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Reviewing the Crowd

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By JAMES LOVELL

Fort Worth Makes Yippee.

Fort Worth today is where "The Westerner" begins. Amon Carter, Sam Goldwyn and Bob O'Donnell decided it would be and it is.

This is the first World Premiere that Fort Worth has staged and the citizens have stirred up enough hurrah and excitement to compensate for the lack of a Casa Manana season.

The setting for the festival doesn't quite realize the original grandiose scheme of having false fronts on all buildings in the downtown section so as to recreate a western frontier community, but there is enough bunting in the air to excite the most carnival-hardened visitor.

All of this hullabaloo is to pep up the first commercial showing anywhere of Mr. Goldwyn's picture about Judge Roy Bean of Langtry, Texas. Mr. Carter set out months ago to capture this world premiere for Fort Worth and Mr. O'Donnell of Interstate Theaters conspired with and abetted the publisher in his campaign.

Mayor I. N. McCrary co-operated in traditional fashion by declaring the period commencing Sept. 16 to be "Western Week" and his proclamation urged all citizens to let their beards grow, to polish up their boots, oil their spurs, brush their ten-gallon hats and get in character as frontiersmen. A surprising number of burghers did so

and Dallas visitors were impressed with the distinction between this fiesta and the one staged at home by the Variety Club. The Fort Worth costumes look older but the natives don't look any more comfortable.

The great day officially began for Fort Worth with the arrival of three special planes from Hollywood bearing a bevy of glamorous film personalities and an attending corps of correspondents.

Arriving on schedule were members of the cast and production staff, including Gary Cooper, Walter Brennan, Lillian Bond, Doris Davenport, Chill Wills, the Seagoville boy who stole the show in "Boom Town"; Producer Samuel Goldwyn and Mrs. Goldwyn, Charles Ruggles, Edward Arnold, new president of the Screen Actors Guild; Bruce Cabot, Bob Hope, Ona Munson and Georgia Carroll, the nationally famous Dallas model. Director William Wyler and his wife, Margaret Tallichet, former Dallas girl, came Wednesday night in advance of the other celebrities.

In Fort Worth Thursday is also a group of widely known columnists—Jimmy Fiddler, Ed Schallert of the Los Angeles Times, Harrison Carroll, Robin Coons, Billy Wilkerson, editor and publisher of the Hollywood Reporter; Shelia Graham, George Fischer and Gabe York.

A parade through the downtown section had the visitors in primitive vehicles or on horseback. A notable figure in this procession was Gary Cooper riding Soapsuds, Will Rogers' famous horse which has been in retirement since its owner's death.

An old-time stage coach transported entries in the "typical Texas girl" contest, winner of which will be announced, tonight in the two theaters where the picture will be shown simultaneously. The stars will be presented in each house.

Doris Davenport, one star developed in the picture, had a place of honor in a Martha Washington carriage.

Cowgirl escorts on white horses preceded and followed each film luminary.

The stars, as expected, bowed and saluted their public with cordiality as they rode through the crowded streets. Also strictly in character were the reporters for trade papers and newspaper services who acted like they were bored stiff, some of them wanting to maintain the posture by other methods. A few of the film celebrities present have made more premieres than pictures this past year, which inspires the phrase, "premiere bums," as description of their habit.

After the parade was finished the visitors went to quarters in the Worth Hotel and the Fort Worth Club nearby. A press reception was held shortly thereafter with reporters from this section trying hard not to succumb to the gnawing desires to ask for autographs instead of information on romances or to invite opinions on such weighty matters as rhythm in editing and the potentialities of photographic symphonies.

During the afternoon Mr. Carter will have the more notable notables

out to his suburban home for one of his well-famed soirees. After the screenings this evening a big charity dance is scheduled at which attendance of all the visitors is guaranteed.

Only invited guests not present in Fort Worth—and their absence was inconspicuous—were Lady Malcolm, daughter of the actress, Lily Langtry, and Lady Mary Bartless, granddaughter, who had been urged to take refuge in Texas. The postmaster at Langtry, in a cablegram paid for by United Artists' publicist, Joe Shea, urged the descendants of the town's namesake to flee England. They responded with the following message:

"Deeply touched that Langtry townsmen offering refuge from German bombs. Regretfully decline, as both engaged in important national work which necessitates remaining London. Please convey our appreciation to 200 godfathers for generous offer."

Friday Edward J. Sullivan will shepherd the marques magi to Dallas in special buses and will give them the \$1 tour about the town before depositing them at the Variety Club in the Hotel Adolphus, where members will meet the celebrities in a party beginning at 5 o'clock. The Times Herald station, KRLD, will broadcast these festivities starting at 5:30 o'clock.