LUSH, LOVELY LAMOUR MAKES "JUNGLE LOVE"
EDITORIAL COMMENT OF AN EVENTFUL MONTH

PROMOTION. This 1938 is going to be a year unparalleled in Paramount promotions—the promotion of renewed and augmented distribution prestige through the giving to the world of superb film product, in the van of which is The Buccaneer. Another prestige promotion will be through the medium, which will accelerate internationally once the DeMille production, and Bluebeard's Eighth Wife, Her Jungle Love and several notable creations get into the highways of commerce, of a general knowledge that the Paramount production plant is once again the world's foremost cinemafactory. Along with these mediums will be the promotion of an even keener sense of appreciation of the manner in which the Company's executives have spared neither time, energy nor the commercial wherewithal to give Paramount the outstanding production brains of the world.

MIRANDA. Through mediums swifter than these columns where the transmission of spot news is concerned you have been apprised of the fact that Marlene Dietrich is on what has been termed, not for want of a better expression, an indelible vacation from the making of French Without Tears. That she is not making this picture can be explained by an obscure reference to the fact that a woman's mind has been known to change, and that as a consequence Paramount is in possession of a property known as French Without Tears Without Dietrich. However, what might possibly be one star's poison can easily be regarded as another's meat; and in this instance the niche in international popularity that was Marlene's, might easily be made secure for Paramount by another star from overseas, Isla Miranda. Those who have seen Miss Miranda's films made in a multiplicity of languages, and who have met the charming lady face to face, have not the slightest doubt that in aspiring to this high niche she will bring to the screens of the world talent with vivacity, smiles, animation, charm and a very definite personal appeal.

GAAL. Our admiration for, and esteem of, Miss Gaal has by no means flagged our perceptions. In fact for quite a while after looking at Franciska Gaal's remarkable performance in Cecil B. DeMille's The Buccaneer we had difficulty recalling that any other charming actresses existed in the cinema world. For this precious little gift from Hungary has, so far as we are concerned, achieved a modern miracle. In one year in Hollywood she has transformed herself physically, she has done an astounding job of acquiring English (and with an accent and pronunciation which will prove to be one of her chief characteristics as she goes to the topmost heights of filmdom), and she has brought to the screen a winsomeness that has been long lacking through a bunch of years of hard-boiled, wisecracking. Incredibly fortunate for Paramount has been the one year that brought to its studios the talented personality—Isa Miranda and Franciska Gaal.

CONVENTION. A pride-inspiring addition to the year's list of conventions, in which the events of London, Sydney and Helsingfors have figured so powerfully, has been the Buenos Aires gathering of early December on which there are some notes elsewhere in this issue. These Legionnaires of Argentina, Uruguay and Paraguay looked at a good deal of film relating to forthcoming releases, they listened to the reading of several significant cables from the Northlands, they foregathered in a spirit of one hundred percent receptive interest. But over and above all of these elements there are the facts that they believed, with all of the power within them to believe, the message of assurance that they heard from Managing Director John B. Nathan. To them 1938 is, without the slightest trace of equivocation, the most promising year of advancement, progress and company promotion within their years of service to Paramount.

ORIENT. As you read these lines James E. Perkins is steaming Westward across the Pacific to one of the most difficult assignments ever given a Paramounteer. En route to the general managership of Paramount's Orient Division (in which division he has already had many years of honorable service), he will headquarter in Tokyo to supervise our Company's activities in the most upheaved, most turbulent segment of the entire earth's surface. In the ranks of his legion of aides will be men and women of two nations at present engaged in mortal combat, yet so sure is the touch of Jim Perkins' hand of diplomacy that he will preserve a balance of understanding as near to perfection as one can achieve these days. Over and above the question of manpower there is the equally important question of the best measures to be taken when the unexpected eventuality strikes deeply at Company property, national honor, or the factor of sheer life and death of an individual. To the answers to all of these potential eventualities Jim Perkins must be instantly privy. In his hands, and on the weight of his words, grave crises will depend. His is a position whose significance cannot be measured by platitude or tribute. But his shoulders are strong, his judgment is clear and sharp, and chief of all factors is that he has the unqualified endorsement and support of the Company's Chief Executives in New York. He goes forth to battle his problem as the best exponent in years of our contention that Paramount's Foreign Department is one of the best training grounds in the world for commercial roles comparable to the Nation's diplomatic service.

MISNOMERS. We solicit your attention to the fact that we are actively, even passionately, campaigning against the wrongful use of a couple of words which are commonplace in film parlance. The words are 'smash,' as applied to a successful season, and the adjective, 'pretentious,' a commonly used adjective. In the case of the smash there is no need to point out that it is a word which can too easily be turned against its user, to the latter's marked discomfort. So far as 'pretentious' is concerned, we rise again merely to remark that a pretension denotes affectation, display, a bold or presumptuous assertion. In other words, most people consider something pretentious to be something big and imposing, whereas the word actually has a ring of falseness and trickery in it. So look around, there are much better words.
John B. Nathan Thrills Argentine Conclave

INSPIRING beyond all mere words was Argentina's swell convention of December 9 and 10, staged under the chairmanship of Managing Director John B. Nathan. Paramounters of Argentina and Uruguay were present and in addition to hearing grand messages of good cheer they were able to see Souls At Sea, Ebb Tide, Anapalo del Camino, as well as selected reels from The Buccaneer and Wells Fargo. Glowing messages of promise and forecast were cabled by Messrs. Balaban, Hicks, Zukor, Lubitsch, DeMille and Wettiner and these created the utmost enthusiasm among the delegates. In addition, the publicity forces under Guillermo Fox managed to crash all of the local newspapers with prominent announcements regarding the epochal event, so that there was an instant reaction from the local exhibitors demanding the new product. If you have ever had exhibitors demanding your product you will know how happy Mr. Nathan and his co-workers were.

ATTENDING the Buenos Aires event were Sigfredo Bauer, Manager of Buenos Aires; Raul Vignone, Supervisor of Branches; Guillermo Fox, Publicity Manager; Luis Stagnaro, Accountant; Americo Rosenberger, Head of Booking Department; Angel Vagheggi, Rosario Manager; Ismael Nordenstrom, Bahia Blanca Manager; Joaquin Colomer, Mendoza Manager; Juan Oliver, Montevideo Manager; Enrique Croce, Santa Fé Manager; Roberto Bloise, Córdoba Manager; R. Lehmann, Sr., Film Inspection and Shipping; Felipe Patané, José Diaz Solá, F. Lamas, Bookers; V. Roetto, Head of Accessory Dept.; R. Lehmann, Jr., Publicity Department.

CONVENTION address by John Nathan was a stirring piece of talking, done at great length and all in Spanish. Pomp was given the fact of this being Argentina's first convention in many years, therefore significant of a betterment of times and company prestige. Each picture in the splendidly prepared catalogue of product was detailed, and sold, and since several of the films listed were subsequently screened, the delegates were thoroughly convinced of the validity of the speaker's message. In every sense the convention was a great event and reflected the finest credit on all concerned.

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PRATCHETT (A.L.) is right on deck again this Yuletide season with an ingenious message of greetings to all the world on behalf of his Revolucionario Division. It consists partly of a Magic Formula for Quotaeits, the details of which cannot be published here since this magazine is not kept quite as confidential as it should be.... But this we can tell: after getting across the message of the formula, "High C," who is none other than Pratch himself, delivers a remarkably fine eulogy to "The Fidelity and Never-say-Die Spirit of the Matador Paramounters." Pratch believes—as do we all—that there are no words sufficiently magnificent with which to pay tribute to the Paramounters of Spain for all that they are and all that they have gone through. He ends with this message to the Matador Division: "May the New Year see the cessation of hostilities and bring you joy and peace."

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QUOTES. Interesting is the comment by John A. Groves, whose Straits-Java Division has held the Contest lead for many months and who appears to be virtual winner of the race. Says John: "The promise of outstanding Paramount product backed by what we have been able to deliver during the last two months has made it relatively easy for us to write deals which assure us of increased revenue. Our business during 1938 will more closely resemble that of our best years rather than the immediate past." Fine modest words from a contest leader.... Said Continental

Europe's General Manager Fred Lange upon seeing Ebb Tide: "I am very optimistic that the picture will do great business over here. The tangible accomplishments should be rolling in very soon.... Text of a glowing cable from Buenos Aires following Managing Director John B. Nathan's sparkling convention of early December, reported elsewhere on this page: "After two days of thrilling meetings and screenings at which we saw Souls At Sea, Angel, Ebb Tide and Anapalo del Camino, plus parts of The Buccaneer and Wells Fargo, Argentina's most successful convention closes. I say most successful because every last man of us is enthused to N'th degree and absolutely convinced we have for 1938 greatest program any company ever offered in one year. All cables from You (Mr. Hicks) and Messrs. Balaban, Zukor, Wettiner tremendously appreciated and in return we pledge you Argentina's 1938 will not only be Paramount's paramount year from product standpoint but from business standpoint as well." John Nathan's conservatism in such promises is widely known and respected. This message therefore has added significance.... Carl P. York wrote from Stockholm saying: "Herewith translations of press criticisms covering Angel which is now in the second week at Stockholm's China Theatre and doing very well." The gentlemen of the press enthusiastically abetted Mr. York's optimism.

AND then there was a letter from the Orient Division's new General Manager, Jim Perkins, written from San Francisco after a most informative visit to the Studio. Among other things he said: "I saw The Buccaneer and fully share the Studio's expectation that this will be DeMille's top picture for a long time.... I saw a number of rushes from Bluebeard's Eighth Wife, and the picture seems to have a swing to it that was missing in Angel. There seems to be a lot of high-class comedy in the picture, which in addition to the great star value, will make this a money-maker for us.... Her Jungle Love looks like a natural for all classes of theatres everywhere. As a follow up on Jungle Princess, it is everything we could hope for.... I expressed a very strong hope to Harold Lloyd that there would be plenty of action in his forthcoming picture, and he assured me that it would have much more action than The Milky Way."
From the Empire on Which the Sun Never Sets

LONDON. The notes found below, relating to a Paramount Showmen’s Contest, and the marriage ‘plunge’ of Oscar Homolka, have been contributed by this magazine’s special correspondent in the British capital.

SHOWMEN. Paramount’s great “Showmen’s Contest” which has been conducted during the past year, and which offered prizes for the best and most consistent showmanship of Paramount pictures for the releasing year 1936-37 in the United Kingdom, came to an end with the presentation of prizes to the three successful entrants.

It is singularly noteworthy that the three deserving winners all managed A.B.C. houses, and at the Rialto Theatre last week, Mr. A. B. C. Dobbs, manager of the rival circuit’s picture department, presented the prizes at the invitation of Paramount. Members of Paramount’s Publicity Department also present included, F. L. C. Thomas, R. W. Wolf and S. McAlister.

The first prize, a silver cigarette box and cheque for £25 went to S. J. Hobbs of the Empire Theatre, Coventry. Fully deserving was Mr. Hobbs, during the year in which the contest was conducted, submitted campaigns of an exceedingly high standard and stunts which moreover represented to his employers very little in cost. He gained considerable publicity and prestige for his theatre and for the films concerned. Mr. Hobbs is an old-timer in the business and was, in fact, identified with the world’s first feature film, the now-famous Queen Elizabeth featuring Sarah Bernhardt, which he showed at “The Picturedom.” Reigate.

The second prize, consisting of a handsome inkstand and a cheque for £15, went to J. R. Sait of the Carlton Theatre, Upton Park. Mr. Sait’s efforts were particularly noteworthy, for in a densely populated area and in a territory in which he met no little competition, his efforts were outstanding; whilst again he exhibited considerable ingenuity in obtaining good publicity at the lowest possible cost to his theatre.

Mr. Francis Tatton of the Regal Cinema, Bolton, came in third, and was presented with a silver cocktail shaker, accompanied by a £10 cheque.

In presenting the prizes, Mr. Arthur Moss graciously paid tribute to Paramount’s gesture in organizing the contest and so encouraging and developing the art of showmanship. It has, in fact, always been Paramount’s aim to offer help and generally provide incentive to theatre managers in the conduct of their publicity campaigns, and the company’s thanks to Mr. Moss for his generous expressions of appreciation are hereby recorded. Mr. Moss also laid particular stress on Mr. Tatton’s achievement, in that he has recorded a remarkably good achievement under difficult working conditions, since, Mr. Moss pointed out, the situation of his theatre was not in any way conducive to spectacular publicity work. Also attending the presentation were representatives of all the trade papers. It is only fitting, too, that Paramount should publicly congratulate the three successful entrants and wish them equal success in any future endeavours.

BRIDEGROOM. The private theatres of film corporations are not normally the haunt of engaged couples, but Mr. John Cecil Graham recently took the unusual step of placing the Company’s private projection room at the disposal of a happy couple who were to be married the following day. The occasion, however, was an exceptional one. Oscar Homolka, famous actor and star of Ebb Tide with his beautiful fiancée the Baroness Von Hatvany, saw the film at Paramount’s offices in Wardour Street, Homolka, himself, had only seen rushes of the picture prior to leaving Hollywood, and was anxious to see the big Plaza Theatre, London, success in its completed form. The Baroness, too, was interested as she had never yet seen her fiancé on the screen. The formal atmosphere of Paramount’s theatre, where, normally, super-productions meet the super-critical gaze of super-salesmen, became, for once, delightfully informal. The pair were escorted through a private entrance where Homolka’s publicity director, Fred Thomas, Homolka smilingly reminding that he planned to get married without delay, before the lady had time to get disillusioned after seeing him on the screen. Homolka and his bride are returning to Hollywood after their honeymoon in Hawaii, where the actor will probably play in the company’s forthcoming version of the P. C. Wren classic, Beau Geste, with Gary Cooper.

AUSTRALIA. Report has it that Managing Director Harry Hunter and Secretary-Treasurer James A. Sixsmith have turned disciples of the late Isaak Walton. At all events they are reported as having spent a king’s ransom (just which king was specified) on a gargantuan array of trout fishing equipment, and so far as we know, the trout are still smiling on their side of the water. Trans-Pacific liners arriving in Sydney are being ransacked from stem to stern and from keel to truck for prints of Wells Fargo and The Buccaneer, so great is the local excitement on behalf of these films. In the meantime the Trans-Pacific clipper ships are bringing New York within five and a half days of Sydney, so we can reasonably be expecting the Blue Ribbon Division to be looking for their prints the day shooting is completed.

FLASHERS. Adherence to the plan of reserving a last minute space for timely flashes brings in a rich harvest this month. This catch is the following pungent cable from London over the signature of Earl St. John, General Manager of Paramount’s British Theatres: “Wells Fargo opened Carlton Theatre December Twenty-seventh to record opening day in house’s history. Estimated take for week also a house record. Press excellent and audiences highly pleased. At Plaza True Confession beat pre-Christmas shump in magnificent fashion, is doing grand second week’s business and will definitely stay for third week.” Another thrilling cable originated in Guatemala City over the signature of Manager Salvador Jacobs. It told of a Paramount premiere in neighboring San Salvador as follows: “Despite earthquake Amapola del Camino triumphantly released Salvador with resulting record business.”
Contest Is Over! Results Next Month!

HOW THEY STOOD ON DECEMBER 1st, 1937

By Countries

This Month  | Last Month
---|---
2. Japan | 2. |
3. Italy | 3. |
5. Great Britain | 5. |
12. Brazil | 12. |
13. France | 15. |
15. Peru | 16. |
17. Colombia | 19. |
22. Panama | 20. |
23. Poland | 25. |
24. India | 22. |
25. Holland | 27. |
29. Germany | 29. |
31. Austria | 32. |
32. Trinidad | 33. |
33. Uruguay | 31. |

By Divisions

This Month  | Last Month
---|---
1. Groves | 1. |
5. Hunter | 5. |
7. Day | 7. |

—And if there’s to be a contest during 1938 (remember that ‘it’), just regard for an instant the magnificent ammunition you’re going to have: The Buccaneer, Wells Fargo, Her Jungle Love, Ensenada, Spawn of the North, Professor Beware, Hudson Bay—to name but a few of the towering productions that will come forth bearing the Paramount Trade Mark.

CONTEST. Physically, actually—and magnificently—the Contest has concluded. These lines appear in print outside of the confines of 1937, therefore nothing that we can say or do now can in any way affect the Contest conclusions. We can, however, reflect editorially that it has been a magnificent Paramount undertaking, that several thousand Legionnaires in all parts of the world have accomplished what amount virtually to modern miracles, and that however such a spirit exists as has characterized this world’s job of super-salesmanship, then the Paramount ship is very safely afloat. Next month it is going to be our very great pleasure to announce the Contest winners; but in the meantime let us have a look at the Divisions and the Countries and analyze some of the fine spurs in achievement which changed the face of the event during the concluding weeks.

DIVISIONS. Of course the finger of fame is still levelled at Jack Groves, who has held his Straits-Java Division so steadily at the top of the column, and so steadily over quota, for so long. He is still the only one recording an over quota status, although there were several others in this splendid position early in the race. But another finger of fame, waggling slightly because of excitement, is levelled at the name of Americo Aboaf, who this month is in second spot after a fourth of last month. He has displaced J. E. Perkins from second and John Cecil Graham from third in making this epochal advance. Harry Hunter at fifth, Carl P. York at sixth and John L. Day, Jr. at seventh have not altered. Henri Klarsfeld, in making eighth from ninth has merely changed places with Benito del Villar. Andre Olsen’s tenth is a betterment of one spot, he having changed places with John B. Nathan. A. L. Pratchett is twelfth vice thirteenth; Charles Ballance is vice versa.

COUNTRIES. The same finger of fame alluded to in the opening stanza of the foregoing paragraph does further service so far as the leader in this section is concerned. Straits-Java, the only land over quota, is still in the premier spot. Japan maintains a steadfast second, but Italy is third after last month’s fifth, Sweden and Great Britain being the place-changers, in that order. Philippines is still sixth, but Czechoslovakia has made a swell surge forward to seventh from tenth, Finland and Australia-N. Z. being the place-changers. Roumania’s tenth is better by one point, but China’s eleventh is a recession of four. Brazil’s twelfth is a status quo-er, France’s thirteenth a betterment of two, and Chile’s fourteenth a stand-pattter. Peru makes a forward move of one to fifteenth, but Norway’s sixteenth is back three. Colombia, however, advances two to seventeenth. Jugo-Slavia advances three to eighteenth, but Mexico banana-peels back a couple to nineteenth. Hungary’s twentieth is a betterment of a triple, but Argentina loses these three same to slide back to twenty-first. Panama is down a couple at twenty-second, Poland ahead a couple at twenty-third, but India is back a couple at the next place. Holland, however, reverses by being ahead a couple at the quarter-century mark. Denmark is a stand-patter at twenty-sixth, but Puerto Rico slides down a triple at the next mark. Cuba is kept at twenty-eighth. Germany at twenty-ninth and Guatemala at thirtieth. Austria’s thirty-first is a betterment of one, Trinidad in the next spot is down one, and Uruguay at thirty-third is down a couple.

CABLES. A honey of a cable was the one from Guatemala’s Saul Jacobs, saying “Anapola (del Camino) released Sunday night, breaking all records including Gardel’s. Public wildly acclaimed Guizar. Hope break all rental records territory.” In the light of the tremendous fame built up by the late Carlos Gardel, this new claim of Saul’s is definitely something. Another sweet-sounding cavalcade of news flashed in with India’s highly esteemed Charles Ballance’s message: “Souls at Sea released simultaneously Calcutta to Bombay to excellent impression. With imminent release Artists and Models, Angel, Ebb Tide confident that Paramount will resume place among leaders of the industry. Eagerly awaiting prints The Buccaneer and Wells Fargo.” That kind of message is also, we hasten to add, definitely ‘something.’
The Production Wheels Are Whizzing

RETURNING to active roles in preference to newspaper castings is George Raft, inactive since his memorable work in *Souls at Sea*. He is definitely cast in Fritz Lang's production of *You and Me*, co-starring with Sylvia Sidney. Start is scheduled for early January. It will be followed by *Space of the North*, Henry Hathaway's production. A title change for the notebook is *Bulldog Drummond's Peril* in place of the formerly used *Bull dog Drummond Interferes*. *Give Me a Sailor*, a nautical musical, will enter production March 14 with a cast headed by Bob Hope and Martha Raye. You'll get a grand look at Hope in *The Big Broadcast of 1938*, now ready for promoting. Charlie Ruggles, a Paramount featured player unseen in Paramount Pictures since *Exclusive*, will return to Hollywood from his current New York vacation for a role in *Men With Wings*. *Ensada*, the script of which already has us turning immodest handsprings, is set for a January 17 beginning, with the following Arthur Hornblow Jr. selections for the cast: Ray Milland, Dorothy Lamour, Tito Guizar, Bob Burns and Martha Raye. (Fred MacMurray and the Yacht Club Boys decided to omit this production from their schedules). . . . Esther Dale, a fine character actress, has been assigned a good role in *Stolen Heaven*, details of which may be found later in this column.

HAROLD is definitely substituting action and gags for dialog in *Professor Beware*, is the word relayed to us by General Manager of the Oriental Division, James E. Perkins, who has been doing some thorough production investigating while in Hollywood en route back to Tokyo. By way of comment we will add that we know no more truthful guy than Jim. A couple of excellent property 'bays' from Europe are *Two Bad Hats*, by Monckton Hoffe of England, bought for Carole Lombard's priceless comedy talents; and *Soubrette*, by Jacques Devall, obtained with Francesca Gaal in mind. Londoners who know of the fine comedy talents of the Slate Brothers will be pleased to find them featured in *College Swing*, now before the Hollywood cameras. *Coconut Grove*, inspired by the famous entertainment room of the Ambassador Hotel in Los Angeles, is about to swing into production as the newest starring vehicle of Fred MacMurray. The picture actually is designed to be autobiographical so far as Fred is concerned, and supporting the tall star in this modest assignment will be those grand stalwarts, The Yacht Club Boys, Mary Carlisle, Betty Grable, Ben Blue, Rufe Davis, Nell Kelly and the Royal Hawaiian Orchestra. . . . Glenda Farrell has been signed for an important role in *Stolen Heaven*. Paramount's next college epic will be *Give 'Em the Axe*, which will deal exclusively with colleges and college football. One of the earliest productions of Jeff Lazarus is *Men With Wings with Be Four Leaf Clover*. The oldest set on the Paramount lot, a waterfront set that has been used in various forms since it served as a Venetian canal in Florence Vider's *Honeymoon Hate* (you were just a kid then), has been torn down to mark a new era. It will be replaced by a Mexican set for *Ensada*.

PRODUCTION of *Stolen Heaven* (formerly known as *Dream of Love*) has started, with Olympe Bradna getting her first major opportunity in a Paramount picture. Also cast with her are Gene Raymond, Lloyd Nolan and Lewis Stone. Looks like a swell cast too. Very. . . . Herbert Bing, charladian de-luxe, has replaced Luis Alberni in the cast of Lubitsch's *Bluebeard's Eighth Wife*. Alberni became ill, and production could not be halted. Gary Cooper and Claudette Colbert remain in the film, however. . . . Lionel Stander, who was in Harold Lloyd's last picture for Paramount (Remember?), is in the cast of the spectacled Harold's new one, *Professor Beware*. Also in the line-up are Phyllis Welch, leading woman; Sterling Holloway and Raymond Walburn. . . . *The Deputy Sheriff* is the next of the Hopalong Cassidy films to go into work. Strangely enough, much of the action in the picture will take place underground, in the ruins of an old mine, where Hopalong will have to be by 5:00, show ready by 6:00. A later flash on *Stolen Heaven* has Ferdinand Gottschalk a member of the cast. Looks as though our prayers for better casts are being answered pronto. . . . Warren Hymer has the role of a prizefighter in *Bluebeard's Eighth Wife*. We'll bet that Hymer never dreamed that he'd someday be one of the subtlest of a Lubitsch film . . . . Fred Newmeyer has become a second director on Harold Lloyd's *Professor Beware*, handling some of the units, Elliott Nugent handling the others. . . . *Marching Herds* is about to become another major Paramount epic of the West. James Hagan has already been assigned the directorial responsibility, and Frances Dee and Randolph Scott have the romantic leads. The picture is referred to as an adventure on cattle trails.

FRANCISKA GAAL, after she makes *Honeymoon for Three* with Bing Crosby, will be leading woman for Jack Benny in the velv-voiced comic's first film since *Artists and Models*. It will bear the title of *Never Say Die*, a well-beloved American comic saga of the woes of an hypochondriac. Arthur Hornblow Jr. will produce both of these films in which Miss Gaal will appear, and it is also on the schedule that Mr. Hornblow will also produce the next *Artists and Models* film, which probably will not have the services of Jack Benny. . . . Gail Patrick has the second female lead in *Dangerous to Know*, the new Anna May Wong film. Akim Tamiroff, Lloyd Nolan, Anthony Quinn and Harvey Stephens are in the film, too. . . . Don Ameche joins Bing Crosby in the new musical film, *Honeymoon for Three*. Wesley Ruggles will direct it when he gets back from his current European vacation. . . . Andrew L. Stone is directing *Stolen Heaven*.

TENTATIVE CAST for *Space of the North*, the Henry Hathaway production scheduled to get under way early this year, is now composed of Fred MacMurray, George Raft, Frances Farmer, John Barrymore, Akim Tamiroff and Lynne Overman. So far there has been no mention of the Yacht Club Boys for roles, although the picture does have to do with fishing and trawling. . . . Maintaining the *Bulldog Drummond* tradition, Paramount has purchased seven additional stories woven around this character. . . . Ronald Waish, who has made *Artists and Models* and *College Swing* for Paramount, has been signed to direct Jack Benny in his next film for this company, *Never Say Die*. Francisca Gaal will have the female lead.
Paragraghic Appraisals of Current Films

“THE BUCCANEER” will be previewed by us after these lines are written but before they achieve publication. Therefore, let it be said here and now that a very select spot is being reserved elsewhere for an appraisal of the film that we know in advance will be something vibrant, punchful and controversial. . . . Meanwhile, a word about the swell booklet on the film’s fine points prepared by Terry De Lapp, Studio publicity head. Copies have gone forward to all offices. Read them and digest the vital facts so that you’ll be ready for the emotional thrill of the film itself. . . . Without further ado we can assure all parts of the organization that prints and advertising supplies on this mightiest of all Cecil B. de Mille productions will be rushed. Such a mission is our most pressing assignment of the moment.

“WELLS FARGO” is definitely an attention-commander of the moment, due partly, we suspect, to the fact that it is proving one of the most successful films ever presented at the Paramount Theatre in New York. As these lines are written there are police escorts ten floors below us, partly to keep the milling millions in check, and partly to enable these lines to get to the printer. Meanwhile the critics have been throwing editorial cartwheels up and down the corridors of their respective sanctums, and the net product of their facile pens is speeding to our principal offices throughout the world for purposes of information and emulation. . . . At this point we are minded to turn back the hands of time a few days and print here an excerpt from Luigi Luraschi’s weekly report to Mr. Hicks written on December 11, and in which he said: “We screened Wells Fargo for the foreign press on Thursday night and the film was roundly acclaimed. It was undoubtedly the most enthusiastic reception ever accorded one of our pictures at these screenings. The interest throughout the picture was very well sustained: the correspondents laughed at the right spots and were quiet in the right spots, and when the end-title flashed on the screen they gave it a rousing and hearty applause. We expected a good reaction, but not one as enthusiastic as this.”

EXCITING is our pastime (that’s more pleasant than calling it work, which it actually is), of looking over each day’s batch of production stills from the studio. Added to our further occupation of reading all scripts in advance of production it gives us a pretty good idea of what the ultimate picture will be like. In a way it makes us very prognostication-conscious, and if anything a little bit snobbish about our advance information regarding the outcome of each individual film. It has helped us to know, for instance, that Bluebeard’s Eighth Wife will be the sauciest Lubitsch film of them all, especially since Colbert and Cooper have perhaps the most acutely trained sense of what Ernst is striving for in them all, and have thus been able to give their finest performances to date. Likewise our researches into the realm of film prognostication have enabled us to know that The Jungle Princess was but the flimsiest kind of a trailer for Her Jungle Love, and that Dorothy Lamour in Technicolor is the sunrise, the sunset, the rainbow and the sultan’s harem rolled into one.

BRADNA is getting the ‘breaks’ according to the best evidence coming forward from Hollywood. Word is filtering through that the girl is giving a glowingly human performance in Stolen Heaven, in which she portrays a jewel thief who regenerates herself through her benign influence on a great musician who has lost faith in himself. Later Miss Bradna will have other assignments, all carrying her a long long way from the athletic dancing role with which she first won fame on Broadway, and which catapulted her into the Paramount star roster through the farsightedness of talent scout Oscar Serlin. We are strong and unrelenting boosters of Miss Bradna’s stock. We feel sure that Paramount is going to be hugely proud of her some day, and that she will some day earn that accolade of greatness—she will be too valuable to be loaned to another company.

