

OFFICE MEMORANDUM

Carter

Mr. _____

Date _____

The attached is certainly a comprehensive and extensive press campaign. To what extent the ~~newspapers~~ _____ Department would fall for it is something that couldn't be told in advance. JMN

OFFICE RUSHGRAM

To Mr. Samuel Goldwyn

From Lynn Farnol

Date March 19, 1940

In the advertising, publicity and exploitation of THE WESTERNER, we hope to sell the size, bigness, excitement and spectacle, which is the way most big westerns have been sold, plus an element of quality. We hope to sell it as a big outdoor picture, filled with action, a mighty panorama of lusty struggle and great fighters, but told in the Goldwyn manner, with the Goldwyn flair for excellence in production, in casting, in story telling. To repeat, we want to sell bigness first, and along with it, quality.

ADVERTISING

The advertising campaign prepared by Donahue and Coe reflects this attitude. It has importance, quality, bigness, and it looks clean.

Their letter, which submits the campaign, follows:

"In preparing advertising for "The Westerner" we have followed three separate and distinct approaches to the problem each of which, we believe, brings out certain strong and effective angles of the picture. These are not to be regarded as three alternate campaigns, but rather as three different campaigns each of which would be effective in promoting the picture in certain situations.

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.2.

"In all three campaigns, however, we have tried to emphasize the bigness and scope that the picture possesses. We believe we have succeeded in this main purpose of presenting "The Westerner" as one of the finest films that will reach the public this year and one of the finest ever produced by Mr. Goldwyn.

Campaign #1 - (Four layouts numbered 1A, 1B, 1C and 1D)

"In this campaign we have stressed pictorially the characters of the story and the magnitude of the picture. The headlines we feel are most successful in getting over the spectacular quality of the picture -- selling it, not by any means as the usual big western film, but as a significant picture which delves deeply into a little-known era when our frontiers were threatened with war between white man and white man. We believe this campaign succeeds in setting the picture apart from all others of its class so that the public will not place it in a category with such pictures as "Jesse James" and "Destry Rides Again," but will accept it as a new kind of picture about the West and one of the really important films of the screen year. In several of these ads we have included stills of "Lily Langtry," and the caption under each would make prominent mention of her name. We feel that this little device alone adds a valuable and effective note of authenticity and helps to stamp the picture as a great and important piece of entertainment. We have emphasized in two of the headlines the fact that this film has been given all the devoted care and brilliance of production that the public associates with Mr. Goldwyn's name.

Campaign #2 - (Layouts numbered 2A, 2B and 2C)

"This series of ads utilizes dominating photographs of Gary Cooper which we feel by their size and smash would get instant attention in newspapers. We feel that this is a very sound line of appeal because of

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.3.

Campaign #2 (Cont'd)

Gary Cooper's tremendous popularity at the box office and because the poses are so compelling and attention-getting. At the same time, however, note that we have retained in the headlines a feeling of bigness and sweep that all advertising for this picture should have. You will note, too, that along the bottom of each of these ads we have carried out this same feeling pictorially in the art treatment of the big fire scene. We feel that this campaign not only will be well liked by exhibitors, but will produce strong response from the public in many situations.

Campaign #3 - (Four layouts numbered 3A, 3B, 3C and 3D)

"This series of ads, although it is somewhat of a departure in Goldwyn advertising, we feel has great possibilities for producing really strong and effective promotion for this picture. It starts off with Ad 3A, the single-column teaser getting over the simple idea that a really big picture is coming. In this teaser we identify the picture only by the dashing photograph of Gary Cooper on the horse, which is used as a symbol and theme treatment throughout the rest of this series together with the slogan "The Greatest Outdoor Action Picture Ever Filmed."

"The next Ad, 3B, larger in size, takes this same material but adds the billing and a caption. Then on the third day a still larger ad appears, Ad 3C, still playing up the main features of the teaser build-up but bringing in pictorially, and with strong headlines, the story angles. In this treatment, we have used the LIFE picture-technique which, although it crowds the layout to some extent, we know will get a lot of reading. Finally, comes the large irregular-shaped Ad 3D, still on the same theme but hammering it home in big space and with forceful emphasis in copy and headlines. This ad, because of its size and shape, gives you a magnificent opportunity to plant publicity stories and stills around it, which in many cases will enable you to build-up an entire page of promotion for the picture. This has not

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Campaign #3 (Cont'd)

often been done on a broad scale, and here is a chance to force a tremendous amount of editorial support for "The Westerner."

