

GOLD DIGGERERS IN Paris



WARNER BROS. CAMPAIGN PLAN

**YOU'RE ON THE GOLD-DIGGERS STANDARD
... AND THAT MEANS BUSINESS**

RUDY VALLEE

Gayer and better than ever before!

ROSEMARY LANE

America's swiny new sweetheart!

HUGH HERBERT

"Ooh-la-la! Woo-woo-la-la!"

ALLEN JENKINS

speaks French like a native . . . Zulu!

GLORIA DICKSON • MABEL TODD

MELVILLE COOPER • FRITZ FELD

The SCHNICKELFRITZ

*Looniest tuniest melody
maniacs in the world!*



★ ★ ★
Directed by **RAY ENRIGHT**
who made "Singing Marine" and
Other Big Box-Office Musical Hits

BUSBY BERKELEY'S
Lovely Eye-fuls With Lots
of This-a And That-a!

WARREN and DUBIN
Wrote 4 Hit Parade Numbers

Screen Play by Earl Baldwin and Warren Duff
Story by Jerry Wald, Richard Macaulay, Maurice Leo
From an Idea by Jerry Horwin and James Seymour
A WARNER BROS. PICTURE

2 TRAILERS
FOR DOUBLE SELLING PUNCH
(1) Short pre-advance teaser
(2) Regular production trailer
that's got everything!

For A Big Showing



**THE GREATEST LAUGH-LOVE-LYRIC LINE-UP
VIVE LES GOLD DIGGERS!**

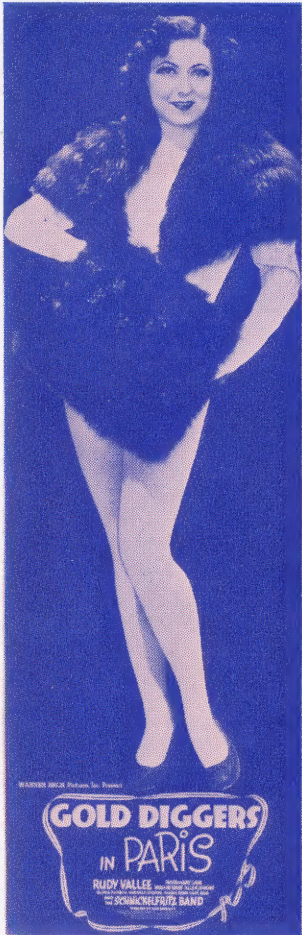
THESE POSTERS M



24-SHEE

1 to 4
 5 to 9
 10 to 24
 25 & over

SPECIAL!



Style "B"
 20 x 60
 PHOTO GELATIN
 Rental: 40c ea.



(at left)
 40 x 60
 PHOTO GELATIN
 Rental: 75c

(at right)
 27 x 41
 PHOTO
 GELATIN
 Rental: 50c



Style "A"
 20 x 60
 PHOTO GELATIN
 Rental: 40c ea.



1-S
 Rent
 Same illus
 get Wind

MAKE A BIG SHOWING!



6-SHEET

Rental: 48c ea.

Same illustration for Regular Window Card and Jumbo Window Card.

JUMBO CARD

1 to 49 10c ea.
50 to 99 8 1/2c ea.
100 to 199 7c ea.
200 & over 6 1/2c ea.

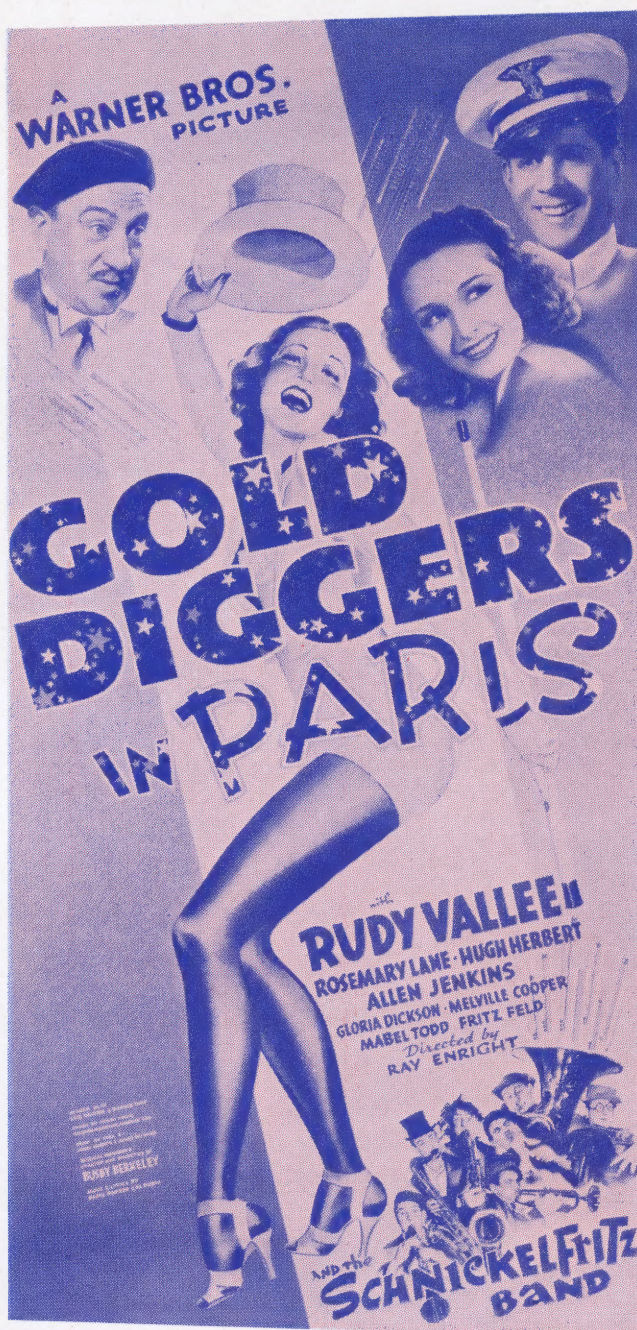
REGULAR CARD

1 to 49 7c ea.
50 to 99 6c ea.
100 & over 5 1/2c ea.



SPECIAL QUANTITY PRICES (for posting or sniping)

ONE-SHEETS		SIX-SHEETS	
50 to 99	11c each	25 to 49	80c each
100 and over	9c each	50 to 99	70c each
THREE-SHEETS		100 and over	
50 to 99	32c each	100 and over	60c each
100 and over	28c each		



3-SHEET . . . Rental: 24c ea.



SHEET
: 8c ea.
ation for Mid-
Card 4c ea.

These Figures Are No Problem

Besides adorning the walls of your office, these cuties will brighten the pages of any newspaper individually or ensemble for a full picture page layout. Use the original stills (numbers appear under each) for blow-ups and cutouts. Names and home towns are provided absolutely free — but sorry, no telephone numbers, please!



Speaking for ourselves from left to right: Lois Lindsay (Gulfport, Miss), Melba Marshall (Chicago, Ill.), Dorothy Koster (Baltimore, Md.), Lorraine Grey (Glendale, Cal.), and Poppy Wilde (Salt Lake City, Utah). Still GP447—10c; Mat 303—45c



Still BG87—10c; Mat 108—15c

I'm Mildred Dixon, original Berkeley girl, and I'm from Missouri (Trenton).



I'm Victoria Vinton — a home town gal of Hollywood, but my pal on the right, Lois Lindsay, hails from Gulfport, Miss.

Still GP453—10c; Mat 207—30c



Still GP426—10c; Mat 104—15c

I'm Rosemary Lane, of the many, many Lane sisters hailing from Indianola, Ia.



Ethelreda Leopold's the name, Chicago, Ill. is the home town.

Still GPA126—10c; Mat 206—30c



I'm Rose Tyrell, hailing from Emmetsburg, Maryland.

Still GPA33—10c; Mat 107—15c

Co-la-la! There's more to be seen on the next pages



PUBLICITY



Swell People To Know

TERRY MOORE	RUDY VALLEE
KAY MORROW	ROSEMARY LANE
MAURICE GIRAUD	HUGH HERBERT
DUKE DENNIS	ALLEN JENKINS
MONA	GLORIA DICKSON
PIERRE LeBREC	MELVILLE COOPER
LETICIA	MABEL TODD
LUIS LEONI	FRITZ FELD
MIKE COOGAN	ED BROPHY
PADRINSKY	CURT BOIS
GENDARME	VICTOR KILIAN
GENDARME	GEORGE RENEVANT
STAGE MANAGER	ARMAND KALIZ
VAIL	MAURICE CASS
DOORMAN	EDDIE ANDERSON

THE SCHNICKELFRITZ BAND

THE GOLD DIGGER GIRLS

BOBBIE ADAMS	DIANA LEWIS
LOUISE ALLEN	LOIS LINDSAY
FURLEY BANKS	MELBA MARSHALL
MONICA BANNISTER	PEGGY MORAN
EDNA CALAHAN	DOROTHY O'CONNEL
FRANCES DEETS	NAIDA REYNOLDS
RUTH EDDINGS	BETH REINER
GLORIA FAYTHE	GLADYS SCHONER
EMILY FITZPATRICK	GWEN SEGAR
LORRAINE GREY	JANET SHAW
AMO INGRAM	BEE STEPHENS
CLAIRE JAMES	EVELYN THAW
LUCILLE KEELING	ROSE TYRELL
DOROTHY KOSTER	ROSELLA TOWNE
CAROLE LANDIS	VICTORIA VINTON
ETHELREDA LEOPOLD	POPPY WILDE
	VIVIAN WILSON

DIRECTED BY RAY ENRIGHT
 SCREEN PLAY BY EARL BALDWIN and WARREN DUFF
 STORY BY JERRY WALD, RICHARD MACAULAY and MAURICE LEO
 IDEA BY JERRY HORWIN and JAMES SEYMOUR
 MUSIC AND LYRICS BY HARRY WARREN and AL DUBIN
 "DAY DREAMING" BY HARRY WARREN and JOHNNY MERCER
 MUSICAL NUMBERS CREATED AND DIRECTED BY BUSBY BERKELEY
 ORCHESTRAL ARRANGEMENTS BY RAY HEINDORF
 MUSICAL DIRECTOR LEO. F. FORBSTEIN
 PHOTOGRAPHY BY SOL POLITO, A. S. C.
 MUSICAL NUMBERS PHOTOGRAPHED BY GEORGE BARNES, A. S. C.
 FILM EDITOR GEORGE AMY
 ART DIRECTOR ROBERT HAAS
 DIALOGUE DIRECTOR GENE LEWIS
 SOUND BY C. A. RIGGS and DAVID FORREST
 GOWNS BY HOWARD SHOUP

(Lead)

'GOLD DIGGERS IN PARIS' COMING TO STRAND THEATRE

The management of the Strand Theatre announces that it has been able to secure one of the earliest booking dates on "Gold Diggers in Paris," the latest and most elaborate of the famous Warner Bros. musical series. The opening date has been set for next Friday, and plans are being made for a gala premiere.

Especially notable because it brings Rudy Vallee back to the screen after an absence of three years, "Gold Diggers in Paris," fifth in the "Gold Digger" series, has a poke full of nuggets in the form of laughs, catchy tunes, spectacular dancing numbers and, of course, pretty girls.

Schnickelfritz Band

Almost rivalling in importance the return of America's prince charming of the air lanes is the film debut of Freddie Fisher's Schnickelfritz Band, a sextet of the maddest musicians that ever succeeded in wedding hilarious comedy to infectious music.

These Schnickelfritzes are destined to be a riotous success on the screen. They can't miss, for they've got something that no other comedy band has ever given the public — music. Funny as their comedy routines are and effective as their use of their many unorthodox instruments may be, they could dispense with all of that and still be a treat to listen to, for they make the most entrancing hot music of any outfit their size in the country today.

Sharing the romantic interest with Rudy and also sharing the pleasant burden of singing several of the beautiful melodies which grace the score is Rosemary Lane. Gloria Dickson also has a large role as Rudy's estranged wife.

The comedians — enough of them to stock at least two such pictures with sure-fire laugh getters, are headed by Hugh "Wu Wu" Herbert, including also Allen Jenkins, Mabel Todd, Fritz Feld, Curt Bois, Ed Brophy and Melville Cooper.

Berkeley Girls

Finally, there is the large chorus of luscious beauties selected and trained by Busby Berkeley — the "Gold Digger Girls."

The story revolves about a silly mistake which only a Hugh Herbert character could make — and he's the one who makes it, when, as a representative of the Paris International Exposition sent to engage America's foremost ballet troupe to take part in a contest at the exposition, he gets into the Club Ballé in New York, a very hotcha night club, and engages the equally hotcha chorus to represent America.

The engagement, with the sizable advance payment, comes as a life-saver to Rudy Vallee and Allen Jenkins, who have been operating the club at a loss, and they permit themselves and their chorus — the Gold Digger girls, naturally — to be transported free to Paris.

Here dangerous complications ensue when the true identity of the "ballet" troupe is disclosed, but everything ends happily when the chorus girls go on at the exposition, give the Parisians a pyrotechnic display of modern American chorus stuff instead of ballet.

The performance of the American girls at the exposition constitutes the finale of the picture and it is a Berkeley number in the true tradition.