CASTINGS. A new team-mate for George Raft is announced, now that Raft is about to start work after having completed Souls at Sea. As soon as he completes You and Me, with Sylvia Sidney, The Lady With the Torch with Olympe Bradna, and Gamblers Choice, he will be paired with Carole Lombard in Four Leaf Clover. Angel in Fur has been bought as a co-starring vehicle for Gail Patrick and Randolph Scott. . . . Honeymoon for Three is the new title of Arthur Hornblow’s production formerly known as Paris Honeymoon. Bing Crosby is starred with Francisca Gaal featured and Don Ameche will be the heavy. . . . Tom Sawyer, Detective, will be made by Paramount as a Harold Hurley production early in the New Year. Tommy Kelly and Jackie Moran, who have the leads in the Technicolored S-I production of “Tom Sawyer,” will be in the new production. . . . Federal Pen, which relates to a government penitentiary, is announced as another in the long line of vehicles for Ray Milland. Akim Tamiroff and Frances Farmer are also scheduled for the picture. Meanwhile Milland is working in Her Jungle Love and is scheduled for Ensenada, Men with Wings and The Light that Failed. . . . Harold Lloyd has taken out ‘love insurance’ against the contingency of Phyllis Welsh getting married or becoming engaged during the next six months. Miss Welsh is his leading woman in Professor Beware. . . . In addition to the productions listed earlier for him, George Raft will also be paired with Georges Rigaud in an epic of Devil’s Island entitled Song of Hell. . . . Akim Tamiroff will also be in Song of Hell if he can finish his other commitments in time. . . . Betty Grable will be in Give Me A Sailor.
Exploitation Is Still a Great Dividend Payer

PUNCHFUL. This expresses the tenor of many of the month's finest slabs of exploitation. Characteristic was the staunch display of publicity selling put over by Frank Kennebeck and S. Ganguli, in Bombay and Calcutta respectively, in an effort to make High, Wide and Handsome an unqualified hit in India. Imposing advertisements of towering proportions in and several languages, graced the press of both cities, with prominence given the singing fame of the star... Also punchful was the insurance company tie-up effected in New Zealand by Publicity Director Reg Felton for the unforgettable Make Way for Tomorrow, a 'natural' for this form of tie-up. Report hath it that the link with the insurance organization gave the picture a longer box-office life... High, Wide and Handsome is back in line of vision for another citation, this time from Sweden. Viking Leader Carl York sends us a fine Swedish poster put out by the Veedol Oil Company, in line with a tie-up explained in these pages two months ago. Supplementing this slab of exploitation evidence were samples of excellent heralds containing scenes from the picture and text explaining the link with Veedol. Since all of this material was prepared, produced and distributed by the Veedol Company, it is our contention that the enterprise of the Vikings was most commendable.

SWEDEN'S collection of window tie-ups continues to be one of the grandest continuities of successful exploitation on record. We are not citing here any specific examples, merely generalizing... Of course straight publicity is an equally important bulwark, and in this connection we are reminded of the particularly fine work done by the Argentine Division in connection with High, Wide and Handsome. Evidence of this campaign, in bound book form, recently reached us from Managing Director John B. Nathan, and after Home Office examination was despatched to Hollywood for the attention of the film's producer... We liked, also, the trim little booklet issued by the United Kingdom Division in behalf of the Third Quarter's releases. The publication, produced by Advertising Director Fred Thomas, was effective, informative and compact.

SINGAPORE has contributed an exceptionally fine campaign book dealing with the various phases of exploitation expended on behalf of The Jungle Princess throughout Malaya. The book goes on to The Motion Picture Herald for the Quigley Award judging and we are very hopeful that it will win a prize... Other campaign in the same category is one on High, Wide and Handsome from India. We will let you know in due course how these entries make out... High, Wide and Handsome was also the inspiration in Sydney for a number of window tie-ups, an exceptionally appropriate one being with hat and costume shops. Photographic evidence to hand shows some tasteful applications of the film's title... A dominating product announcement was in the South China Morning Post of Hong Kong late in November. It took the form of a half-page line-up of forthcoming Paramount pictures, chief among them being Souls at Sea, High, Wide and Handsome, Ebb Tide, The Buccaneer, Bluebeard's Eighth Wife, Angel, Artists and Models, Her Jungle Love and Professor Beware. All of these productions were scheduled for presentation at the local Queen's and Alhambra Theatres.

ASSISTANCE in the form of exploitation aids for the big Paramount pictures is being speeded to all offices. There are magnificent press books on True Confession, Wells Fargo and Every Day's a Holiday on the way, all three books being crammed with the utmost in campaign ideas, and reflecting the sterling worth of the magnificent planning committees assembled in New York under the chairmanship of Advertising and Publicity Director Robert M. Gillham... Also there's a grand book of advance information available on The Buccaneer, this booklet having originated in the studio... Speaking of books (and although this story rightfully belongs on another page) we have to pay tribute here to the very swell product announcement book prepared by Managing Director John B. Nathan for his convention. It has been done in seven colors, with blue, gold and red predominating, has particular artistic spreads, and has noteworthy attention directed at the international stars that Paramount is grooming for 1938 dazzlemen.

LONDON used a grand advertising line in connection with Angel when they announced to the industry the fact that "There are two big money makers—the Royal Mint and Angel...." An speaking of London, we are also reminded of the excellent stunt arranged by E. L. Dimmock, manager of the Paramount Theatre in Tottenham Court Road, who built a special studio in the lobby in connection with Artists and Models. Displayed therein were outstanding samples of art work from the art classes of the local schools. This stunt created tremendous local interest among the students and their parents, and additional impetus to the campaign on the picture was given by the staging of a special Artists and Models ball held in the Paramount Dance Salon, adjacent to the theatre.

GUATEMALA, as a cable elsewhere indicates, turns handsprings over Amapa del Camino. Manager Saul Jacobs has provided details on the campaign which aided this success. Among other things done was the distribution of booklets containing the words of Guizar's songs, a tie-up with the Bayer aspirin people since some of the film's action took place in a drug store; the equipping of a sound truck to display the trailer in distant localities and the providing of buses to bring the patrons in from the spots—all plus an exceptionally fine advertising and publicity campaign, and very stirring front-of-theatre display. All of this contributed to what has been called the greatest individual film triumph in the history of Guatemala..... From Venezuela has come word also, that the triumph will be duplicated in that republic. The evidence is pointing most forcefully that Paramount has a very valuable property in Tito Guizar.
Personal Flashes from Hither and Yon

PUBLICATIONS. Towering heading-line of this category is La Belle France's superb contribution to house organ immortality, La Paramount Française. The combined October-November issue, commemorating the Tenth Anniversary of the Paramount Theatre is really something. In addition to retracing the history of this memorable theatre, it reviews the London Convention, surveys the coming product, reviews the press reactions to recent releases, glorifies that amazing campaign of exploitation around the world of "The Buccaneer" which grabbed the attention of the world's press, and which boomed the picture to terrific success throughout the land, surveyed the best examples of local exploitation during the past several months, took time off to enhance the already tremendous prestige of "Angel," and in addition paid tribute to the great sales work of a number of French Paramounteers. If you don't think all of that constitutes a great house organ, then you've got another guess coming. . . . Plaudits are likewise in order, and directed towards London for continued excellence in connection with Paramount Service, and also for a fine little Third Quarter booklet detailing the releases for that period. . . . Noted with the same appreciative eye are two issues of Poland's Dorada Filmany, covering between them the highspots of "The Buccaneer," "Her Jungle Love," "Ebb Tide," "Daughter of Shanghai" and "The Last Train from Madrid." Also noticed is reproduction of the front page of the newspaper Ilustrowany Kurjer Codzienny, with the entire page devoted to an interview with District Manager Rudolf Jellinek. . . . Jugo-Slavian's Paramontov glasnik is losing no opportunity to boost "The Buccaneer," nor the fact that Franciska Gaal is with Fredric March in this Cecil B. deMille epic. Also of extensive space in the newest issue is "Ebb Tide," and there is the customary fine editorial dealing with Paramount's Trade Mark. . . . Another issue of the Nizka's superb four-colored publication, Paramount, has been gladly received within our editorial sanctum. The Swedish section honors "Souls at Sea," and Norway honors this picture also as well as "I Met Him in Paris." Denmark pays tribute to "Souls at Sea" through an interview with Henry Hathaway, and Finland's emphasis is on "Angel." In addition there is an article, in all four languages, giving highlights of Mr. Carl York's impressions of the London convention. . . . Holland's Paramount Koerier, issue Number 19, is well up to standard and this time deals largely with the widespread appeal of Dorothy Lamour. . . . The late October issue of Australia-New Zealand's Paramount Sales Punch deals pictorially with the award of the Management Trophy, and the awarding of the Blue Ribbon Speed Pennant to the steamer making the fastest time across the Tasman Sea. Both of these events were treated editorially by us last month.

SPARKLING also have been other house organs and publications received by us. Earlier in these columns we refer to the Scandinavian Division's Paramount. The November issue is now to hand and proves to be even more exciting than its predecessor, with a flashing Dietrich cover and an abundance of scintillating letterpress, in the four major Scandinavian languages devoted to a widespread variety of Paramount production and exhibition news. There is also a section devoted to the most outstanding examples of exploitation throughout the territory, which is substantiation of our contention that exploitation is growing to magnificent proportions in Carl P. York's splendidly directed territories. . . . Southern Brazil's A Voz do Sul's second issue is to hand and has more fine features to it than we could possibly list here. We do however acclaim loudly and at length the power of this publication, the voice of Division Manager Pedro Germano's territory, to secure so many contributions under the name of its readers. In the truest possible sense this is a real house organ. We like also this month's editorial, a sweeping tribute to the leadership of General Manager John L. Day Jr., in which the identity of the person being complimented is withheld until the very last sentence. . . . Of course check by jowl with the foregoing publication, there comes to hand Brazil's Paramount em Acesso, this time larger and livelier than ever. The editorial of the month pictures Paramount as a mighty oak tree grown from the acorn of the Paramount Trade Mark. The sub-editorial, in pictured form, is a map of Brazil in which the entire territory is linked magnificently by Paramount em Acesso, and superimposed over all is the slogan "Um Por Todos. Todos Pela Paramount," which even our slender knowledge of Portuguese tells us is "One For All. All for Paramount." There is also in this issue a Popeye Cartoon in which the Spinacher is holding a copy of Cincarte, famous Brazilian film magazine. The accompanying letterpress gives the contents of the magazine, and at a glance it is seen that the entire issue is preponderantly Paramount. . . . Australia-New Zealand's Paramount Punch, mid-November issue, is to hand with a thundering statement to the effect that at the time of publication the International Contest had but seven weeks to go, and that the Blue Ribbon Division was far from satisfied about its position. Other editorial prominence was given to the towering potentialities of Angel and Souls at Sea. The publication, of course, was well up to standard. . . . The same can be said of the December issue of Paramount Service of India, which leads off with a fine sentimental message to the exhibitors of that part of the world on the occasion of Christmas. Another special feature of the issue was General Manager Charles Ballance's personal message to the Indian industry following his extensive tour of Europe. Several pages of the issue were devoted to Souls at Sea and Angel, both of which are expected to be wonderful winners in India.

PERSONALITIES. James E. Perkins, concerning whom there are news flashes elsewhere in this issue, sailed with Mrs. Perkins for Tokyo aboard the President Jefferson on New Year's Day. . . . John B., and Mrs. Nathan are receiving congratulations in Buenos Aires on the occasion of the advent of John E. Nathan, born December 11. It is noteworthy that this happy event came as the climax to the Argentine Convention detailed on Page 3. . . . R. M. "Dick" Bemuthal, ex-Legionnaire and now able assistant to Producer Arthur Hornblow Jr., returned from Paris to the Paramount Studio in Hollywood December 14.

* *

WIR BEGINNEN EIN NEUES JAHRE! Ein Jahr, des einen herrlichen Ausblick in die Zukunft gewährt...Viele Filialen sind im Begriff Frank Lloyd's Meisterwerk "Wells Fargo" zu sehen. Auf die Fersen dieses prachtvollen Films folgt "Buccaneer", der Film, welcher ohne Zweifel Cecil D. Mille's Spitzenleistung ist...Dann kommen in schneller Reihenfolge Gladys Swarthout's neue Operette "Romance in the Dark", sowie Claudette Colbert und Gary Cooper im Lubitschfilm "Bluebards Eighth Wife" und Dorothy Lamour und Ray Millard in "Her Jungle Love"...Wir könnten diese Filmparate bis ins Endlosen fortsetzen, aber es genügt Ihnen sicherlich, wenn Sie erfahren, dass 1938 ein ganz ideales Jahr wird...Wichtig für Sie und die gesamte Auslandsabteilung ist die Tatsache, dass Marlene Dietrich, Harold Lloyd, Isa Miranda, Claudette Colbert, Gary Cooper, Dorothy Lamour, Ernst Lubitsch und Cecil D. Mille auch weiterhin positive Arbeit für Paramount leisten... James Cagney, welcher unlangst zum Generaldirektor und Orter-Abteilung, und Robert Graham, ein Sondervertreter der New Yorker Zentrale, ist nach Launceston, Tasmanien. (Australien) versetzt worden... Frank V. Kennebeck, Direktor für Bombay, India, sara' presto in rotta alla volta degli Stati Uniti per godere il suo primo congedo da che parti per l'India due anni or sono. In questo periodo si è creata un'invidiabile carriera per se' stesso e largamente ha acquistato diritto ad una vacanza...Un piu' ingegnoso sistema di trattamento delle film sembra rinviere in tutta la nostra organizzazione. Molti esempi di intelligenti lavoro a vantaggio delle film Paramount sono riprodotti in questo numero. E questo splendido complesso organico della Compagnia stimola sempre piu' l'attività dei Direttori dell'Officina Centrale. Non c'è dubbio che queste pubblicazioni contribuiscono ad elevare il morale delle organizzazioni...Saul Jacobs, Direttore nel Guatemala, e S. E. Pierpoint, Direttore nella Zona del Canale, ci hanno informati, col più alto entusiasmo, del successo della film "Amapola del Camino" distribuita dalla Tito Guizar Paramount. Sembra che questa film abbia superato di gran lunga i migliori affari mai realizzati da altre produzioni nei territori summenzionati...In altra parte di questo numero è comprovato il successo del Convegno delle produzioni organizzato dal Direttore John B. Nathan. Il suo telegramma al signor Hicks fu' ciò che in America si suol chiamare miele — La divisione Gaucha sara' certo per le altre Divisioni una ben dura risale nel prossimo anno.

* *

INICIA-SE UM ANNO NOVO! É esta nova quadra começa magnificamente promisora. Muitos paizes sao ansiosos por ver "Wells Fargo" (tentativa chamada "Precursores do Progresso"), que indefesamente a maior producção de Frank Lloyd... E logo a seguir-lhe a luminosa eclosão — "Lafile, o Corsario," a formidável producção epica de Cecil B. De Mille... E ainda, sem deixar que se aplique a estupificação, veremos successivamente "Romance in the Dark" (Amor no Escuro, tradução literal) opereta de Gladys Swarthout; Claudette Colbert e Gary Cooper na producção de Lubitsch "A Oitava Esposa do Barba-azul", Dorothy Lamour e Ray Milland em "Idiho na Selva" (título definitivo)... Muitos e muitos são os filmes de nomeada que poderiam ser incluídos nesta lista de entradas de Ano, pois no nosso programa apenas começa... No entanto, motivo será de alegria, no campo internacional, o novo filme de James Cagney, "The Bells of St. Mary", de Frank Lloyd, pela Paramount. James E. Perkins, recentemente nomeado gerente geral da Divisão do Oriente, completou suas tarefas em Nova York e já se acha em viagem para sua nova posta em Porto. Robert Graham, representante especial da Nova York, foi destacado para a agência da Paramount em Launceston, Tasmanien (Australis). Frank V. Kennebeck, gerente em Bombaim (India), partirá breve para os Estados Unidos em gozo de suas primeiras férias em dois anos. Neste espaço de tempo ele muito trabalhou em prol da nossa marca e tem mais do que diráte esse periodo de folga...Os recursos de propaganda paulagiano, quando aplicados em varias dependencias da Paramount no estrangeiro, e disso damos nesta edição uma prova a reproduzirmos alguns aspectos graficos desse trabalho tão louvável. Outro: os pequenos órgãos de "publicidade intera", editados pelos paramountistas de todas a parte, são tidos aqui na nossa Matrix como exemplo de bom serviço. Não há duvida que tais publicações — e no Brasil temos a "Paramount em Ação" e a "Voz do Sul" — contribuem grandemente para manter o entusiasmo os a boa harmonia nos seus respectivos territorios... Saul Jacobs e S. E. Pierpoint, gerentes respectivamente de Guatemala e Canal Zona, participam-nos com entusiasmo o grande exito obtido pelo filme mexicano de Tito Guizar, "Amapola del Camino". Esse filme, afinal, produzido, está fazendo ali um grande exito.

* *

NOUS VOICI AU DEBUT D'UNE NOUVELLE ANNEE! Et cette nouvelle année est pleine de promesses magnifiques. De nombreux territoires auront bientôt leur premier coup d’oeil de "Wells Fargo," la plus grande de toutes les productions Frank Lloyd... Et suivant de près celle-ci vient "The Buccaneer," incontestablement la plus grande épique de l'oeuvre de Cecil B. De Mille... Puis en succession rapide suivront: La nouvelle opérette de Gladys Swarthout, "Romance in the Dark"; Claudette Colbert et Gary Cooper dans la production Lubitsch "Bluebards Eighth Wife" et Dorothy Lamour et Ray Milland dans "Her Jungle Love"... Nous pourrions continuer longtemps à faire dérer ainsi les nouvelles productions, mais il vous suffit à vous tous de savoir que cette année 1938 sera pour nous un véritable joyau.

(Continued on Page 12)
Ray Milland and Dorothy Lamour in one of the enticing scenes of that most alluring Technicolor production, "Her Jungle Love."

Bing Crosby, as a New York cop, looks studiously to his knitting in "Dr. Rhythm," while comedienne Laura Hope Crews (left) and Beatrice Lillie look on with skepticism.

Shirley Ross not only sings but dances also in "The Big Broadcast of 1938," the star-studded cast of which includes Tito Guizar.

Gary Cooper and bathing-suited Claudette Colbert in one of 124,367 fetching scenes of Ernst Lubitsch's production, "Bluebeard's Eighth Wife."

Adolph Zukor visits the "Dangerous to Know" set to chat with players Akim Tamiroff, Anna May Wong and Gail Patrick. Director Robert Florey background.
Alejandro ofreció al gerente general de la División de Oriente, el cual se hallaba en los Estados Unidos en uso de licencia, viajó actualmente hacia Tokio. Don Robert Graham, representante especial de la Oficina de Nueva York, se hallará en la capital de Australia.

Don Frank V. Kennebeck, gerente en Bombay, India, saldrá en breve para los Estados Unidos, en uso de la primera licencia de que disfrutará desde que marchó a la India, hace dos años. Durante este lapso el señor Kennebeck se ha distinguido en forma que le hace muy acreditado al desempeño que despertar a la atención en el mundo de la Paramount. Varias con las que presentamos de ello en este número. Han de mencionarse también, y con particular encomio, las revisiones de diversas dependencias de la Paramount: publicaciones son todas ellas que despiertan justo entusiasmo en el jefe de la Oficina Central de Nueva York, y que contribuyen en grado eminente a mantener vivo y pronta la acción del espíritu paramontista. Don Saul Jacobs, gerente en Guatemala, y Don S. E. Pierpoint, gerente para la Zona del Canal, están en el cumplimiento de las obligaciones que desempeñan en el seno de la Paramount, contribuyendo mercedosamente a su mantenimiento.

El propósito de este número es hacer notar que la empresa es un modelo de eficiencia y eficacia.

Dessa som ett antal exempel på det svenska texten.
We are announcing hereon the commencement of what we confidently expect to be the finest manifestation of Paramount paramountcy in the entire history of our organization. In the past there have been domestic drives which in themselves have had no direct bearing on the International Legion, and there have been Foreign Drives apart from all domestic activities. But now for the first time, jointly, side-by-side and together, we are shoulder to shoulder with the rest of the organization in a sales show that we expect to be precedent-setting. It is a concentrated effort, packed into the very brief space of three months achievements that we usually compress into an entire year and occasionally into many years. For aids in this contest you will have perhaps the finest array of product ever compressed into such a brief releasing spell. This is tabulated and illustrated elsewhere in this issue, and we are certain you will have made your approval of your claim that this product indeed! Any one quarter of a year that can give the world “Her Jungle Love,” “Bluebeard’s Eighth Wife,” “Professor Beware,” “Yours Truly, John,” “The Romance in the Dark” and “The Big Broadcast of 1938” is a quarter in which one can be sanguine of the world’s approval, and it is certainly the ideal quarter to witness the spectacular of Paramount on Parade Around the World.

But not alone will the contest come from product. There will be the finest and most constructive barrage of advertising and salesmanship ever seen in the whole history. The internationality of Paramount will be displayed as never before in this industry. The prestige of motion pictures as an influence for good as well as an influence for entertainment will be one of the keynotes in this barrage. Also there will be divisional captains in the persons of top-flight Paramount stars. They will have inspiring messages for the Paramountists of their respective divisions, and there is a hint (which is expected to become a fact) that they will have valuable prizes for the outstanding Paramountists within their divisions.

In addition, there will be other prizes, of major proportions, available for the Paramountists from all domestic activities. These prizes and the mode of their distribution have been plotted, and details have been outlined officially by Mr. Hicks, and are to be found elsewhere in this issue of Paramount on Parade Around the World.

Moreover there will be special prizes awarded for exhibitors, these culminating in one major exhibitor prize for the entire world. This prize, which also is detailed elsewhere in this issue, and should be the outstanding showmanship prize ever known in film history.

And, for one more thrill at the headlines of inspiration, there will be the simultaneous world release of a Paramount production, selection of which is momentarily expected. This release will take place in all of the principal cities of the world on a date to be selected, and when it occurs it will definitely be an event of exciting international significance.

It must be evident to you by now that this is not a standard contest or drive but is planned in day and night sessions. This is not only an exciting feature but is conceived so that it can be used in a number of different ways, depending upon the exigencies of the situation. It is a means of inspiration to the Paramountists and a bridge between Paramount and the world.

Read on for the essential details, as well as other news of current importance.

**PRIZES**

This Contest is planned to be Swift, Sure and Successful. The Prizes available to the fortunate contributing most enthusiastically to this state of affairs are as follows. Moreover, they require from us no planning beyond a mere statement of their details, which are:

To the Division Leader whose Division finishes in the PLACE:

**First Place**

Fire Hundred Dollars ($500)

**Second Place Division Leader**

Three Hundred Fifty Dollars ($350)

**Third Place Division Leader**

Two Hundred Dollars ($200)

**ENTIRE STAFF of Winning Branch in the Winning Division will receive a 3 WEEKS’ SALARY ADDITIONAL**

**ENTIRE STAFF of Winning Branch in the Division finishing Second Place**

2 WEEKS’ SALARY ADDITIONAL

**ENTIRE STAFF of Winning Branch in the Division finishing Third Place**

1 WEEK’S SALARY ADDITIONAL

In substance this is very similar to the prize arrangement in the 1937 Contest. The awards are well scattered and there exists the possibility of any Paramountist anywhere in the field participating. All that he, or she, has to do is to start the ball rolling most furiously at the earliest possible moments.

**Editorially Speaking**

Here's a Contest submitted to you without any qualifying adjectives. It's not the 'greatest'; the 'finest', the 'mightiest' or anything of that kind; it's simply something that as an organization are bringing to the world as evidence of what we are and what we stand for in the realm of entertainment providing. What's more, it is not a protracted affair, nor something stretched over an entire year. Three months—a quarter of a year—is all that we need, and need only that much because the world is a pretty big place and even the smallest day and age of great scientific progress is still quite a while to go to prove it to be of world around it effectively. So let that fact be your keynote and get in with your telling and announcing and selling right from the outset. The world is being sold on entertainment and we, Paramountists everywhere, are doing the selling. This amplified publication now spread before you is that way simply because it recognizes a major event, has a lot of information to impart to you, and has blown itself to major proportions as an opportunity for you to succeed in making the world-wide announce ment of Paramount paramountcy a very real success.

**PARAMOUNT ON PARADE AROUND THE WORLD**

A timely publication appearing a timely event. In its new format, published with the same old gusto, Paramount on Parade Around the World will not appeal as close to February lst, March 1st and April lst as the expectations of the calendar and the circumstances permit. But at the last moment will bring out of the store the final number of the contest and the contesting picture. That, new publication will be the last issue of the year for Paramount on Parade Around the World and will be too late for the current issue for the best distribution of Paramount pictures worldwide.

Personal, Production and Exploitation Sidelights

Announcing the 1937 Contest Winners

1937 CONTEST REDISTRIBUTED TO THE EVERLASTING CREDIT OF PARAMOUNT'S INTERNATIONAL LEGION

COUNTRIES

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COUNTRY GROUPS

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| Congratulations are hereby sent for the
  success of the Italian film industry, whose
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DIVISIONS

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Production News Flashes From Drive-Inspired Hollywood

OLYMPIC MAGNA MAKES STYLED DEBUT

In the Olympic Stadium, Los Angeles, the great statue of Greek athlete was unveiled for the first time. The statue, which weighs 10 tons and is 20 feet tall, was commissioned by the city of Los Angeles to commemorate the Olympic Games. The statue, which was designed by sculptor Jack DeWitt, is a replica of the original statue, which was destroyed in a fire in 1929.

PARAMOUNT LEADS ALL COMPANIES IN SIGNINGS OF RADIO STARS

With the addition of Paramount, the studio is now a major player in the radio industry. The studio has signed several top stars, including Ronald Reagan, and is expected to continue signing more names in the near future. The studio's radio division is expanding rapidly, and is expected to become one of the top players in the industry. The studio is also expected to open a new radio station in the near future.
ANNOUNCING A MAJOR INTERNATIONAL EVENT

Paramount Pictures will present a film between the world-wide release of a production, the title of which will be known before March 1st. This filming to portray the events that have caused the world’s interest.

Paramount will be in the forefront of the news. The production will be the result of the efforts of some of the greatest minds in the world of entertainment. It will be produced with all the resources of Paramount Pictures. It will be distributed worldwide.

The film will be released to the public. It will be shown in all the major cities of the world. It will be seen by millions of people. It will be a film that will be remembered for years to come.

The film will be called "Paramount on Parade Around the World!"

WILLIAM S. ZINN
President, Paramount Pictures

WEALTH OF AMMUNITION FOR WORLD WIDE CONTEST

Someone between Match 15th and May 1st, Paramount will release a film. Bulletin on the world-wide release of a production, the title of which will be known before March 1st. This bulletin on the film being the result of the efforts of some of the greatest minds in the world of entertainment. It will be produced with all the resources of Paramount Pictures. It will be distributed worldwide.

The film will be released to the public. It will be shown in all the major cities of the world. It will be seen by millions of people. It will be a film that will be remembered for years to come.

The film will be called "Paramount on Parade Around the World!"

WILLIAM S. ZINN
President, Paramount Pictures

BOWTIE BUCANEER BOOST

The Bowed Bucaneer, a new serial, directed by Frank Capra, producer of "The Bowed Bucaneer," is being released to theaters in all sections of the United States. It is a unique serial that will capture the imagination of all audiences.

The serial is a story of adventure, excitement, and romance. It will be seen in all theaters throughout the country.

The Bowed Bucaneer will be a hit in all sections of the United States. It will be seen in all theaters throughout the country.

WILLIAM S. ZINN
President, Paramount Pictures

THEATRE MANAGERS OF THE WORLD TO COMPETE FOR CASH PRIZES AND PLATINUM

The most ambitious and comprehensive theatre managers’ contest that the film industry of the world has ever seen has been launched by the advertising campaign of the Paramount Pictures Corporation. The contest is open to all theatre managers in the United States.

The contest is divided into two sections: the first section is a contest for theatre managers in the United States, and the second section is a contest for theatre managers in foreign countries.

The contest is designed to encourage the growth of theatre management in the United States and the world. It is a competition that will test the abilities of theatre managers and provide an opportunity for them to display their talents.

WILLIAM S. ZINN
President, Paramount Pictures

STANDARD MANUAL OF THE WORLD’S FAVORITE FILM TASTES

BY ADOLPH ZUKOR

"How to Make Films and Influence Patrons"

William S. Zinn, President of Paramount Pictures, is the author of "How to Make Films and Influence Patrons." This book is a guide for theatre managers and patrons on how to make films and influence patrons.

This book is designed to provide theatre managers with the tools they need to create successful films and influence patrons. It is a comprehensive guide that covers all aspects of theatre management, from making successful films to influencing patrons.

"How to Make Films and Influence Patrons"

WILLIAM S. ZINN
President, Paramount Pictures
PARAMOUNT ON PARADE AROUND THE WORLD!

PARAMOUNT REALLY IS ON PARADE AROUND THE WORLD

Flash!

LARGE RADIOED ENTHUSIASTIC WORD FROM STIRRING SCANDINAVIAN CONVENTION

January has been the time for Paramount to make its presence felt during the Scandinavian Film Convention in London. As the convention reached its climax, one of the Paramount producers was listening to the rousing appeal of Martin Madill, one of the great figures in the Swedish motion picture industry. He spoke of the potential of the Scandinavian market and the need for more films from the United States. The producer, knowing that this was a sentiment shared by many in the business, decided to take action.

ANOTHER FLASH:

This fine from Helmar, where General Manager Fred Halley paid a visit to the Congress for the first time in 15 years. During his stay, Mr. Halley attended several meetings and held discussions with the delegates. He also met with important members of the industry, including the President of the Congress, Mr. B. M. B. Andersen. The meeting was very successful, with the delegates expressing their appreciation of Mr. Halley's efforts to promote closer ties between the two countries.

ENSTOR TAYLOR

Another incident included the sight of two Paramount planes flying over the city, carrying messages to the delegates. The planes were used to promote the studio's latest releases and to demonstrate the company's commitment to the Scandinavian market. The planes were greeted with great enthusiasm by the delegates, who were pleased to see the studio's efforts to make its presence felt in the region.

THE INDIVIDUAL SALARY WINNERS IN THE 1937 INTERNATIONAL CONTEST

The individual salary winners in the 1937 International Contest were announced today, with the top prize going to John D. McRae. McRae, who is a leading producer in the United States, was awarded $25,000 for his work on the film "The Great Gatsby." The other winners include: 1st Place: John D. McRae, 2nd Place: Louis B. Mayer, 3rd Place: Darryl F. Zanuck.

AN EARLY CHALLENGE BY PIONEERING AIR PASSAGE

The same day that the Congress was held, a new challenge was presented to Paramount. The company was asked to provide air transportation for a group of delegates who were planning to travel to the United States. After much deliberation, the company agreed to the request and made arrangements for the delegates to be flown to the United States. The challenge proved to be successful, with the delegates arriving safely and in good time for the conference.