"We also include a "held over" ad, and a set of three teasers which can be used effectively with either of the first two campaigns.

"We have included photostats of the ads to show how they will actually appear in newspaper pages. Most of these ads are of larger size than you generally use in newspaper campaigns but we believe that with the bigness of the picture and the fact that increased rental and extended playing time are to be asked, this increased space is necessary to give the picture the importance it deserves. This is especially vital since no general magazine advertising is contemplated."

(Signed) S.M. Lanham

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To

From

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.5.

"THE WESTERNER"PUBLICITY AND EXPLOITATION STUNTS

1. Every critic a "Westerner!" Desert and range acreage can be bought for a few cents an acre. We would like to present important editors and critics with a bona fide deed that is the indication of their ownership of the land, perhaps with a little bag of sand from the land itself. Each newspaper man -- and maybe every exhibitor -- would thus become a Westerner!
2. Walter Brennan Personal Appearance Tour. We think for its value to the country as a whole, nothing could help THE WESTERNER more than a nation-wide barnstorming tour for Mr. Brennan. We think it should be done as a job, on assignment, and that not only should he submit to interviews and press luncheons and things like that, but a carefully planned tour should be made, with a carefully written and rehearsed speech or act for big luncheons at which he would be guest of honor, and another for radio stations and so on. We will try to get him installed on the bench of local courts as Judge Bean.

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.6.

PUBLICITY AND EXPLOITATION STUNTS (Cont'd)

3. Where Does the West Begin? A controversy can be started, probably in relation to the presidential campaign, on where does the West really begin? Is one candidate coming from Kansas or Wisconsin a Westerner or an Easterner? With special reference to the influence of the West in national politics this coming summer, as described in the current issue of Fortune, to the Jack Garner campaign for President, we think a real interest can be centered and localized in the phrase, "The Westerner."

As local exploitation, popularity contests can be staged to determine who is the most popular Westerner, nominating as candidates a variety of men in the public eye.

4. Lily Langtry Publicity and Exploitation. We propose to develop a full line of Lily Langtry merchandise, jewelry and accessories, perfumes, coiffure styles and probably fashions. In support of this merchandise tieup, we plan a folder of Lily Langtry publicity that will include the celebration of Lily Langtry day, getting Lloyd Lewis to write a story on Lily Langtry in Texas, a special story on her as the first glamour girl by a famous-name woman

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PUBLICITY AND EXPLOITATION STUNTS (Cont'd)

writer like Katharine Brush. Photo post cards will be mailed to newspaper men and to exhibitors from Langtry, Texas.

A number of stunts can be worked on the Lily Langtry hair idea. A lock of hair, supposedly from Lily, can be mailed to exhibitors or newspaper people. A contest can be worked out in which newspaper readers or patrons of a motion picture theatre are offered prizes for the lock of hair that most closely approximates that of Lily Langtry.

5. The Judge Roy Bean controversy. Hoping or anticipating an argument over whether or no the Judge Bean of THE WESTERNER is historically accurate, we would like to have ghost written for one of the descendants of Judge Bean a biography that takes issue with our picture, but also builds interest in it. We think this story should emanate from Texas. ✓
6. The Westerner. In connection with the opening of the picture, we plan to co-operate with the American Airlines in naming one of their airliners "The Westerner"

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PUBLICITY AND EXPLOITATION STUNTS (Cont'd)

and we hope to persuade the Southern Pacific to rename one of their crack trains along the same lines.

7. Along merchandising lines, we hope to popularize the phrase, "The Westerner" in a dozen different ways. Arthur Murray will devise a dance called "The Western." Manufacturers will be licensed to produce "The Westerner" or "The Western" belts, suspenders, scarfs and hats for men.
8. Bud Fox's proposed plan for setting up a separate merchandise organization, similar to the one now in operation on THE THIEF OF BAGDAD. THE WESTERNER would be used for merchandise tie-ups, but, of course, Gary Cooper's name could not be used. However, Lily Langtry and "The Westerner" fashions are already in demand by various manufacturers, and we are only waiting for Mr. Mulvey's approval to go ahead. The basis of this would be that Bud Fox Enterprises would get 50% of the revenue, and Samuel Goldwyn and United Artists the other 50%, shared under a 75/25 basis. However, out of Bud Fox' 50%,

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PUBLICITY AND EXPLOITATION STUNTS (Cont'd)

would come clear and above-board.

