

MOTION PICTURE PRODUCERS & DISTRIBUTORS OF AMERICA, INC.
28 WEST 44TH STREET
NEW YORK CITY

WILL H. HAYS
PRESIDENT
CARL E. MILLIKEN
SECRETARY

OFFICE OF THE PRESIDENT

October 25, 1938

Mr. Amon G. Carter
Fort Worth Star-Telegram
Fort Worth, Texas

Dear Mr. Carter:

The purpose of this letter seems best explained by the enclosed copy of a memorandum to Mr. Hays.

After some deliberation, both Mr. Hays and Colonel Hartfield are of the opinion that probably this might be done with propriety and some financial benefit to the cause.

However, it naturally requires the approval of the Executive Committee, although I do not suppose any formal meeting would have to be held for this purpose. Therefore, unless we hear from you to the contrary by telegraph, we shall venture to assume that you approve.

Colonel Hartfield also believes that the announcement on the invitations should read, "for the benefit of the Will Rogers Memorial Commission", or "the proceeds to go to the Will Rogers Memorial Commission", rather than in the other manners proposed.

Yours,

Walter Trumbull

WALTER TRUMBULL

Enc.

*Mighty sorry not to see
you when you were here.
Hope you come back soon.*

W.



October 25, 1938

MEMORANDUM TO MR. HAYS

W. T.

Harry Buckley, of United Artists, proposes to give a "Young in Heart" Ball at the Ritz-Carlton on November 2, which is one week from tomorrow. Time is therefore short.

The Ball would be promoted and run by Marion Coley, who does these things professionally. Her fee of \$500 would be paid by United Artists, or rather by the Selznick company, as it is their picture. The entire proceeds would go to a charity, preferably, from their viewpoint, to the Will Rogers Memorial Commission.

Apparently they want to send out the invitations to buy tickets in some such fashion as "Young in Heart Ball -- sponsored by the Will Rogers Memorial Commission" or "For the benefit of the Will Rogers Memorial Commission". Buckley even spoke of sending out the invitations as from the Will Rogers Memorial Commission. The tickets would be \$6.00 each, which includes supper. The dance committee would include many society and theatrical names.

United Artists, of course, are doing this in the hope of getting advertising for their picture. In "Young in Heart" are Douglas Fairbanks, Jr., Janet Gaynor, Billie Burke, Roland Young, Paulette Goddard and others, which would seem to promise that it is a good picture. It is taken from a Saturday Evening Post story, "The Gay Banditti", which was a very lovely story.

Later talked with Colonel Hartfield, who made the following points: 1. It naturally always is desirable to get money for a worthy cause. 2. This apparently is a picture that can properly be sponsored by anybody. 3. One hundred percent of the profits are to go to the charity with no expenses taken out, so, from that angle, this cannot be regarded as a racket. 4. One danger might be that other companies whose circuits collect far more money than United Artists during "Will Rogers Week" might object to the Will Rogers Commission lending itself to advertising a picture for an individual company, even when getting paid for it. Colonel Hartfield thought this matter would have to be cleared with the circuits. Also, the matter of whether it would be necessary to communicate with Mrs. Rogers would have to be considered. Of course, the more money obtained for the Hospital and the Commission's other charitable purposes, the better off everybody is.

Colonel Hartfield says that it will be necessary to have this idea approved by the Executive Committee of the Commission.

Mr. Buckley naturally wants an immediate answer, because of the short time in which he has to work. He says that young Fairbanks is in town and that some of the other principals in this picture might either be induced to attend the party or to contribute in some way to its success. Under these circumstances, he thinks that there would be several thousand dollars raised for these charities.