THE ENTHUSIASM OF INDIA'S BALLENCHE KNOB NO BOUNDS

The enthusiasm of India's Balleche Knob was demonstrated in a recent event, when the company's new product, "Java Joe," was introduced to the public. The product was an instant success, with customers flocking to buy it. The company was pleased with the response and plans to expand its operations in the region.

THE PERKINS AND LEWIS

Geographically speaking, the Perkins and Lewis offices in Japan were closed, but their influence continued to be felt. Mr. Harold Lloyd, who was in Japan for business, received a letter from his cousin, Mr. John Perkins, expressing his enthusiasm for the company's latest release. The letter was a welcome reminder of the company's commitment to the region and its commitment to providing quality entertainment to its customers.

Remember! THIS IS NOT A FOREIGN CONTEST.
IT'S NOT A DOMESTIC CONTEST.
IT'S A PARAMOUNT WORLD-WIDE CONTEST.
CONTEST ALREADY UNDER WAY. COMPETITIVE SPIRIT SENSED BY NEW YORK, GREATEST PRODUCT LINE-UP IN HISTORY ACTING AS POWERFUL DRIVING FORCE

By all odds this is the strangest yet strongest drive ever engineered by Paramount's Foreign Legion. It is the strangest because its duration is such that by the time the figures of the first month's standings are published, and reach the nethermost corners of the globe, the Contest will be over. The figures as of March 31, 1938, will net already be modified and therefore available for the Drive, or else just at the stage now where it will cash in magnificently on the impetus created by the Drive. And that's the reason why this is the strangest contest of our career.

But it isn't the reason why it is the strongest drive. The reason here is chiefly one of product - that is, product either already completed and therefore available for the Drive, or else just at the stage now where it will cash in magnificently on the impetus created by the Drive. And that's the reason why this is the strangest contest of our career.

The Drive, as must be apparent by now, is a whole-souled gesture of Paramount supremacy. The year is a big one in a great many ways, all of international significance, therefore it is propitious that Paramount should likewise signalize this fact with a sales manifestation unparalleled in proportions. Everything about this Drive has been electric. Its conception was swift, its duration a swift span of time, the product to be screened during its term in is the swift tempo of this swift year 1938. And, from a strictly personal standpoint, the cash prizes will certainly represent the highest amount of money to those Paramounters whose efforts net the cash.

Now that the Drive is under way, with no time at our disposal for stirring up the inter-divisioal rivalries which have flourished so much in the past, we feel that momentum is the order of the day-the momentum gathered by the announcement last March that we were going to have to make more of it than ever before. The announcement was made last March 31, and the Drive is already well under way.

An aperitive to review: one of the factors for success in the Drive is likely to be, "Are you going to have to make more of it than ever before?"

THE ROLL OF HONOR

The figures as of March 31, 1938, will be published in the May 1st issue of Paramount's "VITALITY." The figures as of March 31, 1938, will be published in the May 1st issue of Paramount's "VITALITY."
Personal News Items About Paramounteers Who Are Making Drive History

**Appetizing Cream Puffs**

Participants in Oslo's Fine Convention

Lubitsch's Accolades

Several weeks ago the great world-famous director of German motion pictures, Lubitsch, who has been transferred to Paramount as the man in charge of Paramount's European operation, visited the London house. Lubischt was accompanied by Mrs. Heinz, his wife, and both were received with great enthusiasm. At night, Lubitsch was the guest of honor at a dinner given in his honor by the German Motion Picture Producers and Exhibitors Association. The occasion was a great success and Lubitsch was thoroughly enjoyed.

Tropic Holiday a Painstakingly Produced Film

Arthur Hornblower Jr. has returned to Los Angeles after a successful trip to the various Latin American countries to study the possibility of making a motion picture about that part of the world. Hornblower has been successful in every country he visited, and he now plans to make his first film in Mexico. Hornblower has been successful in every country he visited, and he now plans to make his first film in Mexico.

With Our One Good Eye to the Hollywood Knothole

Ernst Lubitsch is a man of many talents and he is also wellknown for his use of the one good eye that he has left. While Lubitsch has been working hard on his new film, he has not forgotten his loyal fans back home. In fact, Lubitsch has been writing long letters to his fans back home, thanking them for their support and promising to return their kindness in the future.

**What's Cooking**

Lubischt's new film, which is being shot in Mexico, will be a true adventure film. The story will center around a group of explorers who are searching for the lost city of Atlantis. The film will be shot in all the colors of the rainbow, and Lubitsch is sure to please his fans with this new venture.

SINCERE CONDOLENCES

Facile, Inc., Los Angeles, February 15th.

Mrs. Dorothy Deneau, manager of the Paramount Theatre, Hollywood, has been stricken with the flu. We extend our condolences to the Deneau family at this time of sorrow. But we are sure that Dorothy will be back at work as soon as she recovers. She is a true professional and we are sure that she will be back to her usual energetic self in no time.
Bulbs Flashed, Lenses Clicked, as Drive Started in Hollywood

In Hollywood, mid-February, the Paramount on Parade Around the World Drive got officially under way with this luncheon pictured in many of its colorful phases at the right. This luncheon was held in the studio restaurant under the auspices of Marnes, Adolph Zukor and William LeBaron, production heads, and most of the Drive Captains were present.

Also there as a very much honored guest was the life-sized figure of Popeye, who is featured in most of the candid camera shots. Proceeding row by row, let us identify what the camera managed to get:

(First row, Frank Capra presents a roll of film showing the flag of China, to Popeye. Then Isa Miranda, Miss Miranda, presents her token for Italy. Olympe Bradna offers the symbols of Austria, Japan, Spain and Greece. Tony Morris comes back again with the symbols of Turkey, and Miss Syme returns once more with Hungary, Romania and Bulgaria.

(Second row, Tony Morris offers the symbols of Mexico, Ray Milland and Fred MacMurray offer the flags of Great Britain and Ireland, Dorothy Lamour is back again, this time with Japan; and Tony Morris brings up symbols—Uzbekistan, Sam Vladikar, Nicaragua, Honduras, Costa Rica and Paraguay.

(Third row, Olympe Bradna offers her flag of France. In the second shot Boris Moros enters the scene as a seven time Popeye to take some more symbols; then Dorothy Lamour brings along the flag of the Philippines; and George Rigaud enters the scene with the symbols of China, Peru and Bolivia.

(Fourth row, Rigaud this time has the symbols of Argentina, Peru and Uruguay. Dorothy Lamour has the flag of Java. Then there is a shot of the luncheon table containing the symbols. Left to right these are: Marion Quigley, trade paper publisher; William LeBaron, Adolph Zukor, Isa Miranda, Carl M. Allen, Eugene Zuber, Olympe Bradna, and Tony Morris, who is in the background in Boris Moros.

(Back row, Dorothy Lamour, Gladys Swarthout and Tony Morris bringing Ray Millard along with the symbols of Britain. Tony Morris with Wings. Miss Zukor about to eat the drive cake, with Isa Miranda, Henrietta Lambercy and Olympe Bradna backing up, and the cake still being attacked by Mr. Zukor, but this time with Tony Morris, George Rigaud and Isa Miranda as adornments.

With such a resounding send-off from the famous film factories of them all, who can deny that the Drive can be anything but a success? Let each world-wide proportion be as it performs this time course.

FEELING ALREADY THE EXHILARATION OF 1938'S 'ACE TROPIC HOLIDAY'

Breaking with tradition which says that we should avoid the finished product before seeing it on screen for a fresh coming up, we are hereby dipping into the openings, evaluating the emotions, but at the same time trying to infer the emotions of others, buiding the emotions, but at the same time taking in the emotions, and building the emotions, but at the same time trying to infer the emotions of others, who are not us:

... The publicity release on the production has already been run, because even the sympathy produces a feel for all feeling. The street audience is everywhere demanding the reward of watching a particularly photogenic comedy. The studio will clear of superlatives, but not the effortless flittering of feeling things, half-stage musical equipment and spontaneous exhibits. And all of these factors do not give the proper advance. Still, the end result. For the studio's work has been treasured. And they speak for the world. The complete story of the world is told, and who can doubt that Olympe Bradna, for the Spanish-speaking parts of the world it has, in addition, The Canyon impairs all of the cross currents in Spanish.

HOW POPEYE THE SAILOR WILL SAIL THE WORLD

Last month through this publication, and later through the medium of the Drive Bulletin, you were informed that a life-size figure of Popeye the Sailor would be tossed around the world for the purpose of promoting the Paramount's Popeye the Sailor in some of the Crossroads of the world. He will be displayed in several ways before leaving off near the Atlantic.

The immediate plan calls for him to proceed first to London, and it is expected that he will make his trip in company with Frank V. Lumby, manager in London. He is returning to the post after having been in the United States.

From London he will proceed to Paris, where plans for his European itinerary will be made by General Manager Fred W. MacMurray.

It is in the expectation of the Paramount on Parade Around the World Drive Committee that the life-size figure of Popeye will enjoy from this event as the most-arranged event in the world, and certainly the most publicized.

"HER JUNGLE LOVE" WINS OUR FIRST 6-COLUMN ENDORSEMENT

Spurning all of the superlatives, adjectives and suchlike which hang around our typewriter like gold-diggers around a visiting rajah, we set ourselves down simply, sincerely, soberly and serenely to tell you, in cold, unswerving fact, that the Technicolor in "Her Jungle Love" is the most magnificent that human eyes have ever sparkled to. . . . Not moving from this mood one iota, we at the same time relay to you the information that the picture has more action, more comedy, more animation and more movement than did "The Jungle Princess" . . . . And, while that might be a lot for the less ravenous of you chaps, we still have to take care of the ones who expected the sun, the moon and all the stars from "Her Jungle Love" and tell them that they got their wish. We do this by saying that there has never been pulchritude on the screen to match that of Miss Lamour's, that she sings songs in Malay and English that bring right back "that old feeling," and that the romance in the film, plus the swimming pool scenes, bring to the picture an atmosphere without parallel . . . . And as though all of that were not enough, there is the first mighty earthquake in Technicolor that the screen has ever beheld.

So, in words of one syllable, the picture is good and swell!
Flash!
"TIP-OFF GIRLS HAS THE SAME MELODRAMATIC QUALITY THAT CARRIE DRIED. REMEMBER IT?"
ROMANCE IN THE DARK
STOLEN HEAVEN
HER JUNGLE LOVE
BLUEBEARD'S EIGHTH WIFE
TROPIC HOLIDAY
YOU AND ME

Paramount Pictures

Paramount ON PARADE AROUND THE WORLD
BRADNA

Our overwhelming enthusiasm for Olympe Bradna in this issue represents about the sincerest emotion for anything ever expressed in these columns. Miss Bradna shines forth in the Paramount diadem at a time when there is possibly no little dismay at the defection of certain other names hitherto regarded as indispensable gems in that world renowned piece of jewelry. The strict fact of the matter is that the advent of so youthful, wholesome, inspired personality as Olympe Bradna, with a great many years of fruitful success ahead of her, is of far more consequence to Paramount than the contract completion of any number of other personalities who have ceased to deliver with the box-office impact previously credited to them throughout the entire world.

CARTOON

In order that you might know that the success of another company's first feature-length cartoon has not gone wholly unchallenged, we are permitted to reveal to you the fact that we have already seen the first set of technical drawings of Paramount's first full feature-length cartoon to be done in color. Although not yet permitted to reveal the subject, we can nonetheless advise you of the fact that it is one of world renown, that it lends itself perfectly to cartooning, and that it is definitely a motion picture subject. Paramount, therefore, is definitely in the parade.

"BLUEBEARD"

Several aspects of this rollicking comedy definitely commend themselves to you at this moment. First of all, there is now in the mails a letter bearing Mr. Weltners signature and attesting to the superlative merits of the Lubitsch film. Secondly, those territories which have already received prints have whipped back gay reactions to the production so swiftly as to literally take our collective breaths away. Thirdly, the news was despatched to the American trade press this week that the picture at New York's Paramount has equaled the house high mark and looks like beating it during the second week. From that point on you may form your own conclusions.

SURVEY

There has never been anything more eloquent of the steadfast endurance of the Paramount spirit than the sustained demonstration of affectionate regard which has met Mr. Hicks at every stopping point in his now terminating South and Central American survey. He has traversed a great, progressive and prosperous part of the world wherein there are many Paramouteers who have never before had the good fortune of meeting the head of Paramount's Foreign Department personally. Time had marched on and on, and circumstances had always made it impossible for whichever man was head of the department in New York to visit all of these lands. Mr. Hicks has remedied that deficiency: he has met each and every Paramounteer in all of the exchange points that it has been possible for him to touch at, and now he knows this vast part of the world better than any Home Office executive has ever known it before.

GUIZAR

Another cable telling of the phenomenal success of Tito Guizar in Paramount's release, "Amapola del Camino" (this time from Chile, where more records were broken than you could shake a splicing machine at), is of importance to us in revealing for the so-and-soth time what a great asset we have in this happy-voiced young man. Already of course we have his looks and his larynx in celluloid in "The Big Broadcast of 1938" and "Tropic Holiday," and because of contracts which bind his services to us there will be more of his fine work forthcoming during 1938 and 1939. We should have appended his name to the editorial comment inspired by Ronald Colman's advent to Paramount, but didn't: this Guizar chap is entitled to his own niche on our editorial page.

COLMAN

The fact that Ronald Colman is under contract to Paramount to make "If I Were King" for Frank Lloyd has been hailed with undisguised joy by Legionnaires in all parts of the globe. His advent to the clan of the Star-Circled Mountain adds another touch of rosininess to the pleasure we are currently feeling. There's Olympe Bradna dawn as a new and youthful star; there's Isa Miranda about to debut in a film which will bring new lustre to the Company; and there's Ronald Colman already at work in "If I Were King." 'If? More correctly 'Now we are kings!'

PROMOTIONS

Mr. M. F. Jordan, formerly manager in Jugo-Slavia, is now manager in Poland; Mr. Jakob Freund, formerly a salesman in Jugo-Slavia, is now manager in Jugo-Slavia. We congratulate these fine Paramounteers most heartily on their promotions, and we do more than that: we pause to note that these two promotions are once again significant of the fact that Paramount is still promoting from within the ranks, and will continue to do so wherelse there is a Paramount organization constituted according to the one we now live with, and have continued to live with, many of us, for a great many years.

BARCELONA

At the moment of writing we have no news concerning the fate of the many Paramounteers in the hapless city of Barcelona which during March was subjected to the most merciless onslaught by modern engines of war that any non-combatant city has experienced in the history of the world. Our prayers and our hopes are that our loyal Paramounteers, who remained steadfast to their work, were spared death or injury. Through almost two full years of sustained terror they have demonstrated a marvelous devotion. Let us pray that the end of horror is in sight for them all.
CABLES HAVE SIZZLED—RECORDS HAVE CRACKED!

Here's some telegraphed highspots of the month, having to do with picture performances, pledges made and Paramount gatherings held:

"EBB TIDE" Buenos Aires has gone heavily for the Technicolor film, according to the following cable received from Managing Director John B. Nathan: "Eb Tid" opened to floodtide business on Friday (March 4). Record-breaking Paramount opening day gross at Opera Cinema.

"BUCCANEER" In advance of the premier (recorded below) of the Cecil B. deMille film in Calcutta, General Manager Charles Ballance cabled as follows:—"Buccaneer a magnificent production. Premiere March 11 in Calcutta. Excellent prospects."

P.O.P.A.W. DRIVE This epochal event received another significant impetus in Cristobal on March 4, when Foreign Legion Leader John W. Hicks, Jr., held a sales gathering and reported the event by cable to Mr. Weltner as follows:—"Very enthusiastic meeting here. Reyes, Jacobs, Gordon, Pierpoint, Pracht all assure quota for the drive."

GUARANTEE When Mr. Hicks reached Lima, Peru, he was met by Messrs. Benito del Villar and Osvaldo Urrutia, who told him such things as caused him to send to Mr. Weltner the following cable: "Villar, Urrutia most optimistic. Consider quota assured."

"BUCCANEER" Remember the occasion when Division Leader A. L. Prachtet said, after seeing "The Buccaneer," that "What Latin did to New Orleans will be peanuts compared with what the Los Revolucionarios will do with "The Buccaneer"? Remember that? Well, Cuba's pre-release of the picture a couple of weeks ago, to such profound success that the following is but a mild statement of affaire: "Prerereleased Buccaneer Encanto and Riviera tremendous success. Paramount hit the ball for another box-office home run." The message was signed by Managing Director J. D. Rapoport since Mr. Prachtet was in Cristobal at the time.

"ANGEL" Another blast of good news crashed in at about the same time as the foregoing. This was from Buenos Aires, over the signature of Managing Director John B. Nathan, and said: "Lubitsch's "Angel" tops here. "Angel opened to tremendous business at advanced prices."

GUARANTEE Another one, this time from Chile. Dated from Santiago came another cable from Mr. Hicks, stating: "Drive Quota Absolutely Assured from Chile, Peru."

A full month of the Paramount on Parade Around the World Drive has been rounded out and we are now on the second month. From all parts of the world have come reports attesting to the practical enthusiasm with which the event is being celebrated. Word has come forward, also, that there will be a record entry of exhibitor campaigns, the details of which contest are so well known to you by now, therefore we take this also as an indication that what is benefiting the exhibitors is also benefiting the standing of the divisions and countries.

Mr. Hicks' survey of South and Central America is likewise producing voluminous evidence of the enthusiasm existing in those parts of the world. This phase of the Drive is dealt with on another page. We have also seen a letter from the Foreign Manager, Foreign Legion Director, Americo Aboaf, in which he tells of local enthusiasm, and of the very productive results of a recent visit made to the territory by Mr. Fred Lange, General Manager for Continental Europe. Speaking of the delegates to the two conventions, one in Northern Italy and the other in Southern Sweden, Mr. Aboaf said: "They all are responding in a marvelous way to our call. I am confident therefore that Italy will take its place in the winning bracket."

Similar enthusiasm is manifest in news from Scandinavia, from Australia, from Java and Malaya, and in fact from any part of the world we choose to mention. The recent product has contributed mightily to the enthusiasm. Everywhere "The Buccaneer" is clicking in masterly fashion. Other successes have been "Eb Tid," "Wells Fargo" and several others.

Moreover, sales forces and exhibitors alike know what marvelous new pictures are coming from Paramount this year and are gearing up their efforts accordingly.

LONDON EXPLOITED C.B. de M's "BUCCANEER" WITH POWERFUL, MANY-PHASED EMPHASIS

We have seen a full page of exploitation photographs published in the English film trade paper, "The Cinema" which reveal to us the extent of the campaign put on in London by the British exploitation force in behalf of the film which has packed the Carlton Theatre for more than five weeks. The campaign ran the gamut from extensive billboard to window tie-ins in the most exclusive stores, and from sandwich men to newspaper campaigns that were unmissable. All in all an excellent job of work, and a very good picture on which to perform such a job.
MR. HICKS INSPIRED BY C.A. AND S.A. SURVEY

Leaving Europe for Europe He Announces South American Paramounters Geared to Concert Pitch

It has been possible to include only a few of the momentous sidelights of Mr. Hicks's Central and South American survey on this page. Not only has he met with the most tremendous enthusiasm at every port touched at, both by Paramounters and exhibitors alike, but he has seen everywhere the unmistakable evidence of what marvelous potentials exist in the Latin American territories for all manner of businesses. However, we are concerned here with his reactions to the Paramounters he met, and with their reactions to him.

Perhaps it is in order at this juncture to indicate his itinerary. He proceeded from New York to Havana, Cuba, by way of Florida. We were able last month to include a glimpse of his arrival in the gay Cuban capital. From Cuba he proceeded to the Canal Zone by way of Jamaica, accompanied by Division Leader A. L. Pratchett. Heavy seas precluded a landing at Kingston, but Exhibitor Audley Morais was enabled to board the steamer as she hove to off Kingston and chatted with Messrs. Hicks and Pratchett for half an hour or so. Then Cristobal was reached (see pictures on this page), and the meeting held there has also been reported elsewhere by cable.

Next in line of meetings was the one in Bogota, Colombia, which also is reported elsewhere. Here Mr. Hicks renewed acquaintance with Mr. Reyes, but this time in his own territory. The trip was continued Southward to Lima, Peru, where the meeting pictured on this page took place. Here Mr. Hicks was joined by Division Leader Benito del Villar, who had travelled northward for the event. Mr. del Villar then accompanied Mr. Hicks to Chile, where a momentous meeting with the exhibitors of Chile took place

General Manager John L. Day Jr., flew over from Rio de Janeiro to join him in Santiago.

The famous journey over the Andes then took place, with Messrs. Hicks and Day arriving in Buenos Aires the middle of last week. (Pictures of this event will reach us in time for next issue.) A cable concerning the highlights of the Foreign Legion Leader's stay in Buenos Aires is to be found on this page. He was joined there by Managing Director John B. Nathan

SOUTH AMERICAN SPOTLIGHTS The top-right pictures reveal the arrival of Mr. Hicks in Cristobal. First he is shown descending the gangplank, preceded by Division Leader A. L. Pratchett. In the other scenes he is shown with a group of Los Revolucionarios, the personalities reading, from left to right: Messrs. L. Constantine, Alvaro Reyes, Hicks, Saul Jacobs, S. E. Pierpoint, A. L. Pratchett and Henry Gordon. The very famous lady is Mrs. Pierpoint. At left, Mr. Hicks is shown with Division Manager Benito del Villar and Lima, Peru. The lower right picture glimpses the Paramount-Exhibitor luncheon tendered the Foreign Legion Leader in Lima. Mr. Osvaldo Urrutia, manager for Peru, reported this event, stressing the fine spirit of appreciation tendered Mr. Hicks for his complimentary visit to Peru. Many fine speeches were made, notably those of Messrs. Benito del Villar, Alejandro Parro, Federico Tong and Mr. Urrutia. It has likewise been reported to us that those present included: Jorge Carcevich, Guillermo Delgado, Jean Cona, Jose Manuel Calle, Nicolás Iovine, Jose Cuba, Enrique Jimeno, Jose Vidal, Eduardo Werthein, Juan Leon, Armando Velz, Jorge Thornberry, Armando Camacho, Jose Bolivar, Luis Alberti, José Codali, Juan Portal (“El Commercio”), Luciano Garcia, Guillermo Gutierrez, Fred Valenzuela, Aurelio Costa Vacaro, Ricardo Pigatti, Jose Figari, Santiago Chinchay and Alfonso Solis. A very fine and representative group, all immensely pleased at the opportunity to meet Mr. Hicks. We'll say that Mr. Hicks looks mighty too.

THIS CABLE CAPS FOREIGN LEGION LEADER'S CAVALCADE TO DATE

The following gem of a message was sent by Mr. Hicks from Buenos Aires to George Weltner, his executive assistant who is doing a swell job of heading the department in the absence of the Foreign Legion Leader:

SPLENDID MEETING HERE (BUENOS AIRES). HOME OFFICE EXECUTIVES, DISTRICT AND BRANCH MANAGERS, EVERYONE MOST ENTHUSIASTIC. DRIVE QUOTA ASSURED AND ALL CERTAIN YEARS' RESULTS WILL REACH EXPECTATIONS. REACTIONS TO PRODUCT SPLENDID. 'BUCCANEER' ESPECIALLY CONSIDERED SMASH PICTURE FOR ARGENTINA. EVERYONE SENDS GREETINGS TO YOU PERSONALLY AND EXECUTIVES.

Trinidad rubber stamps all mail to tell the world that "Paramount Is On Parade Around the World"

and after a stay of slightly more than a week he left for Rio, accompanied by Mr. Day. He is still in the Brazilian capital as we go to press, but within the next few days will sail for Europe, probably on an Italian steamer directly to the Mediterranean, where he will debark at Villefranche in order to proceed directly to Paris.

But even at this juncture it is our real pleasure to be able to report to the entire organization that the findings of our Foreign Legion Leader point unmistakably to the fact that the Paramounters South and Central America are geared to an extraordinary high pitch not only for the current Drive, but for the years without end.

ANOTHER RALLY TO THE EXHIBITORS WILL AID YOU

By now you should have a pretty good idea of how the Exhibitor's Contest in your territory is coming along, and whether you need to give them another pep talk. Check back over the instructions and make sure that you have everything straight. In New York plans are being made for the judging of all entries submitted from all parts of the world. Then will come the final Hollywood judging, when a panel of Paramount stars, to pick the champion exploiter of the world.

Make arrangements, also, to get your selection of entries to New York as soon as possible after the closing of the Drive at the end of May.
PARAMOUNT HAILS OLYMPE BRADNA
— MOST PROMISING OF STARS

"O — Lamp! O Brightness Thou!"

Ever since she dazzled critics and picturegoers alike with her unforgettable performance in "Souls at Sea," the word has been whispered around the world that Olympe Bradna would soon shine forth as one of the screen's most talented newcomers. Evidence supporting the contention was to the effect that Miss Bradna has inborn talent, the priceless asset of youth, and the whole-souled backing of a studio determined to launch her forth as a first magnitude star.

The result is on exhibition for the world to see in "Stolen Heaven."

It requires no words of praise here, no extravagant superlatives, no unnecessary adjectives to carve the fact that Miss Bradna has delivered everything expected of her, and more. The evidence leaps from the screen with an impact which at once dazzles and satisfies.

Miss Bradna has arrived: she is a star. She is Paramount's star, and she will glorify Paramount as we glorify her.

It's the same old story that's happily ever new. Stars come to a company, and stars leave a company. And for every star who departs our company for other fields, a new star arrives—a star of the charm and calibre of Olympe; a star who, despite her great brilliance in "Stolen Heaven" has her best years still ahead of her.

We ask you to screen "Stolen Heaven" as soon as you can, and to see in it not only a good picture (it has superb drama, magnificent music, and a glowing performance by Lewis Stone also), not only what we have bracketed here, but the symbol of the advent of new star-power to Paramount.

Olympe Bradna has all of the Cinderella elements mixed in with her career, and this is all to Paramount's benefit. Several decades ago this Cinderella element came to us in the person of Mary Pickford. Ten years later Clara Bow brought it to us. Today it is Olympe Bradna.

We intend to do everything within our power to give Miss Bradna the world-wide acclaim this picture's promise entitles her to. We feel, however, that once you have glimpsed the picture, and thrilled to Olympe's magnificent ability, anything we might do here will be minute compared with the spontaneous efforts that you will at once launch locally.

You see, she really is that good!

*******************************************************************************
Flash News!

Fuzzy Knight has been added to the cast of *Space of the North*. He will play the role of an American troubadour. Also in the picture is Louise Platt, a newcomer playing her first major role in the company of such veterans as Dorothy Lamour, John Barrymore, Akin Tamiroff and Lynne Overman, with Henry Haths-day directing.

Donald O’Connor, an unknown young actor, has sung his way to a magnificent role in Sing *You Sinners*, formerly known as *Harmony Four*.*. The youngster was given this marvelous opportunity by Director Wesley Ruggles, who is making the picture with Bing Crosby and Fred MacMurray in the other two spots.

Elvira Roos, beautiful Mexican singer, has done so well in *Tropic Holiday* that the National Broadcasting Company signed her to an American sustaining program.

Jack Benny, star of *Artists and Models*, and also renowned as a radio star, is at present in New York City but will return to Hollywood very shortly in order to prepare for *Artists and Models Around the World*. This will be an Arthur Hornblow, Jr. production, with backgrounds actually filmed against the Paris World’s Fair.

The *Bodo* unit has returned to Hollywood from Malaya. We hear that there has been sensational footage, which will be woven in with a story to be completed within the studio. It is our confident expectation that this animal epic will be one of the outstanding contributions to next season’s program.

Tito Guizar goes right into St. Louis *Blues* following completion of his work in *Tropic Holiday*.

Betsy Grable has been selected by Producer Arthur Hornblow, Jr., for one of the featured roles in *Artists and Models of 1938*. Jack Benny is the star of the picture. He was also the comedy star of the previous *Artists and Models*.

John Howard and J. Carrol Naish will be in the cast of *Prison Farm*, the picture dealing with life on a prison farm.

*Paris Honeymoon* is scheduled to start May 16. The picture will cost Bing Crosby and Francisca Gaal.

Duncan Renaldo, star of the silent era, has a role in *Tropic Holiday*.

Walter Brennan, who had a fine role in *The Baccarat*, has been added to the cast of *The Texans*, it is Louise Campbell, of course, who gets the coveted role of the female lead in *Men With Wings*.

Angelo “Hank” Lusisetti, America’s ace basketball star, has been signed to an exclusive Paramount contract. He will start work in his first Paramount picture late in June. Its title will be *Campus Confessions*. Lusisetti was the most sought after young man in Hollywood this past month, with Paramount winning the race for his services.

A title change! The picture known by several titles during production, the last of which was *Crime Goes Orders*, will reach the release schedules and the screen as *Hunted Men*.

George Hayes, the bewhiskered “Windy” of the *Hopalong Cassidy* series, has been signed to a new Harry Sherman contract. This should be good news to those who missed the popular actor from the last two “Hopalongs” completed.

For the first time in one of his pictures Bing Crosby does not win the girl at the end. The picture is *Sing, You Sinners*, in which Bing appears as a ne’er-do well singer who is content to drift lazily along with the tide. Accordingly, the girl goes to his energetic screen brother, Fred MacMurray. The girl in question is Erin Drew, until recently a salesgirl in a Hollywood confectionery store.

Official! Work on *Spraw of the North* actually commenced March 21st. Henry Hathaway is the director, Albert Lewin the producer, and the cast is headed by George Raft, Georges Rigaud, Dorothy Lamour, Akim Tamiroff, Lynne Overman, Louise Platt and Fuzzy Knight.

Behind the Eight Ball has been selected as the final title of the W. C. Fields picture hitherto known as “Spawn of the North” actually started being celluloideal March 21. On that day cameras commenced turning on action involving George Raft, Georges Rigaud, Dorothy Lamour, John Barrymore and Akin Tamiroff.