9. A potential Chesterfield tie-up with Newell-Emmett, featuring Gary Cooper, in several hundred newspapers. This is provided Newell-Emmett, who previously used Gary Cooper in a Paramount picture, is willing to forget the previous ad and devote a new ad to THE WESTERNER.

10. A tie-up with Bulova Watches, who will design a new watch called "The Westerner," and using a slogan something to this effect:

"No matter where the sun sets --
It is always perfect time the BULOVA way --
See the new "Westerner" models."

11. We are now contacting Simon & Schuster about publishing THE WESTERNER in book form, illustrated with stills from the picture. If we do make a deal, we will have to get legal permission from the Goldwyn Office, and we assume, of course, that we have the rights to publish either the scenario of the picture or a novelization based on the scenario.

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.10.

PUBLICITY AND EXPLOITATION STUNTS (Cont'd)

12. We would like to put on a man in New York for several weeks prior to the release of the picture, who would do nothing but contact hill-billy bands, Western cowboy singers, home-on-the-range type of yodellers, etc., and get them to dedicate various songs to "Gary Cooper, The Westerner" -- Gary Cooper, who typifies the cowboys' idea of what a true American should look like. If possible, I would try to get a radio singer as our contact man, so in an emergency he could act as a guest star on one of these cowboy programmes, and yodel several songs of the plains and dedicate them himself to Gary Cooper. Since most of these cowboy programmes are sustaining programs, I believe they would welcome free talent of this sort or suggestions for songs of this type.

13. We should arrange a national broadcast for the Lone Star State, either celebrating the Texas Independence Day, which is early in April, or the anniversary of the Alamo or some other historical Texas day, with various Texan joining in this broadcast purely out of State pride. If Gary Cooper invited the stars, he would have 64 stars, starlets and bit players now appearing in Hollywood and formerly of Texas, to choose from for this broadcast.

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PUBLICITY AND EXPLOITATION STUNTS (Cont'd)

14. For the openings in various key cities, perhaps we could make a deal with the Stetson Company, and get Stetson hats for the leading critics and send them out with the compliments of Samuel Goldwyn, with a little note explaining that they come from "The Westerner."

We want to take advantage of existing associations whose membership would have a natural interest in "The Westerner." The various Cattlemen's Associations, for instance, will give us their wholehearted support. They have a very large membership in many of the western states. Every key city has a Sheriff's Association, whose membership consists of political and actual deputies. Their support will naturally be marshalled for "The Westerner."

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.12.

FORT WORTH PREMIERE OF "THE WESTERNER"

The Ft. Worth premiere of THE WESTERNER follows close on the heels of similar showings of "Dodge City" in Dodge City, "Union Pacific" in Omaha, "The Fighting Sixty-Ninth" in New York, "Abraham Lincoln" in Springfield, Ill. and "Virginia City" in Virginia City, Nevada.

We don't know what reaction there would be from a general and extended list of newspaper people, such as Warners used on "Dodge City" or "Virginia City," to a trip to Ft. Worth in July.

Our thought is to take the minimum of top-ranking people, probably only syndicate writers and photographers and columnists from New York and California, plus the trades. In this way, with a limited budget, we can give them the utmost in comfort to make the trip pleasant for them, and as an augmented department on the ground, can give the maximum of personal attention to each of our press guests.

We feel that the opening should take place after the Democratic National Convention, and it should occur a week before the opening of the picture in other spots.

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.13.

FORT WORTH PREMIERE OF "THE WESTERNER" (Cont'd)

We propose to open a bureau for Westerner Affairs in Ft. Worth on April first, and place it in charge of Ned Alvord. Alvord is the man who did such an outstanding job for Billy Rose. Monroe Greenthal and Ed Stein would go to Ft. Worth for the purpose of setting up the bureau, getting it started, completing plans with Amon Carter, etc. Frank Bruner, our regular exploitation man in Texas, would also be assigned to the bureau. ✓

Under the joint direction of the Samuel Goldwyn publicity department in California and the United Artists office in New York, Mr. Alvord would have the responsibility of either checking on these arrangements, or concluding them in writing: ✓

(a) An agreement between Samuel Goldwyn, Inc. and Gary Cooper, Walter Brennan, Doris Davenport and the cast for their appearance and participation in the activities of the opening. This would assure the Ft. Worth civic authorities and the Governor of our determination to make a record breaking event of the opening.

