

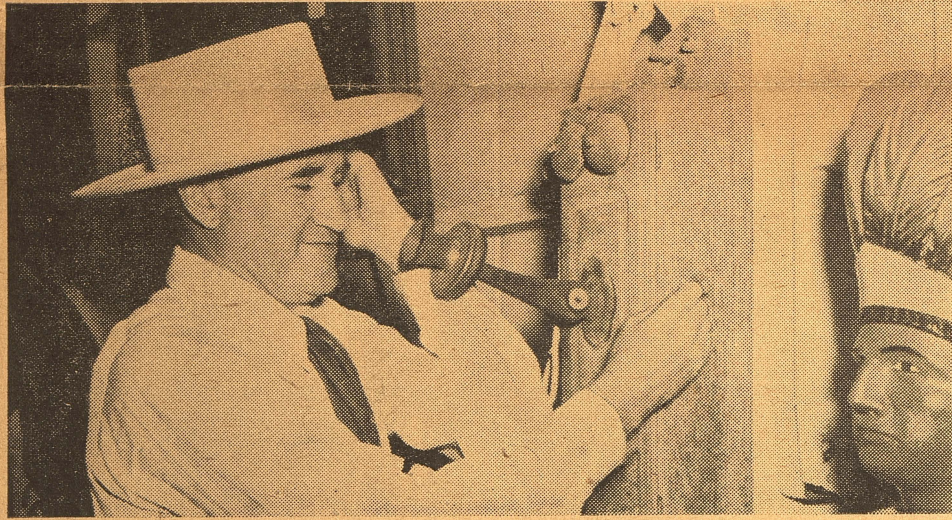
Fort Worth Turns Out to Help Launch 'The Westerner'



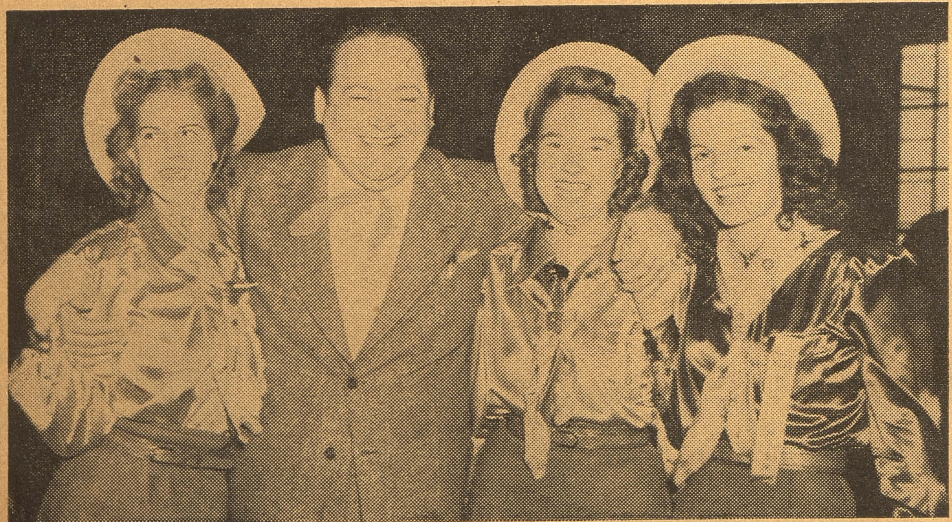
This white horse, and the band and the whole footaraw that Fort Worth staged last week for the world premiere of Sam Goldwyn's new movie *The Westerner* were mobilized by Amon Carter, Fort Worth publisher, first citizen and main booster. The "rooms & meals" sign is a period touch.



At *The Westerner* Ball, Bob Hope, a frequenter of premieres, trod a few measures of the Conga with dimpled Miss Galveston, who ought to be in pictures.



Out at Shady Oaks Farm, Amon Carter's vast ranch, Sam Goldwyn enacted this tableau of Goldwyn at the telephone. The vanishing American at the right offers Mail Pouch to tobacco chewers.



Three airplane-loads of Hollywood guests flew in for the doings. Edward Arnold corralled three of the darlings of the 85 Miss Texas Cities: Miss Denton (left), Miss El Paso and Miss Harlingen.



The gent scratching his ear with the pearl-handled sixshooter is Amon Carter, everybody's host. The other gun-toter is *The Westerner* himself, Gary Cooper.