

# United Artists Corporation

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NEW YORK

MARY PICKFORD  
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March 26, 1940

Dear Mr. Carter:

Acting on your suggestion, I submit herewith a rough statement of costs in connection with the proposed Ft. Worth premiere of "THE WESTERNER":

- |       |   |              |   |
|-------|---|--------------|---|
| (a)   | Official studio party, Mr. and Mrs. Goldwyn, Mr. and Mrs. Cooper, Walter Brennan and cast (to be assumed by studio).....  |              | ✓ |
| (b)   | Hollywood press party, 100 top flight syndicate writers, newspaper correspondents, magazine representatives, syndicate photographers, at \$150 each.....                    | \$ 15,000.00 | ✓ |
| (c)   | New York press party, 50 people, including small group from key cities, principally syndicate writers, at \$200 each.....   | 10,000.00    | ✓ |
| (d)   | Emergency fund for press parties, including their entertainment in Ft. Worth.....   | 6,000.00     | ✓ |
| (e)   | Cost of maintaining press bureau in Ft. Worth from April 1 to opening, head of bureau, two assistants, stenography, mailing, telephones                                     | 6,000.00     | ✓ |
| X (f) | Services of name radio announcer to work with Brennan, brought from New York.....   | 1,000.00     | ✓ |
| (g)   | New York and Hollywood publicity charges and expenses, mailing, photos, transportation, etc.  | 2,000.00     | ✓ |
| X (h) | Cost of state-wide search for the Beautiful Girls of Texas, one from each of 50 cities, bringing them to Ft. Worth and maintaining them (to be borne by Interstate Circuit) |              | ✓ |

*United Artists Corporation*

CONTINUATION OF LETTER TO

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I respectfully suggest that you and your associates consider and examine this estimate of costs in relation to

- X (a) the money that will be raised for charity by the premiere, the dance and the picnic
- (b) the money brought to and spent in Ft. Worth by visitors
- (c) the state and national publicity the city will get, both out of the opening and out of tying up a great picture with a great city in the public mind

And then, would you please let us know what part of these costs the Ft. Worth Chamber of Commerce will assume, and also if the other steps outlined in my letter of March 20th in respect to official invitations, proclamations, etc., can be arranged.

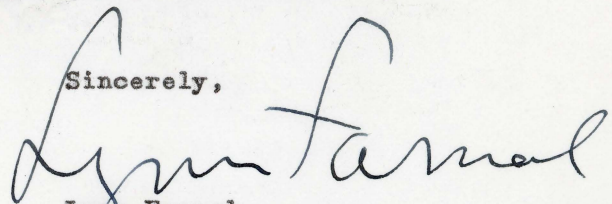
Our thought is that a Bureau of Westerner Affairs be established in Ft. Worth to take care of actual publicity operations and to coordinate the arrangements, make disbursements and take care of all legal and accounting problems in connection with the Festival.

The monies appropriated by the Ft. Worth Chamber of Commerce would be turned over to this Bureau and disbursed by them.

Represented in the management of this Bureau would be an Executive Secretary (we hope it might be the Secretary or the Manager of the Ft. Worth Chamber of Commerce). Responsible to him would be the Publicity Chief representing United Artists and Samuel Goldwyn, Inc. and a representative of the Interstate Theatre Circuit.

Thank you very much for your courtesy in seeing me and for an extremely interesting visit. I am very proud of my Shady Oak hat.

Sincerely,



Lynn Farnol  
Director of Advertising  
and Publicity

Mr. Amon Carter,  
Ft. Worth Star Telegram,  
Ft. Worth, Texas.