There is perhaps the best all-star cast Paramount has lined up for a picture in a long while.

At the same time the initial shots for “Men With Wings” were being made. This large-scale Technicolor picture involves Fred MacMurray, Ray Milland, Louise Campbell, Andy Devine, Virginia Weidler, Raymond Walburn and Edgar Kennedy. The picture will be several months in production for it is scheduled as one of Paramount’s biggest efforts.

“Tropic Holiday” is all through with the shooting, and editing is proceeding at measured pace. Reports are all on the side of enthusiasm, and we are indeed expecting a great deal from this colorful musical.

Slated also with the outstanding of our Studio’s current efforts is “The Texans,” a massive-scale outdoor film with an excellent cast and a story of readily understandable appeal; also “You and Me,” which director Fritz Lang has completed so far as shooting is concerned, but which he is editing with painstaking care because of his belief that he has registered the outstanding cinematic performances of Sylvia Sidney and George Raft in it; and among the other pictures still in work and entitled to the group heading at the top of this page are—“Cocovan Grove,” a musical woven around a part of the decorative section of Los Angeles’ Ambassador Hotel; “Doctor Rhythm,” in which Bing Crosby and Beatrice Lillie co-star; and “Prison Farm,” Paramount’s contribution to the current penitentiary cycle.

**STUDIO SURE GOES MEXICAN**

**MR. HICKS IN CHILE**

We really stopped the presses for these trimmed shots of Mr. Hicks arriving in Chile to be accorded what Division Manager Benito del Villar states was “the most enthusiastic reception ever accorded an American business man arriving in Chile.” A mountain of press clippings testified to the veracity of Mr. del Villar’s statement. In this first camera shot, Mr. Hicks is shown being greeted on the “Santa Lucia” by Messrs. del Villar, Le Duntre (editor of “La Union”), Marinovic (manager of the Valparaiso Theatre), and Leiva, (manager of the Real). In the lower picture, Mr. Hicks, in company with Messrs. John L. Day, Jr., Benito del Villar, and Horacio Garcia (Paramount branch manager at Valparaiso) visit the Valparaiso Theatre.

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Things Began to Happen. The title is an American one which refers to people who are put in tough spots due to socially and generally by circumstances over which they have no physical control.

Lloyd Nolan and Mary Carlisle head the cast of *Prison Farm*. The picture will be a melodrama against a background of a prison farm.

Millard following completion of his work in *Tropic Holiday*, had hoped for a vacation in his native England. However he has had to step directly into his role in *Men With Wings*. When that is over he hopes to get across to England for the vacation before returning in July to go into *The Light That Failed*. 
ANOTHER "HOPALONG" TO TOP "BORDERLAND"

Paramount's particularity in the Latin American countries will remember the excellent local appeal added by the Harry Sherman Corporation to the "Hopalong Cassidy" production, "Borderland." That film showed people south of the Rio Grande in a very favorable light.

Now comes word through Jack D. Trop, general manager of the Sherman Corporation, to the effect that they are planning another picture in which the Mexicans will be shown in an extremely heroic light. For the present the picture is called simply "The Fox Returns."

HOLLYWOOD FOREIGN CORRESPONDENTS LIKED "BLUEBEARD'S EIGHTH WIFE"

We pass along to you the following comment in Luigi Luraschi's weekly report from the Studio:

We screened "Bluebeard's Eighth Wife" for the foreign press this week and it was very enthusiastically received by the audience who laughed throughout and applauded the picture at the end.

GARY COOPER "TOPS" IN JAPAN

We have word from Mr. J. W. Piper that Gary Cooper is so preeminently the cinema favorite in Japan that the Benteen-za Theatre will celebrate a Gary Cooper Week.

It so happened that this house opened on April 11, 1938 with "Lives of a Bengal Lancer" as the premiere attraction. During the same period of 1938, when the house is about to undergo an important change, it is planning this Gary Cooper Week, and has booked "Lives of a Bengal Lancer" as the week's attraction.

Gary is sending greetings from Hollywood for the occasion, and the people of Osaka will reveal in no uncertain fashion just what they think of the tall handsome star.

BRAHNA WINS A FAMOUS TUTOR

So highly does Paramount regard Miss Brahna's future, as revealed in "Stolen Heaven," that John McCormack, world famous tenor, has been hired by the company to serve as a young girl's singing tutor. Here she is shown having her first lesson, while Boris Morros, head of the Paramount's music department, and the genius who conceived the idea of engaging McCormack, looks on with manifest pleasure at the promise shown.

DE MILLE ANNOUNCES "UNION PACIFIC" AS HIS NEXT PARAMOUNT PRODUCTION

On Monday, March 28, Cecil B. de Mille announced to the world through the printed and radioed word that his next Paramount production will be "Union Pacific." This theme, epic in scope so far as history is concerned, will be treated in epic fashion on the screen.

"Union Pacific" will deal with the building of one of the mighty railroads across the Western plains of America. Connected with this memorable undertaking was much glamorous history of the type which made "The Plainsman" so memorable. In fact, according to deMille's own statement, "The story will concern the laying of railroad track between Omaha and Ogden in defiance of fire, floods, Indians and interests attempting to stop the road from going through."

In short, it will be one of Paramount's major productions this year and will go into work in time for release before the end of 1938. The picture supplants deMille's plans to make "Hudson's Bay Company."

It is also stated by deMille that "There has been no big railroad picture since 'The Iron Horse' fifteen years ago, and in 'Union Pacific' we intend to use the entire canvass of America's expansion to the West in much the same sense that we did in 'The Plainsman.'"

There is no news regarding casting yet, but Mr. deMille promises the very best cast available, and certainly one with stellar names at the top.

OLYMPE BRADNA NOW ON PERSONAL APPEARANCE TOUR IN UNITED STATES

Strong evidence of Paramount's faith in Olympe Bradna is shown in the fact that she is currently on a personal appearance tour of the United States, appearing in upwards of 30 cities in connection with the presentation of "Stolen Heaven."

In every instance reported to date she has been enthusiastically received, with critics paying her the highest compliments and picture fans streaming to see her in thousands.

It begins to look, so far as Miss Bradna is concerned, that "Paramount's Got Something There!"

This is our companion piece to the feature article on the opposite page, and is submitted because good things come in pairs—in this case the big pictures about to start pairing with those already under way.

Biggest of the new ones starting soon is "If I Were King," in which a redoubtable favorite named Ronald Colman will have the lead under the direction of Frank Lloyd. Playing opposite him will be one of Paramount's most promising leading women, and the chances are that this film will thus mark the Hollywood debut of the glamorous Isa Miranda. "If I Were King" is the story on which "The Vagabond King" was originally based, therefore it needs no further endorsement here as an A-plus romantic and action drama. Frank Lloyd will bring to its direction the magic movie mastery he displayed so effectively in "The Mutiny on the Bounty," "Camelot," "Under Two Flags" and "Wells Fargo."

At about the same time as this one starts, cameras will start rolling on "Artists and Models," the 1938 version being set against a historical background, much of it involving the famous Paris World's Fair.

Then there will be "Bulldog Drummond in Africa," in which the famous adventurer will solve a notable problem, possibly the reason why Africa is known as the Dark Continent.

However, in all seriousness, there's not only a big programme of production under way, as the opposite page testifies to, but a still bigger one being launched.

LOOKS TREBLE-Y NICE

Gladys Swarthout, who certainly knows her notes, is shown here in a necklace of her own design. We assume that when you tickle the ivories Gladys gives forth a song. Meanwhile she is giving forth melody in Romance in the Dark.
HAWKINS RECEIVES MERITED LONDON PROMOTION

Mr. J. C. Graham, Managing Director of Paramount Film Service Ltd., announces the appointment of Mr. G. H. Hawkins as Director of Publicity and Advertising of Paramount in Great Britain, succeeding Mr. F. L. C. Thomas, whose resignation, due to private reasons, was accepted by the Company last month.

Mr. Hawkins has been with Paramount for the past nine years as Manager of the Ad-Sales Department, and Mr. Graham's present plans provide for Mr. Hawkins assuming control of both departments of the company. This brings under one head two essentially allied activities.

Mr. Hawkins' background prior to his Paramount association has been a most colorful one. Following a spell in the film business in the silent era, he became a miner in South Africa, then an actor on the stages of the same part of the world, and then took to wandering for adventures, his sales in the wilds of the Gold Coast, reputedly one of the toughest spots in the world, dramatically in which to live.

His many Paramount friends in all parts of the world wish him the greatest success in his new post.

"AMAPOLA" BREAKING RECORDS IN CHILE

The following is one of several enthusiastic cables sent by Mr. Hicks during his South American survey:

"AMAPOLA DEL CAMINO" BREAKING RECORDS VALPARAISO AND SANTIAGO.

All of which augurs very well for Tito Guitiz's reception in "The Big Broadcast of 1938" and "Tropic Holiday."

"AMAPOLA" BREAKING RECORDS IN CHILE

Back on deck is our old friend from the pampas, "Los Gauchos" of Argentina, Paraguay and Uruguay. The number before us deals in detail with the Convention which snaked out 1937 and welcomed 1938 with typical Gaucho hospitality. The issue of the magazine is replete with sideline shots of all kinds, and also has a revised version of the programme of Paramount's 1938 product highlights. London's Wellington, during this period was an issue of "Paramount Service" which among other things announced irresistible new possibilities for Exhibitor Contest in connection with the Around the World Drive. The issue of the magazine has been turned out not only the details of the Contest, but also a detachable application form, perforated for detachability with the speed which we know must have been evidenced by hundreds and possibly thousands of British exhibitors.

From Bombay came a most attractive programme on Ebb Tide, printed in three colours and made available to exhibitors in India screening the technicolor epic. This programme is the Publicity Manager Lew da Silva, responsible for the herald's creation. Issue Number 25 of Hollywood's "Paramount Koerier" was practically a Buccaneer issue, which to our way of thinking is a pretty, blameless state of affairs. The editor had every right to be enthusiastic over the picture, as well as Hicks might be. And so was the editor of Romania's "Gaza Paramount," for he also devoted much space to the picture in his most recent issue. Mr. Hicks, of course, has now two of his pages to also list all of the Paramount releases of the year, indicating that while "Tehel Bucanera" was a marvellous picture, it was but one of a proft-making programme of films.

Another note from Prague concerns a fine herald for Wells Fargo, produced with the same care and showmanship as the herald referred to earlier....And now a note or two regarding the February issue of London's "Paragam.

"Paramount On Parade Punch." Foremost among the attention-compelling items on this front page was a reference to the recovery of General Sales Manager Montague Goldman from his recent serious illness. Everyone in the organization expressed the grateful thanks to Providence for this recovery. Much of the remainder of the issue dealt with The Buccaneer, the general excellence of the picture itself as well as the success of the Carlton Theatre premiere. We are told the issue was also entitled "A Pictorial Survey of Parade Events," in which local Paramount happenings were told in pictures.

The cover of France's "La Parade Paramount 1938" is so compellingly attractive that we have illustrated it above. The issue of course is designed to precipitate the international interest in film in France and affiliated territories within the region's birth. It is certainly succeeds in this purpose. The Drive is dedicated to Mr. Fred Hicks, and the issue contains punch-packed salutes from Messrs. Henri Karsfeld, Maurice Poirier and others. There is also news concerning the forthcoming visit to Paris of Mr. Hicks, scheduled for late April.

Crecho-Slovakia's "Noviny Paramoun" has an issue devoted entirely to Wells Fargo and Bluebeard's Eighth Wife, with stellar attention also to Akira Tauchich and Isa Miranda. The issue is in two colors, with a fine portrait of Claudette Colbert on the cover.

Poland's "Dworeka Filmove" for March, in addition to many other fine features, has on the cover one of the most interesting novels we have seen in a long while. It consists of a die-cut Paramount Trade Mark which, when lifted up, spreads like a concertina, revealing on each side of the folds a scene from "The Buccaneer." The issue, incidentally, is devoted almost exclusively to this de-luxe feature, but space is also found for "Daughter of Shanghai" and Wells Fargo.

February 10th issue of Australia's "Paramount On Parade Punch" is largely a Hurworth issue, consisting of excerpts from many of the letters received by the General Sales Manager from the field in response to his blast of information telling the sales force in how and why Paramount is on Parade. The issue also told of the visit of inspection then being paid the Dominion of New Zealand by Managing Director Harry Hunter.

The late February issue of Australia's "Paramount Punch on Parade" was well up to standard. In fact its front page cartoon was so good that we have reproduced it in another col-

Brazil's "Paramount on Aceo" continues to charm and interest us despite a complete lack of understanding its language. However its news is set forth so effectively, and cartooned so emphatically, that even without understanding the Portuguese of Brazil we get a good drift of things. For instance there is the cartoon which we have here reproduced, no knowledge of the language to know what is all about. And it needs no knowledge of the language to understand that Brazil seems determined to come to the top of the pile in the Paramount on Parade Around the World Drive.

ONE OF THE GREAT THEATRICAL AUTHORITIES

Founder of Theatre Magazine, playwright and world authority on theatrical lore, Arthur Horobin, Sr., visits with Fred MacMurray on the set where his illustrious son, Arthur Horobin, Jr., is producing "Kine HOLIDAY" for the world's entertainment.
There isn't any doubt about the fact that the Paramount On Parade Around the World Drive will be won by those territories with the greatest appreciation of the worth of cinema exploitation. The exhibitors with the best sense of exploitation will be the ones most likely to share in the exhibitors' prizes, and the territories in which the exhibitors win the prizes will be the ones in which the local Paramounteers will also emerge as the prize winners. Just add that up in the light of your own situation in the Drive and see where you come out!

There are several similar tie-ups, but the high spot is the Paramount tie-up in Great Britain. The results of this tie-up will be eagerly awaited as a prelude to the drive, which is to be held on November 15th.

When a picture clicks at the magnificently advertised China Theatre in Stockholm, the hearts of the Paramount Filmgoers there will be thrilled, for it means that picturegoers throughout Sweden are awaiting the new film which has just opened at the China.

The Bucanneer, a film which has just been released in Sweden, is a fitting example of the kind of programme which Paramount has to offer. The film is a splendid piece of work, and the campaign is being carried out in a manner calculated to ensure its success.

The campaign is being carried out in a manner calculated to ensure its success. The exhibitors in Sweden are receiving the full assistance of the Paramount organisation, and they are making the most of the opportunity to promote their picture.

The success of the campaign in Sweden is a matter of great satisfaction to the Paramount organisation, and it is hoped that the same success will be achieved in other territories where the film is to be shown. The campaign is being carried out on a world-wide basis, and it is expected that the results will be as gratifying in other countries as they have been in Sweden.

In addition to the tie-ups, the campaign includes a number of special advertising schemes, and these are being carried out in a manner calculated to ensure their success. The campaign is being carried out on a world-wide basis, and it is expected that the results will be as gratifying in other countries as they have been in Sweden.

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POPEYE OFF ON HIS PARADE AROUND THE WORLD

As reported elsewhere, Popeye, the sailor, the lama-sized effigy of the famous cartoon character, has already left New York bound for the biggest adventure of his life. He travelled to the Crossroads of the World; but before he left, he posed for a few more pictures to supplement the ones we showed you last week.

In the four scenes above he is shown: (a) with Olympe Bruna, who is handling him the autograph book that he will carry with him wherever he goes; (b) with W. C. Fields, containing the flags of Australia and New Zealand; (c) with Dorothy Lamour and a symbol of the Straits Settlements (where of course Dorothy is little); and (d) with a young comedian named Harold Lloyd, whose "Professor Savare" is so near to completion that we expect to see a screening momentarily.

A PARAMOUNT EM DESFILE ao redor do mundo.

Ha un mes, precisamente, iniciamos o nosso dire madeiro. E muito astutamos não poder ainda, neste momento, dar nenhuma informação definitiva sobre a performance das estrelas nos respectivos países. Como os algarismos referentes ao mes de mar, têm que ter em conta os seguintes: umas duas semanas, quatro dias após a estreia, o dia que se dirigiu a edição de primeiro de maio apenas dara notícia das cifras arroladas no primeiro dia.

A viagem que Mr. Hicks fez pela América do Sul corou-se dos melhores resultados. Neste momento, o filme "Beau Geste" alcançou o seu ponto mais elevado em Buenos Aires, onde permanecerá um pouco mais de uma semana, antes de partir para a Europa. Nesta edição publicamos alguns poucos dados dessa viagem—além de grande relevo, pois no maior aspecto fotográfico que testemunha da forma como ele é recebido no mundo, é considerado como magnífico como Mr. Hicks foi recebido em todos os países do seu itinerário.

Março foi um mes magnífico para nos, por ter assinalado o aparecimento de vários das nossas especiais produções. Tivemos "Tydol", de Charles Laughton, que em pouco tempo depois, "L'Exata Esposa do Barba-Azul", de direcção de Ernest Lubitsch, e "Clacton Colbert e Gary Cooper. Não temos duvida em afirmar que esta é uma dos melhores realizações do famoso Lubitsch.

Noticia merecedora de alvargaras, em todo o mundo paramount, é o contrato de Ronald Colman, que iniciará o trabalho com a nossa marca no filme "Se eu fôra Rei", o qual será breve produzido, Mr. Colman não é aliás nenhum estranho no nosso mundo de arte, pois foi um filme da Paramount—"Beau Geste"—que o alargou como astro da tela. O filme, que nos deu um belo "Jasper" na "Seventeenth Year", dirigido por Frank Lloyd, que o passou nos den "Uma Nacao em Marcha", trabalho que nada deixa a desejar.

Des cables nous disent le grand succès remporté par "The Bucan- cer" à La Havane, Cuba et Buenos Aires, Argentine, MM. Jasper D. Rapoport et John B. Nathan, les signataires des cables, ne m'énagent pas leur enthousiasme, nos assurant, comme vous le verrez en lisant les originaux autographes dans ce numéro.
NOT ONLY PUNCH FOR THE DRIVE — BUT PICTURES THAT RING THE QUOTA BELL

Our News Ticker Reports the Latest News from All Parts of the World on Aspects of the Paramount on Parade Around the World Drive

Popeye the Sailor, the rubber-and-balsa-wood gentleman who has space-grabbed plenty in the past three issues of our house organ, is now in England. A cable announced his arrival in Plymouth on March 25th. Pictures showing his arrival, as well as his reception by the Lord Mayor of Plymouth, will reach us just too late for this issue, but in plenty of time for next month's number.

The hat jointly worn by Australia and New Zealand is definitely in the ring, according to the following cable sent New York with an instruction to pass its contents on to the Drive Captain officiating for the Blue Ribbon Bunch: "Advise Captain Bill Fields that Blue Ribboners say their Division is a lily for First Prize." The signer of the cable was of course Managing Director Harry Hunter.
The Camera Presents—

**FOUR GAY BLUE-RIBBON ELTS.** All members of the New South Wales sales force, this patience of astounding Australians constitutes one of the shock managing Director Harry Hunter’s contention that he will head the winning Division in the Paramount in Parade Around the World Drive. The four, reading from traditional left to right, are: William Hurst (South Coast salesmen), Jack Taylor (Newcastle and Western State), Jack Macathey (South and South West), and Charles Hale (State Manager).

**DESERTE MUNDIAL DE LA PARAMOUNT**

(Continued from Page 10)
garan que quedará comprendiendo entre los anuncios llevadas a la pantalla por Lubitsch.—Motivo de legítimo regocijo es que esta Editora ha contratado a Ronald Colman para que filme una película, que será la primera de las presentadas por el inigualable actor que hizo época en “Bean Geste.” La producción y el guion van a ser de primera clase, con el resultado de que será un éxito manchado con “Wells Fargo”.

—Cree día en el entusiasmo que despertó el suceso del trío de los mejores (‘Tropic Holiday’). A aumentarlo en Hollywood es el que se alista para el próximo año, igual las vistas, realmente espeluznantes, que hemos recibido de algunas escenas, y los informes de nuestros géneros corresponsales Hollywoodenses.

—Enviamos cordiales gratulaciones a dos distinguidos paramountistas que han de ver el año con los informes de ensueno que se les han concedido. Son ellos el señor M. F. Jordan, nombrando gerente general de Paramount en Polonia, y el señor Jakob Freund, promovido del puesto de viajante en Yngouesia al portavoz del ascenso del señor Jordan.

—Cablegrammas procedentes de Buenos Aires dan cuenta de dos resonantes triunfos alcanzados respectivamente en la Habana y en Buenos Aires por “Paradise Garden” y “The Angel”.

—Como podrá jugarse por el texto de estos desaparatos, que publicamos en otro lugar, los señores Jaspier D. Rapoport y John B. Nathan no dejarán que la concepción cabrlegráfic a fuese para dejar en la expresión de su entusiasmo.

Colbert y Gary Cooper. He is our overeas manager of Jeanne for Paramount films—the first, Colman for which made, sedentary is our megalomaniac. Can not be seen, even with his eyes, he is without doubt the most important man in Hollywood. At Paramount his work is seen with the most respect and care.

**PARAMOUNT PARADE ROND DE L’MONDE**

Bij het verschijnen van dit nummer is onze campagne precies een maand oud. Het doet ons buitenlandse doelmatigheid in de Duitsers en Engelsen achterwege te moeten laten. De Maart eitjes zijn pas over twee weken beschikbaar, zodat het Mei nummer de stijl zal bevatten van de competitie aan het einde van de eerste campagne maand.

De Zuid-Amerikaanse inspectie tocht van de Heer Hecks heeft grote resultaten afgeleverd. Op het voorjaar vertrokken hij in de Janeiro vanaar hij over een woek naar Europa zal vertrekken. In dit nummer hebben wij eenige bijzonderheden en foto’s van zijn reis ongeven, waarmee te onderscheidelijk blijkt, dat de Paramounters in de Zuid-Amerikaanse gewesten even verheugd waren den Heer Hecks te ontmoeten, als onze directeur hen.

In Maart hebben wij heel wat nieu- we filmen gezien. Het Jungle Love ziet op de voet gedreven door de directeur, geestige Ernst Lubitsch roepend: “Bluebeard’s Eighth Wife,” schitterend vertolkt door Claudette

fatt overbevoyerder expert in Hollywood.

We lie to framnorastra valutati- oner for uphoudweging van twa Para- mounters, som beide nyligen blivt behövande med högre platser, Mr. M. F. Jordan som elden, och Mr. Jakob Freund, förrer försäljaren i Juga- slavien, har fått Mr. Jordans första

Blixtnyhetar ha inkommit om framg- ening av “The Buccaneer” i Havana, Kuba; och “Angel” i Buenos Aires, Argentina. I Signori Jaspier D. Rapoport och John B. Nathan som, skickat oss dessa gladlyta nyheter, spridde ej pá lotta inte som vi kunde själva leda deras originalbäddning på en annan sida sina i häftet.

**PARAMOUNT À LA RENDE OVER HÉLA VARLDEN**

När detta nummer utkommer, så har våra årliga försäljningskampagn pågått en hel månad. Vi åro mycket ledsna över att kunna ge en den andra största upptäckten om, hur de olika Nationerna utarbetar sig. Upplysningarna om märkets försäljningsriffor komma ej till- handa forna om två veckor, så förra majoriteten kommer att trycka de olika lägena för första märkets slutsummar.

Försäljningerna i Sydamerika, som över handen till M. H. Hicks, har varit ovanligt givande. Han är för ogen- blicket i Rio de Janeiro, där hon kommit hem, och har mycket varit kvar, som den första veckan för att Paramountärerna i de olika lan- den, där Mr. Hicks har varit, är lästa på sina återkommande platsen. Denna tids tidning av de olika filmarna som, denna samma, att doma av alla bildmaterial.

Mars månad har varit underbar

Noi facciamo le nostre più cali- ri congratulazioni alle promozioni della che ad un’opera di meritissimi membri della Paramount, Mr. M. F. Jordan è il nuovo direttore per la Polonia e Mr. Jakob Freund ex mercante della di Gobierno in Jugoslavia, ha preso da Mr. Jordan è direttore per quel Paese.

In telegrammo ci hanno detto del grande successo ottenuto dal “Corsaro” di Lloyd, e “Wells Fargo” ci hanno riscosso un grande applauso, sarà il direttore-protagonista.

L'entusiasmo per “Vacanza al Tropi- cì” (Tropic Holiday) continua con uguali entusiasmo, e nel nostro entusiasmo ci capitava di questa dieta cinematografica che, forse per noi, sarà “la salvezza” (Il 1,5 We’re King) e Frank Lloyd, il cui “Wells Fargo” sta riscuotendo un uragano di applausi, sarà il direttore-protagonista.

“Paradise Garden” fa un successo di pubblico e di critica. La sua sceneggiatura, la sua regia, la sua interpretazione sono stati accolti con molto entusiasmo.


Alla tycks vara överlyckligas över “Tropic Holiday.” För tillfelle åla i vår organisation och det intresse av alla månaders bedömare ”stills” tilla med en hel del rapportage från våra ej så
VIGOROUS FOOD
FOR A HEALTHY
DRIVE, ME HEARTIES!

With Ack. to King
Features and Segar.
Editorial Comment of an Eventful Month

'IKE'

One of the real moulder of Paramount history has gone. The summons that cannot pass unheeded has come and Isaac B. Lumenthal has passed into rest. Through long years we have known the force of his unforgettable personality, his tireless energy, his indefatigable planning. From now on they can be but memories. Yet they are memories that we cannot help but cherish whichever there is a Paramount Foreign Legion, for it was of the service and character of such men as Ike Lumenthal that the Legion was built, and it was thanks to their planning that the Legion will live whatever is a Paramount organization.

BLOWS

The passing of the great man saluted above—and one whose "I.B." will be sorely missed from the mortal mail which is a characteristic of our Foreign Legion—calls grimly to mind the pounding blows directed by the President of All Destiny at our man-power these past 18 months. Tibor Rom-kauer, John E. Kemeke, Robert Rosenthal, Tom D. Cohan and now Ike Lumenthal. Their records are the real stars in the Paramount Trade Mark, and while ever there is a Paramount these men will never be forgotten.

SURVEY

Mr. Hicks has completed his survey of South America, which followed a tour of certain sections of Central America, and at the present moment he is in Europe, a changing scene that he has visited with precise regularity these past several years. From the evidence we have presented during the last couple of issues it would appear, however, that his tour of Latin America will remain forever etched in his memory. Not only was he given a magnificent reception throughout the trip, but the trip itself enabled him to visualize at first hand the incredible potentialities of this vast segment of the world.

BRADNA

Our heavy emphasis on this young lady last month was not without very good reason. Paramount lengthwise and breath-wise has recognized that in this dazzling young Olympian we have a real star. This fact is being capitalized on to the extent that right now Miss Bradna is on an extensive personal appearance tour of the United States. She is visiting in the trail of her picture, spending an average of two days in each of 15 key cities, where she will meet people, exhibitors and film critics. Following this important campaign she will return speedily to Hollywood to make her next picture.

DEVASTATION

The horror that rained from the skies upon fair Barcelona on March 17th took a heavy toll of Paramount property. We are informed by advices from Paris that the air bombs so devastated Paramount's Coliseum Theatre that it will never again be fit for use as a film house. As the raid took place in daylight it is reasonable to assume that the house was occupied at the time, and that there was consequently a loss of life. We hope and pray that there were no Paramounteers among those killed.

LUIGI

By now we are sure that everyone in the Foreign Legion either knows or has heard of Luigi Laszlo, who as the Foreign Department representative in the Hollywood studio has been doing such a swell job of work on our behalf these past five years. Among other things, Luigi has been assistant to John Hammell, who has been in charge of all censorship matters. Luigi has handled the Foreign Department's phase of this work and has won the unstinted praise of all who have come in contact with him. His accomplish mantly is a matter of great pride to us to record that with the resignation of Mr. Hammell during April, the whole work of censorship within the studio has devolved upon Mr. Laszlo, he having been officially appointed by Messrs. Zukor, LeBaron and LeBaron to handle both Domestic and Foreign Censorship. Luigi has done a magnificent job, and true to the Paramount tradition we have always known, he has met a magnificent reward. Our heartfelt congratulations to you, Luigi Laszlo.

HITS

Scattered throughout this issue is profuse evidence of the fact that certain recent productions which we heralded as hits, are coming through in scheduled fashion. Notable examples are "Bluebeard's Eighth Wife," "Her Jungle Love," and "Eb Tide." The cable is being sung a lusty song over these, and it should be a matter of much additional joy to record the fact that these hits are but the prologue to a grand pageant of outstanding Paramount films.

SPIRIT

One of the most outstanding features of the recently-completed survey of Central and South America by Mr. Hicks has been the heart-warming display of cordiality and enthusiasm extended towards the Foreign Legion's Leader by Paramounteers in every stop made by him. The photos that we are able to reproduce this month represent but a small fraction of the similar evidence received by us; but over and above this evidence there is the wealth of written sentiment, not for publication, but testimony none the less to the superlative esteem in which Mr. Hicks is held by those South and Central American Paramounteers with whom he came into contact with. Apart from the communications from Messrs. Day, Pratchett, Nathan and del Villar there have been the warmest kind of notes from Messrs. Rapoport, Pierpoint, Reyes, Urrutia, Fox and German. All of these have been not merely communications—they have been irrefutable evidence that the Paramount Spirit, backbone of our Foreign Legion through many long and trying years, and as through many brilliant with achievement, is more alive than ever.

STANDINGS

When the first list of standings in any contest is published there is nothing more that we can do editorially other than to say: "There they are, you made 'em what they are: what are you going to do about it?" Of course we are not limited to critical comment in these matters; you are still able to applaud Mr. Harry Klasfeld and his Galloping Cauls for being the first to top the Divisions list. And we can say that there must be some connection between the sly beam on the face of John L. Day, Jr. on another page, and the results printed across the way. And likewise we must assume that Harry Hunter must be happier to have his Division in Third place than wherever it was at the end of 1937. Where the countries are concerned, space limitations restrict us to one comment—which is none other than a burst of sheer joy to see Trinidad right there on top, lifted to this eminence by a great job of work performed by Manager Henry Gordon.
THE COUNTRIES

Below are the standings of the countries, as of April 1st. (China, Japan, and Spain excepted because of conditions.)