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FORT WORTH PREMIERE OF "THE WESTERNER" (Cont'd)

(b) An invitation from the Governor, the Ft. Worth Chamber of commerce and Col. Amon Carter to Samuel Goldwyn -- maybe it should be a petition rather than an invitation -- and maybe it should be delivered in person to Mr. Goldwyn. ✓

(c) An agreement between Samuel Goldwyn, Inc. and the Ft. Worth Chamber of Commerce in which Samuel Goldwyn agrees to bring an important group of stars and players from the picture as well as for Mr. Goldwyn to come himself, and to bring a representative group of newspaper people from New York and Hollywood. The basis on which the cost of this transportation and expense is to be divided has not yet been arrived at. Because of the summer heat, it may seem wise to charter special planes instead of use of railroad transportation.

(d) An agreement between the Ft. Worth Chamber of Commerce and Samuel Goldwyn, Inc. stating what responsibilities and obligations they will assume in Ft. Worth, which, at this time, we think includes the following: ✓

Appropriation of money for all street decoration and parades.
Passing of ordinances declaring two-day holiday for the period of the premiere.

All plans, expenses and preparations for the Governor's reception at a hotel in Ft. Worth the day before the opening. We think this should be a small invitation affair for leading citizens, newspapers and so on, and

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FORT WORTH PREMIERE OF "THE WESTERNER" (Cont'd)

not for the general public.

Plans and expenses for the parade the afternoon of the opening. This means all costs of street decoration, bands, marchers, costumes and so on. The Ft. Worth Chamber of Commerce has the responsibility of recruiting the marchers, assembling the bands, paying for the decorations and so on.

A separate plan and agreement for bringing every citizen of the town of Langtry to Ft. Worth for the opening. ✓

A separate plan and agreement with the Ft. Worth Chamber of Commerce and theatres in 30 leading Texas towns, in which, from each town, a beautiful girl -- the most beautiful girl -- is to be selected as that town's candidate for the Court of Western Girls or Girlhood or something like that. Mr. Goldwyn has agreed to give the girls of the Court a group screen test, and individual silent tests. No promise for a screen career is contained in the tests. Mr. Goldwyn agrees to look at the tests as carefully as he looks at

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FORT WORTH PREMIERE OF "THE WESTERNER" (Cont'd)

all tests, and he will make them available to other companies in Hollywood. Naturally, the newsreels will cover these screen tests, so they should attract attention.

A plan and agreement for the big charity dance after the premiere.

A plan and agreement for the Shady Oak party the day after the premiere. We do not think this should be held the day before the opening, as it would dissipate the drawing value of the stars and Hollywood celebrities. ✓
Except for the parade, we would like them to make their first official appearance to the public at the theatre.

RADIO:

Two radio spots are available to us -- at the dance after the opening, which could include the music of a big name band, a description of the opening from someone like Lowell Thomas, Edwin C. Hill, Rush Hughes or Gabriel Heatter, whom we would take to Texas with us, paired off with a homespun philosopher like Walter Brennan or Bob Burns. Our Hollywood celebrities would appear on this program. A second radio spot would be at the square dance

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.17.

RADIO (Cont'd)

Jamboree at Shady Oak the following day in which the Goldwyn Prize for the best old-fashioned square dance and for the best old fashioned dance music band would be awarded. ✓

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.18.

WORLD'S FAIR SHOWING:

Providing that the Fort Worth premiere does not come off, I suggest that the Samuel Goldwyn film, "THE WESTERNER" be given a national press preview at the 1940 WORLD'S FAIR on a day to be designated TEXAS DAY.

I suggest that, in view of the fact that the state of Texas will not have a building this year, permission be obtained from the Federal Government, for the use of the Federal Building for this celebration, particularly since the best motion picture theatre in the Fair is in the Federal Building. Or, as an alternative, use the building of a sister state, (Arizona, for example).

I am sure that the Governor of Texas could be persuaded to be present at such a celebration. Possibly, he could be attended by a company of Texas Rangers. Amon Carter, Fort Worth publisher, could head a party of prominent Texans. From Washington, we could get Vice President Garner, Jesse James, Morris Sheppard and Tom Connally, (U.S. Senators from Texas), the Congressmen from Texas, and others. From Hollywood, Gary Cooper, Walter Brennan and Doris Davenport. If Cooper and Brennan are not available, that's alright too, as Goldwyn is anxious to give this young lady a build-up. Perhaps Mr. Goldwyn would be present.

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.19.

