

Mr Carter:

Attached is a letter from the Omaha Chamber of Commerce to Bill Holden, also a copy of the budget for Omaha's Golden Spike celebration to be held next month, the latter furnished to J B Thomas by Morris Jacobs of Bozell & Jacobs, advertising agency. Jacobs has also forwarded to Thomas copies of all advertising and promotion plans and of the contract with Burns and Allen. From this correspondence, it seems that Omaha is carrying out another form of the Union Pacific celebration of last year and is bringing Burns and Allen in as the star attraction.

This contract provides transportation on a special train, meals included, to and from Los Angeles, for not exceeding 25 persons, rooms during their stay in Omaha and an allowance of \$5 per day for food for all members of this party except Burns and Allen and John Hyde, vice president of the William Morris Agency.

Omaha agrees to provide all facilities for their public appearance and to pay the costs involved in all broadcasts from Omaha. Credit on such broadcasts goes to Lehn & Fink and Hinds Honey and Almond Cream, and the firm is given the right to use the Golden Spike insignia in all its advertising during May. What Omaha is doing in this instance is obtaining the transfer of the Burns and Allen radio program from Los Angeles to Omaha, paying transportation and line charges. The contract provides no remuneration to Burns and Allen.

In a letter accompanying this budget, Jacobs advises Thomas that no matter with ^whom Fort Worth may deal to insist upon a contract, specifying the persons to appear, and, if any substi-

tutions are later found necessary, some provision should be made for adjustment. He adds this remark: "After one deals with Hollywood people, one realizes the importance of an ironclad contract." The information from Jacobs is, of course, confidential.

JMN

April 10, 1940