Evans Collectors Association Publications 1984-2000
Box 126  Fan Materials, Fan Newsletters 1942-1956
Box 127  Fan Materials undated, 1939-1999

Scrapbooks Subseries 3.2 circa 1930s-1989

Scope and contents
This subseries consists of scrapbooks created by fans and friends of Roy Rogers and Dale Evans from across the United States, as well as several scrapbooks that appear to be assembled by publicity manager Al Rackin. The scrapbooks are primarily filled with newspaper and magazine clippings, but some also include photographs, correspondence, newsletters, programs, and merchandising ephemera. Several scrapbooks also include clippings on other western stars like Gene Autry, the Lone Ranger played by Clayton Moore, Elton Britt, and Tom Mix.

Box 281  Roanna Lee Arzam, Syracuse, New York scrapbook and two unlabeled scrapbooks undated, circa 1940s
Box 224  Grace Kline of Thomspontown, Pennsylvania scrapbook, "8th bk" scrapbook, and unlabeled scrapbook undated, circa 1940s-1950s
Box 225  Two scrapbooks undated
Box 226  Cub scrapbook, Jean Sweeney scrapbook and correspondence, Joyce Faley Kansas Ranch Boss of the Roy Rogers Fan Club scrapbook, Janet Binskin of Kansas City, Kansas scrapbook, and two unlabeled scrapbooks undated, circa 1953-1994
Box 227  Three scrapbooks undated
Box 228  "Roy Rogers, Dale Evans and Trigger in Great Britain 1954" Press Representatives Mullally and Warner Ltd. 1 Hay Hill, London, W1 scrapbooks 1954
Box 229  "Roy Rogers No. 2" scrapbook and unlabeled scrapbook undated
Box 230  "Roy Rogers 6th," "Roy Rogers No. 2," "Roy Rogers No. 1," and "Dale Evans" scrapbooks undated, 1944-1949
Box 231  Ronnie Stewart scrapbook and Carolyn Haskins Roth scrapbook undated
Box 232  Roy Rogers and Gene Autry scrapbook, "Roy Rogers 17th bk," "Roy Rogers 5th," and "Roy Rogers 4th" scrapbooks undated, 1947-1949
Box 233  Bobby Sledge from Decatur, IL scrapbook, Johnny W. Gieshrecht scrapbook and correspondence, scrapbook with puzzle, and unlabeled scrapbook undated, 1953-1983
Box 234  Three scrapbooks and loose image clippings, photographs, and photo postcards undated, circa 1940s
Box 235  Marilyn McAlister Jones from Norway, Maine scrapbooks, two unlabeled scrapbooks, and folded loose scrapbook pages undated
Box 236  Four scrapbooks undated
Box 237  "The Wedding of Roy Rogers and Dale Evans New Years Eve - January '48" scrapbook, scrapbook with photographs of Roy Rogers with a baseball bat (possibly Pirates baseball team), and unlabeled scrapbook undated, 1948
Box 238  Roy Rogers and Dale Evans appearances in Ohio, Iowa, and Nebraska scrapbook 1956
Box 239  Comic and magazine clippings scrapbook circa 1950s
Box 240  Newspaper clippings scrapbook circa 1950s
Box 241  Loose scrapbook clippings undated, circa 1980s
Box 242  Loose scrapbook clippings, possibly by Beula Rae Willis from Sullivan, Indiana undated
Box 243  Loose scrapbook clippings undated
Box 244  Scrapbook undated
Box 245  Newspaper and magazine clippings scrapbook circa 1960s
Box 246  Certificates and Rotary materials scrapbook undated
Box 247  Art Rush Inc. scrapbook circa 1940s
Box 248  "Roy Rogers King of the Cowboys" scrapbook, loose photographs, and clippings undated
Box 249  Scrapbook undated
Box 250  Republic publicity materials scrapbook, loose newspaper clippings, and magazine clippings undated
Box 251  Scrapbook undated
Box 252  Donita Moore Rogers scrapbook undated
Box 253  Roy Rogers comic strips scrapbook circa 1950s
Box 254  Pearl Williams scrapbook and correspondence with Dennis Caplan at Republic, Mildred, and Roy Rogers' sister Cleda Willoughby, and Hedda Hopper and unlabeled scrapbook undated, 1939-1940
Box 255  Scrapbook undated
Box 256  "Mary's" disassembled scrapbook undated
Box 257  Hospice San Antonio, Uvalde, Kerrville First Annual Fund Raiser scrapbook 1996 April 12
Box 258  Roy Rogers Thrill Circus scrapbook circa 1940s
Box 259  "Roy Rogers Promotional Book 1948 RCA" scrapbook 1948
Box 260  "Roy Rogers World Championship Rodeo San Antonio, Texas June 18-21, 1955, NBC Telecast sponsored by General Foods Corp. Publicity Director A.L. Rackin" scrapbook 1955 June 18-21
Scrapbooks Subseries 3.2 circa 1930s-1989