Mat 304-45c

MANIACS OF MELODY AND MIRTH, this photomontage gives a rough idea of the fun and frolic of the forthcoming "Gold Diggers in Paris." Rudy Vallee and Rosemary Lane may be seen giving out in song on either side of Hugh "Woo-woo" Herbert, while Allen Jenkins, Mabel Todd and the Schnickelfritz Band add to the confusion.

(Advance)

NEW MUSICAL HIT COMING TO STRAND

"Gold Diggers in Paris," the sixth of the famous musical comedy series, will have its (name of city) premiere on Friday at the Strand Theatre. Ray Enright and Busby Berkeley directed, and the musical numbers, which include "I Wanna Go Back to Bali," "Day Dreaming," "Stranger in Patee," and "The Latin Quarter," were supplied by tunesmiths Harry Warren, Al Dubin and Johnny Mercer.

Rudy Vallee, crooning maestro of the airwaves, heads the cast and golden-voiced Rosemary Lane is featured opposite him, with Gloria Dickson doing a feminine menace. The Schnickelfritz Band, a specialty outfit that is taking the country by storm with their goofy antics, take care of the rhythm with Hugh Herbert, Allen Jenkins, Melville Cooper and Mabel Todd in charge of comedy. And then there are the Gold Diggers themselves, as luscious a group of chorines as Hollywood has to offer. Welded together by an hilarious story, "Gold Diggers in Paris" promises the maximum in entertainment value.



Mat 103-15c

ROSEMARY LANE has the stellar feminine spot in "Gold Diggers in Paris," the new musical coming to the Strand Theatre on Friday.

(Advance)

PICTURE DISPLAY ON 'GOLD DIGGERS'

Passers by the Strand Theatre today will have noticed the attractive display of still photographs showing scenes from "Gold Diggers in Paris" which is scheduled to open there on Friday. The photographs showing the stars — Rudy Vallee, Freddie Fisher's Schnickelfritz Band, Rosemary Lane, Gloria Dickson, and some of the beauties of the Busby Berkeley chorus line, give a bird's eye view of the entertainment in store for patrons when they see the latest and most lavish of Warner Bros. musicals.

Hit tunes, the elaborate production numbers for which the series is famous, an hilarious story that transports the gold-digging gals from their native New York to gay Patee, are just a few of the features of "Gold Diggers in Paris." Supplementing the stars are a great comedy cast which includes, Hugh Herbert, Allen Jenkins, Mabel Todd, Melville Cooper, Edward Brophy, Kurt Bois and Fritz Feld.

The finale, "Latin Quarter," is said to be the feature of this newest musical.

THEY'RE STRANGERS IN PAREE — Rudy Vallee, Rosemary Lane, Allen Jenkins and Mabel Todd give out with rhythm in the musical hit of 1938, "Gold Diggers in Paris" which will be the next attraction at the Strand Theatre.

Mat 302-45c



(Lead)

RUDY INTRODUCES FOUR SONG HITS IN 'GOLD DIGGERS'

Three new songs by that expert pair of songsmiths, Harry Warren and Al Dubin, as well as another for which Johnny Mercer set the words to the Warren music, make their formal debut to the world of song in the Warner Bros. musical comedy, "Gold Diggers in Paris," which opens at the Strand Theatre next Friday.

That each of the new songs will be a hit seems to be a foregone conclusion, not only because they represent a selection of the best recent work of a composer with a high percentage of successes and two famous lyricists but also because they will have the advantage of being introduced to the public through the medium of the voices of Rudy Vallee and Rosemary Lane.

The first of the numbers which Vallee sings is "I Wanna Go Back to Bali," by Warren and Dubin, and he is next heard in a duet with Miss Lane, the song being "Day Dreaming," by Warren and Mercer. The other two Warren and Dubin numbers are "Stranger in Patee" and "The Latin Quarter," the latter being the background tune for the spectacular finale of the picture. Both are sung by Vallee and Miss Lane.

These four songs do not, by any means, comprise all of the musical entertainment in the picture, for it is in this film that the extraordinary novelty band discovered by Vallee in a St. Paul night club, which goes under the name of "Freddie Fisher's Schnickelfritz Band," makes its motion picture debut.

Band in "Bali" Number

They are heard first playing the "Bali" number and they also join with the rest of the company in the finale, their duties here being to repeat the "Bali" song and to play "The Latin Quarter," but there are several spots in the film where they "give out" with samples of their characteristic entertaining, using three numbers they have played before, another which Fisher wrote especially for this picture, and a new arrangement of another Fisher composition.

The new Schnickelfritz piece is entitled "Old Hank" and is all about an old railroad engineer. The number for which the new arrangement was worked out is "Colonel Corn," and the three others are the ones which have proved the most popular in their repertoire, namely, "Listen to the Mocking Bird," "Tiger Rag" and "I Want to go to the Land Where the Sweet Daddies Go."

Float Heralds Movie

The Gold Diggers are coming to town, and their coming was heralded today by a lavish and unusual float with a cargo of local beauties, which made its appearance on all the principal streets in town, attracting a great deal of attention. A band accompanied the pulchritudinous display, playing some of the catchy tunes from "Gold Diggers in Paris," which is to have its premiere Friday at the Strand Theatre.

This latest and most elaborate of the Warner Bros. musicals marks the return of Rudy Vallee to the screen after an absence of some three years, an event to which the millions of radio fans are looking forward to with delight. Rosemary Lane is featured with him, and a host of other famous folks.



Mat 201—30c

THE GIMME GIRLS WILL GET HUGH — in fact, it looks like they've got him! Hugh Herbert is the dippy diplomat and these are just a few of his girl friends in "Gold Diggers In Paris," coming to the Strand.

(Advance)

MABEL TODD GETS LOTS OF LAUGHS BUT NO SYMPATHY

Mabel Todd is far from being the dumb creature she seems destined to play in motion pictures — a fate, incidentally, that she made even more inescapable with her performance in a typical "Dumb Dora" role in "Gold Diggers in Paris," the new Warner Bros. musical featuring Rudy Vallee.

As a matter of fact, Mabel has so caustic a wit and is so quick on the draw that few people who



Mat 105—15c

MABEL TODD

know her well will dare exchange repartee with her.

Nevertheless something unusual — and funny — is always happening to Mabel, and so firmly established is the tradition of Mabel as a funny girl that even when some of these unusual happenings result in injury to her, she gets more laughs than sympathy.

She couldn't even get into pictures in a routine manner. Born in Los Angeles in 1916, she attended school in Glendale and then went to the University of Southern California until she decided to become an actress.

She didn't try to get into pictures, because that never occurred to her. Instead she went to Chicago, where she became the "Sunshine Girl" with Al Pierce's gang on the radio. After winning considerable fame, she collected her scripts and turned them into a vaudeville act which was a hit at the Oriental Theatre there. A Warner Bros. scout saw her.

"Want to go into pictures? he asked.

"Whereabouts?" asked Mabel. "Why in Hollywood, of course," he said.

"It might be a good idea," said Mabel after some reflection, "you see I live there."

(Advance)

Rudy Vallee Is Columbus Of America's Air Waves

Meet Rudy Vallee, Columbus of the air lanes.

Dave Rubinoff, Bob Burns, Frances Langford, Alice Faye, Burns and Allen, Kate Smith, Edgar Bergen — all stars and top-liners in their own right now — and many others equally prominent date the beginning of their success on the radio and screen to the willingness of Vallee to take a chance.

He listened to them on small local programs or gave them auditions, and then he put them on his famous Vallee hour, introducing them to audiences numbered by the millions, and one and all they clicked in a big way.

The amazing thing to show business, where virtually everyone who helps anyone expects payment in heavy percentages, is that Vallee has never asked nor accepted a cent from any of the hundreds he has helped.

His most recent discovery is Fred Fisher's Schnickelfritz Band, which he found playing in a St. Paul night club and introduced to North America on his own program.

As a result, the unusual novelty band of small town boys skyrocketed to almost immediate fame and fortune. Their phonograph records became best sellers and instead of getting a trifle more than their dinners for their musical efforts, all began to acquire sizeable bankrolls.

When Vallee came to Hollywood recently, he wired ahead

to Warner Bros. suggesting that the Schnickelfritzes be signed to a screen contract. His suggestion not only was accepted with thanks, but the band was placed in his new starring picture, "Gold Diggers in Paris," which comes to the Strand Theatre next Friday.

Vallee, being a modest young man, disclaims any altruistic motives in his constant search for new talent for radio.

"It's simply good business," he says. "The more good performers there are on the air, the more people listen. Those of us who can hit the ball benefit accordingly. So, in reality, in helping others I help myself, too."

Others whom Vallee has introduced to his air audiences, include such well known names as Ruth Etting, Walter O'Keefe, Phil Baker, Ken Murray, Bert Lahr, Beatrice Lillie, Fred and Adele Astaire, Bob Hope, Joe Penner and Gertrude Niesen, and he has suggested scores of others, who were on sustaining programs, to big advertisers as likely persons to pep up their radio shows.

"I'm confident the Schnickelfritz Band will score a hit in their first screen appearance," he says. "They not only are excellent musicians, but they have a definite personality about their work that I'm sure will project on the screen and make them popular favorites. It's a pleasure to give a boost to an outfit like that. I know they'll make good."

New Kind of Curtain

"Requisition — Warner Bros. Studio.

"One cap for Rudy Vallee, naval officer style. Dimensions—32 feet wide by 11 feet high."

"Golly," exclaimed the studio hatter, "that seems a little large. The last time I measured Vallee he wore a 6 $\frac{7}{8}$."

A little investigation, however, revealed the fact that dimensions of the cap were exactly what Mr. Vallee required. The out-size chapeau was to be used for a dance sequence in "Gold Diggers in Paris."

Its purpose? Well, naturally Mr. Vallee did not wear it. It was a reproduction on a grand scale of a cap he did wear in the finale number of the picture, and it brought that big number to a close by slowly descending from above the heads of the entire company and covering them all.

'Woo Woo' Trademark

Hugh Herbert called up his bank one day from the set where he was working in "Gold Diggers in Paris," the Warner Bros. musical coming to the Strand. He wanted to know the balance of his checking account.

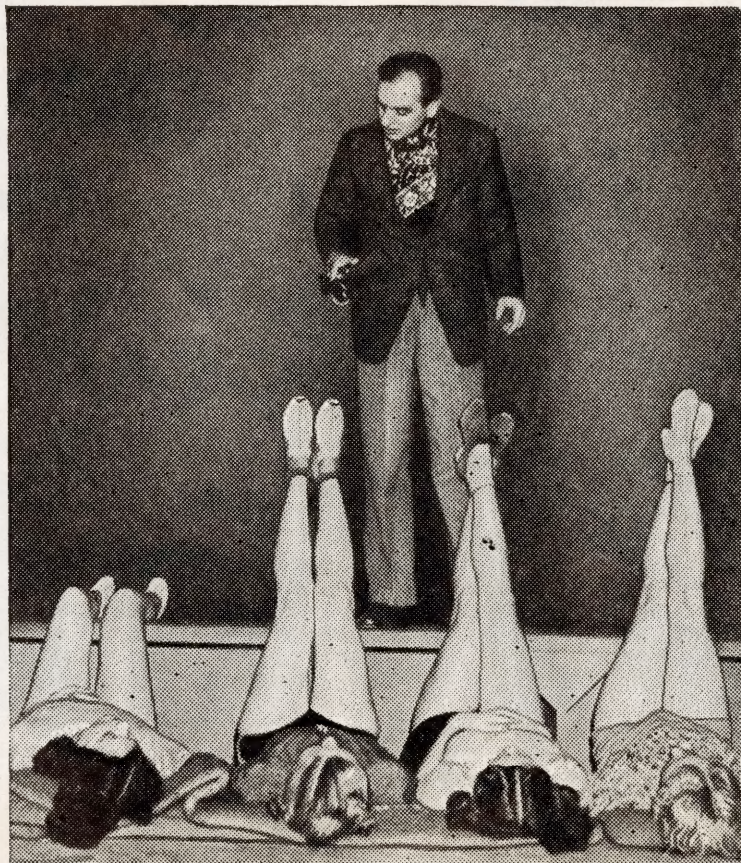
"But, Mr. Herbert," expostulated the bank teller, "we can't give out your balance over the telephone. How would you like for some one else to call up and give your name and find out how much cash you have?"

"That's right," agreed Hugh, "I wouldn't want that, and I suppose no one can identify himself over the 'phone. Well goodbye and — Wu Wu!"

"Mr. Herbert," said the teller, "you are overdrawn."

HOW RHYTHM IS BORN — Busby Berkeley, ace dance director, puts his famous chorines through rigorous training. You'll see the results in "Gold Diggers In Paris," new musical comedy coming to the Strand on Friday.

Mat 204—30c



(Advance)

THOSE TWINKLING TOES REPRESENT BIG INVESTMENTS

Beautiful legs are among the most attractive sights to be seen on any motion picture screen and therefore the Warner Bros. studio does not begrudge the expense entailed in enlivening a picture such as "Gold Diggers in Paris," which comes to the Strand Theatre next Friday, with beautiful legs performing graceful dance routines. Still, they are an expensive addition to any film.