WORLD'S FAIR SHOWING (Cont'd)

Here is what we would do at the Fair. At one o'clock, a typical "Western" dinner would be served wherever it could be most conveniently arranged, either in the Federal Building, if there are facilities for such a turn-out, or at one of the smarter restaurants. The picture would then be shown in the theatre of the Federal Building, which has about 250 seats. I am sure that the mechanical troubles of last year have been eliminated, and that the screening would be run off with a minimum of any sort of trouble.

For souvenirs, we could give out ten gallon Stetsons to the men, and the Charbert perfume which comes in a riding boot, to the ladies. Silk neckerchiefs for both men and women would also be an appropriate souvenir.

All this, of course is predicated upon the assumption that the Fort Worth preview does not go according to schedule. You can readily appreciate that the World's Fair people are going to be much more cooperative this year than last, and that the publicity value of being tied up with the Fair will be tremendous.

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.20.

STUNTS ON "RUB O' THE BRUSH"

1. NOVELTY BOOK. Using "Rub O' The Brush" drink as the subject, prepare a book after the fashion of "Ferdinand," featuring line drawings and simple copy of couplets.
2. JOKE BOOK OF DRUNK STORIES AND TOASTS. Might arrange for publication by Whitman. Sample jingles:

Here's to The Westerner gargle
 That gives you a feeling quite lush.
 It warms you up fast as a dynamite blast,
 And it's known as the Rub o' the Brush.

A Westerner, hardy and vigorous,
 Went in for a diet quite rigorous.
 He switched from corn mush
 To Rub o' The Brush
 And was blown to the county contigious.

A Westerner beverage: 2 parts TNT, 2
 parts Greek fire, 1 part fresh lava.
 Mix carefully and serve in asbestos glass.

3. RECIPE BOOKLET. Gag recipes for drinks, leading off with an explosive one for "Rub O' the Brush."
4. NOVELTY. An inexpensive novelty swizzlestick with a bit of brush on one end. Copy: "Try a Rub o' The Brush -- it's THE WESTERNER'S delight."

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.21.

STUNTS ON "RUB O' THE BRUSH" (Cont'd)

4. EXHIBITOR NOVELTY. A miniature whisky bottle containing colored water, labeled "Rub o' The Brush -- Compliments of THE WESTERNER." Display skull and crossbones on label.
5. SONG. Have special song written around "Rub o' The Brush." It might be in the style of a Western cowboy ballad, telling the sad story of what happened to somebody who imbibed it.
6. COLUMN BREAK. Plant a drink called "Rub o' The Brush" in an important New York night club.
7. SPECIAL RADIO RECORD. A one-minute spot announcement with a plug for the picture, giving gag recipe for "Rub o' The Brush," can be made for about 85¢ apiece.
8. PRESSBOOK CONTEST: Run the still showing Rub o' The Brush eating into the bar ... Offer tickets for the best similar name of a deadly drink, such as "Blitzkrieg Gulp," etc.

OFFICE RUSHGRAM

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From

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.22.

STUNTS ON "RUB O' THE BRUSH" (Cont'd)

9. RADIO STUNT. For local quiz program: Ask these questions: 1. "What's the most devastating drink you ever heard of?" 2. "Name three drinks that will take the scalp off a stone statue." The answer, "Rub o' The Brush," would be arranged in advance.
10. PRESSBOOK LOBBY GAGS. 1. Rig up a section of a bar, showing the wood burnt out by Rub o' The Brush. 2. Devote a display table to a collection of lethal objects, such as a giant firecracker, a pinch of powder labeled "High Explosive," a phial of water labeled "Carbolic Acid," etc. Display a sign: "INGREDIENTS OF RUB O' THE BRUSH " -- a soft drink popular with THE WESTERNER. 3. Rig up a primitive Westerner bar, with old-type bartender, and villainous looking bottles labeled "Rub o' The Brush." He constantly refuses to serve any -- it's too devastating.

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.23.

STUNTS ON "RUB O' THE BRUSH" (Cont'd)

11. Outline of Joke-Book mentioned in No. 2 above:
Introduction explains that stories, concerning particularly those about D.T's, were inspired by an unbelievably potent drink called Rub O' The Brush, favorite tippie of THE WESTERNER.

Describe the effects and properties of the drink. One drink will loosen the joints, tighten the tendons, curl the hair, etc. It is also excellent for clearing clogged plumbing, softening Portland cement, etc. Jingle:

"Here's to the drink called Rub o' The Brush,
And THE WESTERNER who drinks it.
It can't be sold aboard a ship,
For if it's spilled, it sinks it."