Box 261 Scrapbook with loose newspaper clippings circa 1940s-1960s
Box 262 "Roy Rogers' World Championship Rodeo Houston, TX January 30-February 10 1952 with Dale Evans 'Queen of the West,' Pat Brady, The Whippoorwills" scrapbook 1952 January 30-February 10
Box 263 Gene Ernst scrapbook undated
Box 264 Scrapbook with photographs, clippings, and loose clippings undated
Box 265 Scrapbook with newspaper and magazine clippings and loose photographs circa 1940s
Box 266 Scrapbook with loose clippings undated
Box 267 Marilyn McAlister Jones scrapbook 1947-1989
Box 268 "Advertised in LIFE: sells for Roy Rogers Enterprises" scrapbook circa 1950s
Box 269 Scrapbook undated
Box 270 Scrapbook with loose clippings undated
Box 271 Scrapbook undated
Box 272 "1948 Roy Rogers World Championship Rodeo Philadelphia, Detroit, Indianapolis, Chicago Newspaper Publicity" scrapbook 1948
Box 273 Scrapbook with press clippings circa 1950s
Box 274 Scrapbooks with press clippings and scrapbook with photograph contact prints undated, circa 1940s
Box 275 Roy Rogers comic strips scrapbook circa 1950s
Box 276 Vera Lane scrapbook undated
Box 277 Scrapbook undated
Box 278 Scrapbook undated
Box 279 Roy Rogers comic strips scrapbook circa 1950s
Box 280 Scrapbook with merchandising related materials circa 1950s
Box 281 Oversized loose scrapbook pages
Box 282 Scrapbooks
Box 304 Scrapbook
Box 305 Roy Rogers School Safety Award Program, Andrew Johnson Elementary School, Oklahoma City, Oklahoma scrapbook 1954-1955
Box 306 Scrapbooks undated, 1986
Box 307 Scrapbooks undated
Box 308 Scrapbooks undated, 1942-1975
Box 309 Scrapbooks undated
Box 310 Scrapbooks undated
Box 311 Scrapbooks undated, circa 1940s
Box 312 Scrapbooks undated
Box 313 Scrapbooks undated, 1960-1978


Scope and contents
This series is comprised of both published and unpublished sheet music, including orchestral scores, and songbooks. There is an emphasis on western and religious themed songs, many penned by Dale Evans. There are also many works by other artists, including American songwriter Stephen Dorff and composers Milton Berle, Bobby Hambuck, Anita Kerr, and Eric Robertson. Songs popularized by artists Fred Rose, Gene Autry, Irving Berlin, William J. Gaither, and Stuart Hamblen are also represented.

Arrangement
This series is arranged by small format sheet music, large format sheet music, lyrics, and then alphabetically. Lyric magazines are at the end of the series by date. Sheet music and related materials generally related to the production of Rogers' and Evans' television series are located in the Production Files series.