If a dancer is engaged for the duration of a long production such as "Gold Diggers," the studio pays the cost of what might be termed maintenance and repairs on her legs — in other words, all bills for medical or surgical treatment or chiropody. On the sets, a first-aid man and a nurse are always on duty.

Every dancer provides her own rehearsal clothes, including shoes and socks. But when production starts, the studio provides dancing shoes and stockings. The shoes cost \$7.50 per pair and more than one pair may be worn out during the course of the production. When stockings are worn, they are usually full length opera hose and cost \$5 per pair. If the dancer has to wear tights, she is provided with them at a cost of \$35 or \$40 per pair.

Many Masseurs

The cost of training dancers' legs and teaching them specific routines is a considerable item. Dance directors such as Busby Berkeley command a high salary and they may devote weeks to the perfection of a single routine. They have, of necessity, a corps of assistants, piano players, masseurs, etc., all of which adds to the total balance against the drawing power of the pair of twinkling toes you see in the picture.

Now that the legs have been perfected, trained and maintained in their pristine beauty, there comes the cost of the costumes to set them off. The average cost of the costumes for the "Gold Digger Girls" ran from a few cents for the couple of yards of cloth each girl wore in the "I Wanna Go Back to Bali" number to \$200 each for the costumes worn in the finale.

The Sultan Approves!

When the members of the Sultan of Muscat and Oman notified the executives of the Warner Bros. studios that His Royal Highness would be pleased to pay the studio a visit of inspection, the project immediately received approval but there was a lot of conjecture as to what the Sultan would be pleased to look at.

When the visit took place, one matter which was definitely established was that the Sultan liked to look at beautiful girls.

His Royal Highness was led to the set where Busby Berkeley was directing a dance routine for "Gold Diggers in Paris," coming to the Strand Theatre. His comment was that their complexions were a little pale and they were a bit under-weight by Muscat and Oman standards, but they had a nice sense of rhythm.

The Sultan, who presides over a British Protectorate on the Persian Gulf, must be something of an authority on such matters, for he has five wives and six concubines in his harem.

(Advance)

BERKELEY GIRLS PREFER DANCING, WORK IS STEADIER

The only young girl in Hollywood today who doesn't expect to win fame and fortune as a motion picture actress is the chorus girl who works in the ensemble numbers of such big pictures as the Warner Bros. musical, "Gold Diggers in Paris," which opens next Friday at the Strand Theatre.

A canvas of the two score beauties engaged by Busby Berkeley for the dance numbers in the latest "Gold Diggers" revealed that fully two-thirds of the girls have no picture ambitions. They never expect to be stars or even leading ladies, and don't seem to care much.

One reason is that being a chorus girl and concentrating one's attention merely on that one objective is likely to mean that a girl works pretty steadily the year round; and the work is not onerous, for there are many days when the chorine earns her salary by merely sitting and waiting for the part of a number in which she appears to be filmed.

Many Gals Married

Best of all, the chorus girl has no personal responsibility for the success or failure of the picture in which she appears. The picture may be a dud, but the blame is laid to the plot, the ingenue or the director who created the dance numbers. But never to the individual chorus girl.

Twelve of the beauties who appear in "Gold Diggers in Paris" are married and their husbands are all gainfully employed. Such girls use their salaries to buy clothes or for extras. As blonde Edna Callahan, one of the Berkeley girls, puts it:

"My husband would never consent to my going into pictures as a career. It is too hard work, the hours are too long and, besides, he believes it spoils a girl for domesticity. But chorus girl work is different. We get enough exercise to keep in condition and work often enough to keep us amused. He doesn't mind that at all."

Unmarried Rose Tyrell, brunette and vivacious, has another reason for not expecting to win acting renown.

"Ingenue actresses are a dime a dozen in Hollywood," she declares, "but good dancers are rare and can always get a job."

Band Can Play 'Em All

Although Freddie Fisher's Schnickelfritz Band does not demonstrate its complete repertoire in the course of its motion picture debut in the Warner Bros. musical, "Gold Diggers in Paris," which comes to the Strand Theatre next Friday, his boys play so many different instruments and switch from one to another so quickly that it is a bit difficult for the spectator to make a complete mental catalogue of their versatility and ingenuity.

So herewith are listed the various devices besides the standard instruments with which they make music in "Gold Diggers":

Hardware: Jugs, gourds, locomotive bell, bicycle bell, cowbell, doorbell, dinner gong, auto horns, bicycle horn, frying pan, ratchet, sandpaper, tire rim and hammer, tire irons, gaspipes, washboard (strummed with thimbles).

(Advance)

Rosemary Lane "Best Bet" For Hollywood Stardom

The only time in her life that Rosemary Lane really felt insulted was when Fred Waring said to her: "The trouble with you, Rosemary, is that you're so darned healthy."

She's a study in contradictions this "middle Lane" girl. From her older sister, Lola, she has inherited the ability to look aristocratic, reserved and even supercilious on the screen. From her younger sister, Priscilla — known at home as "Pat" — she has acquired an ability to ride, swim, be a hail-fellow-well-met to all of Pat's gang. From somewhere on her own she has developed a well trained and excellently modulated voice which has won widespread acclaim on the radio.

And yet, as Waring remarked, she is so darned healthy.

Rosemary Lane has dark chestnut hair flecked with tawny tints which the Technicolor camera catches to excellent advantage. It is naturally curly and has never been subjected to any treatment other than soap and warm water. She has also the plentiful freckles of the outdoor girl who woos the sun in April and isn't afraid of a swim on Christmas Day. When she was a youngster, she was nicknamed "Raspberry," and she hasn't entirely outgrown it even today.

Priscilla says that Rosemary always looks as though she had just come from a polo game. And perhaps that is not a bad one-sentence description of Rosemary.

She has the look and the mental attitude of the girl who is a good sport and who has grown up as one of the boys. She is straight-forward, and she looks it. Perhaps that is what Waring meant when he said that she was "too darned healthy."

Perhaps he meant that she was one of those girls who are best

Provides Own Laughs

Hugh Herbert was glimpsed one day in a Hollywood Boulevard hat store trying on hats too small just to give himself a laugh. He ended up by buying a hat to soothe the worried clerk, although he really didn't need one. Hugh is the chief laugh-getter in the new Warner Bros. musical, "Gold Diggers in Paris," which opens next Friday at the Strand Theatre.

described as "nice." The sort that men pick out to marry. But any man who takes Rosemary dancing is in for the treat of his life. She is the best ballroom dancer of the three sisters and although Priscilla can perhaps excel her at 'tap,' Rosemary can swing a mean buck and wing when she feels in the mood.

Ray Enright, who directed her in "Gold Diggers in Paris," the Warner Bros. musical opening next Friday at the Strand Theatre, in which she plays opposite Rudy Vallee, says that she is an excellent actress, rarely blows up in her lines, and can be photographed from nearly every angle. She has an excellent figure and carries herself with the grace of a trained dancer.

She has an inward reserve that is always evident. The fellow who would try to "get fresh" with Rosemary Lane would probably be cooled off so quickly that he would never quite know what happened. She has that gifted capacity for keeping people in their places without their ever quite knowing how they were put there.

It is a valuable ability in a little girl who intends to go a long way in pictures. And Rosemary Lane today is considered to be one of the best bets for picture stardom on the Warner Bros. lot. She has the gift of exciting admiration from other women without jealousy, and, best of all, she creates for herself on the screen a characterization that makes the picture-going male think — "here's a girl that it would be fun to know very well indeed."

And if that is being "too healthy," Mr. Waring, Hollywood can do with a lot more of healthy girls who are just like our Rosemary Lane.

Rudy Plays Barkeep

Rudy Vallee brought his cocktail equipment to a party given by Hugh Herbert at his home for Jimmy Cagney and was kept busy all evening. "And he was very good, too," said Herbert. "Rudy may be a crooner, an orchestra leader and an actor but I think he is just a bartender at heart." Both Vallee and Herbert are in "Gold Diggers in Paris."

ALLEN JENKINS casts a wary if not appreciative glance toward Mabel Todd in a scene from "Gold Diggers in Paris," the Warner Bros. musical comedy starring Rudy Vallee and Rosemary Lane, coming to the Strand Friday.

Mat 21J—30c



Mat 203—30c

STUDY IN SYMPHONIC ARRANGEMENT by no less authorities than the Schnickelfritz Band, the looniest melody maniacs alive, who will be both seen and heard in "Gold Diggers in Paris," Warner Bros. musical starring Rudy Vallee, Rosemary Lane and Hugh Herbert.

(Advance)

HOLLYWOOD CLIME ENTICES RUDY, WANTS TO REMAIN

Before leaving Hollywood when he finished his work in the Warner Bros. musical "Gold Diggers in Paris," which opens next Friday at the Strand Theatre, Rudy Vallee said that if he had not been contractually bound to play an engagement at the Para-



Mat 102—15c

RUDY VALLEE—ROSEMARY LANE

dise restaurant in New York, he would have stayed in California to spend the summer there just loafing.

The reason for that desire was obvious. For the first time in his several trips to California, Rudy had a lot of fun on his last visit, especially after Judy Stewart flew out from Florida with her aunt to pay him a visit.

Three years ago, when Rudy went there to play in "Sweet Music," he was worried and harassed. Matrimonial troubles were keeping the atmospheric conditions very humid, and he thought a process server lurked behind every tree.

But this time, Rudy had such a good time that he said, if it weren't for his radio work, he would probably become a permanent resident of Southern California. He thinks New York is the only place to originate a radio program, because most of the talent is there.

As to what he wants to do in the future, Rudy is somewhat undecided — except that it must include acting in pictures.

"For myself," he said, "paying me to act is like paying a baby to eat candy. I've always loved it. But I would like to try my hand at a serious role."

(Advance)

SHE'S BEAUTIFUL BUT NOT SO DUMB

While Ethelreda Leopold was working as a Busby Berkeley chorus girl in "Gold Diggers in Paris," Warner musical coming to the Strand Theatre, she happened to make a pastel sketch of another Berkeley girl, Poppy Wilde, and it resulted in her receiving her first commercial commission as an artist. The order was placed by the Warner Bros. studio.

Berkeley saw Miss Leopold's sketch and it gave him an idea for a routine to be included in the finale of the picture. The idea was to have life size pastel sketches made of fifteen of the chorus girls, and then, in turn to focus the camera on each of the sketches briefly before turning the lens upon each of the fifteen girls, all of course wearing the same costumes they wore when posing for the sketches.

Once the executives at Warner Bros. approved of the idea, Berkeley insisted that the commission to make the sketches be given to Ethelreda. The chorus girl-artist spent several years studying at the Chicago Art Institute, while she was employed there as a commercial model before entering motion pictures.

Music From Hardware

Freddie Fisher's Schnickelfritz Band in "Gold Diggers in Paris," at the Strand Theatre, plays one verse of "Listen to the Mocking Bird" on bulb-bottomed auto horns, and another verse with a quartet of ocarinas, one mouth-organ, and one empty vinegar demijohn. The four gallon demijohn provides the bass notes.

Stanley "Red" Fritts, who plays the auto horn melody single-handed, is the regular trombonist in the band.

He employs nine auto horns, each having a different musical note, to form a complete octave, plus high "C." He has a tenth auto horn, with a heavy bass note, fastened to the bottom of a chair, where it can be kicked with one foot to supply the needed low note.

Vallee In 'Who's Who'

The publishers of "Who's Who in America" have apparently come at last to realize that Rudy Vallee is an American who is somebody.

The star has never appeared in previous editions of the reference work but while he was working at the Warner Bros. Studio in "Gold Diggers in Paris," which opens Friday at the Strand Theatre, he received a biographical questionnaire to be filled out for the 1939-40 edition of society's handbook.

No Gaspape—No Song

Freddie Fisher's Schnickelfritz Band, whose specialty music is heard in "Gold Diggers in Paris," Warner Bros.' musical coming to the Strand Theatre next Friday, were held up for two hours the day they made phonograph recordings of their "Gold Diggers" numbers for Decca Records company.

They were held up because Stanley Fritts, who plays the jug, the washboard and other odd musical instruments, had left at home a piece of the gaspape upon which the boys play part of the song "The Latin Quarter" used in the finale of the picture.

(Advance)

Melody Maniacs Invade Hollywood!

Novelty bands are nothing new in Hollywood, but Freddie Fisher's Schnickelfritz Band from Minnesota really was a sensation in the capital city of the motion picture world.

This band was brought to Hollywood because Rudy Vallee recommended Fisher and his five fellow rustics to the Warner Bros. Studio as the most adroit bunch of musical jesters in the country; and said he wanted the Schnickelfritzes in his picture, "Gold Diggers in Paris," which opens next Friday at the Strand Theatre.

The six ex-farmhands who make up the Schnickelfritz Band,

may be six of the smartest musical entertainers who ever came to Hollywood — and Rudy Vallee and Producer Hal Wallis proclaim that they are — but they don't look it.

"We don't dare look smart or dressy," says Paul Cooper, the pianist and arranger for the troupe. Cooper used to be radio announcer over KGKO in Wichita Falls, Tex. Now he can talk as though his teeth were full of pumpkin seeds. Cooper explains that part of the "appeal" of himself and his colleagues is that they all look as if they are bewildered hayseeds.

"There ain't one of us six who

can't milk a cow," said Kenneth Trisko, the trap drummer, proudly.