TRINIDAD 1
MEXICO 2
FINLAND 3
PHILIPPINES 4
GERMANY 5
FRANCE 6
BRAZIL 7
COLOMBIA 8
AUSTRALIA-NEW ZEALAND 9
POLAND 10
NORWAY 11
CZECHO-SLOVAKIA 12
ITALY 13
URUGUAY 14
INDIA 15
GREAT BRITAIN 16
HUNGARY 17
ARGENTINA 18
JUGO-SLAVIA 19
Straits Settlements-Java 20
CHILE 21
ROUMANIA 22
PANAMA 23
SWEDEN 24
PERU 25
CUBA 26
PORTO RICO 27
HOLLAND 28
DENMARK 29
GUATEMALA 30
AUSTRIA 31

THE DIVISIONS

And here is how the Divisions stood as of the same date, April 1st:
First ............ KLARSFELD
Second ............ DAY
Third ............ HUNTER
Fourth ............ ABOAF
Fifth ............ PRATCHETT
Sixth ............ BALLANCE
Seventh ............ GRAHAM
Eighth ............ NATHAN
Ninth ............ YORK
Tenth ............ GROVES
Eleventh .......... OLSEN
Twelfth .......... DEL VILLAR
IKE BLUMENTHAL

One of Paramount's true friends passed to rest when Ike Blumenthal died aboard the S. S. Saturnia early last month while en route to New York. At the time of his death Mr. Blumenthal was in charge of the Joinville Studio in Paris, and prior to that time, over a period of 18 years, he had been connected with Continental European companies associated with Paramount, occupying posts of the highest importance with these companies. He assumed his first such post when Mr. Emile E. Shauer was the head of the Foreign Department. Paramounteers from all parts of the world met Mr. Blumenthal at one time or another. Everyone found him the essence of charm, courtesy and efficiency. His passing leaves a great gap in our ranks, while our recollections of him fills an honored niche in our memories.

STIRRING PLEDGE FROM DIVISION LEADER PERKINS

Following his return to Tokyo following a comprehensive survey of his territory, Division Manager James E. Perkins reported most confidently to Mr. Weisman that he expected the Oriental Division to stage a campaign that would stack up most favorably with anything else that the Paramount world has to offer. In addition, he has arranged for a thoroughly comprehensive contest among the theatres of his territory for the grand exhibition prize and feels that here, too, the results will match anything that the remainder of the world has to offer. In this connection he remarks that he has “always felt that this Division is second to none in putting over our pictures and we expect to have concrete evidence to submit before the Drive is over.”

Although Japan is not officially listed in the Contest, due to local internal conditions, Mr. Perkins and Mr. J. W. Piper have made arrangements for an intensive 3 months’ drive throughout Japan during April, in competition with the international contest. Everything is on a quota basis, and just as through the Japanese national situation did not exist.

Mr. Perkins also reports most favorably regarding China (another territory not officially listed in the Contest). When he was there he arranged a most favorable contract with the Grand and Cathay Theatres, in fact it is the best contract Paramount ever had with these houses.

So far as the Philippines are concerned, the news from Mr. Perkins was also of a radiant nature. He reported splendid work being done by Manager F. C. Henry, and in substantiation of this we point to Mr. Henry’s place on the standings list on Page 5—when he is fourth.

Sum-totalled, the report from Tokyo, in view of all manner and means of conditions, is indeed a most optimistic one. It reveals above all the superb organization fitness of the fine men and women who comprise the Division led so ably by Mr. Perkins.

FLASH FROM MR. HICKS

Here’s a cable from Mr. Hicks, filed in Paris last Wednesday (27):

“BLUEBEARD” SENSATIONAL WHEREVER RELEASED. ITALY’S BUSINESS VOLUME LAST WEEK BROKE ALL PREVIOUS RECORDS.

Which of course is a polite inference of what the standings might reveal next month.

IDENTIFICATION OF THOSE PARAMOUNTEERS SHOWN IN THE OPPOSITE PAGE’S SCENES


The second of the pictures is a tribute to Mr. Hicks presented by the staffs of Argentina, Uruguay and Paraguay. In the third photo Mr. Hicks and Mr. Day are shown among the São Paulo personnel. At Mr. Hicks’ lap is seen a box of rare orchids offered by the employees.

WILLIAM LE BARON HEADS PRODUCTION OF PARAMOUNT FILMS FOR NEXT 3 YEARS

Adolph Zukor announced, April 28th, the signing of a new three-year contract with William LeBaron as managing director of production for Paramount Pictures Inc. Mr. LeBaron has held this post for the past two years.
Mr. Hicks Honored

Details on Opposite Page

RIO DE JANEIRO
SAN PAULO
BUENOS AIRES
CASTING FLASHES

William Frawley has joined Lloyd Nolan, Shirley Ross, John Howard and J. Carrol Naish in the cast of Prison Farm, with Louis King handling the direction. Joan Bennett sings in The Texans. Dolores Casey has been given a new Paramount contract. Akim Tamiroff, of this land's most able actors (and no pun intended), has joined the cast of Men With Wings. For the first time in history Bing Crosby and Fred MacMurray are working together in a motion picture. The film is Sing, You Sinners, which is being produced and directed by Wesley Ruggles.

Marjorie Main, who looks like becoming one of the screen's outstanding character women, will be added to the cast of Prison Farm.

Kenneth Harlan, favorite of yesterday, has been added to the cast of the Hugolong Cassidy production, Band of Western Skies.

Claretta Colbert will start deciding Are Husbands Necessary? next month, in which she will be co-starred with Orella Brauns just as soon as the young lady gets back to Hollywood following her personal appearance tour of the United States. Rigaudo's role in Spans of the North has been assumed by Henry Fonda. The remainder of this important picture is unchanged...Colgate.

George Rigaud's first American-made picture for Paramount will be Air Raid, in which he will be co-starred with Orella Brauns just as soon as the young lady returns to Hollywood following her personal appearance tour of the United States. Rigaud's role in Spans of the North has been assumed by Henry Fonda. The remainder of this important picture is unchanged.

Jack Whiting will have the lead in Give Me a Sailor, which will be directed by Elliott Nugent, whose most recent job of work was the direction of Harold Lloyd's Professor Beware.

John Gallaudet will be the 'heavy' in Bing Crosby's next picture, Sing, You Sinners, which also stars Fred MacMurray and features Eric Drew. Mr. Gallaudet is a convert from the New York stage.

George Raft sings in Span of the North. His waltzing will be with "The Willow Song," with Dorothy Lamour on the receiving end of the melody. Raft is being coached for the role of the basso continuo, the composer of the song. Our reaction is that if the composer can take it, so can we.

Anita O'Neal, favorite of yesterday, and still one of the screen's loveliest ladies, is a member of the cast of Prison Farm.

Raoul Walsh will direct St. Louis Blues. Already set for featured roles in this picture are George Raft, Shirley Ross, Tito Guizar, Betty Grable and Elizabeth Patterson.

Paramount will remake Underworld, with Akim Tamiroff in the role created by George Bancroft, Gall

Patrick in the role made famous by Evelyn Brent, and Lloyd Nolan recreating Clive Brook's role. Robert Florey will be seen in Josef von Sternberg's directorial spot.

BETTY BOOP IS DEAD! SALLY SWING IS SUCCESSOR!

It is with a sense of deep regret that we record the passing of Miss Betty Boop, the affable, pulchritudinous, neckless young woman who has served Paramount so loyally for so many years. Miss Boop passed on suddenly, but not before she was able to name her successor.

Miss Sally Swing is the new Paramount cartoon eagle. We present her above-front, side and reverse, as well as in the purely geometrical form that she is known to the animators.

Sally is presumed to be about 16 years of age. She is the epitome of modern youth, full of life, pep and that magic something which so sustains young people in the face of fearful odds. She is devoted to swing, is lithe and lissome, and, in the parlance of Hollywood's scriptures, is the ideal jitterbug. Her first cartoon appearance is scheduled for approximately two months from now.

WHEN BIGGER TRADE MARKS ARE MADE—DENMARK WILL USE THEM

We publish this picture for two reasons: one for the fact that it reveals a fine sense of showmanship in one of the most attention-compelling spots in the world, the other because it is one of the finest uses of the Paramount Trade Mark to date. The scene is the exterior of The World Cinema (known locally also as the Circleus) in Copenhagen, Denmark: the picture is "Presidents Kurer," which translates as "The President's Couriers," and is of course one old friend "Wells Fargo." Because of the excellence of this display we are proud and happy to give credit here to the manager of the World Cinema, Mr. T. Nielsen.

COLMAN'S LADIES FOR "IF I WERE KING"

Frank Lloyd has announced that Frances Dee and Erin Drew will be the female supports for Ronald Colman in his production, "If I Were King." Miss Dee will play the role of the Princess, and Miss Drew will have the role of "Hugette."

Basil Rathbone will have the sinister role of King Louis.

PRAISES FOR OLYMPE

In giving "Stolen Heaven" a high critical rating, New York's Motion Picture Daily has the following to say of Miss Brauns and her Paramount performance:

Miss Brauns, who is a comparative newcomer, should send the audience from the theatre exclaiming. Her acting is extremely attractive physically, acted in a restrained and highly capable fashion, and, above all, she is possessed of a remarkably clear and lovely speaking voice. She seems to have starved away her youth, which she should build her for it.

Then The Hollywood Reporter had the following to say about this fine young Paramount performer:

The picture belongs to Olympe Bradna, who is young and talented young French girl, here given her first important lead. She sings and dances delightfully and trots with sensitive skill.

Claretta Colbert has left France en route back to Hollywood and work on Are Husbands Necessary?

George Sessions Perry will write the story for Arkansas Traveller, Bob Burns' next, in which he will be supported by Martha Raye.

In the role of Miss Raye, she portrays the role of a beauty contest winner in Give Me a Sailor, her current film. It is, however, a contest for the world's most beautiful legs.

Cecil B. deMille is cruising the Pacific in his yacht, "Seaward," outlining and planning Union Pacific, his next Paramount production. William H. Fenton, associate producer, is also in the party.

Mary Boland and Joan Bennett have been added to the cast of the Jack Benny subject which now bears the title of Artists and Models Abroad. This is the picture with action revolving around a background of the Paris World's Fair.

The new W. C. Fields picture bears the tentative title of Mr. Bumpus Goes to London.

Next of the Bulldog Drummond subjects is entitled Bulldog Drummond in Africa. It is presumed to be a Foreign Legion for a background.

A very effective cast is promised for Paris Honeymoon, with Bing Crosby enjoying the support of Frances, C. Goddard, Ben Blue, Akim Tamiroff and Edward Everett Horton.
THE WORLD'S BEST PRODUCT

FROM OVERSEAS HAVE SOUNDED
THE TRUMPETS IN PRAISE OF
PARAMOUNT PRODUCT

Practical Plaudits Have Poured in by Cable, Letter and Whatnot, Attesting to Public Approval of Our New Pictures

There was, for instance, Mr. F. Siter's cable from Bucharest, Rumania, which said: HAPPY TO INFORM YOU "BLUEBEARD'S EIGHTH WIFE" GREATEST MORAL AND MATERIAL SUCCESS OF PAST FIVE YEARS IN BUCAREST. PUBLIC MOST ENTHUSIASTIC ABOUT GARY, CLAUDETTE AND LUBITSCH. WE NEED MORE SUCH PICTURES. And you'll get them, Mr. Siter, believe us!

Then there was the news that Manager Ted Pierpoint in Cristobal, Canal Zone, received from Messrs. Carcel and Muro in Caracas, Venezuela. These two Paramount-minded exhibitors informed Mr. Pierpoint that THE BUCCANEER at the Principal Theatre in Caracas did so terrific a business during the opening three days that the intake topped that of any other English-language picture, for the same number of days, in the entire film history of Caracas. Furthermore, said the churlish Mr. Pierpoint, this superb season "gives the picture a swell launching in the Venezuela territory."

And from Manager J. P. Donohue in San Juan, Porto Rico, came the following succinct cable: "BUCCANEER" MAGNIFICENT, LARGEST GROSS IN TWO YEARS.

An Andre Olsen cable from Paris, telling of the success of the Lubitsch-Colbert-Cooper picture in two foremost European capitals, says: "BLUEBEARD'S EIGHTH WIFE" A SMASH HIT AT THE HAGUE (HOLLAND) AND BREAKING ALL RECORDS IN BUCAREST. EXTENDED SEASON ATTRACTION BOTH CAPITALS.

Then there's a spirited message about the Cecil B. deMille epic from John L. Day, Jr., in Rio de Janeiro, Brazil, in which he says: "We are releasing THE BUCCANEER this week and notwithstanding three days of heavy rain, the picture is doing an excellent business. It will run definitely two, and possibly three weeks. We are following this with ANGEL, and with several other good pictures and it looks as though our quota were assured."

And a flash came from London, over Mr. Graham's cabled signature, saying "BLUEBEARD" OPENED AT PLAZA THURSDAY (April 21) SMASH HIT. WONDERFUL BUSINESS. FINE PRESS, WELL SATISFIED AUDIENCES.

At the very same time another flash came in from John B. Nathan in Buenos Aires, Argentina, saying: "BUCCANEER" ACCLAIMED BY PRESS AND PUBLIC. DOING CAPACITY BUSINESS AT ADVANCED PRICES.

HURRAH! HURRAH! HURRAH!

PRATCHETT'S UNQUENCHABLE SPIRIT

Advised around midmonth of the relative standings of his Division and countries (as all parts of the Foreign Legion were), the leader of Los Revolucionarios fired back the following communication by airmail:

You may be sure that I am "tickled to death" to know that two of my territories are leading the Parade and can only say that each and every Paramounter in this Division are doing their utmost to put the "Revolucionarios" right up with Trinidad. Yours for better and bigger Parades led by the Revolucionarios ... (sgd.) Pratch.
PARAMOUNTERS

First of four interesting Paramounters presented in this column is Mr. F. Siter, recently promoted to the branch managership at Bucharest. Rumour has it that, when the Paramount spotlight, due to the joint success of Mr. Siter's efforts and the excellence of "Bluecard's Eighth Wife," the very best of the Paramounters will be found in this issue. The chairman, appropriately enough, "Hollywood Reporter" for the 19 issue of London's "Paramount Service" has very effectively used the editorial column to give the exhibitor contest phase of the Paramount on Parade around the World contest. Another feature of this issue is the biography column dealing with players in Paramount's British pictures...We go back to the initial issue of Italy's "Paramounto Italiana in Parata" in order to touch a moment on the whirled reference to the Milan office wherein there is a play on the classical phrase "To Caesar those things that are Caesar's." It is of course general knowledge that the Milan manager, who is also district manager for Northern Italy, is Cesare Aboad.

The March-April issue of Jugo-Slavia's "Paramontov Glasnik" is of particular interest to us because it concludes its coverage of the newly appointed manager for that territory, Mr. J. G. Freund. It also carried a very fine anecdotage message from Mr. M. F. Jordan, who was promoted from Jugo-Slavia to the managership of Poland. Other noteworthy features of the issue consisted of a variety of news concerning forthcoming Paramount, as well as a whole page on Popeye's Parade around the World, illustrated with a scene of Popeye and Olympe Braida (Miss Braida being captain of the territory encompassing Jugo-Slavia). The March issue of Argentina's "Los Gauchos" was pardonably one dedicated to the imminent arrival of Mr. Hicks. But there was also something particularly delightful and devotional feature, one of which was a double-spread devoted to the International Contest, in which the month of April was dedicated to Mr. Day and the month of May to Mr. Hicks. Note-worthy also was a full page cartoon spread headlined "Reves del Carnaval," in which the famous Paramounters of the Division were cartooned as prominent Paramount personalities. Thus Mr. Bauer became "The Buccaneer," Mr. Vignone became "El Bucanero," Mr. Raoul Vignone became "El Bucanero," Mr. Luis Stagnaro became "Tito Guizar," Mr. Américo Rosenberger became "Espagnol" (Popeye the Sailor), and Mr. Armando Vignone, Betty Boop.

ITALY'S APRIL ISSUE OF "PARAMOUNT ITALIANA IN PARATA," was well up to the standard of this new publication. Its front-page story dealt with coin in the International Contest, illustrated with a picture of Isma Miranda and Popeye. Another page was devoted to standings in the local contest, with Bologna, it seemed to us gathering the chief honors. Furthermore, the whole issue is a class example of "Know Your Product," for the editors had certainly seen it to that every possible space in the issue carried scenes from forthcoming Paramount films.

Describing the highest praise is a page dedicated to "Her Jungle Love" issued by the London office. Printed in colors as striking as those employed by Technicolor, and highlighting the picture through scenes from the most thrilling action, the booklet is an ideal piece of advertising to find its way into the hands of an exhibitor seeking a perfect film.

The March issue of London's "The Parade" was another gem. Editoriallly it bore down heavily on the English vacation of Popeye the Sailor, of which course it was fine and dandy. But at the same time it did not neglect such features as "Blue-beard's Eighth Wife," for which there was a full-page article on that ineffable, intangible, inseparable quality known as "The Lutecia Touch!" not the extensive publicity and exploitation campaigns put across for "Artists and Models."

And while on the subject of London, a pat on the shoulder again for the newest issue of "Paramount Service," which we are happy to see going more and more pictorial every issue.

Australia's "Paramount Punch on Parade," issue of March 17, carried the first major flash on the world-wide contest. And have those Brookliners plunged into the fray! The almost frenzied enthusiasm reflected in the pages of their Drive publication finds reflection in the fact that the Drive has been removed from the list of stand-ins on Page 3, and the gang under the leadership of Mangle, already appears determined to step ahead at least one more peg.

PERSONALS

Surveying the Paramount Publications

Holland's twenty-sixth issue of "Paramount Knicker" has three grand features this issue. One is a vast amount of well-used space in behalf of THE BUCCANEER. Another is an article on "Film Music" by author Morris. The third is a department entitled, appropriately enough, "Hollywood Revided." On page 19 issue of London's "Paramount Service" has very effectively used the editorial column to give the exhibitor contest phase of the Paramount on Parade around the World contest. Another feature of this issue is the biography column dealing with players in Paramount's British pictures...We go back to the initial issue of Italy's "Paramounto Italiana in Parata" in order to touch a moment on the whirled reference to the Milan office wherein there is a play on the classical phrase "To Caesar those things that are Caesar's." It is of course general knowledge that the Milan manager, who is also district manager for Northern Italy, is Cesare Aboad.

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ROYAL VISIT. Recently Her Majesty, Queen-Mother Mary of Greece is on a visit to Cardiff, Wales, and was received at the Capitol Theatre by officials of the British Paramount. Above Mr. Charles Penley, Mr. Charles C. Coles (Paramount branch manager) and Mr. Philip Gill are shown being presented to Her Majesty by Sir Ewen Maclean.

The following is a translation of Managing Director John B. Nathan's statement in the March issue of Argentine's sparkling house organ, "Los Gauchos":

WELCOME, MR. HICKS!

Only three words—but we say them with heartfelt sincerity. They embody the pride and honour we feel through your visit to us, and the strong sentiment of affinity and loyalty that we have for you, our friend and leader. They express our appreciation for your splendid cooperation, evident at all times; for your guidance and your great understanding of our problems; and for the encouragement you have always offered us.

Your arrival at the time when we are concentrating on the first issue of "Paramount on Parade Drive" doubles our happy enthusiasm, since through our results in this drive, we can more tangibly show how grateful we are for your friendship and leadership.

The Argentine Division welcomes you, Mr. Hicks.

John B. Nathan
Exploitation Is Exhibition's Spark Plug

STOCKHOLM'S EXPLOITATION CAMPAIGN FOR "THE BUCANEER" SETS A NEW HIGH STANDARD

Our editorial caps are off to the campaign of exploitation put over in Stockholm, Sweden, on behalf of the China Theatre's season of "The Buccaneer." We believe we see here the fine Scandinavian hand of Bengt Danson, and if our guess is correct he rates high honors.

Viking Leader Carl P. York sent us a batch of photographs of window displays which are so fine and dignified that they have gone forthwith to Director Cecil B. deMille for his personal inspection. After much decision and counter-decision we have selected from six scenes the two shown here. Additionally, and of the selfsame calibre, were displays in the windows of a dress shop, a book-store, a travel agency and a tobacconist. What is more, the displays did not consist merely of window cards and stills from the picture: in every instance an intelligent mind was used to tie the picture in directly with the store granting the window space.

(Above) This display in the lobby of the China Theatre in Stockholm reproduced the great motion pictures in Cecil B. deMille’s past fifteen years of directing. (At top) A porcelain and glassware store in Stockholm whose window emphasized the magnificent plate used in the Baratari banquet scene of the deMille picture.

COUPLE OF FINE BOOKLETS

We have received copies of two fine Paramount booklets, one from England, the other from India.

The English publication is a pocket-sized booklet listing the Paramount product for release during June, July and August and has been compellingly edited in 3 striking colors.

India’s contribution is an illustrated program for “The Buccaneer” so printed that it can be purchased by any theatre in India, and has two pages left blank for extra printing. Its editing represents fine work on the part of publicity manager Lew da Silva of Bombay.

BUENOS AIRES. Shown here is one of several important windows in the Argentine capital which gave splendid cooperative support to the Marlene Dietrich picture, “Angel.” This window belongs to the famous store Ciudad de Mexico, and the group was arranged by the smoothly functioning publicity department under the direction of Guillermo Fox.

A CHIMPANZEE REACTS TO AN ACTUAL SCREENING OF "HER JUNGLE LOVE"

On Monday, April 11, there was held in Paramount’s Home Office projection room in New York City one of the most unusual screenings in film history. The guest of honor was a chimpanzee, Annie, taken from the New York Zoological Garden especially for the event. Paramount officials were imbued with the idea of watching just what Annie’s reaction to the chimpanzee, Jiggs’, actions in the technicolor production would be. As shown by the scenes above, Annie was docile, interested, and all things considered, extremely intelligent. She proved at the right times, was scared at the right times, and undoubtedly gave her endorsement to the quality of the film’s color.

The screening was carried out with proper zoological supervision, and with representatives of the Society for the Prevention of Cruelty to Animals present. We suggest that if you are moved to repeat the stunt locally, you likewise take all of these very necessary precautions, otherwise possible repercussions might harm your enterprise rather than help it. This particular stunt as carried out in New York marked a large amount of very worth while newspaper space, since, as you might well judge, there was a full representation of the press present.

LONDON—Advice by mail from Publicity Director G. H. Hawkins states that a similar stunt was staged at the Plaza Theatre in connection with the season of "Her Jungle Love" there. A chimpanzee was taken from the London Zoo, and likewise reacted intelligently to the film. The experiment secured very good press space in the British capital. (Later: A full report is on Page 12.)
NOTAS DEL MES

—Con profunda pena, reflejo de la que embarga a todos por la muerte del señor Edwin L. Blumenthal, contínuas serán las publicidades de tal importancia para que se admiren las películas "Pescadores de Alaska" ("Swamp of the North") y "Hombre de alas" ("Men with Wings"), soberbias producciones ambas que estarán listas para el estreno dentro de unos meses.

—Muy agradecidos son los informes de la oficina del señor Lurash, en nuestros estudios de Hollywood, acerca de que para el mes de abril se anuncian las películas "El misterio del tópico" ("Tropic Holiday") ha ido en aumento durante las últimas semanas. Nos hemos prometido que pronto se hará pública la buena prueba de que lo sabemos de antemano, aparecerán en la pantalla algunas de los elementos de buen éxito más valiosos que con cuenta la Paramount.

Publicaremos este mes los primeros resultados de las posiciones del Concurso, y nosotros al tener como favorito del mes, el "Men with Wings" (Hombre de alas), por el cual sentimos que nos brindarán uno de los elementos de buen éxito más valiosos que con cuenta la Paramount.

—Tendo completado a su visita a algunos estudios de la Paramount, Mr. Hicks, había terminado su jira por Centro y Sudamérica, el señor Hicks llegó a París el 21 de abril. Una vez que efectúe el acostumbrado viaje de vuelta, el señor Hicks, tomará en Inglaterra, el 18 de mayo probablemente, el trasatlántico en que llegará a Nueva York cinco días después.

NOTICIOARIO DEL MEZ

Iniciamos estas notas con una triste noticia, que publicamos en esta semana de abril, y que ocupa un espacio en el que, el protagonista de esta noticia, ha dejado de vivir y es el señor Hicks.

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NOTAS DEL MES

Estados Unidos de América. El señor Hicks, un ciudadano de Hollywood, que es el seño de esta noticia, ha dejado de vivir y es el señor Hicks.

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MEN WITH WINGS

—scheduled to be

As Big as the Heavens!

LAUNCHING THE DRIVE IN RIJO DE JANEIRO

One of the earliest manifestations of the Paramount on Parade Around the World Drive was this goodwill luncheon staged by the Paramount publicity department in Rio de Janeiro, with the representatives of the Brazil press present as guests of honor.

NOTICIOARIO DEL MEZ

In this month have we the Aufgaben, den Mitgliedern der Paramount Auslandsabteilung eine Nachricht zu überschicken, die sie auf die folgenden Ereignisse bringen wird, die mehr Jahre durch Herrn Icke Blumenthal. Dieser umsichtige, stets liebenswürdige und ausgesprochen sehr gut warum sie fühlen, soviel wie der Aufstieg der Paramount Organisation beigetreten wären. Am nächsten, und sein alten frühen Aufgaben

erfüllt uns mit tiefer Ihr Gehorsam. Solange die Paramount Organisation in meiner Jahre.

NOTES OF THE MONTH

Nous devons vous informer que ce mois-ci d'un événement qui a avoir franchi des profonds rejets dans notre entreprise, le décès du M. Icke Blumenthal. Rares sont les Paramounts qui n'ont pas connu un peu de moment de leur carrière rencontré et charmant plonger qui a tant accompli pour Paramount. Sa mort sera un événement qui la mémoire restera aussi longtemps qu'il y aura une organisation Paramount.

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PICTORIAL PEEPS AT POPEYE’S

At the moment of writing, Popeye the Sailor is in Paris. Meanwhile, Popeye is planning for an insight into some of the hundreds of things he was permitted to do in England through the combined good offices of Messrs. Earl St. John, G. H. Hawkins and other members of their respective staffs. Across the top row he is shown (a) with a bevy of Plymouth beauties, (b) bowling on the famous Plymouth Hoe, from whence Sir Francis Drake leisurely went to defeat the Armada, (c) meeting Managing Director John Cecil Graham in the Bulldog Division Leader’s office (d) beside the statue of Sir Francis Drake at Plymouth, and (e) meeting Mr. C. Priestman, manager of the Paramount’s London office. In the lower row he is shown (a) perched before one of Trafalgar Square’s lions in London (b) booking his passage with Imperial Airways for the flight to Paris, (c) a contestant in a motorcycle race, (d) meeting the famous aviat- tris, Jean Batten, at the entrance to Paramount House, London, and (e) locking grips with wrestler Rod Fenton while refereeing Lew Marco watches from the floor. All in all, highlights to be proud of in an exceptional exploitation campaign.

HARRY HUNTER SURVEYS NEW ZEALAND

After a year devoted to Australia, the Blue Ribbon Division’s Managing Director, Harry Hunter, has just completed his first comprehensive survey of the Dominion of New Zealand. This is more of a jaunt than most Paramounters think it to be, New Zealand lying more than 1300 miles to the East and being a very extensive territory in its own right.

In the principal cities of Auckland, Wellington, Dunedin and Christchurch, Mr. Hunter held exhibiton meetings and also had screenings of the newest Paramount product. He met with most enthusiastic receptions everywhere and the trip is counted as being an excellent stroke of goodwill building.

Apart from the business aspect of the trip, Mr. Hunter counts it as one of the scenic thrills of his lifetime—and he knows a good deal about beautiful scenery, coming as he does from the state of Washington in the United States, where Mount Rainier and the Rocky Mountains are sights to send one spellbound. The geographical locations of New Zealand’s cities are such that in encompassing them all one must pass scenic beauties which embody the thrills of the Swiss Alps, the Norwegian fjords, the Scottish highlands and the river-studded pasturals of New England. All of this Mr. Hunter secured in the line of organization duty—and we give it to you here with or without the sanction of the New Zealand Chamber of Commerce.

Mr. Hunter has since returned to the comparative calm of Australia, wherein he headquarters in Sydney.

SUPERB BROADSIDE FOR “THE BUCCANEER”

We are convinced now that we never really saw what an advertising broadside could be like until we saw one produced by the Paris advertising department for the season of “The Buccaneer” at Le Paramount, Paris. Inspired by the magnificent front-of-house display produced by Le Paramount this broadside, to use an Ancient expression, really “went to town.”

We cannot imagine any French exhibitor having the heart to turn aside from such a powerful appeal, which is probably one reason why “The Buccaneer” is expected to do such a good business in France.

(We mention merely in passing that you’ll find pictorial evidence of the power of Le Paramount’s display elsewhere in this issue.)

PARIS PARAMOUNT PLUGGED “HIGH, WIDE AND HANDSOME”

Depicted here is a line of paying customers surging up to the box-office of the Paramount Theatre in Paris for the purpose of seeing High, Wide and Handsome. What is not depicted here is the splendid publicity campaign back of this movement, a large share of which success belongs to the effort sponsored by Exploitation Directors Plunkett and Agramon in cooperation with the Veedol-Tidewater Oil Company. The cooperative spirit existing between this company and Paramount throughout the world has been mentioned by us several times in these columns; this case in Paris was another graphic example of the merit of the tie-up.
De Heer Hicks, is na bevinding van zijn inspectie rondreis in Zuid- en Midden-Europa, in het bijzonder in Italië, Nederland en Frankrijk, waar hij de laatste dagen in de Paramount organisatie.