Box 128 Sheet Music, 50 Popular Big Note Piano Pieces Book 1 - Ave Maria undated, 1936-1976
Box 129 Sheet Music, Baila Como Yo - Buenos Noches, Maria undated, 1925-1991
Box 130 Sheet Music, Build a Better Mouse Trap - Christmas Chimes undated, 1902-1976
Box 131 Sheet Music, Christmas Eve on the Farm - Don't Be a Baby, Baby undated, 1926-1973
Box 132  Sheet Music, Don't Blame It On Me - Dusty Wagon undated, 1925-1975
Box 133  Sheet Music, Each Minute Seems a Million Years - Frosty the Snowman undated, 1936-1967
Box 134  Sheet Music, A Gay Ranchero - He's Got the Whole World in His Hands undated, 1931-1981
Box 135  Sheet Music, He's Got the Whole World in his Hand - Hymns of Blessing undated, 1910-1980
Box 136  Sheet Music, I Ain't A-Gittin' No Place - I Love A Piano undated, 1930-1977
Box 137  Sheet Music, I Married A Mouse Of A Man - If You Only Knew undated, 1924-1976
Box 138  Sheet Music, In the Church Across The Way - It's Wedding Time undated, 1920-1968
Box 139  Sheet Music, Jealous - Just Squeeze Me (but don't tease me) undated, 1911-1969
Box 140  Sheet Music, Keep A-Talkin' Baby - Lulu Island Lulu undated, 1911-1986
Box 141  Sheet Music, Macurije (Lamento Indio) - Mister Santa Bring Me A Doll undated, 1939-1983
Box 143  Sheet Music, Nellie Was a Lady/Aloha Oe (Farewell to Thee) - The Ozarks Are Calling You undated, 1911-1973
Box 144  Sheet Music, Paddy McGinty's Goat - Rememb'ring undated, 1919-1979
Box 145  Sheet Music, Rhythm Of The Raindrops - Runnin' Wild undated, 1934-1954
Box 146  Sheet Music, Saddle Up! (Western Spiritual) - A Soldier And His Dog undated, 1931-1971
Box 147  Sheet Music, Soldier's Last Letter - Stella By Starlight undated, 1934-1981
Box 148  Sheet Music, Stephen Foster: Immortal Melodies - There's A Little Bit of Everything In Texas undated, 1935-1975
Box 149  Sheet Music, There's a New Moon Over My Shoulder - To Each His Own undated, 1932-1981
Box 150  Sheet Music, Told You So - Vaya Con Dios (May God Be With You) undated, 1913-1979
Box 151  Sheet Music, Wabash Cannon Ball - Where I'm Going undated, 1912-1975
Box 153  Sheet Music, \# 6 - Atchison-Topeka and the Santa Fe undated, 1934-1980
Box 154  Sheet Music, Back To The Dear Old Mill - Buenas Noches, Maria undated, 1902-1970
Box 155  Sheet Music, Buffalo Bill - Chinese undated, 1914-1952
Box 156  Sheet Music, Christian Cowboy - A Christmas Prayer undated, circa 1951
Box 157  Sheet Music, Closing \#14 - Daddy's Little Cowboy undated, 1954-1974
Box 158  Sheet Music, Dale Evans Medley - Don't Cry Baby undated, 1951
Box 159  Sheet Music, Don't Ever Fall - Dwarf's Ending undated, 1951-1961
Box 160  Sheet Music, Eerie - Friends and Neighbors undated, 1974
Box 162  Sheet Music, Gospel Medley - Gustave Plays the Glockenspiel undated, 1955-1969
Box 163  Sheet Music, Hallelujah - Happy Trails undated, 1954-1971
Box 164  Sheet Music, Happy Trails - He's Everything to Me undated, 1941-1972
Box 165  Sheet Music, He Is Love - How Great Thou Art undated, 1941-1956
Box 166  Sheet Music, I Believe - It Took A Miracle, He Touched Me undated, 1937-1977
Box 167  Sheet Music, J \#1 - Known Only To Him undated, 1950-1971
Box 168  Sheet Music, L. Young - Lord, Have Mercy On My Soul (A Sinner's Prayer) undated, 1940-1978
Box 169  Sheet Music, Lord, I Love You - Merry Christmas Chimes undated, 1940-1978
Box 171  Sheet Music, Navajo Trail - Opening Theme (in "D") undated, 1975-1980
Box 172  Sheet Music, Our American Flag - Patriotic Medley (Folder 3) undated, 1963
Box 173  Sheet Music, Peace in The Valley - Prod. 5 undated, 1941-1956
Box 174  Sheet Music, Prod. 7 - Prod. 85 undated, 1951-1953
Box 175  Sheet Music, Paint Your Wagon Folder 1 of 3 - Paint Your Wagon Folder 3 of 3 undated
Box 176  Sheet Music, Roy Rogers Show Overture Folder 1 of 2 - San Antone Ending undated
Box 177  Sheet Music, Prod. \#88 - Rodeo Music undated, 1915-1970
Box 178  Sheet Music, Rollin' Dust - Roy Rogers Show Overture Folder 2 undated, 1950
Box 179  Sheet Music, San Francisco Opening - Skyball Paint undated, 1941-1960
Box 180  Sheet Music, Slug - Stampede folder 1 of 2 undated, 1943-1975
Box 181  Sheet Music, Stampede Folder 2 of 2 - Swell Guy, Swell Gal undated, 1906-1941
Box 182  Sheet Music, T for Texas - The Trail to Capitan undated, 1916-1984
Box 183  Sheet Music, Top of the World: Sittin' On Top of The World - Tuba Der Twist undated
Box 185  Sheet Music, Toronado/Just Say Your Prayers - Wedding Bells undated, 1950-1975
Box 187  Song Lyrics, Box 1 of 2
Box 188  Song Lyrics, Box 2 of 2
Box 189  Lyric and Song Magazines 1944-1956
Box 281  Sheet Music, Oversized undated
Box 314  Sheet Music, Oversized undated, 1945
Box 315  Record Albums undated, 1950-1982