No one knows until he sees the Schnickelfritzes how much rhythm can be hidden in an old hat.

They brought two trunkfuls of old hats to Hollywood with them, for during many of their verses, the band keeps an endless chain of old hats going; old-time police helmets, firemen's hats, plug hats, felt hats, Mexican hats, straw hats, derbies and bellhop toppers. The exchange of hats is always utterly in time with the music; in fact, it becomes an integral part of the mad rhythm.

(Advance)

COEDS LESS PRIM THAN CHORUS GALS

A Busby Berkeley chorus girl costs more to take out than a University of California (at Los Angeles) co-ed, she doesn't pet as easily, she expects flowers from her escort, and she very seldom takes more than one drink.

These were among the facts disclosed by a poll conducted at Warner Bros. studios among the girls working for Berkeley in "Gold Diggers in Paris," which opens next Friday at the Strand Theatre. The tabulated results were contrasted with a similar poll which had been conducted at U. C. L. A.

No Berkeley girl would admit having slapped anybody who tried to kiss her. On the other hand, 95 percent of them claimed that it takes more than one date before they will kiss willingly. They all insist on formal introductions "unless they are fellow workers at the studios."

Seventy-two percent of the girls expect that their escorts will bring them flowers, "especially on a first date." They figure that their average date with a new man costs their escort "from five dollars up" and the figure is mostly up. The co-eds placed the cost at \$3.

Sixty percent of the co-eds preferred double dates — for protection. Only 22 percent of the Gold Digger girls wanted double dates. Perhaps they feel they can look out for themselves.

Sixty-seven percent of the Gold Diggers will take a drink compared with 80 percent of the co-eds, but only 42 percent of the Berkeley girls take more than one, although 91 percent claim that their escorts do.

Only eleven percent of the Gold Diggers will take a chance on a blind date. The rest of them insist on a formal introduction. Only three percent prefer to date with college or university males. The rest prefer a man "between 25 and 40."

Only five percent of the girls would admit to having ever been "stood up," although eighty-two percent admitted that on occasion they had left an escort waiting at the gate.

More than half of the co-eds believed that the other sex was "not friendly enough." Not one of the entire group of 120 Berkeley girls questioned would admit to having ever had any trouble about that.

Just For Contrast

"Wanted—eight ballet dancers with overdeveloped legs!"

That call was sent out by the Warner Bros. casting office one day — and easily filled — for a sequence in "Gold Diggers in Paris," the new musical coming to the Strand Friday.

The dancers with the overdeveloped legs comprise the ballet led by comedian Fritz Feld and for comedy purposes their heavy underpinnings are contrasted with the slim pedal extremities of the regular chorus directed by Busby Berkeley.

Huge Hosiery Bill

Two hundred chorus girls wore out five pairs each of opera length hose during the filming of "Gold Diggers in Paris." The hose cost five dollars a pair and were woven out of a special refraction index thread to best reflect light and show a glossy sheen for the cameras.



THE SCHNICKELFRITZES

They play hot, they play slow, they swing high and low. They're the craziest band of note murderers in the history of corny music. It's Freddie Fisher's Schnickelfritz Band from Winona, Minnesota. They do everything just a little worse than natural. When they play the "Wreck of Old 97," Freddie's stove pipe hat shoots fire! He blows his whistle and Stanley Fritts, who plays the washboard — autohorn dingus, stops long enough to pour a pail of water all over Freddie and his hat. "And you don't jest do that stuff offhand," says Freddie, "It's worked out rotten." They're nuts! ...They're wonderful — in "Gold Diggers in Paris!"

Mat 305-45c

'Gold Digger' Tunes

The Strand Theatre will offer as its feature attraction starting Friday, "Gold Diggers in Paris," newest of the Warner Bros. famous musical series, starring Rudy Vallee and featuring Freddie Fisher's Schnickelfritz Band, Rosemary Lane, Hugh Herbert, Gloria Dickson, Allen Jenkins, Mabel Todd, Melville Cooper and a host of other noted film names.

Harry Warren, Al Dubin and Johnny Mercer, well-known songwriters supplied the musical numbers which include "I Wanna Go Back to Bali," "Day Dreaming," "Stranger in Paree" and "The Latin Quarter." The tunes were recently introduced over the air by Rudy Vallee.

CELLOPHANE COATS HIDE NO CHARMS!

Four out of every five of the chorus girls in "Gold Diggers in Paris," the new Warner Bros. musical coming to the Strand Theatre next Friday, wore on rainy days those new light-weight 'cellophane' raincoats that have a hood attached and can be rolled and carried purse fashion.

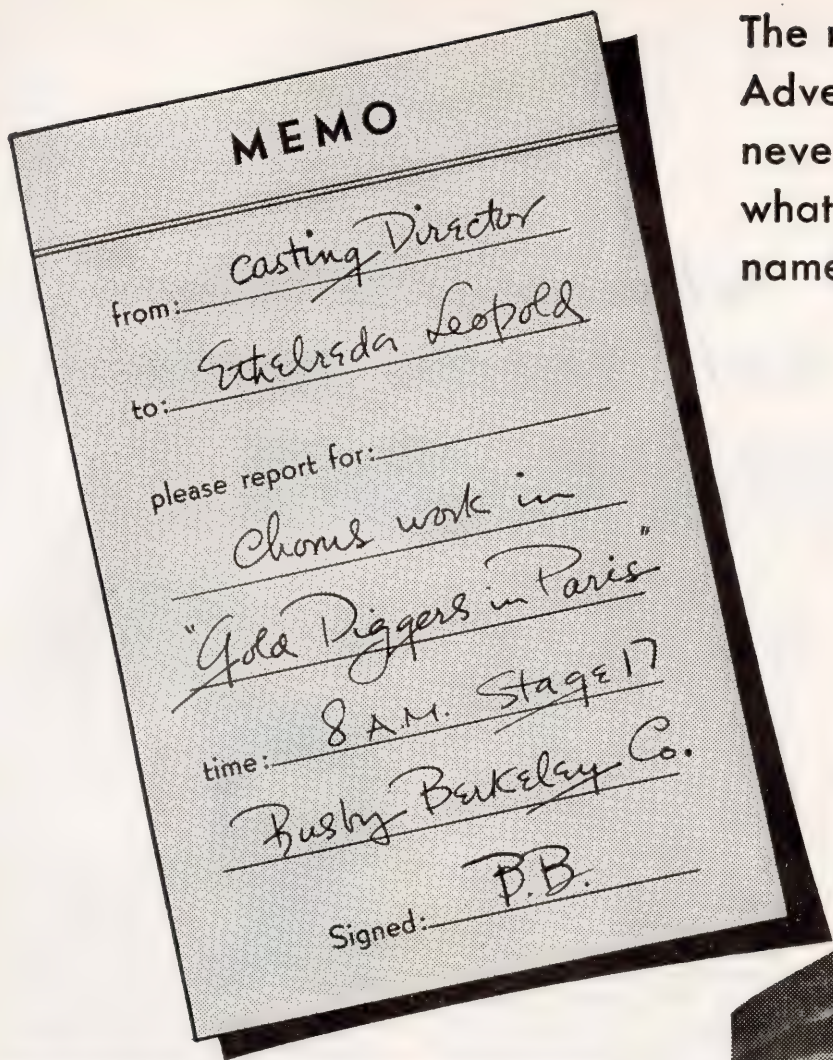
Of course, convenience is a great argument in favor of these raincoats, but the evident preference of the girls for the most transparent colors indicated a belief that their charms should be concealed no more than necessary for protection.

Killing Two Birds

The motion picture debut of Freddie Fisher's farmhand novelty band, the Schnickelfritzes, from Minneapolis, was a honeymoon jaunt for two of the six bandmen.

Kenneth Trisko, the band's 29-year-old trap drummer from Owatonna, Minn., was married to Helen Rohow, St. Paul home girl, after the signing of the band's contract to appear with Rudy Vallee, Rosemary Lane and other famous folks in Warner Bros. "Gold Diggers in Paris," which opens next Friday at the Strand Theatre.

Nels ("Nellie") Laakso, 23-year-old cornetist, had tripped to the altar not long before that with Lone Dietrich.



The movies have given us "The Story of Louis Pasteur", "The Adventures of Robin Hood", "The Life of Emile Zola" but never have they done "The Life of a Gold Digger". Here's what the average gold digger does in her work-a-day. Her name: Ethelreda Leopold. Phone number not available.



1 It's 6:50 A. M. If Ethelreda were a debutante, she might be just getting in, but she is one of the busy, Berkeley girls arising at the crack of dawn for a long, hard day . . .



2 Yes, it's done with mirrors—a morning 'must' for all meticulous chorus girls.



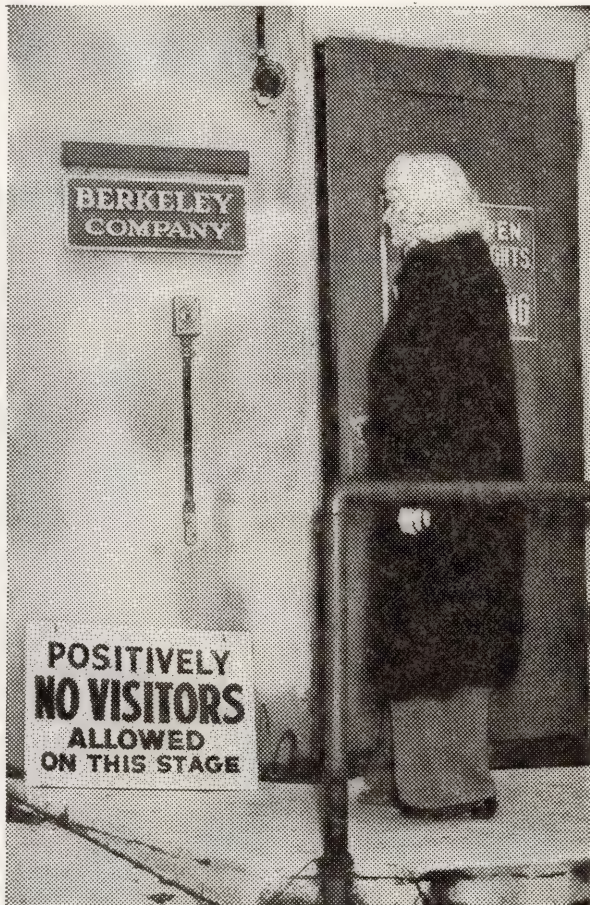
3 A quick breakfast with mama. Yes, hard-working chorus girls must eat plenty.



4 Now, in slacks, and her trusty jalopy, Ethelreda dashes off to the studio . . .



5 Makeup man freshens up that schoolgirl complexion. Cameras pick up freckles.



6 "Thru these portals pass the most beautiful girls in Hollywood". Vedly, veddy exclusive, if you should believe in signs.



7 Within, Buzz himself sets the routines. Can this be "The Birth of a Berkeley Spectacle"?



8 In off moments gossip holds all ears—burns some . . . "So she said to him . . ."



9 The pay-off! . . . Ethelreda can cook too. Sorry, fellers, but she's got a boy friend.

Interesting Candid Photo Layout for Newspapers; also for Picture Flash broadside, on reverse side of which you can spot one of the large ads. Order Mat GP 502-B — 75c from Warner Bros. Campaign Plan Editor, 321 West 44th Street, New York City.



Mat 202—30c

ROSEMARY LANE — America's swiny new sweetheart proves that music hath charms to sooth the most savage breast. She's currently duetting with Rudy Vallee in "Gold Diggers In Paris" at the Strand.

(Opening Day)

GALA PREMIERE OF 'GOLD DIGGERS' AT STRAND TODAY

The Strand Theatre will be the scene of a gala premiere tonight when "Gold Diggers in Paris" has its initial (name of city) showing. The latest and most elaborate of the Warner Bros. musicals, which promises a new high in entertainment, brings back to the screen, after a three-years' absence, the one and only Rudy Vallee.

That is an event in itself but Rudy thinks the most important feature of the new "Gold Diggers" film is the motion picture debut of Freddie Fisher's Schnickelfritz Band, a sensational crew of mad musicians.

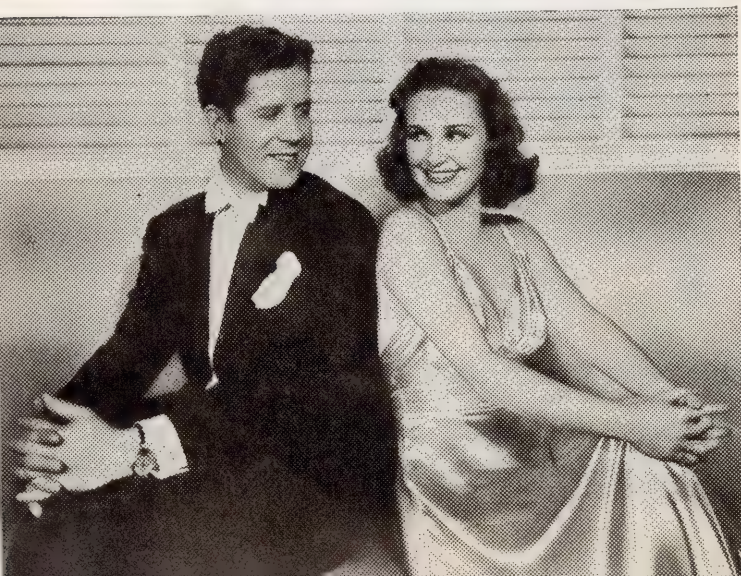
Sharing the romantic and singing spotlight with Rudy is the luscious Rosemary Lane; doing the heavy dramatics is the brilliant Gloria Dickson, and contributing hilarious amusement is a group of star comedians which includes Hugh Herbert, Allen Jenkins, Mabel Todd, Melville Cooper, Ed Brophy, Curt Bois and Fritz Feld.