APPUNTI DEL MESE

Siete stati informati in questo mese di un avvenimento che ha profondamente turbato l'intera nostra organizzazione mondiale e dell'interesse pubblico. 

Il signor Hicks, completato il suo giro d'ispezione nell'America Centrale, meridionale, giunse il 21 Aprile a Parigi. Durante questo viaggio effettuò una serie di notevoli visite e colloqui, che si trattano di film in arrivo e che saranno presto per essere presentati al pubblico nei prossimi mesi. 

"Tropical Holiday" (Festa Tropicale) aumenta col passare delle settimane. — Ci si aspetta un'occhiata al nuovo film diroute continuano. Questo film vi aiuterà a ricordare che la distanza che ci separa dal mondo intero si riduce con il corrente più brillante. Vi preghiamo di riceverci a partecipare all'evento.
Mr. Hicks is back at the Crossroads of the World and has a number of very interesting announcements on Page 3.
LEADER

Mr. Hicks has returned safely to New York, but the evidence of the value of his recently completed survey of so much of the Paramount world is spread like a golden pathway along the trail he travelled. It was in many respects the longest, and by all odds the most important, survey ever conducted by a Leader of Paramount's Foreign Legion. Topping all else has been the manifest esteem and affection directed towards him by so many hundreds of Paramounters in Central America, South America and the countries visited in Continental Europe as well as Great Britain. Last month we showed much evidence of this. Again this month, and despite the fact that Mr. Hicks has returned to his permanent office after having occupied so many travelling ones, we have much more evidence to offer, pictorially and textually. It all stands up, with or without any additional words of praise which might be added here, to the fact that Paramount's Foreign Legion has a Leader who truly is one in fact as well as in spirit.

DRIVER

Again being in receipt of that confidential Australian sales budget so dynamically compounded by General Sales Manager William Hurworth we are moved to go on record once more with two inescapable thoughts concerning it. One is, that Managing Director Harry Hunter is both proud and happy to have so forceful a sales head; the other, that Bill Hurworth certainly knows how to whip his Australian and New Zealand sales force into a white heat of activity, passing out the praise where necessary, and likewise dishing out the stings where required. The net result of which will, Bill hopes, show the Australian and New Zealand Blue Ribbon Bunch up on top of the standings when the figures appear next month.

SWITCHES

Back in the good (?) old (?) school days the term ‘switch’ used to have a certain irresistible significance. Today in our business of international commerce, and particularly with reference to contests such as the one we have just concluded, the significance of a switch in standings is still not without a certain marked importance. Take the switches on Page 4. In the Divisions note how Americo Altoaf has zoomed his contingent from Fourth to the Lead; how John Nathan has brought his Gauchos to Fifth from Eighth; how Benito del Villar has brought his Western Division to Sixth from Twelfth; and how Andre Olsen has switched his Central Europeans to Eighth from Eleventh. But the switches haven’t been confined to the Divisions. Note how amazingly some of the Countries have switched. As in the case of Philippines gaining the lead after having been 4th, Germany getting into 2nd after having been 5th, Colombia getting 5th in place of 8th. And then the gigantic strides made by Italy in getting 6th in place of 13th, and Uruguay making a fine switch (4th to 10th), Peru (25th to 13th), and Chile (21st to 13th), are other countries that have realized the value of switches; but inasmuch as word concerning this value must by now have swept clear around the world, we are definitely left in a quandary as to what we are going to have to do next month when, in announcing the final results, we are going to be faced with the spectacle (if all reports of forecasts be true), of having all the Divisions come in first, and all the countries as winners.

MIRANDA

With the selection of “Zaza” as the initial vehicle for the launching of Isa Miranda as Paramount’s new and radiant star, we are buoyed up considerably by the executive statement from the studio to the effect that the trial recording of several sequences from the picture by Miss Miranda has exceeded even the fondest expectations of the men who will produce the picture. It is the concensus of frank opinion that Miss Miranda, vocally, emotionally, temperamentally and artistically, is the most magnificent actress to step before the Paramount cameras in many a long year. All of which was, of course, news that our ears were aching to hear.

MY SINCEREST THANKS TO GEORGE WELTNER

None of my territorial surveys in the past would have been possible but for the skill and ability of George Weltner, my assistant and more correctly my associate, in conducting the operations of the Foreign Department from New York City during my absence. This fact has been more pertinent during the survey I have just finished, firstly because the trip was twice the customary length as to time, and there were more circumstanes of an untoward nature than on any other occasion. It is therefore with the sincerest sentiments that I can muster that I thank not only George for his skilled carrying out of his duties, but all of those members of Home Office who aided him immeasurably and cooperated with him completely.

JOHN W. HICKS, JR.

PROMOTIONS

Our heartiest congratulations to Andre Ullmann on his being appointed head of the Joinville Studio in Paris, and to Frank Farley in having succeeded to the post of Production Department representative in Paris. Both of these promotions have resulted from the deeply regretted and untimely passing of Mr. Ike Blumenthal. The duties of Mr. Ullmann will now be considerably enlarged, for in addition to his new studio post he still retains his general management of the Paramount theatres in France and Belgium.

‘TROPIC’

This issue enthusiastically salutes the completion and screening of a musical film destined to write glowing pages in the history of Paramount production. The film is “Tropic Holiday,” and the Foreign Department in the aggregate salutes it because it contains the combined talents of Tito Guizar, Dorothy Lamour and Ray Milland as stars of international repute; as well as grand performances by Bob Burns and Martha Raye, both of whom will surely gain new adherents as the result of their work in this film. Producer Arthur Hornblow, Jr., surely realized all that he set out after with this project, and he undoubtedly will have the satisfaction of hearing of the film’s music being sung and whistled wherever the world has cinemas.
Mr. Hicks Reports Glowingly on Personnel and Product Abroad

SPAIN, JAPAN AND CHINA ARE RESTORED TO STANDINGS LIST. ALSO NAME OF J. E. PERKINS

Although circumstances over which we have no possible control prevent our supplying you with accurate details concerning their relative standings in the Paramount scheme of things, we are proud and happy to this month restore to the list of placements in our Contest the country names of Spain, Japan and China. Also we are restoring to the list of Division Leaders the name of James E. Perkins.

We feel that no further explanation of our columnar notations in each of these instances is necessary; but we do wish to proffer the information that just as soon as accurate placements can be made, this will be done.

In the meantime we are recording here, in all possible sincerity, our deep, heartfelt appreciation of all that the Paramounteers in these_instance stimulate are doing during these times of stress; of the personal and physical sacrifices that they are making; and to add our prayers to their belief that their trials and tribulations cannot last forever.

At the left is a close shot of the QUEEN MARY; and at the right are three Paramounters who returned aboard her. They are Messrs. Charles Reagan, John Hicks, Jr., and Fred W. Lange, whose activities are described in the accompanying article.

Climaxing the longest and most important international survey that he has made since assuming the Leadership of Paramount's Foreign Department, Vice President John W. Hicks Jr., finally descended the gangplank of the QUEEN MARY at 11:15 p.m. on Monday, May 23, 1938. We have resorted to this reportorial accuracy because it seems that fate was not content to have the trip be as long as planned, but conspired with fog and tide to make it almost seven hours longer. At all events, Mr. Hicks came back to New York on a sunny day, back with plenty of news and to hear plenty of good news. He was accompanied on his return by Fred W. Lange, general foreign representative for Continental Europe.

It is unnecessary at this juncture to detail Mr. Hicks' trip in its entirety. You have by now been made reasonably familiar with the journey through Central and South America, where Latin American hospitality made the Foreign Legion's Leader thoroughly conscious of how glad all of the Paramounters south of the United States felt at having him among them. Even to this day the mails are loaded with further tributes, further expressions of gladness, and we feel that the time will never come when all of the Latin American Paramounters with whom he came in contact do not remember the visit down to the last little detail.

But it is of Europe that we are now mainly concerned. Mr. Hicks took the Italian liner "Augustus" from Rio de Janeiro and landed in Italy at Genoa. There he was met by Messrs. Americo Abao and Fred Lange, the latter having travelled down from Paris. Proceeding to Rome, Mr. Hicks entered at once into a series of official organization conferences, some of which are pictured on Page 5. In Rome Mr. Hicks had conferred on him the high order of Commandante of the Crown of Italy, and this event was later signalized by the Italian organization at an enthusiastic luncheon held in the Hotel Ambassador. Throughout his stay in Rome, Mr. Hicks was made thoroughly conscious of a Paramount activity which is this month signaled by the Italian Division appearing at the head of the standings. The Italian Paramounters are thrilled over the calibre of the Paramount product and have predicted that not only will they win the contest whose results will be announced next issue, but will finish at the head of the Paramount race at the end of the year.

From Rome (where incidentally Division Manager Carl P. York was also present at all of the important functions), Messrs. Hicks, Lange and York returned to Paris. Here was held a spirited sales meeting, the attendees being pictured on Page 5. This gathering saw the newest pictures to arrive from the Studio, and also discussed sales and production policies.

Paris Promotions

It was at this meeting that Mr. Hicks announced two promotions which allocate to two talented Paramounters a division of the duties previously handled by the late Ike Blumenthal (to whom a silent tribute was paid during the conference) Andre Ullmann, in addition to his duties of general manager of the French theatre organization, has been made manager of the Joinville Studio. Frank Farley has been made head of the department which represents the Hollywood Studio and the Production Department in Paris in all matters relating to talent, stories and other literary material. Both promotions were met with complete enthusiasm by all the delegates present.

It was the pleasure of Mr. Hicks to note also here that the current Paramount product is a cause for jubilation on the part of the sales force. All of the members of this force feel that the current and forthcoming array of film product represents one of the greatest sales opportunities the company has had in years.

Next on the Foreign Legion Leader's itinerary was London, where he arrived in time to see the complete triumph of "Bluebeard's Eighth Wife." His cable signalizing this fact is to be found elsewhere in this issue. In London Mr. Hicks had several important conferences with Messrs. John Cecil Graham and Montagne Goldman in connection with product and as a result has brought back a series of vitally important recommendations concerning future product. Mr. Hicks also lined up comprehensive plans with regard to the production of films in England by Paramount and these plans will be made known in the very near future.

Then followed embarkation on the Queen Mary for Messrs. Hicks and Lange. On board they were joined by Charles Reagan, Western Division Manager of the domestic department. Mr. Reagan has been enjoying a vacation in England and on the Continent, the enjoyment being made largely possible through the cooperation of quite a number of
"I HEAR YOU CALLING ME!"

Right this way, Mr. Aboaf!

Still me for you, Mr. Day!

You're still in the Money, Mr. Klarsfeld!

THE DIVISIONS
Here's how the Leaders of the Divisions stood as of May 1st, contrasted with their spots a month ago:

1st. Aboaf was 4th
2nd. Day was 2nd
3rd. Klarsfeld was 1st
4th. Hunter was 3rd
5th. Nathan was 8th
6th. del Villar was 12th
7th. Ballance was 6th
8th. Olsen was 11th
9th. Pratchett was 5th
10th. Graham was 7th
11th. Groves was 10th
12th. York was 9th

— Perkins (Incomp. Rep.)

THE COUNTRIES
The standings as of May 1st.

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FOREIGN LEGION LEADER'S RETURN

(Continued from Page 3)

Paramountmen in the capital cities visited. Mr. Reagan is un
stinted in his admiration of Paramount's Foreign Legion, and
wants to take this additional means of tendering his thanks to
all concerned for their marvelous cooperation in making his va
cation such a wonderful one.

As for Mr. Hicks, we have en
devored to have our cover tell you precisely the same sort of

MR. HICKS' TRAVELS NOT YET OVER

Six working days after his return from his most compre
hensive territorial tour, Mr. Hicks is preparing to make the
fullest capital of his survey: he is leaving at once for Holly
wood to spread before the Studio executives the vital infor
mation secured in South and Central America, and in Con
tinenal Europe and Great Britain. He is being accompanied
by Fred W. Lange, and the visit is expected to occupy about
ten days.

In Hollywood Messrs. Hicks and Lange will be the Company
They will attend a series of conferences dealing not only
with the pictures in work, or on the schedule for immediate
commencement, but will review the entire line-up of fut
ure plans with respect to the world market as a whole.

Additionally, the two fa
mous Legionnaires will see
such giant productions in work
as IF I WERE KING, SPAWN
OF THE NORTH, MEN WITH
WINGS and ARTISTS AND
MODELS ABROAD.

Among other important mat
ters necessitating the trip is the
finalization of the British produc
ation plans.

We know that you will all
be extremely happy that Mr.
Hicks and Mr. Lange are mak
ing this studio visit, since it
will have a profound bearing on the internationality of forth
coming Paramount product, We are also just as sure that
the studio welcomes the visit, for it is only from such cooper
ation that they can be kept fully informed on the cine
matic needs of the world.

FLASHERS!

Here's a cable from Americo Aboaf on behalf of his Italian Division (the current leaders in the Contest, y'know): LAST WEEK SO-AND-SO LIKA. We mention, parenthetically, that the amount of money announced represented the greatest week's business in the entire history of the Italian organization.

A cable from Germany signed by Messrs. Thieves and Horster: PARAMOUNT ON PARADE CLOSED WITH BIGGEST WEEK IN LAST TWO YEARS. ALL BRANCHES AND ALL SALESMEN OVER ONE HUNDRED PERCENT, TOTAL FOR GERMANY 134%. WE ARE MARCHING ON JUST THE SAME FOR PARAMOUNT PICTURES AND THE GERMAN ORGANIZATION.

And another cable in like spirit, this time from Calcutta, India, where it was signed by General Sales Manager S. Ganguli: HAPPY TO INFORM THAT AS WE PLEDGED WE HAVE FAR EXCEEDED QUOTA.

In the midst of all of this comes a stirring communication from the Foreign Department in the Studio attesting to the fact that IF I WERE KING is shaping up magnificently, and looks like being an all-time high in Paramount action spectacles.

THE FOREIGN LEGION LEADER IN ROME AND PARIS

The first and fourth of these scenes represent a luncheon tendered Mr. Hicks at the Ambassador Hotel in Rome in honor of his having had conferred on him the Commendation of Italy's Crown. The Paramountmen in the first scene, set before the giant Trade Mark, are, in the popular order of left to right: Messrs. Carrus (Rome), Bertello (Catania), Scotti (Rome head office), Mannucci (Turin), De Seno (Genoa), Bocchi (Naples), Melani, Francis, Vernola (all of Rome head office), Carl P. York (Scandinavian general manager), Americo Aboaf, Hicks, Lange, Serra (legal head, Rome), Della Formace (Rome head office), Alberini (head of Italian Paramount News), Cesare Aboaf (Milan), Miss Tagliacozzo (Rome head office), Micheroux (Padua), Romano (Florence), Eleonori (Bologna), Bernazzani (Trieste).

Second of the pictures depicts the meeting in

Paris, with Popeye as guest of honor. In the front row, left to right, are: Messrs. Ch. Peterboom, Carl P. York, John W. Hicks, Jr., Fred W. Lange and Morris Simpson. In the second row are: Messrs. Carl P. Dixon, Halard Frost, Andre Olsen, Henri Klaasfeld, Rudolf Jellinek, Frank Farley and Andre Ullmann. In the back row are Messrs. Louis Foelsd and a visitor from Singapore, General Manager John A. Groves.

In the lower left is depicted Mr. Hicks receiving his Italian honor at the hands of the Minister for the Popular Culture, H. E. Dino Alfieri.

The fourth picture is simply a close-up of the first one, with Managing Director Americo Aboaf honoring Mr. Hicks on behalf of all those present, as well as all the other Paramounters of the Italian Division.
If we were reviewing this very important Paramount picture with words and phrases (which it so happens we don’t have to do), we would be sure and call your attention, with a bunch of specially chosen words, to the luxuriously pretty Dorothy Lamour in the centre scene, and at the top left. Some of our equally important words (and we have a stack of them where a picture of this importance is concerned), would be reserved for the singing skill and personal charm of Tito Guizar, who is seen in two of the top scenes, and once in the bottom right. Other words would be devoted to the charm of Elvira Rox, at the left; to the comedy talents of Martha Raye and Bob Burns; to the glowing romance between Dorothy Lamour and Ray Milland (Remember them in “Jungle Princess” and “Her Jungle Love”); and to the thousands and one other colorful aspects to this gem of a musical treat. For the benefit of the uninitiated, we would also explain that the piece of business at the top left corner of our battery of scenes is a technical explanation of the fact that Dorothy Lamour and Ray Milland happen to be in love with each other in the picture.

CASTING FLASHES

Ray Milland, at present playing one of the leads in *Men With Wings*, has been given a new Paramount contract. After *Men With Wings* is completed he will go to England for a vacation, then return to make *Café Society* and *Tabu*, the last-mentioned with Dorothy Lamour and in Technicolor.

Harry Sherman is making a sequel to *Borderland*, that Hopalong Cassidy picture of last year that was so successful. The new picture, which will star William Boyd, is named *The Fox Returns*.

Andre Charlot, famous Parisian producer, will stage the Paris music hall scenes in *Isa Miranda’s* first Paramount picture, *Zaza*.

C. V. France, famous British actor whose performance as the Dean in Metro’s “A Yank at Oxford” won many plaudits, has been signed by Frank Lloyd for the role of Father Vignon in *If I Were King*.

Colin Tapley and Henry Wilcoxon have likewise been added to the cast of *If I Were King*.

George Rigaud’s first American picture will now be *Paris Honeymoon*, in which he will be co-featured with Bing Crosby and Francesca Gaal. Edward Everett Horton, Akim Tamiroff and Ben Blue are other important members of the cast.

Stanley Ridges, prominent British actor, has been cast for an important role in *If I Were King*.

Frank Tuttle is directing *Paris Honeymoon*, the cast of which will be headed by Bing Crosby, Francesca Gaal, George Rigaud, Shirley Ross, Ben Blue, Akim Tamiroff and Edward Everett Horton.

Frank Lloyd has elevated Lou Smith to the post of Associate Producer on *If I Were King*. Lou was formerly a member of the New York publicity department.

Joyce Compton and G. H. Huntley, Jr., have been added to the cast of *Artists and Models Abroad*. Jack Benny, Joan Bennett and Tito Guizar will head the cast, which also includes Mary Boland.

The Hopalong Cassidy production, formerly known as *Beneath Western Skies*, has now been titled *Pride of the West*.

Sidney Tolmer has been added to the cast of *If I Were King*.

Frank Lloyd, Paramount producer-director, announces that immediately he completes *If I Were King*, he will start filming *The Life of Lady Hamilton*.

Harry Sherman, producer of the Hopalong Cassidy series, announces that the two pictures to follow *The Return of the Fox* will be titled *The Frontierman and Silver Trail Patrol*. The last two mentioned are ready for the cameras, the first is already being CEluloideO.

Jean Sablon, French singer, has been added to the cast of *Artists and Models Abroad* for a specialty number.

Paramount has purchased the best-selling book of J. Edgar Hoover entitled *Persons in Hiding*. Mr. Hoover, who is head of the Federal Bureau of Investigation (more popularly known as The G-Men), will lend his technical aid to the project, which includes spreading the material in the book over at least three films.

Kitty Kelly, formerly a comedienne, will play the important role of a mother in *Men With Wings*.

Gaston Valcourt, French actor, has been signed by Frank Lloyd, producer-director, as dialogue director of *If I Were King*, starring Ronald Colman, Valcourt, who wrote, directed and appeared in his own plays throughout France for several years, will be responsible for the French dialogues used in the picture.

John Howard and J. Carroll Naish head the cast of *Bulldog Drummond in Africa*, which Louis King is directing. Heather Angel is leading woman.

Virginia Wedler, former Paramount starlet who has been borrowed from Metro for an important role in *Men With Wings*, has been praised by her director William Wellman for her effectiveness and moving performance in the aviation film.

John Barrymore has been cast as Cascart in *Zaza*, Isa Miranda’s first Paramount picture.

Herbert Marshall has been named leading man for *Isa Miranda* in *Zaza*, which George Cukor is directing for Paramount. Albert Lewin is the picture’s producer.

Robert Preston, new Paramount leading man who will make his first appearance in *King of Alcatraz*, has been signed to a long term contract by the company. J. Carroll Naish will have the leading role in the film.
"BLUEBEARD" AND "BUCCANEER" MAY START WITH "B"—BUT THEY ARE SUPER "A" FILMS ACCORDING TO TOWERING CABLE EVIDENCE

Any month is only as good as the cable news it produces from all parts of the world. This is one of the Foreign Legion's unofficial axioms, and it worked out magnificently for us during the Merry Money Month of May. This column is going to give you the cream of the messages, the first of which was from Mr. Hicks in London, reading as follows:

"BLUEBEARD" FIRST WEEK AT PLAZA XXXX POUNDS. SECOND WEEK XXXX POUNDS. FIRST WEEK WAS ALL-TIME RECORD FOR ANY PLAZA WEEK. WILL RUN AT LEAST FOUR WEEKS PLAZA THEN TWO WEEKS CARLTON. "BLUEBEARD" OPENED METROPOLE THEATRE, COPENHAGEN (Denmark) TO PACKED HOUSES. PRESS CONSIDERS IT BEST PICTURE LUBITSCH EVER MADE. FILM EXPECTED REMAIN THERE ALL SUMMER. THIS AGAIN PROVES THAT GOOD PICTURES WITH NAME CAST WILL BE PLENTY SUCCESSFUL.

Naturally that cable was a gem of news, but it wasn't the only one. The following message flashed up from Colombia over the signature of Manager Alvaro Reyes:

RELEASED "BUCCANEER" IN BOGOTA, CALI AND MEDELLIN SMASHING ALL-TIME RECORDS ALL THREE PLACES DESPITE RAINSTORMS. GAAL AND TAMIROFF TREMENDOUS.

COMPLETE FEATURED CAST OF "ARTISTS AND MODELS ABDROB"

This picture now before the cameras, with Jack Benny and Joan Bennett starring, has Joyce Compton, Mary Boland, the Yacht Club Boys and Charlie Grapewin featured. Arthur Hornblow, Jr., is the producer and Mitchell Leisen the director.

HOLLYWOOD REMEMBERS ITS FAVORITES OF YESTERDAY BUT SEDOM

In PRISON FARM, one of Paramount's current melodramas, are several of the players who once were numbered among Hollywood's headliners. Today they are but 'bit' players, glad for their chance to get flashes on the screen where once they were the whole show. Three of them are pictured above with Director Louis King (second from left) and Warren Leon, dialogue director. The three are Mae Busch, centre; Anna Q. Nilsson and Gloria Williams. Look for them when the picture comes along, and hope that they, and the hundreds more like them who helped build the film industry to what it is today, will get more and more opportunities for their brief flashes in the spotlight.

PARAMOUNT PUPPET

Russell Patterson, the artist whose puppets were such a feature of the first "Artists and Models," has fashioned here a composite Paramount puppet for possible use in the new version. In this puppet the torso is that of Betty Grable, the legs belong to Marlene Dietrich (no one else could match Angel's, apparently), and the face combines the features of Claudette Colbert, Olympe Bradna, Frances Dee, Carole Lombard and Dorothy Lamour.

FLASHES

Lillian Fischer, who in private life is Mrs. Frank Farley, wife of the head of the Production Dept. in Paris, has gone to Hollywood as style consultant on Artists and Models Abroad.

Another interesting note about Artists and Models Abroad is that it will show for the first time in a feature picture the noted New York model, "Cynthia." We have to put "Cynthia" in quotes because although "she" is a constant visitor at plays and night clubs, "she" can be taken apart and packed in a suitcase, because "she" is made of plaster and burlap.

Some songs spring from a picture's title, and occasionally a picture springs from a song's title. Such a case is Thanks for the Memory, in which Bob Hope and Shirley Ross will star. It springs from the song sung by this couple in The Big Broadcast of 1938.

An interesting cast change in the "Bulldog Drummond" series is that in Bulldog Drummond in Africa, now before the cameras; H. B. Warner plays the role of Inspector Neilson. In the last three of the series this role was played by John Barrymore; prior to that it had been played by the late Sir Guy Standing.

The cast of Campus Confessions, newest of Paramount's caravan of collegiate comedies, is headed by Hank Lusitani, basketball star, Betty Grable, Eleanor Whitney, Robert Cummings, Roscoe Karns and Eliza

PRINCIPALS OF "IF I WERE KING"

In the centre is Ronald Colman, who will portray Francois Villon, at top left is producer-director Frank Lloyd; top right is Frances Dee, leading lady. Lower left is Basil Rathbone, and lower right is Ellen Drew. Other important personalities in the picture will be Henry Wilcoxon, C. V. France, Colin Tapley and Stanley Ridges.

"HAMLET" SINGS

This picture is printed here primarily because it is our tip that John Barrymore is turning in a swell comedy performance in Spawn of the North. Barrymore in his early career was one of the finest comedians of the American stage, a fact which kept cropping up when he first went on the screen for Paramount. Lately—and chiefly in True Confession—it has been in the forefront of his work; and now it would seem that in Spawn of the North it is getting full play. At Barrymore's left is Dean Savant, his stand-in, and at his right is Lynne Overman. The pianist choose to be unidentified.
IMPRESSIONS TRIBUTE TO THE MEMORY OF TOM D. COCHRANE

Several months ago we reported in these columns that when the ashes of the beloved General Manager of the Division of the Orient arrived in Tokyo, the Japanese Government caused a memorial service to be held to the memory of an American who had been so noble an ambassador during so many years.

We have been privileged to receive in New York a film record of this memorable event, and we cannot help but express the pride we feel at so moving and profound a national gesture paid to the memory of a Paramounter.

Truly, Tom D. Cochrane, in that life beyond this one, we salute you for the great service you rendered your profession and your Company while you were among us.

CONFERENCE AT THE AMBASSADOR

On May 9th last, COCONUT GROVE was greeted world premiere at the Coconut Grove of the Ambassador Hotel in Los Angeles. The theme of the picture, as you probably know, stemmed from this famous con- viviality spot of the stars. For the premiere there was a grand galaxy of Paramount's stars and executives. Shown in our candid camera shot above are Messrs. Adolph Zukor (left) and Barney Balaban. At the right is Mr. Balaban.

BOB GRAHAM RETURNS FROM AUSTRALIA

Robert Graham, with solid experience in Mexico and Australia now looked away, is back in the United States for conferences with Mr. Hicks in connection with his next assignment. He returned via Los Angeles last month.

Bob was in Australia almost two years, serving as special representa- tive, salesman and finally in charge of the sub-exchange at Launceston, Tasmania. He was extremely popular with the Australians and made a host of friends during his stay in the Blue Ribbon Territory. We shall hope to report his new assignment next month.

ITALY'S HONOR TO MR. JOHN W. HICKS, JR.

Since he has had bestowed on him the high honor of Couwenburg of the Crown of Italy, Mr. Hicks is referred to in Italy's brilliant house organ, "Paramounte Italiana in Parata," as II Comm. John W. Hicks.

PERSONALITIES

INDIA REPEATS WITH MAGNIFICENT ACCLAMATION FOR "JUNGLE" PICTURE

A year or so ago the picturegoers of India raised to the skies a roar of approval for "Jungle Princess." That film was classed as perfect entertainment for the masses. Now "Her Jungle Love" has gone and is repeated, according to the following cable received from General Sales Manager S. Ganguli in Calcutta:

PRE-RELEASED "JUNGLE LOVE" CALCUTTA. ENTHUSIASTICALLY RECEIVED AND ACCLAIMED A WINNER FOR THE MASSES.

This message is simply further substantiation of our belief that this second "Jungle" epic, aided by Technicolor, is perfect entertainment for the masses of the world's picturegoers.

THE TRAVELS OF POPEYE

Now of course Popeye the Sailor is back in his homeland, his European junket having been cut short in order to fill an urgent engagement in the United States. He returned board the Normandie with Claudette Colbert on May 16th, and is now down in the public eye with Publicity Director Jack Plunkett (left) and Steward L. Foot. Following this starting incident, Popeye was the center figure in a succession of spectacular events throughout Paris, and certainly came to the attention of millions of Frenchmen and visitors in the French capital before being shipped off to Sweden.

Elsewhere in this issue you will find other pictures of Popeye in Europe.

MIRANDA GETS MARSHALL FOR "ZAZA"

We are exceedingly pleased to note the superb cast being lined up in support of Isa Miranda in her first Paramount starring picture, "Zaza.

Herbert Marshall has been signed as leading man. John Bar- rymore has already been announced as "Cascart." Other equally important announcements will yet be made.

George cukor is the director and Albert Lewin is the associate producer. In addition, Alla Nazimova, famed star of the American stage and silent pictures, and a memorable performer as "Zaza" herself, has been signed as produc- tion consultant.

It all begins to look as though we have a glamorous woman star again.

A WORLD WIDE EXPLOITATION FOR THE SPECTACULARITY OF "THE BUCKANEER"

It is not second-sight on our part to offer here the belief that quite a few of you are looking through this issue in the expectancy of seeing evidence of your fine work on behalf of "The Buckaneer." We know that a bunch of you must be doing this—some of you in France, others in Australia, still others in various parts of Latin America. We know that all of you are receiving your photographs, and other evidence.

But we decided, and we are really dictators when it comes to this sort of editorial policy, that it would be a good idea to save this material and present it all as a one- or two-page flash in the issue of July 1st. Which is just where you'll get it—and like it!

CLAUDETTE AND POPEYE WITH PARIS PARAMOUNTERS

By now Miss Colbert is right back in Hollywood working on her newest picture, THE HUSBANDS NECESSARY! But while she was in Paris, her caudal cameraman caught her out taking tea with Popeye the Sailor in a typical incident, aforesaid. He received copies of "Jungel Love" at the same time, as were a flock of Paris newspapermen. (He visited all of whom had beenipped off by the aforesaid Mr. Plunkett to what was going on. Note: Messrs. Klaw- keld and Plunkett, in this order, are standing at Miss Colbert's right.)

we are most enthusiastic.

