

230, Via Appia Antica  
Rome, June 18, 1953

Mr. Warren Cowan  
226 North Canon Drive  
Beverly Hills, California

Dear Warren:

I have now been in Europe for almost nine months. During the next nine months I hope we can accomplish a lot more in the field of publicity. As always, I would like, whenever possible, to get a national magazine story, but I feel you ought to give the whole subject of publicity for me while I am in Europe more attention at this particular time.

Anne Buydens along with David Hanna is taking care of the publicity for "Ulysses". I suggest that you write to her in care of Ponti & De Laurentis. Today I had a whole series of pictures taken of me in my villa. Pictures later will be taken with Silvana Mangano and with the other Italian actress, who is very pretty, Rossana Podesta. I am sure they have the idea of using them and may be you can have some other idea to contribute with them. Check with them.

An interesting story would be the contrast between playing the role of a GI in Litvak's picture and playing the role of "Ulysses" in Homer's Odyssey. Here you have two warriors in period separated by about 7000 years. A picture of me as a GI, a picture of me as "Ulysses", etc.

I am trying to throw out a few things now because the director is sick and we won't be working for several days. When I start working, you know it is difficult for me to concentrate on these things. But, don't you think we can utilize whatever I have done during my European sojourn to better advantage.

Please give this whole matter some thought and let me know what do you think and again, of course, get in touch with Anne Buydens.

By the way, how is the "Juggler" doing? I was on the whole very pleasantly surprised with the notices. I hope it is doing well with the public.

My best to everyone,

Love and kisses,

P.S. - I am sending you in a separate envelope  
a film which please have developed.  
Many thanks.