

April 1, 1940

Memorandum of conversation with Mr. Frank Fogarty, Commissioner,  
Chamber of Commerce, Omaha, relative to the staging of the  
Premiere of Union Pacific - Held as "Golden Spike Day."

1. Cost to the City: Raised in advance - - - - - \$33,000  
Refunded 22% - - Net - - - - - 26,400

2. Profit Making Events:

(a) Historical Museum - profit \$1,500 to \$2,000

(b) Costume Ball (with a "name" band) - \$2,000

(c) Costume dresses handled by the committee  
with a mark-up of about 10% - profit \$1,000

3. Who handled and paid for publicity build-up?

It was a three way proposition. Omaha put up \$5,000,  
Paramount and Union Pacific Railroad probably spent more.

4. Expense of bringing in newspaper correspondents:

Not paid by Omaha. Probably borne by Paramount and  
Union Pacific Railroad.

Paramount ✓

5. Benefits:

Crowd by cars - estimated 102,000 people <sup>the main</sup> ~~one~~ day. Business  
was extremely good at hotels, restaurants, etc. for two days  
out of four. Retail business suffered during the period be-  
cause the show on the streets kept people's attention there  
and also attention of the clerks.

6. Business interests highly pleased with the event and are going  
to repeat "Golden Spike Day" again this year, bringing Burns  
and Allen for the event.

Letter follows.

- *Melissa Holden*

April 1, 1940

A report on Omaha by Mr. J. B. Thomas:

He contacted the representative of an advertising agency and also a business man. Received information that the Union Pacific Celebration cost was - \$30,000 raised; refund 22%.

Information was a little confused between Union Pacific premiere and their regular "Ak-sar-ben" annual celebration. Probably in connection with the latter, they sell buttons to citizens at \$1.00 per. Expect to sell 15,000 this year.

Costume Ball made money - costumes sold to participants.

Caution: - Have everything you are expected to do in contract.  
Don't leave expenses open for folks to turn in expense accounts.

Newspaper representatives largely gyp.

Business interests well pleased with the expenditure on the Premiere and on similar events.

*William Holden*

April 1, 1940

Memorandum of conversation with Mr. Dunkley, Secretary, Chamber of Commerce, Dodge City, Kansas, relative to the staging of the Permiere of Union Pacific.

1. Cost to the City:

\$2,500 direct.

Special advertising and decorating paid for by merchants and others-1,500 (estimated)

T o t a l                    \$4,000

2. Profit making events:

"Wild West" program in the afternoon, from which they made over \$2,500.

3. Publicity - handled by producer. Newspaper correspondents came without expense to local people. Does not know whether paid by producer or their papers.

4. Benefits to Community: - Large number of visitors - large amount of publicity.

Will write more fully.

*William Holden*