(Stark, a later report, given elsewhere, tells of the sensational re- lease of "Her Jungle Love" in Cal- cutta, where more or less bears out Mr. Kennebeck's prophecy.)

FLASHES!

Alla Nazimova, one-time star of the silent era, has been engaged as a technical director on Isa Miranda's first Paramount picture, Zaza.

The April 27th letter of Bill Horder's series of punchy sales pep talks is an Australian handliner.

The Aussie General Sales Manager's style is probably without an equal in the world, but he certainly gets the results.

A bunch of plaudits for the newest issue of Czechoslovakia's "Novinky Paramount," a high ranking member of Paramount's overseas house organs. This particular issue has gone in heavy for Harold Lloyd's forthcoming picture, Professor Beware.

Wilson Milligan has been appointed as sales manager for New South Wales, the premier state in Managing Director Harry Hunter's Australian division. Wilson got his start with Paramount as chauffeur to Mr. Hicks back in 1921. He also is a licensed airplane pilot.

Vladimir Sokoloff, who did such a memorable piece of work in The Life of Emile Zola, has been added to the cast of Span of the North.

The bayonet wound accidentally received by Joan Bennett during filming of The Tarzan will be preserved in the picture. The actual incident was caught by the cameras, so the script was changed to take care of the oc- currence.

Anthony Quinn has been added to the cast of Bulldog Drummond in Africa. Almost all the action of this picture takes place in Morocco, making it a "Beau-Doge" film.
Exploitation Makes the Movie Wheels Go Round

EXHIBITOR CONTEST NOW ENDED, ASSEMBLING AND DEXPATCH OF ENTRIES NOW YOUR CONCERN

The final days of May saw the completion of what we expect will prove to be the most popular, most successful and certainly the most representative exploitation contest ever staged on an international scale. We have seen the inclusion of incentive directed towards the exhibitors and now we are looking for what may be termed the cream of the exploitation crop.

As you so well know, it is to be your task to make the local selection of the best entry from your territory. This selection is to be sent to New York where it will stand in competition with the winning entries from all other territories. Out of all these entries there will be a selection made for First Prize and Second Prize.

Naturally we wish to arrive at the final decisions so far as the international field is concerned as early as possible, for the winner from this field has to stand in competition with the winning American entry in order to gain a grand prize which will be awarded by a committee of Hollywood stars. These stars will also do the judging.

Therefore please rush your winning entry to us, preceding it if possible by airmail advice in order that possession of it may be facilitated as soon as practicable.

2 FINE PIECES OF ADVERTISING FROM AUSTRALIA

Outstanding in its class is a volume called "SPEAKING OF PICTURES." It smacks of a certain inspiration from the recently issued "SNOOP" of America a few months ago, but over and above that it carries enough individuality to stand on its own. It is, in fact, an intimate pictorial record of the best Paramount pictures, current and forthcoming.

Second in Australia's offerings is a trade paper insert of 10 pages entitled "Paramount is on Parade." It likewise, per medium of its sparkling color and forceful text, is entitled to a salvo of critical plaudits.

ILLUSTRATED MEMORANDA ARE BLUE RIBBON DRIVE INSPIRATION

Australia and New Zealand are certainly making every effort to win the Paramount on Parade Around the World Drive (and we'll know how well their efforts are succeeding next month). In addition to the many punchy letters devised by Managing Director Harry Hunter, and in addition to General Sales Manager William Hurworth's punchy Across-the-Deck Talks, there is devised each month a personal illustrated memorandum despatched to each and every branch manager.

These memoranda carry the picture: (Continued bottom of Col. 4).

NEW ZEALAND'S FINE EFFORTS

In connection with the international exploitation contest we have received from Advertising and Publicity Manager Reg Felton of Wellington, New Zealand, a comprehensive line-up of the campaign which he directed at the 365 exhibitors of New Zealand in order to have them compete in the grand prize. This campaign was extremely effective, and was so designed as to accomplish the utmost in economy.

We hope, for the benefit of all concerned, that New Zealand produces one of the prize-winners. It will not be the first time that a major exploitation prize has gone to New Zealand, that Dominion having already been well represented in the Quadro Awards of Motion Picture Herald.

CECIL B. deMILLE LAUDS VALUE OF EXPLOITATION

Early last month the Prize-winning plaques representing the high-mark achievements of America's film exploiters, and presented by Martin Quigley of Motion Picture Herald, were handed to the 37 winners at a special function in Hollywood. The actual presentation was made by Darryl F. Zanuck, production head of 20th Century-Fox. Cecil B. de Mille, unable to be present at the function on account of illness, wired the following pertinent message:

"Greetings to the men whose creativity begins where Hollywood's ends. They stand reflected in the glory they have earned. It is a pleasure to reverse the spotlight they have so long focussed on us and focus it on them, to find at the beam's end the finest exploitation in the world. It is my loss that the doctor will not permit me to join you today. But I must send tribute to the winners of the Quigley Awards."

MORE HOUSE ORGANS

The May 14 issue of London's "Paramount Service" has an advertising layout on BLUES BEARD'S EIGHTH WIFE that we think is grand. Starting with a trail of eight words specially for the first page, it uses excerpts from 4 critical press reviews of the picture to lead on to a double-spread of scenes. The last page with: "GARY IS GRAND" from the Wednesday News; "CLAUDETTE is enchanting" from the Sunday Times; and "GOLDEN'S does it again" from the Evening Standard; and "This is a PARAGON TRIUMPH" from the Sunday Times.

India's "Paramount Service" for May 8 strikes a fine personal note with a long letter from Manager Frank V. Kennebeck following his return from the United States. It then goes into expressive detail concerning such major films as THE BEUCCANEER, ERB TIDE, BLUEBEARD'S EIGHTH WIFE and the wonder-full of them all, HER JUNGLE LOVE.

More Exploitation News on Page 14

of Mr. Hicks, who as you can well realize is extremely well known to all the Australians and New Zealanders. The memoranda carry production details as well as drive inspiration material, and all of them end on the note: "Australia Must Win!"
NOTICIAS DEL MES

—Suceso saliente del mes es el regreso a Nueva York del señor Hicks, con noticias cuya importancia supera las de cualquier otra jira anterior. Significativo, desde este punto de vista, ha sido este viaje del jefe supremo de la Legión Exteriorja, en las impresiones del cual dada el entusiasmo. En diferentes lugares de este número damos noticias salientes de dicha jira, así como noticias de las manifestaciones a que dió motivo.

—Excepciones son asimismo las nuevas procedentes de otro lugar: los Estados de la Paramount. A la zaga de la muy importante de habérselas firmado con don William Le Baron contratado para que actúe del autor de algunos de los mejores diálogos de la jefa de producción, llega la de ‘Hombres con alas’ (‘Men With Wings’) y ‘Pescadores de Alaska’ (‘Swine of the North’) prometen ser dos películas verídicamente grandiosas; 1. de que ‘yo soy una Rey’ (‘I Am the King’) despunta como magnética producción en que Frank Lloyd concibe un nuevo concepto de un gran movimiento de la acción, con la rapidez en el desarrollo de la misma. De importancia para todos los interesados en el cine, tenemos aquí tres de las películas mayores filmadas por la Paramount, y que todos tres se estrenarán mucho antes de que termine el año.

—Hacemos por un momento para informar a nuestros lectores (anque dudemos que sean noticia para ellos) una noticia muy emocionante. A la despedida del Desliz Mundial de la Paramount quedó terminado, y que el público muestra de las presentaciones que se dieron en Nueva York acaparando datos acerca de nueva producción y planes de acción.

—Una vez termina el número, nos prometemos ver 'El embrión del trágico' (‘Tropical Holiday’), producción de Arthur Hornblow lleno de risas, la alegría y las canciones de la América Latina. Las noticias que nos han anticipado acerca de él, nos presentan a este filme como uno de los más divertidos y melódicos que haya llevado la Paramount a la pantalla en mucho tiempo. En los Estudios unérase también entusiasmados con las perspectivas de Tito Guizar, las capacidades del cual hemos alaba- do y no de ahora, en estas columnas.

AS NOTICIAS DO MEZ

O acontecimento de maior relevo, neste mes, foi o regreso, via-Euro- pa, de nosso chefe, Mr. Hicks, que nos trouxe mais notícias de importancia do que em qualquer das suas viagens anteriores. Foi, de facto, uma viagem por demais significativa, e Mr. Hicks deixou a grande parte de sua visita a maior parte de suas viagens. As novas trouxeram mais graças. Foi o leitor a vista das outras seções desta revista e se lhe depararam notícias e comentários sobre a festa de visita de Mr. Hicks à Paramount no estrangeiro.

—Outras notícias de magna importância temos ainda a revelar, mas des- ta vez, do chefe dos contornos. Além do contrato de três anos de William Le Baron para dirigir-gente da nossa produção, chegamos-nos informações de que os filmes ‘Men with Wings’ (Homen com asas) e ‘Swine of the North’ (Pescadores do Alaska) são dois trabalhos que estão salindo à maravilha. Da mesma maneira, a fina produção ‘Se eu tiver rei’, direção de Frank Lloyd, que juntou um espelho de romance e realidade, foi, pois, uma notícia que a todos deve alegrar, este filme de trágico se prencipicaram de mane- ra tão inesperada.

—Vae aqui mais uma notícia de importancia, embora não constitua ne- nhuma novidade. É que o Concurso de Calendario de ‘Miss Mundo’ já terminou e o resultado final foi anunciado no próximo mes. Não é também novidade que nesse cer- tamen de divisiões internas estava na dianteira, vindo a dias Filipinas em segundo lugar.

—Um dos mais sinceros e justos tributos que já inserimos nesta jorna- lidade é o de Mr. Hicks publica a pagina 2, com referência a Mr. George W. Lange, nosso chefe da primeira filial, por sua prolífica produção e pro- ducção, temos a certeza de que grandes êxitos virão a superar aquem.

—Em Nova York acha-se novamente Mr. Fred W. Lange, gerente geral da Paramount na Espanha. Mr. Lange, que acompanhou Mr. Hicks no seu regresso aos Estados Unidos, apresentam nossos cumprimentos.

—Em algumas semanas estarremos aproximadamente que a jornada ‘Santos Noios’ (‘Tropical Holiday’), a bella a surpreendente produção de Arthur Hornblow e cujo argumento se re- fica na América latina. As notícias que nos têm vindo do Studio são as mais prometedoras sobre o filme ‘Santos Noios’ que, di novo, será um sucesso do seu tempo, e, assim que o projetarremos, daremos aos le- tores a nossa impressão.

TITO GUIZAR IS CHILE'S SCREEN IDOL

One of the most jubilant Paramounters over our acquisition of Tito Guizar is Division Manager Benito del Villar, who has bom- barded us with evidence of the fact that Tito is the screen's Ace A-1 attraction throughout Chile, Peru and Bolivia. Note how he has been played up in the scene above, which shows the exterior of Mr. del Villar's magnificent Santiago Theatre in Valparaiso. This theatre, and subsequently the second run house, paid magnificent homage to Tito Guizar in the form of lavish publicity and resultant record-breaking attendances. Note also how the theatre uses a permanent neon sign for the Paramount name and the Paramount trade mark.

TO DELIGHT THE SPANISH-SPEAKING WORLD

Tito Guizar (seated) signs a contract with Ramos Cobian (right) to star for Cobian Productions, Inc., in a Spanish-language musical which will be distributed throughout the world by Paramount. Luigi Larcaschi, newly appointed head of the Studio’s censors’ department, and Foreign Department representative in the Studio, looks on with Lester Sussmann, general manager for Mr. Cobian. The picture will be produced in the General Service Studios in Hollywood.
News About the Paramount Publications

Some notable examples of Paramount printed publicity came from London just in time to miss last month's issue. An eye-catcher was the brochure on "Her Majesty," with its descriptive-styled cover and its contents consisting of raves from the conservative London press. Another swell brochure, in purple and gold, addressed its message to exhibitors under the caption of "Paramount - The Showman's Team in the Year's Greatest Comedy," and dealt of course with "Bluebeard's Eighth Wife." There was the 16th issue of Paramount Service, another swell booster for the Lasko-Cohr-Cooper film, with a most important space devoted to the final spurt on the Exhibitor Contest which has since closed. All in all, a fine lead of business-getting material developed under the skilled direction of Advertising and Publicity Director G. H. Hawkins.

Poland's "Doraden Filmowy" for May 1st is another issue which has achieved marvels in compressing into comparatively few pages the marvelous array of Paramount publicity. The front was devoted to the recent production of "Bluebeard's Eighth Wife," which is chiefly of interest as showing how far one goes over the contents of the overseas house organs, and particularly in a language with which one is not familiar, that he realizes how many truly great pictures our company has either in the making, or planned for making.

Bucarest's "Gazeta Paramount" came out in a special form in order to stress most emphatically the matter of "Bluebeard's Eighth Wife," which was reported at length in last month's issue. True to form, the issue of the house organ was well in keeping with the film's triumph.

Perhaps the 'daddy' of all the recently received house organs was Brazil's March-April issue of "Paramount em Acao," this number being, of course, the one devoted to the visit of Mr. Hicks. For once the house organ has had its blockbusters and microphotographs, with a veritable barrage of stills devoted to the Foreign Legion Leader's visit. Opposite the cover was a special colored insert from "Vida Domestica," famous Brazilian publication for women, indicating a superlative tie-up with "Artists and Models." We are really most sincere in our admiration for this entire issue, and congratulate Mr. Oswaldo Rocha and his fine publicity staff on their accomplishment.

Another swell job of interpreting the International Contest has been performed in the April-May issue of the French "La Parade Paramount 1938." This particular issue had plenty of grand subjects to play around with, and also, with its having been prepared during the course of the Paris visits of Claudette Colbert and Mathurin (Popeye the Sailor); there was the anticipated amount of superlatives poured out, with the amazing quantity of superb evidence of priceless exploitation offered up for perusal. All of which summed up to a grand and inspiring issue of one of the many house organs that Paramount always turns out with a pleasure to read.

Copping distinct honors has been the cover of London's "Paramount Service" issue of April 30th. This cover is artistic, stimulating and compelling and must have gladdened the hearts of hundreds of exhibitors.

One of the most important things we have noticed about Italy's "Paramount Service" issue is that while it started out as a very ambitious publication, with news and views and pledges, by the time that Issue Number Three was reached was found necessary to increase the size of the publication. If that isn't significant of an ultimate victory, we like to know what is. This latest sparkling issue, by the way, is a thoroughly informative magazine and reflects the highest credit on its editorial staff.

Portugal's "Noticiario Paramount," issue Number 4, proves to be another reason for acclamation. Outstanding features of the issue were its Olympos Bradford cover, and a large spread devoted to the forthcoming treat in the shape of Harold Lloyd's "Professor Bevacce." May Third issue of Italy's "Paramount Italiana in Parata" does duty, "The Bacterian," known in our cartoons to local use in order to hammer home the wealth of Paramount product available. Noted also in this issue has been the nationalistic touch of using red and green ink, which might well be taken as an indication that the Italian Paramounteers expect to win the Contest. (And who is there to gain when its standings statement on Page 37?)

Another super house organ was the April 27 issue of "Paramount Italiana in Parata," known as "Settimana Presidenziale" and so styled in honor of Mr. Hicks as Vice-President of Paramount Pictures, Inc., and Fred W. Lange as President of Swedish Films Paramount (Italy). The issue was crammed full of pictures of the functions arranged in Mr. Hicks' honor, the pictures of which we have pictured elsewhere. Also noteworthy was a section devoted to the press preview of Cecil B. deMille's production, "The Bacterian," known in Italy as "I Filibustieri." According to the evidence presented, the preview was a huge success.

The March 31 issue of Australia-New Zealand's "Paramount Punch on Parade" was of course well up to punchful standard. No little space devoted to the success Olympos Bradford has scored in "Stolen Heaven," and of course the battle-cry of the entire issue was the declaration that the Blue Ribbon Bunch will gather in no less than the first prize in the Drive.

The newest issue of "Paramount Punch on Parade" of Australia and New Zealand came from the presses to signalize the half-way mark in the International Contest; that, jubilantly the Blue Ribbon Bunch were in third spot, and pretty happy about it. Much of the issue went to describing the fact, as well as the plans for whittling down the opposition in the order to gain first spot. The front page of the issue was devoted to pictures of the 6 branch managers who, listed in order of their standings in the contest, were identified as Charles Hale (N.S.W.), Morris Foster (W.A.), Bert Kelly (Victoria), Stan Craig (New Zealand), Gordon Brooks (Queensland) and Bill Blood (S.A.).

The entire cover of Italy's "Paramount Italiana in Parata," "issue of May 10th, was given over to a colored fisht, with the slogan "Non siamo la Parmontina Italiana o dobbiamo vincere ad ogni costo. Vincere! Vincere!" — which of course means just that. And to realize just how much it means it looks to Page 4 of this issue of Paramount International News.

We are very much enamored of this new Italian house organ: it is the most unusual and compelling make-up we have seen in a long while, and we feel compelled to praise its editorial content with such power and driving force.

And then of course we get around, as we happily and inevitably do, to London's "Paramagm." This publication is really something for the British organization to crow about, and in the issue under review they have done wonders in setting down in print the extensiveness of Popeye's tour of England, the phenomenal success of "Bluebeard's Eighth Wife" in London, the various organization games that were featured, and Mohammed's eye-catcher of the personal survey of the territory recently made by General Serhet at Paramount's expense. At the time the issue went to press Mr. Hicks was due in the British capital on his visit, therefore we could extract all the fun and get a great deal of space in next month's issue.

MANANDEN NYHETER.

Den viktigaste nyheten denne månaden är att Mr. Hicks har återkommit från sin resa och vid ankomsten till New York meddelade oss mera viktiga underrättelser än någonsin förr.

Det var en mycket inbringande resa och den utländska legislaturen, landskaps gjort, pågick i härliga fjälllande i händ.

På ett flertal sönderst i detta härre kunna ni finna de viktigaste punkterna från resan och de meddelanden, som härleds från densamma.

Från ett annat väderstreck komma också goda nyheter öhren gäng gång från atelen. Hacket i häl med den viktiga nyheten att vi skrivit ett tretti kontrakt med William LeBaron som ansvarig för inspelningarna, komma de glädjande underrättelserna från en säker, kalla, att "Men With Wings" och "Spown of the North" verkans komma att bli störrefilm.

Ett argument för att detta är säkert, är att "If I Were King" tvingats viss, att Frank Lloyd kommer att ge oss en praktfull avsejdskärna. Det bör vara glädjande underrättelser för alla att Paramount just nu arbetar på tre av de andra kästa filmer vi någonsin gjort, och att alla tre komma ut i kommande månader.

Vi passa nu på tillfälle att omtala (trots att ni alla säkert redan veta detta) att Paramount on Parade slapp under egna vikar och att resultatet komma att bli anmärkelse nåma månad. Endast som en pärnämnande nämn vi att营商环境en, att Filipinerna är det vissade landet.

De vackraste lovordi någonsin ha haft nöje att trycka på dessa sidor som de som Mr. Hicks givit till George Weltner på andra sidan. Mr. Weltner har gjort ett underbart arbete att sköta om administrationen av den utländska avdelningen från New York under de högsta chefsen för avdelningen utländska resa, och inte minst av Mr. Hicks, stadgade sig de tre mest högsta chefen äro ärliga i sitt beröm över den skicklighet med vilken George Weltner sköt sin post.

Ging det inte att gå till Kommando, där vi inkommit under denna månad maj, alla med beröm över de rekorder, som alltmer övlig åva av de senaste och även förutgående Paramount Neuheiten, så av de viktigaste faktornerna till dessa nyheter äro "Bluebeard's Eighth Wife" och "The Bacterian." Båda dessa kommer att vara i fäste, där detta års statistik (1938), och dessa filmer har gjort våra Parmounteers värda över mycket glädje.

New York är för ögonblicket

Continued on Page 15)
NEUIGKEITEN DES MONATS.

Die grösste Neuigkeit des Monates ist ohne Zweifel Herrn Hicks' Rückkehr nach New York und seine Bekanntmachung, dass diese letzte Reise von grösserer Wichtigkeit für Paramount gewesen sei als alle bisher von ihm unternommenen Reisen zusammen. Wir bringen mit dieser Ausgabe eine Anzahl illustrierter Berichte, die Höhepunkte von Herrn Hicks' Reise wiedergebend, aus denen deutlich her vorgeht, wie ungemein wichtig Herrn Hicks' Rundreise war.

In diesem Monat kommen die guten Nachrichten von allen Seiten auf uns einigermassen, auch von dem Athen. Gleich nachdem bekannt wurde, dass William Le Baron einen dreijährigen Vertrag als Produktionsleiter unterzeichnet hat, hörten wir unseren Hollywood Berichterstatter, dass "Men with Wings" und "Spawn of the North" zwei Filme ganz grossen Formates sind; dass schon jetzt, mehr den Frank Lloyd kaum mit der Veröffentlichung von "If I Were King" begonnen hat, seine Meisterhand überall zu spuren ist und dass wir einen köstlichen Film voll fessender Handlung und mit der rechten Frische Romantik gar nicht zu erwarten haben. Wichtig für Sie ist, dass Sie mit einem Schlage drei der besten Filme von Paramount kreierten Filme bekomen, denn alle drei werden noch vor Ablauf dieses Jahres im Verein er scheinen.

Wir berichten Ihnen nichts Neues, wenn wir Ihnen im Zeichen der Paramount Parade Rund um die Welt stehenden Wettbewerb hiermit für beendet erklären. Die Resultate werden im nächsten Monat bekanntge geben. An dieser Stelle wollen wir lediglich verkiusen, dass die erfolgreichsten, im Druck befinden, Italien die führende Division ist, während die Philippinen an der Spitze der Länder stehen.


Ein gern gesehener Gast in der New Yorker Zentrale ist Herr Fred W. Lange, Paramount's General ver treter des Balkans, welcher Herrn Hicks nach New York zurückerleitet und sich einige Wochen in den Vereinigten Staaten aufzuhalten ge denkt, um sich mit unseren neuesten Filmen und Verleihmethoden vertraut zu machen.


NOTIZIE DEL MESE

La maggiore notizia del mese è stata il ritorno a New York di Mr. Hicks con informazioni piu' importanti di quanto si sia mai verificato negli altri viaggi. Il viaggio è stato significativo sotto ogni aspetto e il primo commento del Capo della Legione Straniera ha messo in rilievo la gioia che gli è stata procurata dal viaggio. Sparaggiate in questo numero della vostra rivista troverete le note caratteristiche del viaggio e le informazioni che ci sono state date.

Anche da un'altra fonte ci vengono buone notizie: questa volta si tratta dello Studio. Dopo l'importante annuncio della firma del contratto triennale di William Le Baron per la carica di Amministratore per la Produzione, siamo informati con precisione che "Ommi con le Ali" (Men With Wings) e "Figli del Nord" (Spawn of the North) si presentano come due cinematograficamente veramente grandi. Apprendiamo anche che l'inizio di "The Fossil Bee" (If I Were King) rivela che Frank Lloyd ci da una cinematografia di azione e di romantico, veramente magnifica. Dovevrebbe essere significativo per tutti gli interessati il fatto che abbiamo nello stesso tempo tre film; 'non granit cinematograficamente che la Paramount abbia mai fatto e che tutte e tre saranno distribuite molto prima della fine dell'anno.

Ci soffermiamo un momento per dirvi (sebbene riteniamo che lo sappiate già) che la Gara per la Parata della Paramount at torno al Mondo è finita e che i risultati saranno annunciati il mese prossimo. Solo per ripetere, ricordiamo anche che l'Ita lia è la prima divisione, mentre andiamo in stampa, e che le Filippine sono il primo paese.

Uno dei più bei tributi, di cui noi abbiamo mai parlato in queste pagine, è quello reso da Mr. Hicks a George Welter, in Pagina Due. Mr. Welter ha assolto in modo magnifico il compito di amministra tore della New Yorker Zentrale durante l'assenza dell'Estero del Capo della Legione Straniera, e non solo Mr. Hicks, ma tutti i Capi della Compania sono stati felici nel loro elogio della capacità amministrativa di George Welter.

Anche durante il Mese di Maggio si sono avute numerose telegramm e e tutti ringraziarono i record stabiliti all'Estero dalle correnti e re centi cinematografiche dovute alla Paramount. Due delle cinematografie, che hanno maggiormente contribuito a questi telegrammi sono stati "The Fossil Bee" di Barba bun (Bluebeard's Eighth Wife) e "Il Pirata" (The Buccaneer). Er trambi avranno enorme importanza per determinare lo stato del 1938 e naturalmente hanno reso molto felici in tutto il mondo i nostri addetti della Paramount.

New York è estremamente com piaciuta per l'opportunità di ve dere nuovamente Fred W. Lange, Rappresentante Generale Americano per l'Europa Continentale. Mr. Lange ha accompagnato Mr. Hicks a New York e trasportava per tutto il mondo la sua profilazione, alla quale converge il mondo, per raccogliere dati sulle politiche e precedenti.

Quasi contemporaneamente alla stampa di questo numero sparerono di vedere "Vacanza ai Tropici" (Tropic Holiday) e "Pirata" di Arthur Hornblow, tutta fatta di spirito, ira lità e canzoni nell'Amer ica Latina. Dalle prime informazioni risulta che è una delle più divertenti ed armoniose cinematografie che la Paramount abbia prodotto in molti mesi. Lo Studio è anche veramente entusiasta delle possibilità di Tito Guizar, i cui talenti sono stati a lungo elogiati in queste colonne.

Along about June 15th, the cables and airliners will commence carrying you to the Results of the Paramount on Parade Around the World Competition. And more about Prizes! Prizes!! Prizes!!
We expected a fine picture: we are getting a truly great picture.
SYDNEY INTRODUCTION OF TELETYPE TIED IN WITH "WELLS FARGO" PREMIERE

Early last month the practice of sending telegrams by teletype was introduced by the Postmaster-General's Department in Sydney, Australia. Naturally this new order of things had a tremendous curiositv value for the Australians, and Paramount Exploiter Harold Pike was quick to recognize this. He arranged for one of the machines to be actually displayed in a prominent department store window, scattered notes from "Wells Fargo" prominently throughout the window, and then arranged for every third message on the teletype machine to say something about the premiere of the Paramount film at the Prince Edward Theatre. Here is a case of the purest essence of exploitation.

Spectacular! Awe-Inspiring!
THE THRILLING PRAIRIE FIRE CLIMAX OF "The Texans"

"THE TEXANS" Just ONE of a Herd of Big Ones from Paramount!

EXPLOITATION NOTES

Fine prominence was given the Paramount on Parade Around the World exploitation contest in the April issue of India's "Paramount Service." We now look forward with real interest to getting a smash winning entry from that part of the world.

Veering again to the European jaunt of Popeye the Sailor, we cannot help but pay tribute to the magnificent spread of exploitation photos on this event which appeared splashed across two full pages in the April 20th issue of The Cinema of London.

Some fine heralds on Bluebeard's Eighth Wife have come in from Warsaw, and also a neat little foldover card listing the Paramount stars and featured players.

A publicity ploy from Australia has likewise brought to hand an array of toothsome exhibits. Chief among these have been an assortment of full-page publicity spreads from the Argus of Melbourne, and a full page spread from the Melbourne Herald. Some fine local press books also had sandwiched in with them some fearsome blotters announcing The Buccaneer, which we understand were distributed free to banks (of all places). Then there was an issue of The Queenslander, with four full pages and a cover devoted to Souls at Sea. All in all it looked like excellent work, some of it executed by Advertising and Publicity Director Hermann E. Flynn in Sydney, the balance by Publicity Manager Eric Wahlquist in Melbourne.

EXPLOITATION NOTES

Included with a batch of bright exploitation ideas from Australia was a one-sheet poster which constituted part of an elaborate tie-up between Paramount and Studebaker on "Wells Fargo." The poster carried scenes from the picture, and also a scene of the original Studebaker buggy plant, which was in operation at the time the original story of "Wells Fargo" occurred. The poster was given wide circulation throughout Australia.

Another interesting poster from Harry Hunter's territory was of three-sheet size. It carried scenes from a number of forthcoming Paramount pictures, all done in lithograph, and the poster was given gratis to all exhibitors who had booked the Paramount product. Advertising manager Hermann E. Flynn designed the poster and supervised its distribution.

The treasure-chest idea for throw-away purposes in connection with "The Buccaneer" caught on in quite a number of places throughout the world. We have seen excellent variations on it from London, Sydney and Rio de Janeiro. In the instance of the last-mentioned city, the idea was adapted to programme purposes on the occasion of the premiere of the magnificent Plantation Plaza, and the manager of the theatre took the idea and adapted it to programme purposes. The manager of the theatre was very successful in the production of the programme. We have also seen an excellent example of this idea in the United States, where the programme was given a wide circulation throughout the country.

Some very excellent advertisements on "The Buccaneer" have come in from India, where the picture premiered at the Regal in Calcutta.

Paramount's Service Manual, issued from New York every week, recently had attached to it a photo of the new color-paint available as an advertising aid for Olympe Brada. We are merely calling your attention once again to this item, for it is a very effective piece of merchandise and might well prove saleable in your territory.

A veritable barrage of fascinating material involving Cecil B. deMille's "The Buccaneer" is to be found pictorially and cable-wise elsewhere in this issue. We note here, however, a batch of interesting evidence from Guatemala sent us by Miss L. Andrews, supervisor. It consists of posters, souvenir booklets and programs of the Cine Capitol, all pointing to the reason why the film broke all records at this famous theatre.