And, giving the whole production its avowed reason for having been made, is an aggregation of lovely Gold Diggers, who charm the beholder with their dancing talents in the ensemble numbers devised and staged by Busby Berkeley.

The whole plot revolves about the adventures of a troupe of dancers and of the owner of the night club where they are working at the start of the picture. That is Vallee's role.

Though the girls are of the hotcha school of dancing, they are, as a result of an amusing error perpetrated by Hugh Herbert, taken to Paris to represent America in an international ballet contest. Everything turns out well when the girls go on and give them some real swing.

THEY CROON WHILE THEY SPOON — Rudy Vallee and Rosemary Lane are carrying on a very melodious romance in "Gold Diggers In Paris," the new musical film now showing at the Strand Theatre. Mat 209—30c



(Review)

Vallee And 'Schnickelfritz' Band Score In 'Gold Diggers In Paris'

STORY SYNOPSIS: (not for publication) — "Gold Diggers In Paris" is the rollicking story of a troupe of Broadway chorus girls who bluff their way to France by entering a dance contest at the Paris exposition . . . and then find themselves stranded in the Latin Quarter with nothing to get by on but their looks and their technique.

The "Gold Diggers" are with us again, bringing with them a record number of laughs, hit tunes and oh — so beautiful girls in "Gold Diggers In Paris" which opened yesterday at the Strand Theatre to a delighted audience, who filed out reluctantly at the end.

The audience — including this reviewer — had not had enough. They wanted more — more of Rudy Vallee, more of the highly diverting Schnickelfritz Band, more of Rosemary Lane, more of that bunch of expert comedians — Hugh Herbert, Allen Jenkins, Mabel Todd, Melville Cooper, Ed Brophy, Curt Bois and Fritz Feld — even more of the sinister dramatics indulged in by Gloria Dickson of "They Won't Forget" fame who has the one serious role in the picture.



Mat 109—15c

HUGH HERBERT

They certainly wanted more of the tuneful music written for this production by the reliable Harry Warren and the clever lyrics supplied by Al Dubin and Johnny Mercer. And there is no denying that they would have appreciated some encores of the spirited dancing numbers staged by Busby Berkeley with a chorus of Gold Diggers who were very easy to look at.

Naturally, the feature of outstanding interest about this production, the fifth in Warners' "Gold Diggers" series, is that it marks the return to the screen of Rudy Vallee after an absence of three years. His re-entry into this field of entertainment proved to be an auspicious one, for he has gained greater ease and assurance in his acting, and his image on the screen reflects that same charm which has made him such a favorite with radio listeners. Being a very personable young man, he measures up pictorially to the most exacting standards of any girl who has ever conjured up a vision of him as his ingratiating voice came over the radio.

And vocally he is the same treat as of yore. In the course of the picture, he sings four songs, "I Wanna Go Back to Bali," "Day Dreaming," "Stranger in Paree" and "The Latin Quarter," and it is easy to predict that they will all be hits, with the "Bali" number probably scoring the greatest success.

The vocalizing chores are shared with Vallee by Rosemary Lane, who has a beautifully lyric voice, and she is especially effective in a duet rendition of "Day Dreaming" with Rudy.

That Vallee, Miss Lane and the comedians would be good

was expected by the audience. They were not fully prepared, however, to be overwhelmed, as they were, by the comical an-



Mat 111—15c

RUDY VALLEE

tics and the infectiously rhythmic music of the Schnickelfritzes. It seems safe to say that this novelty band, heretofore known mainly only in their native midwest and to phonograph record enthusiasts, will become a sensation nationally with the general release of "Gold Diggers."

The hilarious story concocted by Jerry Wald, Richard Macaulay and Maurice Leo and turned into a screen play by Earl Baldwin and Warren Duff revolves about the comical error perpetrated by Hugh Herbert in signing up a troupe of dancers from a New York night club, operated by Vallee and Jenkins, to represent America in an international ballet contest in Paris. After numerous complications, sometimes exciting and always funny, the hotcha American chorus girls actually get on the stage at the ballet contest and make the judges forget all about ballet when they do their hot and swiny routines.

The appearance of the chorus at the contest in Paris constitutes the big finale number of the production and it easily ranks with the best of the many impressive production numbers upon which the well-deserved fame of Busby Berkeley is based.

(Current)

THAT MAN'S HERE AGAIN!

Hugh Herbert Plays A Diplomat With A Weakness For Cute "Things"

There are several reasons why folks are flocking to see "Gold Diggers In Paris." And one of the big ones is Hugh Herbert — one comedian who never lets his fans down. And Hugh is whackier than ever in his newest picture. He's a dippy French diplomat who absent-mindedly messes up everyone's plans. But he has a marvelous memory for faces — pretty ones! Off the screen, however, Mr. Herbert is a very responsible citizen.

Hugh is Mayor of Studio City, a place which, strictly and legally speaking, doesn't even exist. That is to say, it hasn't been incorporated. It's merely a neighborhood community in the pleasant San Fernando Valley, north and east of Hollywood proper.

Among his constituents Herbert has Glenda Farrell, Alison Skipworth, Helen Broderick, Big Boy Williams and a score or more of lesser movie lights.

But the Mayoralty isn't the only post that Hughie holds. He is president of Studio City's Chamber of Commerce and also editor and columnist for the Studio City News. He writes his own

stuff and takes healthy socks at anything he doesn't think is quite right about the community.

For instance, several months ago the big Bank of America established a local branch there. But when the gold letters were put on the windows, they didn't say "Studio City Branch." Editor Herbert not only went to bat about this in his weekly newspaper column, but paid a visit to the bank and demanded that it be given its proper name.

"That's too bad, Mr. Herbert," said the manager, "but we've had quite a lot of letterheads printed up and they can't be changed."

"Well, change the name on your next batch of stationery," said the Warner Bros. comedian, "and put the name Studio City on your windows at the same time."

The bank did exactly that! Hughie is convinced that there's nothing like the power of the press, even though it be wielded by a tiny country weekly.

"I aim to be the La Guardia type of Mayor," he says — "get things done. Maybe I'll make my

constituents call me La Herbertia."

La Herbertia has a rival unofficial Mayor in the town of Encino, only a few miles away. He's a comedian, too, and pretty generally known in the stage and film world. He's Al Jolson, the mammy singer. But there is no conflict between Al and Hughie, because they're great friends. Jolson's town, like Herbert's, is another of those unincorporated burgs without a legal existence. So his Mayoralty rates precisely with Hugh's.

Hughie insists that his town has it all over Jolson's both as a lovely place to live and in the matter of conveniences and facilities.

"Of course, we're not quite perfect yet at Studio City," he admits. "We'll have to have considerable improvement in our fire department. At present this consists of a hose pushcart, which is kept locked up in a shed in the heart of the town."

His Honor has to do nearly all his Mayoring in the evenings or on Sundays. He's kept quite busy by the Warner Bros. studio.

(Current)

ROSEMARY LANE'S IN LOVE — WITH HER CAREER

Just to keep the record straight, Rosemary who is featured in "Gold Diggers in Paris" is the middle Lane. Lola is the older sister and Priscilla is the baby sister. The two other Lane sisters are not in Hollywood or motion picture work.

Says Rosemary:

"I'm known in the family as the 'healthy Lane.' Also as 'Raspberry,' a childhood nickname. I like that best but am told it wouldn't do to use as a name in pictures. Too long for the marquee, or something.



Mat 101-15c

ROSEMARY LANE

"I've been told that I'm the romantic type. That's interesting, but it is also amusing because there is no serious romance in my life just now. But of course there may be. I hope there will be, except that I would like to have a chance to try Hollywood and pictures and radio work a little longer before falling too deeply in love.

"You see, among the Lanes, Lola is the dramatic actress. Priscilla is the comedienne and I am one of the musicians.

"I have worked very hard since coming to Hollywood with Fred Waring and his Pennsylvanians for 'Varsity Show.' I find that the best relaxation I can find is in working about the gardens and grounds of our house.

"I like to have the family and their boy friends — mine too, when I have one — gather about a little piano which I play and join in singing old songs. I love to dance, play tennis and plan costume parties. But as for the other kind of 'loves' I'm going to stay away from those until I've got my career well launched."

STRAND WILL HOLD 'GOLD DIGGERS'

(Here are some leads for your hold-over stories. You can pick up rest of information from lead stories on page seven.)

"Gold Diggers in Paris" which was originally scheduled for one week at the Strand Theatre, will be held over for a second week, starting Friday.

Due to the tremendous box-office response, "Gold Diggers in Paris" which is now playing to capacity business at the Strand Theatre, will be held over for a second week.

By popular request, "Gold Diggers in Paris," the current feature attraction at the Strand Theatre, will remain there for a second week.

With "Gold Diggers in Paris" playing to capacity audiences at each performance, the management of the Strand Theatre has arranged to hold over the picture for an extra week.

(Current)

Gloria Dickson Thought Casting Bid Was Joke

Locked in her bedroom in a comfortable, middle-class home in Long Beach, Calif., a very young, blonde-haired girl named Thais Dickerson cried her heart out because she was going to have to give up the friends with whom she had attended the Polytechnic High School, give up her home and move to Hollywood.

But there was no dastardly villain twirling his mustache in the background of this scene and you can't really be sorry for the girl, for that day she had just signed a long term contract with Warner Bros. under the name of Gloria Dickson.

The tears episode is less than two years old but Gloria Dickson today is an established motion picture actress, her latest role being that of Rudy Vallee's ex-wife, Mona, the ultimate Gold Digger, in "Gold Diggers in Paris," Warner musical now being shown at the Strand Theatre.

Gloria, or Thais, as she was known then, moved to Long Beach in 1930 from Idaho with her mother, Mrs. Leatha Dickerson, a widow whose only other child is a married daughter living in the east. All during her school days, she was interested in dramatics and when her high school days were over, Gloria naturally turned her attention to work on the stage. But no one else seemed to care about her future as a budding ingenue. As to the rest, let Gloria tell it in her own words.

"I heard of the Federal Theatre project in Los Angeles and decided to find out what it was all about. I drove up to Los Angeles and finally found the offices. They were holding tryouts for 'Seventh Heaven.' So I borrowed a copy of the script and stepped into line.

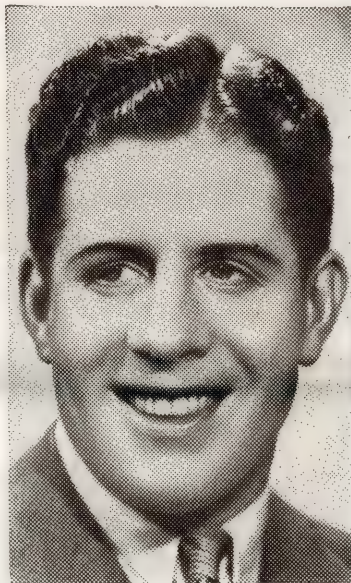
"The next morning there was a postcard in the mail saying I had won the role of 'Diane,' the lead, and was to report for work.

"I played in 'Seventh Heaven' and 'Smiling Through' and 'The

Last Night of Don Juan' and in 'The Devil Passes.' We were still living in Long Beach and I drove in to Los Angeles and the old Mason Theatre every day. Naturally I had people make offers to 'put me in pictures,' but I thought it was just the old gag. So, just to be on the safe side, I snubbed everybody."

One of the people she had snubbed was Fred Datig, former studio casting director, who was just starting an actors' agency. Fortunately for Gloria's future, she learned that Datig was 'okay' and decided that perhaps some of these picture offers were on the level and she had better find out about them. Datig got her a screen test at Warner's, and the day the contract was signed she went home and wept at the thought of moving to Hollywood, just on the chance that she might make good.

It was a lucky chance for Gloria and for Warners. In her very first picture, "They Won't Forget," she won great acclaim — and a nice long-term contract!



Mat 110-15c

RUDY VALLEE — favorite of the air lanes, is currently starring in "Gold Diggers in Paris" at the Strand.

'Gold Diggers' Today

With Rudy Vallee heading the cast, Gold Diggers in Paris," newest of the Warner Bros. famous Gold Digger musical comedies, will open an engagement at the Strand Theatre today. Directed by Ray Enright and Busby Berkeley, the picture includes in its cast, in addition to Vallee, Rosemary Lane, Gloria Dickson, Hugh Herbert, Allen Jenkins, Melville Cooper, Mabel Todd, Fritz Feld, and a host of others, and features Freddie Fisher's Schnickelfritz Band, as well as the Gold Digger chorus girls.

Who Gets The Bath?

The chorus girls of "Gold Diggers in Paris," Warner Bros. musical now showing at the Strand Theatre, drew lots one day to see which one of them should take a bath.

