

FORT WORTH STAR-TELEGRAM

MORNING EVENING SUNDAY

COMPLETE ASSOCIATED PRESS SERVICE

FORT WORTH TEXAS

April 10, 1940.

OFFICE OF
THE EDITOR

Dear Mr. Carter:

The connection was so bad a moment ago I fear you possibly didn't understand my remarks about the proposed premiere of *The Westerner*. Here is the attitude of the Chamber of Commerce directors, as I sense it: They think it would be a good thing but are doubtful about their ability to raise the money, principally due to the fact there have been so many other drives; and I fear if it were raised that, while they would give a lot of help, the responsibility for raising the bulk of it would fall to you.

Personally, I have been somewhat doubtful about the proposition, for these reasons: It is so vastly different from *Gone with the Wind*. In that case, the picture had behind it a book that had sold more than 1,000,000 copies and had received more publicity, written and spoken, than possibly any other book of recent years. The picture had had almost two years of publicity buildup prior to the showing in Atlanta. Atlanta was the locale of the picture. None of these factors obtain in the case of *The Westerner*, and I wonder how many people know anything about Roy Bean. Like yourself, though, I figure it would be a good gamble at \$25,000; but I still think the news writers, movie columnists, photographers, etc. should have their expenses paid by the picture company, as it undoubtedly would reap the benefit from their services. While it is true the picture company will be out the salaries of its stars during this period, I wonder if they wouldn't be out as much if the stars remained in Hollywood--that is, whether they are under yearly contract or would have to be paid additionally for their time in Fort Worth.

The time set wouldn't be any too good, as the weather might be insufferably hot in July.

Ed Byars called a moment ago to say that oral arguments in the Denver case would be held before a division of the Interstate Commerce Commission, May 8; that he hoped you would be there, and, if you could appear, he would gladly relinquish

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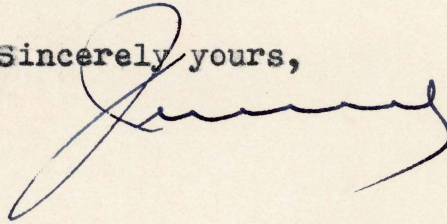
part of his allotted time. He also wanted to know whether you thought the organization formed in protest should continue its efforts to divert traffic before this hearing, or to wait until after the hearing. He said he had a talk with Mr. Splawn and was advised that if the result of the oral hearing was adverse the Texas interests could seek a re-hearing on the basis of new evidence, or could ask a hearing before the entire Commission, and that in the case of a re-hearing the new evidence might consist of the amount of traffic lost either before or after the oral hearing.

*This from
Byers not
Splawn*

Katrine turned over to me the four dinner tickets which you had ordered, and I'll try not to forget to bring them along. I presume they are for Bert, Shuman, you and me.

Best regards.

Sincerely yours,



Mr. Amon G. Carter,
Ritz-Carlton Hotel,
NEW YORK, N.Y.