

# United Artists Corporation

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March 20, 1940.

Dear Mr. Carter:

As you know, Samuel Goldwyn has just completed his production of "The Westerner". It is an adventure story, filled with the action and the turbulence of the old west, with the battles between the cowhands and the plowhands. It is the story of a great friendship and it is the story of a great era. The concluding scenes are filled with the prophecy and promise of the bright future of Texas.

Gary Cooper is seen as the cowhand, befriended by Judge Bean, played by Walter Brennan. It is a large and distinguished cast, in a production directed by William Wyler and measuring in every way to the Goldwyn standard of excellence in production that characterized "Hurricane", "Stella Dallas", "Wuthering Heights" and his many other outstanding attractions.

"The Westerner" will tell the world one phase of how Texas became great to millions and millions of people the world over. It will sell Texas dramatically, interestingly and effectively.



March 20, 1940

CONTINUATION OF LETTER TO

Mr. Goldwyn would like to have the first showing of "The Westerner" in Fort Worth, scene of many of Judge Bean's most famous exploits, in the country whose story it tells.

He is prepared to visit Fort Worth for the premiere. With him would be Gary Cooper, Walter Brennan, Doris Davenport and others of the cast. He hopes that an event of national importance can be made out of the opening, and that it will focus the attention and the publicity of the entire country on Fort Worth.

Mr. Goldwyn is willing to undertake these commitments:

(1) to make Gary Cooper, Walter Brennan, Doris Davenport and possibly others of the case available to all publicity, exploitation and radio purposes in connection with the Fort Worth opening.

(2) to come to Fort Worth himself for the opening and to be actively associated in the job of making a record making success of it.

(3) Not only to place the publicity organization of his Hollywood studio, but the publicity and exploitation organizations of United Artists in New York and the key cities of the country at the service of the occasion.



(4) he will open a Fort Worth "Bureau of Westerner Affairs" to handle details and coordinate the efforts of the Hollywood office of Samuel Goldwyn, Inc., and United Artists throughout the country. This bureau will be in charge of a top executive publicity man, fully staffed and equipped to carry on a national publicity job.

X (5) he will organize a nation-wide radio coverage of the affairs from New York, Hollywood and Fort Worth, enlisting the services of a nationally famous announcer at Mr. Goldwyn's expense.

Our plan is for the Goldwyn party to arrive from Hollywood the day before the premiere. With them would come a group of the most important syndicate writers, columnists and representatives of the photo groups, magazine representatives and so on. A similar group of Newspaper people would come from the East. Our thought is to bring only the top syndicate writers, representing groups of papers rather than individual papers. The entire visiting delegation would probably number between 100 and 150 people.

On the day of their arrival, we think their activity should be limited to a more or less formal reception by the Governor.

The next day, a parade could be held, in which the town would be decked in holiday attire, the citizens in the costumes of the old west, bands and so on. That evening, the



first showing of "The Westerner" would take place, followed by a big public dance for a Fort Worth charity. A "Court of Western Beauty" could be held at this dance, with representatives of every city in Texas.

We think one of the national broadcasting chains would be glad to pick up a broadcast from the dance, especially if we gave them the names of our stars and a name orchestra.

The next day, the third, the holiday would be concluded with an outdoor picnic, at which Mr. Goldwyn would award a cup for the best square old fashioned dance, and another award for the best orchestra.

If the Fort Worth Chamber of Commerce feels that the holding of this affair in Fort Worth is an important event, important enough to justify the great effort and large cost, Mr. Goldwyn would like an expression from the Chamber of Commerce as to the part they would like to play and the part of the costs they would be willing to assume, excluding, of course, those that Mr. Goldwyn has already accepted earlier in this letter.

Roughly and informally, these costs include:

(a) transportation and expense of approximately 100 newspaper people from Hollywood and New York, and accommodation for their three-day stay in Fort Worth.



(b) an appropriation to cover the decoration of the city, assuming that the necessary ordinances are passed declaring a three-day holiday, the costs of bands for the parade, and all other expenses in connection with the observance of the holiday and making a success out of the parade.

We do not think the cost of the reception would be considerable. The dance, being for charity, would be self-liquidating, and so would the outdoor picnic the day after. The proceeds of the first performance of "The Westerner" would be turned over to charity.

Apart from the matter of costs, these steps are important in planning the affair.

First, a formal invitation from the Governor and the Fort Worth Chamber of Commerce to Mr. Goldwyn to bring "The Westerner" to Fort Worth for its first showing. A petition signed by representative citizens and business men of Fort Worth might be a part of this procedure.

Second, the declaration of the holiday for the period of the opening.

Third, municipal and state action in lining up and making arrangements for the parade, decorations, costumes, bands, policing and so on. By that, we mean that the parade is assured of success only if it becomes official and has official sanction.



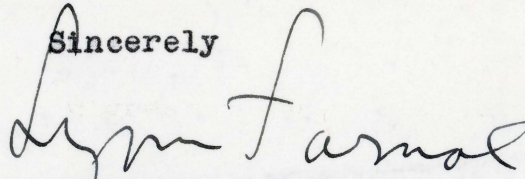
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CONTINUATION OF LETTER TO

Fourth, that all of the official agencies get back of and support the dance to the fullest degree by committees and other organized effort.

May we ask that you present this approach and this discussion to the Fort Worth Chamber of Commerce with our compliments and greetings. We are at your service and theirs in making a truly great occasion out of the world premiere of "The Westerner" in Fort Worth.

Sincerely



Lynn Farnol  
Director of Advertising  
and Publicity

Mr. Amon Carter  
Fort Worth Star Telegram  
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