The bathtub scene was required for a montage sequence, and the reason for the anxiety of the girls to be chosen for it was that the lucky girl would also have a line to speak, which meant she would get extra check for that day's work.

Busman's Holiday

After nearly an hour of dancing one day for various "takes" in a big musical for "Gold Diggers in Paris," Warner Bros. musical, Busby Berkeley, dance director, told the girls to rest for fifteen minutes.

Within a minute, one of the girls was seated at a piano knocking off a hot swing tune and most of the others were doing a dancing routine, for their own amusement.

Anything For Music

The six members of the Schnickelfritz Band used 78 different instruments to whip out corny swing music for the picture. They included auto sirens, train whistles, old automobile rims and conch shells. They're now appearing in "Gold Diggers in Paris" at the Strand.

RUDY VALLEE SPEAKING — Presenting for your entertainment, to my right, Mabel Todd, Allen Jenkins, Rosemary Lane; to my left Hugh Herbert, Melville Cooper and Gloria Dickson. We're all together for laughs, music, romance and more laughs in "Gold Diggers in Paris" the big musical show at the Strand Theatre.

Mat 301-45c



Mat 208-30c

GLORIA DICKSON, blonde siren who rocketed to fame in her first movie, "They Won't Forget," is now playing a dramatic role in "Gold Diggers in Paris," the new musical hit show at the Strand Theatre.

(Current)

DOGHOUSE HOME ESTABLISHED BY RUDY VALLEE

Tragic plight was Rudy Vallee's — that amiable man who became keeper of a dog orphanage in the name of friendship, and thus had to move three times during his last stay in Hollywood.

It all began when Vallee's engagement at the Cocoanut Grove came to an end, and it was decided that his Connecticut Yankees should hie them east while the maestro stayed behind to play in the Warner Bros. musical, "Gold Diggers in Paris," now showing at the Strand.

Murray Pittluck, his sound man; Neil Evans, keeper of Vallee's musical library; Bert Lown, Narvo and French — all members of his organization — appealed to Vallee to keep their dogs for them until they should all be reunited. In a moment of weakness, Vallee yielded and thus added "Inky," "Droopy," "Rusty" and "Windy" to his menage to keep company with his own Doberman-Pinscher "Himmel."

He lived in a big house, but it was in a rather closely settled district of Hollywood, and soon the neighbors began to complain of the completely mournful wailings which emanated from it during his absence while working at Warners. So he moved — to a somewhat more sparsely settled neighborhood. Still the complaints came in.

Finally, in desperation, he moved to a huge stone house with very thick walls, located in the midst of spacious grounds, in an outlying district.

"The dogs probably got lonesome," he said. But there weren't any more complaints. The walls were pretty thick."

That's all there is!.. Now let's
Step out with Miss EXPLOITATION



I Wanna Go

WATER FLOATS have proven effective at beaches during the summer months. Float moves slowly along the shore line, as close to the beach as is permitted. Music from picture is broadcast through P.A. system with announcer interrupting at intervals to give spiel on picture. Float is adorned with flags, giant blow-ups, and a bevy of beautiful bathing beauties.

FLAMING TITLE: Another stunt you might work, is to build a fire at night arranged so as to spell out the title of picture. Logs spelling out "Gold Diggers in Paris" are saturated with gasoline. When torch is applied, your plug goes a-blaazin'. Title should be placed so that it can be seen from boardwalk, inasmuch as you'll probably build as near the water's edge as possible.

SAND ARTIST: Draws figures of the stars in the picture, or builds small sand hills spelling out the title. If one of these artists is not present, perhaps one of your ushers is adept at making figures in the sand. This stunt has proven particularly effective at night, when crowds gather on the boardwalk.

SUNBATHERS: Sweet and simple is this bally, consisting of five pretty femmes basking in the sunlight on life-size cutout letters spelling "PARIS." Copy on stake: "We're warming up for the 'Gold Diggers in Paris' — at the Strand Friday."

CONCESSIONS offer many tie-up possibilities. Supply them with imprinted napkins, drinking cups; feature a "Gold Digger Sundae." And don't forget to tack up window cards on waste baskets, poles and on the sides of refreshment stands.

BALI GIRLS: Group of beauties dressed as Balinese dancing girls strumming ukes should make it plenty "hot" at the beaches. Stake inserted in sand carries this copy: "We're the 'Gold Diggers in Paris' — Meet us at the Strand on Friday."

BEACH CALISTHENICS: Arrange to have a few "Gold Digger Gals" help conduct the daily beach gymnastics. Promote the affair with tack-cards and heralds. Girls wear sashes carrying title of picture and playdates.

BEACH UMBRELLAS can be put to work as miniature billboards. Attach banners to top of umbrella or have your artist stencil title and playdates. A few passes will do the trick.

HERALDS: Distribute wherever large crowds congregate — at bathing pavilions, refreshment stands, recreation centers, side-shows, shooting galleries, dance halls, etc.

FREE SIDESHOW: Large tent on boardwalk or beach called "The Streets of Paris" exhibits blowups of leg art from film plus selling copy and special posters.

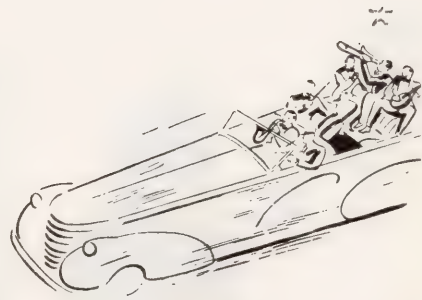


Back to BALLY BALLY



Promote a Schnickelfritz musical instrument contest. Prizes for the most novel home made musical instruments that really make music. Awards are made opening night with winners uniting to put on a "jam session."

Send group of "mad and loud" musicians around town in a large open car. Placard sides with cutouts of band, star heads, Gold Digger girls, selling copy, playdates, etc.



BOULEVARDIER: Dress some guy like Hugh Herbert in the picture — Beret, French mustache, spats and can. Add a couple of Gold Diggers on each arm, send them around town with some heralds and you've got a neat street bally.

LATIN QUARTERS: Pretty gal wearing saucy beret, blouse, and pantaloons conventionally familiar to the French student artist groups, stands on busy street corners handing out novelty coins and heralds (see novelties on page 23).

REAL 'DIGGERS': If there is a building excavation going on around town, you know how people will love to stop and watch the goings on. Put your gold digger gals to work for picture breaks.

VOX POP: Put an inquiring reporter on the street interviewing passersby at important corners with the question: "Would you marry for love or money? Reporter passes out heralds to interested onlookers.

'FRENCH MAID' carrying hat boxes imprinted with picture's title and playdates parades through streets. (Illustration at right). Stunt can also be used in lobby week before opening with girl passing out heralds and French postcards to patrons.



BALLOONS: Dress your lobby with them; hang them from the marquee; hand them to kids at matinees; string 'em up at ball park, etc.; drop 'em from tall building announcing that a pass will be attached to a number of them. See page 23 for prices.

PARKING LOTS: Offer swell location to string banners, flags, and pennants. Copy: "Play Safe! Park Your Car Here! The 'Gold Diggers' Are Coming To Town On Friday."

STREET CAR can be chartered to advertise your showing. Cover with twenty-four sheets, banners, flags, cutouts, etc. and send through main streets of town.

PARADE: If you haven't used one recently, here's your chance. Check these details: Band, line of automobiles, girls on roller skates and girls on bicycles and girls and girls and girls. They carry banners, large cut-out heads and flags. Girls wear berets and pass out heralds plus French postcards (see novelties on page 23).

BANNER carrying picture's title and playdates, lifted by balloons, has been used successfully on many occasions. Banner is loosed from busy street in center of town. If big event is taking place at outdoor stadium, it's a good chance to send it over the crowd. Another angle is to fly kite over town with large ballyhoo tail attached.



Girls ride to your theatre on opening day with letters of picture's title spelled out on backs of their sweaters as shown in illustration at the left.

Float tours through streets. Gals hand out heralds; spotlight for nighttime bally; P.A. system blasts song hits and spot announcements. (Illustration at right).



for Lively

LOBBIES



Blow-up of Gold Digger girl is set up along with her measurements as shown above (order still GP Pub. A127). Women patrons are invited to have their measurements taken. Those coming closest to the measurements of the Perfect Gold Digger Girl receive guest tickets to picture.

"EYE-FULL" TOWER. A new twist on the peep show idea is a miniature Eiffel Tower. Label it the "Eye-Full Tower." Provide a small opening for folks to look inside. Of course stills of the Gold Diggers are the main attraction. Add selling copy and you have an attractive lobby piece.

FOR MEN ONLY. Booth in lobby attended by pretty gal offers checking facilities for patrons' valuables. Sign reads: "Check your valuables here so that the 'Gold Diggers' can't get them!" Add a few embellishments such as a safe or strong box and the display is good for a laugh.

CHALK SKETCHES. Gay chalk drawings of pretty gals against Parisian backgrounds can be spotted about the lobby in whatever wall space is available. Have artist make sketches in "La Vie Parisienne" style, with bright colored chalks.

SCRAPBOOK. Label it "The Gold Diggers' Family Album." In it have scenes and leg art from former "Gold Digger" pictures. Add copy from the ads.

CHALK-ARTIST attired in flowing black tie and smock, sketches portraits of women patrons. In between sittings he draws star heads and leg art of the "Gold Diggers in Paris."

EYEFUL ON MARQUEE. Build a replica of the Eiffel Tower, with the title of film carried in vertical electric lights. Cut-outs of the stars can be spotted on the sides with Gold Digger Girls strung around edges. Add garlands of electric light bulbs for right effect at night.

GOLD DIGGER 'TOOLS.' Display under the heading: "Working tools of the 'Gold Diggers in Paris.'" Real articles plus copy might include: Gold Chisel—(Gold Diggers' chisel—and how!); Lollypop—(Oh, how they love suckers!); Hook—(There's no escape from a Gold Digger hook!). Get the idea? Add a few lines of your own; surround with girly stills and you've a lobby display which should garner laughs.

SCHNICKELFRITZ DISPLAY. At the base of six music notes, which your artist could make up, place blow-ups of each member of the Schnickelfritz Band in typical pose. Copy: "The Schnickelfritz Band—Six Musical Madmen Going 'Notes.'" Candid photos can be obtained from Campaign Plan Editor. Still Nos.—GP 468, 469, 497, 500, 501, 502. 50c for six.

ADVANCE TEASER. Erect a small stage with curtain half up. Behind curtain place a number of dummy leg displays of pretty femmes so that the curtain cuts off the view rather high above the knees. Stocking department of large store could provide leg displays. Copy: "The Gold Digger Girls Are Coming!"

CUTOUTS. The 24-sheet and the six-sheet are ideal for cut-out purposes. Heads of Rudy Vallee, Rosemary Lane, Hugh Herbert, and Allen Jenkins could be cut out and mounted on the side panels of the theatre, or used for shadow-box effect. One of the 40 x 60's can be split into two 20 x 60's — see them on inside pages of cover.

THOSE FRENCHY POST CARDS. Exhibit of French Postcards. Display features large postcard blow-ups of leg art of the Gold Digger Girls. Pick up copy from the ads.

BRASS BAND on the marquee playing the hit tunes from the picture. Fix up lighting for night bally. Add cutouts of Schnickelfritz Band, Gold Diggers, and star heads alongside banners, and flags.



A few tables, chairs, canvas canopies, huge parasols, poster cut-outs, foreign travel posters, French magazine covers, gendarme, box-office to look like a street kiosk, and you've got all the elements for a gay Parisian atmosphere out front.