**Personal Papers Series 5 circa 1930s-circa 2000s**

**Scope and contents**
This series contains papers related to Roy Rogers, Dale Evans, and their manager Art Rush that do not directly relate to the careers of Rogers and Evans.

**Arrangement**
Materials are arranged into a subseries for Roy Rogers and Dale Evans and a separate subseries for their manager Art Rush. Materials are then arranged by date.

Subseries 5.1: Art Rush Papers, circa 1930s-1989
Subseries 5.2: Roy Rogers and Dale Evans Papers, 1944-circa 2000s
Art Rush Papers Subseries 5.1 undated, circa 1930s-1989

Scope and contents
These papers include invitations, awards, programs, correspondence, newsletters, and travel ephemera directly related to the lives of Rogers' and Evans' manager W. Arthur Rush and his wife Mary Jo Rush.

Art Rush
William Arthur Rush was born 1907 April 2 in Graysville, Pennsylvania, but grew up in Hanoverton, Ohio. He attended Bethany College in Bethany, West Virginia, graduating in 1929.

Rush initially worked to put together a radio program for RCA Victor in California. While working on his proposed program, he came up with the idea to use Vitaphone recordings presses to prerecord radio shows onto large electrical transcription disks instead of simply cutting the presses up into scrap metal. This idea garnered attention and praise for Rush, leading him to become West Coast manager for RCA Victor at 25 years old.

Rush married Mary Jo Matthews on 1935 October 28. Matthews was a beauty queen who worked in Broadway musicals before being signed to Columbia Pictures as an actress. Together the couple had sons Dr. William Arthur Rush Jr., a general surgeon and former Air Force jet pilot, and Robert Nelson Rush, a high school teacher. Art and Mary remained married for 53 years, until Mary Jo’s passing in 1988 September.

While working with RCA Victor, Rush recorded Jeannette MacDonald, Tommy Dorsey, Lily Pons, Benny Goodman, Glenn Miller and Igor Stravinsky, among others. He managed Nelson Eddy for 22 years and was responsible for the discovery and launching of Mario Lanza’s career.

After his time at RCA Victor, he worked as managing director of Columbia Management of California, a CBS subsidiary, beginning in 1937. He founded his own management firm, Art Rush Inc. in 1939, managing Roy Rogers and Dale Evans through his business.

Rush received the Bethany College Alumni Achievement Award in 1959 and an honorary doctorate in communications arts in 1985.

He died of heart failure at 81 years old on 1989 January 1 in Burbank, California.

