

Memorandum as Results of Conference re  
"The Westerner," April 19th and 20th

Dates: The dates under discussion by the group for the holding of the premiere are July 16th and August 9th, these being the only logical dates because of other circumstances and conditions. Both parties will give consideration to these dates and will indicate their preference. The July date would be subject to the working out of details with Casa Manana satisfactory to all parties. The August date would be free from any other activity.

Cost:

Joint Expense (Mr. Goldwyn's and Fort Worth's)

- (a) Hollywood press party, 100 top flight syndicate writers, newspaper correspondents, magazine representatives, syndicate photographers, at \$150 each.....\$15,000.00
- (b) New York press party, 50 people, including small group from key cities, principally syndicate writers, at \$200 each..... 10,000.00
- (c) Emergency fund for press parties, including their entertainment in Fort Worth..... 6,000.00
- (d) Cost of maintaining press bureau in Fort Worth from April 1 to opening, head of bureau, two assistants, stenography, mailing, telephones..... 6,000.00
- (e) Services of name radio announcer to work with Brennan, brought from New York..... 1,000.00
- (f) New York and Hollywood publicity charges and expenses, mailing, photos, transportation, etc..... 2,000.00

The above will be participated in by the Fort Worth interests in an amount to be agreed upon. The balance will be provided by the Goldwyn interests.

Direct Cost:

- (a) (Mr. Goldwyn's) Mr. Goldwyn will be responsible for the expense of official studio party, including stars, camera crew, staff, etc.
- (b) (Fort Worth's)
  - 1. Decoration of City.
  - 2. Bands to be brought in from West Texas, Traveling expense, meals and possibly hotel expense
  - 3. Staging parades.
  - 4. Other miscellaneous expenses -- radio hook-ups, line charges, etc.

The Fort Worth interests have indicated that they expect to be able to raise \$25,000. They will determine exactly the amount of the direct expenses above, and the amount that can be provided toward the joint expenses outlined above at the earliest possible date. The Goldwyn interests at these conferences have indicated that they desire to have the full \$25,000 without any deduction for local expense.

The income from the premiere and any other local activities shall belong to the Fort Worth interests.