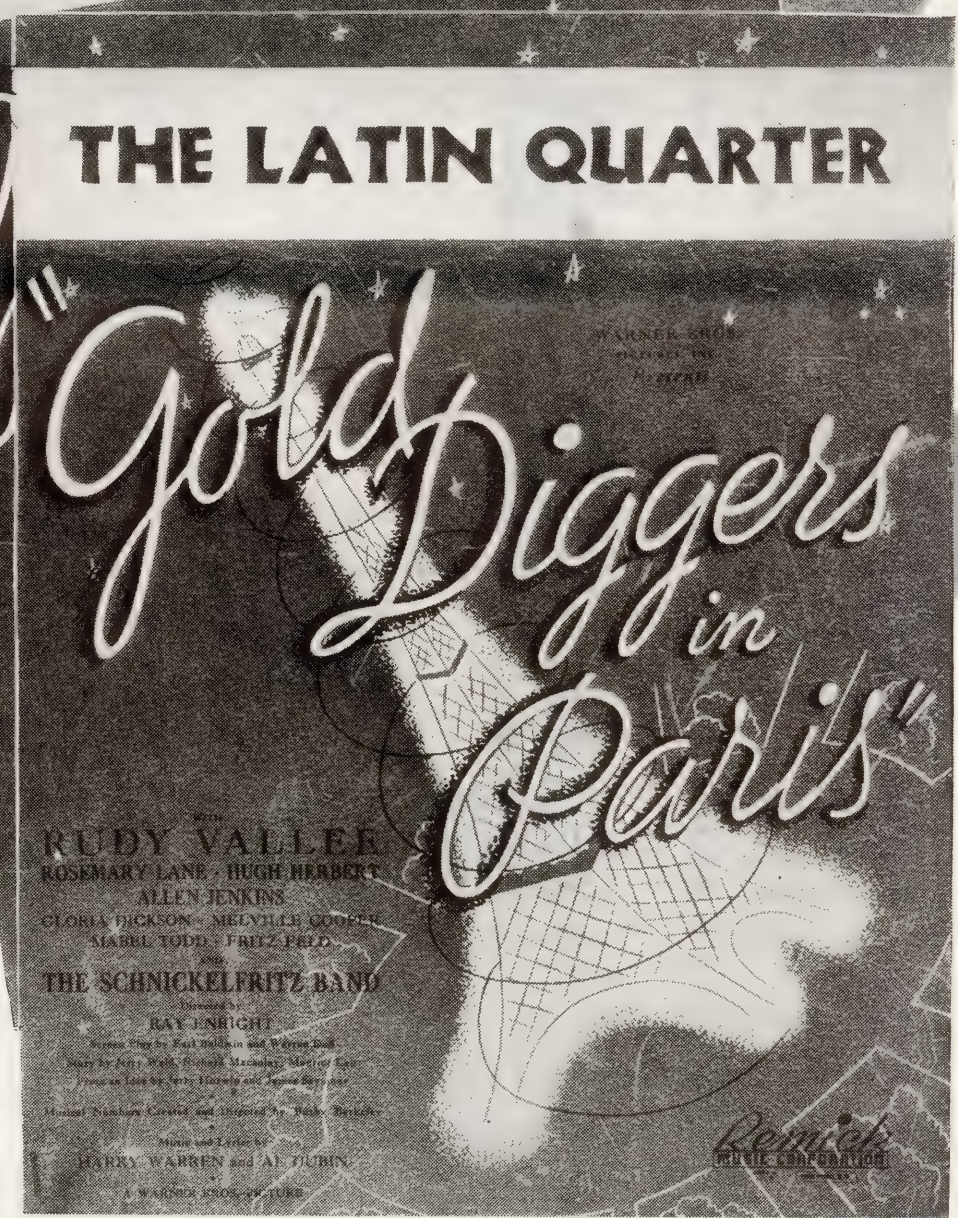
Illustrated in reduced size is the two-colored title page. This forms the design of —

1. COUNTER CARD — in two colors; 5c each. Made of heavy cardboard with easel back.
2. PACKAGE INSERT — postcard size in two colors; \$1.00 per M. Space for theatre imprint. Music dealers insert in every sheet of music sold.
3. POSTCARD — in two colors. Sent by Remick to music dealers telling them when picture comes to local theatres.

FREE — Title pages and window streamers in limited quantities with orders on above accessories.

The songs are big radio numbers on the national programs of Rudy Vallee, Andre Kostelanetz, Benny Kreuger, Abe Lyman, Art Kassel, Isham Jones, Phil Harris, Russ Morgan, George Hall, and many others.

Recordings have been made for Victor by Rudy Vallee; for Brunswick by Eddy Duchin and Red Norvo; for Vocalion by Vincent Lopez; for Decca by Jimmy Grier, and the Schnickelfritz Band.



Full-page ad announcing the songs and billing appears in "Song Lyrics" (July issue), a music magazine with a circulation of half a million. Sold at all syndicate stores.

Contact the Remick representative nearest your city and take advantage of this angle to exploit "Gold Diggers in Paris."

Artie Mehlinger 6425 Hollywood Blvd. Hollywood, Calif.	Frank Rice 131 Arlington St. Boston, Mass.	Al Beilin 54 W. Randolph St. Chicago, Ill.
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For all material, and further information, contact Sam Serwer
REMICK MUSIC CORP. 1250 SIXTH AVE. N.Y.C.

STORES...

FASHION: In cooperation with local merchants set up a fashion display in your lobby consisting of dresses, shoes, and gloves. Prizes promoted by cooperating merchants are awarded to the first ten women who wear exactly the same sizes as the average Gold Digger girl — Shoe — 5½B; Dress — 14; Glove — 6½. Surround display with stills, merchant credits, and playdates.

JEWELERS buying old gold can offer window space to display cards of scene stills and copy: "Take a tip from the Gold Diggers — dig up your old gold and bring it to Blank's. Then see the 'Gold Diggers in Paris' at the Strand."

MUSIC STORES provide window and counter space for displays featuring the Schnickelfritz Band in action. Order "Schnickelfritz Band" stills — 50c for set of six from Warner Bros.' Campaign Plan Editor.

COSMETIC BAR: This promotion idea was used by Macy's and other large stores. Based on women's resemblance to Rosemary Lane, Gloria Dickson and other famous stars. Store sets up a cosmetic bar with sales girls chosen for their resemblance to these stars. Above each girl is placed a blow-up head of the star she represents, plus copy to tie in your show. Women are invited to come to the store, see the "star types" and get a lesson in how to use the shades of powder, lip rouge etc., best suited to their types.

Eight copy ideas listed at right, and photos of the Gold Digger girls on page 5, are suitable for dealer co-op page or individual ads. Photos of Gold Digger girls only available in mat form. Order from Campaign Plan Editor.

THIS LITTLE GOLD DIGGER WENT SHOPPING

FURS With an eye to Fall, we're offering amazing values in fur fashions. Scarves, capes, and full-length coats in Persian lamb, silver fox, red fox, squirrel and other favored skins—all interpreted in the 1939 mode — at 1938 prices!

HOSIERY Flattering is the word for our new hose, whether you choose them in sheer or service weight. For the sake of your budget, why not buy several pairs in both weights in each of the three sunny new shades to carry you straight through the summer months?

BEACHWEAR Do you want to be the belle of the beach? Our bathing suits are destined for a career of flattery—and not one of them is afraid to go near the water. Come and see our beachwear fashions—dressmaker suits and maillots in all your favorite materials and colors.

DRESSES Yours for a perfect summer — Dresses in which you'll feel cool and look smart. Fascinating new cotton weaves that simply refuse to wilt, although their colors will melt your heart—candy pink, heaven blue, sun yellow. Also crisp dark sheers for your dressier moments.



Mat 213 — 30c

HATS There's something about a sailor — particularly a crisp white pique, sailor — that will do wonders for your spring costumes. We have it in straw, too — just one of our large assortment of flattering summer millinery. Come in and try one on!

FLOWERS Telling it to the daisies won't get you any place, but sending her a fragrant bouquet will send your stock soaring. Come in and make your selection from our complete assortment of roses, gardenias, orchids and all spring flowers.

JEWELRY You must be dazzling this season, and we have interpreted the mode for you in gold, silver, rhinestone and pearls, running the gamut from pin-money trifles to precious jewels.

COSMETICS Lady, can you face the sun?. Of course you can, if you use our protective lotion which also acts as a powder base, and choose your powder, rouge and lipstick to harmonize with your natural coloring. We have a complete line of waterproof makeup, too, for your beach kit.

(Space for Theatre Imprint and Playdates)

RADIO...

ADS spotted on the radio page of paper the same day as Vallee's broadcast (Thursday) will stimulate interest of the millions of followers of this weekly program to see the picture. Sell the fact that the star of radio's No. 1 program may now be seen in the picture.

AMATEUR CONTEST over local radio station with prizes to entrants who sing most like Rudy Vallee or Rosemary Lane. Contestants must sing songs from picture thereby plugging tunes and your showing. Get cooperation of local music dealers in promoting stunt.

ANNOUNCEMENTS: Spot before and after Rudy Vallee's popular program, broadcast over 47 stations of the N.B.C.'s Red Network every Thursday at 8 p.m. If you can't tie in on national hook-up, use following spot announcement over local station —

ANNOUNCER: Parlez-vous francais? If you don't, here's your chance to get some real expert lessons from the "Gold Diggers in Paris," the new musical coming to the Strand Theatre on Friday. It stars Rudy Vallee, gayer and better than ever before, lovely Rosemary Lane, Hugh Herbert and Allen Jenkins (who speak French like a native — Zulu!) and those wacky jitter-bugs, the Schnickelfritz Band, the screen's newest laugh sensation. Last, but by no means least, there's that beautiful bevy of Busby Berkeley Gold Digger Girls, a gorgeous aggregation which wreaks havoc with fifty million Frenchmen who can't be wrong. So get ready to set sail on a shipload of mirth and melody, packed with ooh-la-la lassies with those ooh-la-la chassis. They'll be seeing you in "Gold Diggers in Paris" at the Strand Theatre on Friday.

RADIO DEALERS should be willing to cooperate because of the popularity of Rudy Vallee on the air. Arrange window displays with posters and blow-ups, plugging radio's most popular star and your showing of "Gold Diggers in Paris."

SONG HITS introduced by Rudy Vallee are always eagerly sought by leading maestros. Supply radio singers, dance bands, glee clubs, etc. with songs from the picture. For information concerning orchestrations, write to Harms Inc. (see next page). Radio announcer may oblige by mentioning name of your theatre and playdates after rendition of number.

Beauty on Parade



There are eight different letters in the title 'Gold Diggers.' Get eight pretty gals in abbreviated outfits to carry one letter each on their backs around town at a specified time and within an announced few blocks of the shopping district. Picture plug is worn on front. Idea is for shoppers to spot each gal, mark down whether she's a blonde or brunette. Having ascertained the color of all eight girls' locks, contestant tears for your theatre to submit his list. Correct ones receive free tickets to your show. To make the contest a little more difficult, 'joker' could be inserted in the form of one lass being a red-head.

It's time for a "Gold Digger Beauty Contest," to be held at your theatre, or on the beach, if yours is a resort town. Gals meet at theatre (or at specified spot on beach) for primary judging, with town's leading artists and photographers paring the group down to about a dozen beauts. These are guests of your theatre at the "Gold Diggers in Paris" opening, at which newspaper photographers may be present for 'breaks.' The finals are held that night with audience selecting winner by applause. Town official awards cup to winner. Prize-winning "Gold Digger Girls" may then be tied in with various merchants around town — modelling at department stores, posing in automobiles, etc. — thereby advertising the merchants' products and at the same time putting in an extra plug for your show.

What, no Treasure Hunt?

YES WE HAVE 4 OF 'EM!

Promote a "Gold Diggers Contest" patterned after the treasure hunt in the classified ad section of local paper. Names of members of the cast are hidden in the classified ads with contestants required to present the list, with key numbers of the ads where names are found, to contest editor for prizes.

"Gold Diggers Hunt" in cooperation with local merchants. In the windows of several cooperating dealers place a series of consecutive clues, along with stills, posters and selling copy, leading from one store to another. Chase comes to a climax at your lobby. Winners get brace of ducats and promoted merchandise.

Set up small "Gold Diggers" sand box in lobby with imitation gold novelties concealed in sand. Each patron is allowed to take small shovel and dig for 'gold.' Placard with stills and copy.

In cooperation with newspaper announce that treasure will be buried in certain public places around town. Patrons hunting for 'gold' find slips of paper which they bring to theatre for prizes.

*Shoot
straight
ahead for
CONTESTS*



3 BEAUTS FOR



(First Day)



Meet three of the brightest Gold Diggers that ever did shine on the Great White Way. Remember them in "Gold Diggers of 1933"? Name them and win two tickets to the Strand. Another photo tomorrow.

(Second Day)



A royal salute to the grandest comedienne of stage and screen (in center). She appeared in the "Gold Diggers of 1935." She won the Academy Award for best female featured role in 1937. Who is she?

(Third Day)



The young lady in Warren William's arms has gone a long way since she appeared in the "Gold Diggers of 1933." She is now one of the screen's loveliest dancing and singing stars. Who is she? Another photo appears tomorrow.

(Fourth Day)



Who wouldn't smile with this winsome miss by his side? She was Dick Powell's Valentine in the "Gold Diggers of 1935." Remember her name? (She's the "Lady in Red"). Another star tomorrow.

The photos on this page are scenes from former "Gold Digger" pictures and constitute a real memory test for Movie Fans. Each day a scene from one of the earlier pictures appears in the paper. Contestants are asked to name the stars, as specified by the captions. The cut captions provide clues to the answers. Those sending in correct answers get guest tickets to "Gold Diggers in Paris."

(Sixth Day)



Hey, leader, strike up the band! The gang's warming up to take you on a musical tour of Gay Paree in "Gold Diggers in Paris." Can you identify the three stars in the center? Send your complete set of answers to the Contest Editor immediately.

(Fifth Day)



The gentleman seems to be cloaking the fact that he is Hollywood's best dressed man. Remember him in the "Gold Diggers of 1935"? Who is he? Last scene appears in this paper tomorrow.

Correct Solutions

FIRST DAY
Aline MacMahon
Joan Blondell
Ruby Keeler

SECOND DAY
Alice Brady

THIRD DAY
Ginger Rogers

FOURTH DAY
Wini Shaw

FIFTH DAY
Adolphe Menjou

SIXTH DAY
Rudy Vallee
Hugh Herbert
Rosemary Lane

Order Set of Contest Mats GP 501-B—75c from Warner Bros. Campaign Plan Editor



CONTESTS



(First Day)

(Second Day)

Wanna go to a Masquerade Ball with the stars? Come along with us. Each day paper prints photo of one of the stars appearing in "Gold Diggers in Paris," in disguise. Cut captions give clues to names of the stars. Contestants sending in correct list of answers receive guest tickets to your show. Pictures can be printed in any order. Correct solutions appear below. Try it yourself — it's fun!