Roy Rogers and Dale Evans Papers Subseries 5.2 1944-circa 2000s

Scope and contents
These papers cover Roy Rogers' hunting and racing pigeon hobbies, including score sheets, related correspondence, and event programs. Personal correspondence unrelated to the marketing of Rogers' and Evans' brands and material on property and investment opportunities are also included, as well as awards.

Personal Papers, Roy Rogers and Dale Evans undated, 1945-circa 1960s

Personal Papers, Roy Rogers and Dale Evans 1962-circa 2000s

Personal Papers, Roy Rogers and Dale Evans, Awards undated, 1944-1986

Personal Papers, Roy Rogers and Dale Evans, Awards 1986-1999

Personal Papers, Roy Rogers and Dale Evans, Oversized undated, 1920-1998

Photographs Series 6 circa 1930s-2001

Scope and contents
The photographs series covers public appearances, storefront displays of licensed merchandise, and documentation of contests and charity appearances. Photos are primarily black and white, though there are a small number of color images, particularly of Roy "Dusty" Rogers, Jr. and his musical career.

Arrangement
Photographs are arranged chronologically.

Photographs circa 1930s-1940s

Photographs circa 1940s-1948
Photographs Series 6 circa 1930s-2001

Box 197  Photographs 1949-1956
Box 198  Photographs 1956-circa 1960s
Box 199  Photographs undated, circa 1960s-circa 2000s
Box 200  Photographs circa 1950s-circa 1980s
Box 206  Photographs, Oversized undated, 1930s-1980s
Box 208  Photographs, Oversized undated, 1948
Box 219  Photographs, Oversized undated, circa 1930s-1995

Production Files Series 7 1945-1992

Scope and contents
This series consists of scripts and related production and promotional materials for Roy Rogers’ and Dale Evans’ work on film and television. Television materials include scripts, production notes, correspondence, publicity ephemera, press kits related to The Roy Rogers Show from 1951 to 1957 and The Roy Rogers and Dale Evans Show in 1962, as well as materials from their guest appearances on other television productions. There are a small number of promotional items related to their work with Republic Pictures and one script from Paramount Pictures’ 1952 feature film Son of Paleface.

Arrangement
Production files and related publicity materials are arranged by television production and then by date. Film, radio, and guest appearance related materials are arranged by date.

Box 201  Production, Television Episodes 1-16 and General Production circa 1950s
Box 202  Production, Television Episodes 17-51 circa 1950s
Box 203  Production, Television Episodes 73-96 circa 1950s
Box 204  Production, Television Episodes 97-104 circa 1950s
Box 205  Production, Television Production Notes, Box 1 of 3 circa 1950s
Box 206  Production, Television Production Notes, Box 2 of 3 circa 1950s
Box 207  Production, Television Production Notes, Box 3 of 3 circa 1950s
Box 208  Production, Television, Seattle World’s Fair, Box 1 of 2 circa 1960s
Box 209  Production, Television, Seattle World’s Fair, Box 2 of 2 circa 1960s
Box 210  Production, Television, Olvera Street and International circa 1960s
Box 211  Production, Television, Minstrel Show circa 1960s
Box 212  Production, Television, Number 6 and Western Show circa 1960s
Box 213  Production, Television, Western Show and Thanksgiving Show circa 1960s
Box 214  Production, Television, San Francisco Horse Show circa 1960s
Box 215  Production, Television, Modern Minstrel, Circus, and El Toro circa 1960s
Box 216  Production, Television, El Toro and Christmas circa 1960s
Box 217  Production, Television, Production Files and AFTRA Agreements circa 1960s
Box 218  Production, Television, Guest Appearances circa 1950s-1960
Box 219  Production, Television, Guest Appearances circa 1960s-1990s
Box 220  Production, Film undated, 1945-1991
Box 221  Production, Film undated, circa 1941-1999
Box 222  Production Files undated, 1953-1961
Box 223  Production, Episode 90 circa 1950s
Box 286  Production, Oversized 1938
Box 285  Production, Oversized undated, 1938-1951
Box 289  Production, Film, Oversized undated, 1953
Box 288  Production, Film, Oversized 1938-1950