"Schoen" is the word for She was Dick Powell's crush in "Hollywood Hotel." Who is she?

"Cuckoo's yield the whacky field to woo-woo, woo-woo." Who is he?

(Third Day)

(Fourth Day)

(Fifth Day)



He's driven you crazy in many a comedy, lately in "A Slight Case of Murder." His name is.....

She recently appeared in "Hollywood Hotel." Hint: The 'Hot Toddy' was inspired by her. She is.....

"Heigh-ho, everybody, this is..... You hear him on the radio every Thursday. Who is he?"

Correct Solutions

FIRST DAY
Rosemary Lane

SECOND DAY
Hugh Herbert

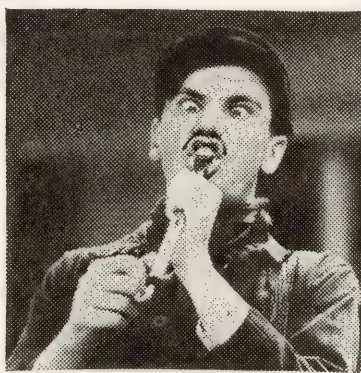
THIRD DAY
Allen Jenkins

FOURTH DAY
Mabel Todd

FIFTH DAY
Rudy Vallee

Order Set of Contest Mats GP 301-B—45c from Warner Bros. Campaign Plan Editor

If anyone ever told you that his face is his fortune, here's your chance to make him prove it. Each day paper prints photo of a member of the Schnickelfritz Band along with publicity story asking readers to send in their most 'comical poses.' Most comical entries receive guest tickets to show.



Order Set of Contest Mats GP 302-B—45c from Warner Bros. Campaign Plan Editor

NATIONAL TIE-UPS

PICTURE PLAY-UNIVEX HOME MOVIE TEST

LUX PLAYDATE CAMPAIGN IN 32 KEY CITY NEWSPAPERS

Window streamers and newsstand cards (shown below) have been sent to 105,000 Univex and newsstand dealers. The front cover of the July Picture Play carries an announcement of the contest; pages 4 and 5 are devoted to a double page Univex ad. For details of contest see Picture Play.



This ad appears in the July issue of Picture Play.

At right, in reduced size, newsstand card and window streamer.



"This care guards against Cosmetic Skin"

SAY THESE LOVELY HOLLYWOOD STARS

Rosemary Lane

Glenn Ford

I ALWAYS USE LUX TOILET SOAP. IT REMOVES COSMETICS THOROUGHLY.

LUX TOILET SOAP HAS AN ACTIVE LATHER THAT PREVENTS CHOKED PORES. I USE IT REGULARLY.

See Rosemary Lane and Glenn Ford in Warner Bros. "Gold Diggers in Paris"

9 out of 10 Screen Stars use Lux Toilet Soap

The above ad, reproduced in reduced size, forms the basis of the day and date ad campaign which will appear in the newspapers listed at the right.

If your city is not listed above, be sure to contact your local Lux distributor for further forms of local dealer tie-ups such as counter, window and blowup displays in retail stores.

- Albany, N. Y.—News
- Atlanta, Ga.—Journal
- Boston, Mass.—Globe
- Brooklyn, N. Y.—Eagle
- Buffalo, N. Y.—News
- Charlotte, N. C.—Observer
- Cincinnati, Ohio—Times Star
- Chicago, Ill.—News
- Cleveland, Ohio—Press
- Dallas Texas—Times Herald
- Denver, Colo.—Post
- Detroit, Mich.—News
- Des Moines, Iowa—Register Tribune
- Indianapolis, Ind.—News
- Kansas City, Mo.—Star Times
- Memphis, Tenn.—Commercial Appeal
- Milwaukee, Wisc.—Journal
- Minneapolis, Minn.—Tribune
- Oklahoma City, Okla.—Oklahoma Times
- Omaha, Neb.—World Herald
- Philadelphia, Pa.—Bulletin
- Pittsburgh, Pa.—Press
- Richmond, Va.—News Leader
- St. Louis, Mo.—Post Dispatch
- San Francisco, Calif.—Call Bulletin
- Salt Lake City, Utah.—Telegram Tribune
- Seattle, Wash.—Times
- Washington, D. C.—Star
- Hollywood, Calif.—Citizen News
- Los Angeles, Calif.—Herald Express Times
- New York, N. Y.—News

"GOLD DIGGERS" DRESSES CREATED BY STUDIO STYLES

Studio Styles again come through with two fashion firsts. Two special Gold Digger dresses, designed at Warner Bros. Burbank studio, have been manufactured and will be released through Studio Styles. Notify your local dealer and work with him on a timely Gold Digger dress promotion.

For further information and list of local dealers, contact:
 Mr. Mark Jacobson, L & D BEILINSON
 1400 BROADWAY
 NEW YORK CITY

NOVELTIES

MIDGET STANDEES



Style "A"



Style "B"

For night club and restaurant tables. Die cut, printed in red—7 inches deep by 4 inches wide. Prices include theatre imprint. Order style "A" or style "B". 500—\$4.50; 1M—\$6.00; 5M—\$5.50 per M; 10M—\$5.25 per M.

BERETS



Just the thing to top off parades, street vendors, soda clerks, theatre staff, and as prizes. Made of vivid yellow colored cloth. Prices, including your theatre imprint: 2 to 10—35c each; 11 to 25—30c each; 26 to 100—25c each.

FRENCHY CARDS



They'll grab 'em up. Six Gold Diggers in typical 'French post card' poses. Each picture card carries selling lines and theatre imprint on reverse side. Price includes theatre imprint plus envelopes—size 6½ x 3½. Prices: 500—\$5.00; 1M—\$7.50; 5M—\$7.00 per M; 10M—\$6.75 per M.

NOISY BALLOONS



Whistling balloons with theatre imprint. Blows up to 7 inches. See page 15 for number of ways to use 'em. Prices: 500—\$8.00; 1M—\$12.50; 5M—\$12.00 per M.

MAGIC CARDS



Twenty out of every thousand turn gold when moistened. Printed in black on coated paper—5" x 8". Prices with theatre imprint 500—\$4.50; 1M—\$6.00; 5M—\$5.50 per M; 10M—\$5.25 per M.

BEVERAGE PADS



For restaurants, bars and hotels. Made of heavy stock, 4 inches in diameter. Prices with theatre imprint: 500—\$5.00; 1M—\$8.00; 3M—\$7.75 per M; 5M—\$7.50 per M.

All Prices F.O.B. N. Y. C. Order above six items direct from:

ECONOMY NOVELTY & PRINTING COMPANY, 225 West 39th Street, New York City

LUCKY "GOLD" COINS

Everyone will keep these attractive lucky gold coins. One inch in size with embossed copy and illustration. Gals distribute them from float; or insert 'em in envelopes and pass out on street. Price 500—\$6; 1M—\$10; 5M—\$9.00 per M.



All Prices F.O.B. N. Y. C.

Order from:

Louis Beck

NOVELTY SOUVENIR CO.

167 West 48th Street, N. Y. C.

FOR AUTOS AND TAXIS

TIRE COVERS—Singly, 45c; 10 to 49, 40c each; 50 and over, 35c each. Add \$2.50 for imprinting up to 100; over 100, imprinting free.

BUMPER STRIP—44" x 4½". Prices without imprinting: single 18c each; 10 to 49, 17c each; 50 and over, 15c each; one dollar extra for imprinting up to 100.



All Prices F.O.B. N. Y. C. Order from:

CLUFF FABRIC PRODUCTS, Inc.

300 West 19th Street, N. Y. C.

ADVERTISING ACCESSORIES



COLORED 11 x 14's
Set of 8 . . . Rental: 35c



COLORED 22 x 28's
Rental 20c each



SLIDE 15c each



INSERT CARD
Rental: 12c



DELUXE 8 x 10 COLOR-GLOS PRINTS

Rental: 9c each
Each set contains 10 assorted scenes.
May be rented singly.



8" x 10" SEPIA
AUTOGRAPHED FAN FOTOS
250—\$1.50; 500—\$3.00; 1M to 2M—\$5.50 per M; 3M to 4M—\$5.25 per M; 5M to 9M—\$5.00 per M; 10M to 24M—\$4.75 per M; 25M and over—\$4.50 per M.

VALANCE — on rental basis; 39" wide, length to fit your marquee; made of transparent silkolene. Send marquee size. Rental price quoted on request.

FLAG — on rental basis; double faced, sunfast, weatherproof fabric, 9' x 15'.

For rental prices, write to: ART FLAG, INC., 449 West 42nd St., N. Y. C. All prices F.O.B., N. Y. C.



11 x 14 Color-Glos
AUTOGRAPHED
STAR PORTRAITS

1 to 9 35c each
10 to 24 30c each
25 and over 20c each

11 x 14's of other Warner stars also available



HERALD



Prices:
\$3.25 per M 5M and over
\$3.50 per M less than 5M

in FULL COLOR

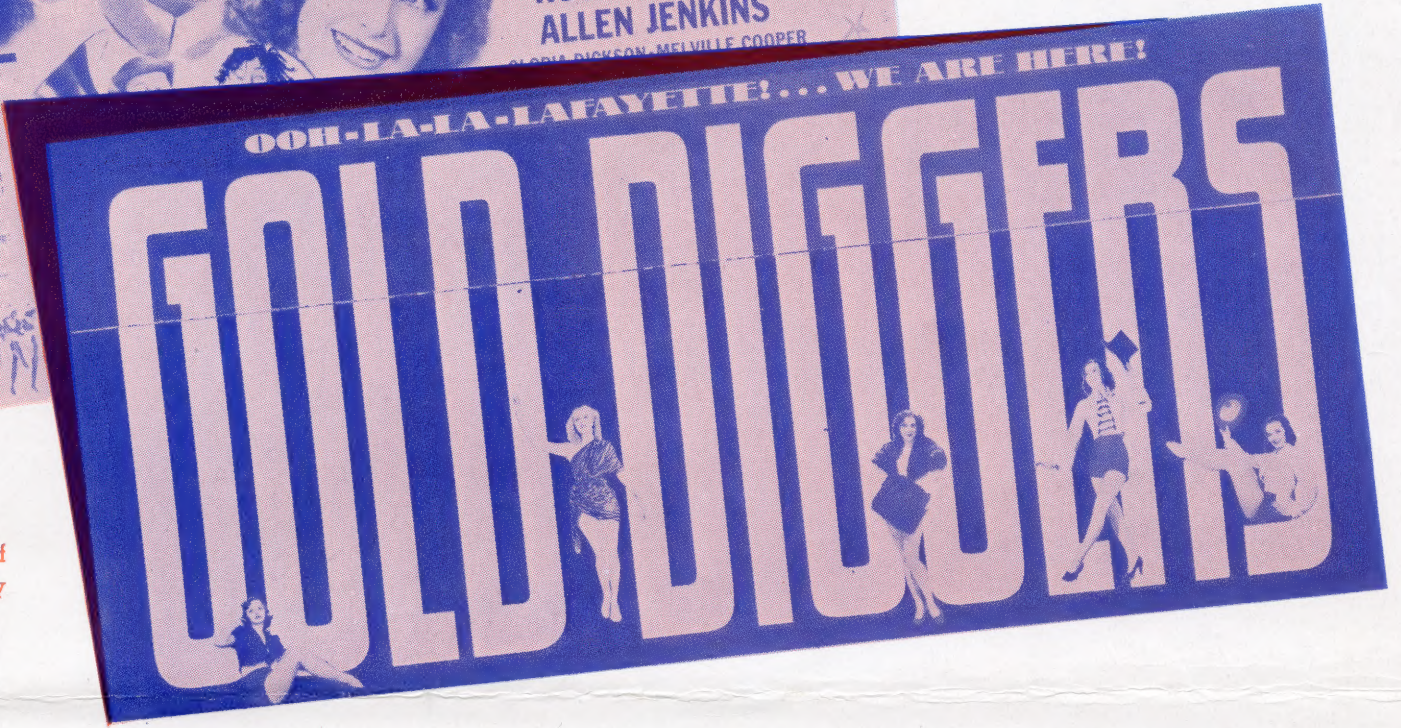


Illustration shows effect of Herald when folded properly



"HOLLYWOOD SPECIAL"

For 40"x 60" and 40"x 80" frames

At left: 40" by 60". Also available in 30" by 40" size.

Below: Cutout letters and figures with lighting behind gives this smart lobby display a new, third dimensional illusion.



BANNERETTE (at right)
— 40"x 54". Made of gold satin with art and lettering in three colors — red, blue and white. Trimmed with gold cord, tassels, fringe and standard with spear-head ends. \$1.75 each. Order from your local Vitagraph Exchange.



For rental prices write to: AMERICAN DISPLAY CO., 525 West 43rd Street, New York City.

(24"x 60"; also in 24"x 82")



6 FT. STANDEE (at left)
— Produced by silk screen process in ten brilliant oil colors. Made of heavy board backed up by sturdy double easel. Special Price — \$3.75 each. Order from your local Vitagraph Exchange.

**OUI, OUI, MONSIEUR,
WE ARE READY—
AND WE MEAN
BUSINESS!**



**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
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