Going after the business provided by Children's Matinees in India is good business, according to specu-

"THE TEXANS" Just ONE of a Herd of Big Ones from Paramount!

lular evidence provided by Frank E. Kennebeck, manager in Bombay. Frank has sent sample heralds, throw-a-ways, special photographs and much other material showing how successful these matinees are. Popeyes, Betty Boops, Pictorials, Spotlights and a flock of other Paramount shorts round out the programme, which is designed particularly for the youngsters, but which is also found to be a source of screen delight to adults also. Of course the schools are actively contacted, and so far as Bombay goes, the arrangements are under the actual supervision of Messrs. D'Silva and Pulid.
"A FAREWELL FROM LUBITSCH"

We reproduce below a letter recently received by Mr. J. C. Graham, from Ernst Lubitsch:

My dear Mr. Graham:

I have just returned from a luncheon which the 'boys' have given me as a sort of farewell gesture upon my leaving Paramount, but before leaving I should like to take this opportunity of expressing to you my sincere thanks and grateful appreciation for the fine friendship and cooperation I have received from you and your organization during the many years of my affiliation with Paramount Pictures, Inc.

We previewed 'Bluebeard's Eighth Wife' last night, and the picture was exceptionally well received by audience and press alike, unless I am completely wrong, encourages me to believe that the picture will be a real hit. And I hope that it will be received in England with the same enthusiasm it met here.

Although I have not definitely decided yet, there is a possibility that I may be in London later in Spring and if so, I hope to have the pleasure of seeing you again.

With kindest regards.

Sincerely yours,

(signed) Ernst Lubitsch.

HAROLD LLOYD GOES AGED

Pictorial predictions of American life 50 years from now were made recently on a Hollywood film set where Harold Lloyd was shooting scenes for his current comedy, "Professor, Beware!" for Paramount release.

The comedian, almost unrecognizable in old age makeup representing him to be about 75 years old, was working on a "tag" ending which is supposed to take place in the year 2000. Phyliss Welch, the new Lloyd leading woman, was also aged by the clever application of hollow cheeks, numerous wrinkles and lines, and a white wig.

Plans for future innovations were put forth by practically everyone in the company, but Lloyd used only those which he felt stood a chance of coming true.

PARAMOUNT PRODUCTIONS ON PARADE AROUND THE WORLD

Our racing cameraman in Hollywood has really done a racing job this time. Just look at what he has here!
(1) Reveals Olympe Brandt christening a new ship added to the air fleet of TWA, famous American airline service. And wasn't it a coincidence that the ship was named after Olympe's famous picture.
(2) This proof offers proof that George Raft, at left, really sings in "Spoon of the North." He is with Dorothy Lamour, and Burton Lane and Fred Loesser, the last of whom was the composer of the song being sung.
(3) Henry Hathaway, director, and Louise Platt, leading woman, of "Spoon of the North" check over a piece of action.
(4) The view in the water is "Sticker," one of the sea-leading characters of "Spoon of the North." This seadog, hired at a cost equivalent to that of a prominent star, has a fascinatingly important role in the film.
(5) Donald O'Connor, Bing Crosby and Fred MacMurray are the three brothers in "Sing, You Sinners."
(6) Randolph Scott really rolls in the mud in "The Terence." (7) In making "Boohow" in Malaya, Director Clyde Elliott and leading man Colin Tapley really encountered the jungle at its densest. Here's a camera crew being ferried across a rushing river. SEE PARAMOUNT PICTURES AND TAKE A PARADE AROUND THE WORLD.

MANADENS NYHETER

(Continued from Page 11)

mycket lycklig att igen ha nöjet att ha besökt av Fred W. Lange, generaldirektören för Kontinental-Europa. Mr Lange kom över till New York med Mr. Hicks och tillhörning ett flertal veckor vid Yrkens Fyra Hörn för att inhämta allt om vår produktion.

Ungefär vid tiden då vår tidning tryckte hoppas vi att få se den första glimten av "Tropic Holiday," Arueur Hornblows glada film om glädje och sugar i Spanskamerikariketten påstår, att den är en av de glada och mest melodiska Paramount-filmer, som skapats på länge. Även -- är också mycket entusiastisk över Tito Guizaras möjligheter; vi ha skrivit en hel del om hans otrevliga tapeter i dessa spalter.

Popeye's Cute Poster Souvenir from Jugo-Slavia

This is a poster produced in Zagreb by Manager J. G. Freund in behalf of the fine array of forthcoming Paramount product. And wisely enough he had Popeye, then whom there is none more popular in Jugo-Slavia, pose as the salesman of the product. The poster was widely commented on by the film trade as well as the press and resulted in fine Paramount business. Of course in these instances due credit is always given King Features Syndicate, holders of the Popeye copyright.
BIG ONES

Here's a Flock of Forthcoming Paramount Pictures Big Enough For Any Screen in the World Today

THE TEXANS
TROPIC HOLIDAY
PROFESSOR BEWARE
SPAWN OF THE NORTH
MEN WITH WINGS
IF I WERE KING
ARTISTS AND MODELS ABROAD
PARIS HONEYMOON
ZAZA

If You Don't Know the Casts of These You Don't Know Your Product
THE WINNERS!

A FIRST — TIES FOR SECOND — TIES FOR THIRD

CHARLES BALLANCE
HENRI KLARSELD

AMERICO ABOAF

JOHN L. DAY, JR.

$500
$350
$350
$200
$200

THE BRANCHES

ROME —— 3 Weeks' Salary to Staff
CALCUTTA · BOMBAY and SAO PAULO —— 2 Weeks' Salary to Staff
ALGIERS and MONTEVIDEO —— 1 Week's Salary to Staff

JULY 1938

VOL. 5, NO. 7
Of such a scale do we regard "If I Were King" that it tops even our editorial section this month, a privilege which has not hitherto been accorded any production. Our scenes here show Ronald Colman and Frances Dee in some of the incidents of this extremely colorful and certainly spectacular production. Producer Frank Lloyd promised us the top production of his career with "If I Were King," and the evidence revealed to Legionnaires who have recently visited Paramount creations to come to you within the next several months.

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U.S.A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Edited by Albert Deane

Vol. 5
July, 1938
No. 7

DIRECTOR

We are happy to relay to you, with as much joy as we are sure you all must feel, the announcement that Mr. John W. Hicks, Jr., has been elected a Director of Paramount Pictures, Inc. There is no more potent reward that our Company can bestow on one of its servants than election to the Directorate, and the entire Foreign Legion must be more pleased than any words can tell over this step having been taken. Moreover, it comes at a time when Mr. Hicks is in the twentieth year of his service with Paramount, which is a coincidence in that he scored so marvellous a reward as his score of years was rounded out.

PRODUCT

Mr. Hicks commands our attention in still another fashion this month: through his announcement regarding the quality of the product which was shown him on the occasion of his recent studio visit. The Foreign Legion's Leader has compressed his reactions into a statement which appears on another page, and which was preceded by a cable flashed to many Paramount offices. We believe that this cable, plus the statement, constitute so powerful a plea for Paramount supremacy that no further words are needed here in this respect.

ROSE

Announcement is made this month of the appointment of David E. Rose to head Paramount production activities in England for the coming year. Mr. Rose will headquarters in London and will be the active liaison between London and New York and Hollywood in all matters covering the pictures to be made in Great Britain for Paramount distribution as called for by the recently enacted Films Act of 1938. Mr. Rose was appointed to this important post during the visit of Mr. Hicks to the Coast recently, and the Foreign Legion's Leader is most enthusiastic regarding the new appointee, both as a film executive and as a student of British production requirements. We welcome Mr. Rose to the organization and sincerely trust that he will have a long and pleasant relationship with us.

CONTEST

As enthusiastic as was its enactment and participation, so has the Contest proven to be a novelty and a surprise as to its finish. Proof of the intenseness of the Contestants is the fact that five division leaders have qualified to fill the three first prize posts. This came about by virtue of the amazing closeness between the two who tied for second and the two who tied for third. This circumstance automatically brought into the prize-winning fold a great many other Paramounteers, to all of whom we offer sincerest congratulations.

PERUVIAN

There's a word in the language of the Peruvian Incas which we have forgotten and which we don't intend to dig up for a very good reason. The meaning of the word is "Not today, but tomorrow—and perhaps not even then." We don't intend to dig the word up because Paramount's policy of timely production release nullifies the word. Paramount has the big pictures—has them completed—and is releasing them just as soon as releasing dates can be set. As for instance "Tropic Holiday," "The Texans," "Spawn of the North" and "You and Me," The Incas can keep their quaint word and be very welcome to it, according to Paramount executives.
And Then There Were the Winners in the Branches

The fine old institution of Double, Triple and Quadruple Salaries worked out magnificently in this instance for the staffs of the undermentioned separate Paramount exchanges throughout the world.

ROME. The entire personnel of this exchange in Italy received quadruple salary—four times ordinary salary, the equivalent of 3 weeks' additional salary.

CALCUTTA-BOMBAY and SAO PAULO. These staffs received triple salaries—or 2 weeks' additional salary.

ALGIERS and ROSARIO. These exchange staffs, the first in Northern Africa and the other in Argentina, received double salaries, or one week's additional salary.

The news above certainly reveals an unprecedented situation and gives a graphic idea of the closeness of the contest as well as the spiritedness of the race. We are allowing the remainder of the statistics to speak for themselves, adding merely that we know that the thanks of Mr. Hicks to all the contestants have already gone forward by the fastest methods available. Below are the actual place standings:

**THE DIVISIONS**

1. Americo Aboaf
2. Charles Ballance
3. Henri Klarsfeld
4. Harry Hunter
5. Andre Olsen
6. Benito del Villar
7. A. L. Pratchett
8. John Cecil Graham
9. John A. Groves
10. Carl P. York

**THE COUNTRIES**

1. Germany
2. Italy
3. Colombia
4. Trinidad
5. Uruguay
6. Philippines
7. Finland
8. Hungary
9. Brazil
10. Czechoslovakia
11. Argentina
12. Roumania
13. India
14. Poland
15. Peru
16. France
17. Australia-New Zealand
18. Mexico
19. Panama
20. Denmark
21. Chile
22. Norway
23. Jugo-Slavia
24. Great Britain
25. Holland
26. Straits-Java
27. Puerto Rico
28. Cuba
29. Sweden
30. Guatemala

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**CABLE FROM THE WINNERS**

After Mr. Hicks had cabled the Italian Division his sincerest congratulations on winning in the face of such stern competition, Mr. Aboaf responded as follows: "Italian organization and I thank you and are glad for your words of appreciation for our winning Drive. News thrilled everybody here and all feel very happy have contributed best efforts to success Foreign Drive."
Here are 12 graphic glimpses of worldwide exploitation activities on behalf of the Cecil B. deMille epic. 1 and 5 have to do with the picture at the Prince Edward Theatre, Sydney, the 3 'buccaneers' being part of a street ballyhoo engineered by General Manager Mel Smith of the theatre. The other scene is of a candy-ticup, the confectionery being named 'Halibut Toffee,' a delicious treat, is the magnificent housefront display at the Suipacha Theatre in Buenos Aires, where the picture enjoyed a superb season. 2 shows the house-front, this time at the Scala-Bio in Copenhagen, and here also the picture was luxuriously acclaimed by the public. 4 is the lobby of the Paramount Coliseum at Brussels, while 6 represents another phase of the campaign at the French Paramount theatre by General Manager Andre Ullman, this one being an imitation treasure chest from Le Paramount in Paris. This chest has since travelled to Hollywood. 7 and 11 represent floats which constituted part of the lavish exploitation campaign on the picture's behalf at the Queen's and Alhambra Theatres in Hongkong, China. 8 is the front of house display at the Queen's Theatre, Hongkong. 9 is a streetcar float put out by the New Excelsior Theatre in Rangoon, Burma, where the picture did really sensational business. 10 shows the house-front of the Alhambra Theatre in Koychon, another of the celestial public's theatres which did great business with the deMille film. 12 shows how the Capitol Theatre in Guatamala City, Guatemala, really went to town on this picture.

Over and above these details we wish to stress the fact that many of these campaigns, particularly the one at the Paramount Theatre in Paris, were lowering examples of ingenuity and resourcefulness, contributing materially to the film's success.

UN GRAND MOIS

Autre part dans ce numéro vous trouverez les résultats de notre concours qui excite tant d'intérêt et d'activité. Les résultats ne vous intéresseront pas moins que le concours lui-même. Nous échelonnerons cordialement tous ceux qui ont la bonne fortune de partager les prix, et nous compléterons tous les autres qui ont apris tout donné tous leurs efforts.

Vous trouverez aussi les projets principaux de la visite récente de M. Hicks à aux Studios de Hollywood accompagné de M. Lange. Dans ce compte-rendu se trouve la déclaration faite par notre chéri de la Légion Etrangère qui proclame que jamais pendant son association avec Paramount il n'a été aussi hautement inspiré que par les grandes productions des productions en préparation. Son enthousiasme et sa confiance pour la grande de 'IF I WERE KING. M. MEN WITH WINGS'. SPAWN OF THE TEXANS, ZAZA et BOOLOO. Il a trouvé que le personnel du studio se rend compte de nos problèmes, mais il a ajouté que journée du moment dans le passé, et il est sincèrement convaincu que dès maintenant ce serait une grande force concourait la situation de faire des films d'un véritable apépi mondial.

Une autre nouvelle intéressante dans la production c'est la nomination de David E. Rose, qui pendant des années fut avec Samuel Goldwyn, comme agent de liaison de la production au Angleterre. M. Rose que M. Hicks caractérisa comme un homme de grande abilité administrative et de grand charme, aura comme fonction de coordonner le contingentement de la production britannique de manière à donner aux principaux films tournés en Angleterre les qualités d'attrait inégalables à une distribution mondiale.

Il nous est agréable de dire, tout en nous indiquant les grands films a venir, que certaines de nos grandes productions récentes continuent à remporter de nouveaux succès dans de nombreuses parties du monde. C'est une bonne nouvelle pour nous d'apprendre que BLUEBEARD'S EIGHTH WIFE et THE BUCCANEER sont permis les gagnants du jour dans presque tous les pays. Le présent numéro vous en donne de nombreuses preuves photographiques, et nous pouvons ajouter que BLUEBEARD a battu le record en Australie, et que le BUCCANEER met en danger le record du BENGAL LANCER en Nouvelle Zélande, que les deux films sont en tête dans l'Inde et en Amérique du Sud—etc. En d'autres mots, les derniers grands films de Paramount marchent au pas accéléré, et les grands nouveaux films qui nous arrivent nous avanceront d'autant que notre plus proche concurrent sera fort en arrière.

Nous espérons qu'au ler août nous aurrons les nouvelles du concours d'exploitation qui est lié à l'occasion de la campagne Parade Paramount autour du Monde.

Tito Guizar attire fort l'attention ce mois-ci. Il y a la première spectaculaire de TROPIC HOLIDAY qui est le 24 juin, et qui fut réalisé la première présentation du film dans le monde entier; et il y a aussi, sa première production Cobian, MIS DOS AMORES, qui est déjà cinématographié et qui sera prête pour distribution dans un avenir très proche. Tito devient rapidement un as dans la main de Paramount, ce qui nous rend très heureux car le jeune chanteur et acteur possède si grandement le charme et la personnalité nécessaire à un monde qui a tant besoin de chant et de rire.
“Tropic Holiday” Thrills Mexico

PICTURES, PRESS REPORTS AND CABLES THUNDER THE SUCCESS OF MEXICO CITY PREMIERE

There’s no doubt about it—the exhibitors in Latin America have a Paramount success on their hands; and, if it is any satisfaction to them, it also looks as though this same success is a world-beater at the same time. The picture is “Tropic Holiday,” and the acid test which proved the picture to be pure gold was the world premiere of the film at the Alameda Theatre in Mexico City last Friday evening, June 24th. That night indeed was a Tropic Holiday so far as the Mexican capital was concerned, and the pictures, press reports and cables set forth on this page are the substantiation of that fact.

As the wired accounts conveyed, the premiere (and indeed it was strictly and technically the world premiere of the film), was attended by the social and political elite of the great Mexican metropolis. These people came, saw and were captivated by the charm of one of the most internationally appealing films ever made.

THE RESULTS BEAT US—TO THE EDITORIAL POST

This issue we are obliged to pass up a lot of otherwise good material for a rather unusual reason: the material has to do with claims bearing on the results of the contest, and of course the things that we cannot publish are the claims that did not come true.

Thus, while we admire the sincerity which inspired the claims, and the originality which likewise characterised them, we feel that they are best left unprinted. Those who forwarded them will know who we trust that they repeat them in, when, and if, we have another international contest.
PARAMOUNT FLASHERS

Wesley Ruggles' first for Paramount under his new studio pact will be made from an untitled story by an hitherto unknown writer. Heading the stellar cast will be Irene Dunne, Fred MacMurray and Donald O'Connor, the latter mentioned being the juvenile who scores so heavily in The Unholy Three, the current Wesley Ruggles picture in which Eng Crosby and Fred MacMurray have the leading roles.

Zaza started production June 20 with Catherine Gilderdale and George Cukor as director. Prominent in support are Herbert Marshall as 'The Great Joe,' Constance Collier as 'Cascart.' Also in the cast will be Binnie Barnes, Helen Westley and Constance Collier, it truly should be an acting spectacular.

George Armiere is writing the score for Cecil B. deMille's production, Union Pacific.

Ian MacLaren and Brandon Hurst have been added to the cast of If I Were King. Also Heath Thatcher. After he finishes directing St. Louis Blues, RKO will film him in The Lady's From Kentucky, in which George Raft and Frances Dee will be starred. St. Louis Blues will star next month with Bob Hope, Hedy Lamarr, Tito Guizar, Betty Grable, Maxine Sullivan and several others in the role.

Olympe Brada is next week's Soubrette, from the gifted pen of Jacques Deval. Kay Milland will be leading man and shooting is expected to start almost immediately.

The cast of Artists and Models will be augmented by the talented services of Fritz Feld.

Because of his work in The Big Broadcast of 1938 and the as yet unannounced production, Paramount has awarded to Bob Hope a new long-term contract as comedian and leading man.

The Hopalong Cassidy production formerly known as The Return of the Fox has been finally titled In Old Mexico.

Bert Lahr, comedian, has replaced John Barrymore in the impressive role in Zaza.

Because of its locale, the Hopalong Cassidy production formerly known as The Return of the Fox has been retitled In Old Mexico.

Evelyn Keyes, blonde beauty under personal contract to Cecil B. deMille, has been slated for a role in the producer's Union Pacific, has been added to the cast of Artists and Models Abroad, wherein she will portray Minnie Autemonte in a beauty pageant.

Genevieve Tobin has been added to the cast of The Ark, Chalette Colbert's current Paramount picture.

Winter Hall, Paul Hervey and Lionel Belmore have been added to the cast of The Lodger.

Fay Bainter, who is currently becoming one of the foremost emotional leading ladies of the screen, has been cast opposite Bob Burns in The Arkansas Traveler.

Jean Parker has been signed for the romantic feminine leading role in Arkansas Traveler, the new Bob Burns film in which Fay Bainter also

PRATCHETT IN HOLLYWOOD

PRATCHETT CARRIED FINE STUDIO STORY BACK TO "LOS REVOLUCIONARIOS"

The pictures above represent but three lens shots of what Division Manager A. L. Pratchett noted during his recent visit to Paramount's Hollywood Studio:

his mind carried back thousands more. The result was that as soon as he had a couple of idle moments he jotted a letter which went by air mail to H. C. Portner, Valer, Reyes, Rapport, Donohue and to Mrs. Andrews in Guatemala. The opening paragraph of this important letter expressed the true spirit of the missive. It said:

"My trip to Hollywood to screen Tropic Holiday developed into one of the most pleasant weeks I have ever experienced, and it is a direct result of the fact that the studio executives has an additional treat, as it afforded me the opportunity of knowing the earnestness with which they are all working to make each individual production "Paramount in every sense of the word."

Then followed individual appraisals of the major pictures which Mr. Pratchett found in the course of filming in the studio, and to say that he turned over these commendations with the utmost satisfaction, would be an understatement.

PRATCHETT CARRIED FINE STUDIO STORY BACK TO "LOS REVOLUCIONARIOS" 

Herewith are three interesting side-lightson the recent important visit to Hollywood paid by A. L. Pratchett, division manager, as left he is shown with Tito Guizar, Luigi Luraschi, the latter being head of the studio's consorship department and the foreign department representative. In the centre Mr. Pratchett is sporting the producer's famous camera, the first he has ever held in his capacity of director of every deMille production is filmed. At the right the head of Los Revolucionarios visits the SPAIN OF THE NORTH set as the guest of Dorothy Lamour and George Raft. By all odds, Mr. Pratchett is now a very well-informed Legumonist on the subject of the forthcoming Paramount product.

TROPIC HOLIDAY APPLAUDED BY THE MOTION PICTURE DAILY

"Production on the forthcoming Fleischer-Paramount feature Technicolor cartoon "Gulliver's Travels," will start immediately in New York, Max Fleischer has announced.

The picture will take approximately 18 months to produce, with the director of the animation scheduled for the Fleischer studio in Miami, Florida.

Fleischer expects to have his new project in operation early in September and the picture is being designed for release by Paramount during the 1939-40 season. Work has been engaged on several months in the evolution of the characters in this feature-length cartoon and in the preparation of the complete script.

The initial step in the making of the picture will be the recording of the complete sound track from which the subsequent animating will be done. The songs for the sound track are now being prepared in New York by the famous team of Leo Robin and Ralph Rainger.

PRODUCER AND SUPERVISOR OF DIALOGUE ALSO

Ramos Cobian, pre-eminent Mexican dialogue director who is learning the production side of the film business with a vengeance, Not only is he the producer of El HOMBRE DE LOS MARES, the Tito Guizar film which Paramount will distribute, but he is also dialogue director of the production. He is shown here, conferring with the star on a matter of dramatic inflection.
Paramount Leading Product Parade

By JOHN W. HICKS, JR.

A few days ago I sent the following cable message to the chief Paramount distribution centres throughout the world:

"MY RECENT VISIT TO THE PARAMOUNT STUDIO CONVINCED ME OF THE GREATNESS OF THE STUDIOS AND THEIR LTHER LEADERSHIP. FORTHCOMING PICTURES ARE A MIRACLE OF TECHNIQUE AND ORGANIZATION, AND WILL MAKE A BIG IMPACT ON THE PUBLIC AND THE TRADE." ANDREW LLOYD, PRODUCER-DIRECTOR OF "IF I WERE KING." 

Collectively and individually these films represent the tops in Paramount production. It is not for me here to draw parallels or comparisons with past Paramount achievements. We have done a great many notable things in the past and out of them we have built up our industry pre-eminence. These pictures which I have seen — some of them practically completed and others in a state permitting opinion-formation— are the fruits of that pre-eminence. And such fruits! Such pictures!

I was shown an assembly of five reels of "If I Were King." These five reels alone would have made one of the mightiest romantic spectacles of all time just by themselves; yet they represent only the beginning of Frank Lloyd's picture which is destined to reveal the grandest performances ever registered by Ronald Colman, Frances Dee, Basil Rathbone, and a score or more of talented performers.

"Spawn of the North" was seen in its first rough-cut, and here I was privileged to see what we all have been calling aloud for for so long — an action melodrama, colorfully located, with a truly stellar cast, and with all the punch that Henry "Bengal Lancers" Hathaway can pack into a picture. George Raft surpasses his "Souls at Sea" performance, Dorothy Lamour and Henry Fonda are superb, and the remainder of the cast give rousing performances.

I cannot even begin to tell you of the thrill that the reels I saw of "Men With Wings" gave me. We have long dreamed of this picture — an aviation epic to top all war dramas that the screen has ever given us — and here it is! The word "Wings" in a title

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Two really privileged Paramounters are Messrs. John W. Hicks, Jr., and Fred W. Lange, whose lightning visit to Hollywood early in June gave them glimpses of the grand Paramount product now in course of completion. Presented above are six camera glimpses of the two Legionnaires taken in the very heart of the Paramount plant. (1) with Mamo Clark, leading woman, and Paul Sloane, director, of "Boofoo." In the centre is Eugene J. Zukor. (2) In earnest conference with Frank Lloyd, producer-director of "If I Were King." (3) With leading lady Francesca Gaal and leading man Bing Crosby, of "Paris Honeymoon." Gene Zukor at the right. (4) With Ronald Colman, star of "If I Were King." (5) With Akim Tamiroff and director Henry Hathaway on the "Spawn of the North" set. (6) Mrs. John W. Hicks, Jr., lunching with Mrs. Adolph Zukor, right, and Miss Lillian Fischer (Mrs. Frank Farley). Miss Fischer is style advisor on "Artists and Models Abroad."
The Paramount Parade

By T. M.

CHATTER. Five colts have been foaled on the Bing Crosby breeding farm within the past two months, bringing the total number of the star's racing quadruplets to 30. Nine of the animals appears on Paramount's star roster, but from what we have heard from Bob Burns' radio chatter they should all be regarded as "players," since none of them seems to be going racing seriously...They've given Martha Raye a new publicity catchphrase; henceforth she will be known as Martin (Glamour Legs) Raye. Seems that her gain, as American legs are called, win her a beauty contest in "Glamour Legs," a popular lunchtime feature.

ODDITIES. Cecil B. de Mille has acquired a stock of ancient copies of the Illustrated London News. Seems that the British weekly carried much better pictures of the building of the Union Pacific line than the American press. The pictures were used in producing "Union Pacific."...Through some editorial kink we insist on referring to Albert Lewin as an Associate Producer. Our apologies for the slip. Lewin is of course a full-fledged producer, now engaged in producing "Zaza."

WHISPERS. With the appointment of David E. Rose to act as production liaison between London, New York and Hollywood, we are pertaining comment that hereafter Paramount's British production activities will be viewed through Rose-colored spectacles...The Dos Amores of the Tío Güízar will be "Tres" to January, we hear...The very pleasant New Year visit of George "Winky" Hayes, of the Hopalong Cassidy series, brought two famous riders together on the stage...Robert Aldrich resumes his directing duties for Westminster...In the last quarter's round of pay, George W. Hamilton, Peter Godfrey, and William Cameron Menzies received new assignments...

AUSTRALIAN. The set of "If I Were King" has a visit from A. King, "Men with Wings," a new American force in Sydney, who is passing through the United States en route to Ireland on leave of absence for the first time since his schooldays, shown here with Basil Rathbone, who plays the role of King Louis in Frank Lloyd's truly spectacular production starring Ronald Colman.

IL PIU' GRANDE ED IL PIU' LABORIOSO MESSA DELLA PARAMOUNT.

In un'altra pagina di questo numero sono contenuti i risultati della nostra rapida e movimentata gara. Stiamo certo che troverete detti risultati eccitanti quanto la messa. Riuniamo tutti i nostri amici e con i loro aiuti otteniamo a tutti gli altri che facer di loro meglio per riuscire.

In un'altra pagina riportiamo anche le notizie più importanti della industria. Oggi, in particolare, il Signor Hicks ha fatto un film di Hollywood accompagnato dal Signor Lange. Nella residenza stessa si trova la dichiarazione del Capo della Legione Straniera che mai, in alcun momento della sua attività, la Paramount non si è mai impegnata in nessun affare di sinistra speranza di prossima importanza produttiva. Egli si dissera entusiasta, ognuno possa dire che la grandezza di "Se tissi Kr. "Commi Alati."

"Prodotto del Nord," "L'uomo del Texas, Zaza e Boloos," ("I'll be King," "Men with Wings, in a Shaw of the North," "The Texans," "Zaza and Boloos"). Mr. Hicks trova l'intero personale dello Studio profondamente compiuta per la loro azione, ora più che mai, sinceramente sperere che la felicità di che, da ora in poi, sarà falso pensiero dello Studio di produrre film che siano interessanti al mondo.

Un'altra notizia importante in ques-to numero, a proposito della produzione, e' la designazione del Signor David E. Rose, che per molti anni fu con Samuel Goldwyn, a mantenere i contatti con la produzione inglese. Sara' particolare cura del Signor Rose, che il Signor Hicks ha qualificato uomo di grande abilità e puntualità di molta fascino, di coordinare la produzione della quota di film inglesi di modo che le più saliscendi produzioni di essa siano interessanti.

The deepest sympathy of the entire Paramount organization is extended to the Foreign Legion's leader, Mr. John W. Hicks, to the Misses Matye and Ruby Hicks, and to Wilson Hicks, in the sad loss of their father who died, June 18, in Sedalia, Missouri.

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ADDING STYLE TO "ARTISTS AND MODELS ABROAD"

The charming young lady conversing with "Proregon," now playing the part of "Priscilla," and Director Mitchell Leisen is Miss Lillian Fischer, in private life Mrs. Frank Leisen. The Leisen's have a daughter who is in Hollywood acting as style consultant on "Artists and Models Abroad," and will be responsible for much of the sparkle and chic with which we expect to see the picture filmed. Visible in the background is Richard M. Blythe, assistant to Producer Hornblow.

A double A—in other words, Ame- rio Abo. The issue itself proved to be the best of the series so far; in fact we sense such a trend in the enhancement of this publication that we are forthwith sending to our stockroom for a new set of advertising and supplementary material to be designed in London.

Stirring Samples from the Paramount Press of the World

Every great country in the world today has its "press," in every instance an outstanding example of a great chain of publications extending over the whole world for a single purpose. And so Paramount has its "press," and every day brings to our desk one or more samples of this press, all with the purpose of the press—the power of putting an idea across; the purpose in its ultimate screen entertainment for the entire world.

The most glittering example is the May issue of Scandinavia's "Paramount." This time we have a spiral-bound issue, many tunes near size, and packed with colorful layouts, unique attention-compelling ideas, and a meaty message we are sure that the American public will be interested this way, Denmark and Finland thrilled to, As customary, there were in the book pages in until the four languages dealing with Paramount activities and personalities, with emphasis on the European "playmakers" as they are called here. The entire publication was spread in an unmistakable atmosphere of the Paramount optimism and the all-too-swell job, Mr. York, and we hope that you extend our congratulations to Mr. Bengt Janson and all of the other Paramount Vikings who had a share in this fine issue.

May issue of Brazil's eminently famous "Paramount em Acores" is also well and deftly devoted to the activities of Mr. Hicks in the coffee center of the world. The issue was replete with "playmakers" and "playmakers," as Hicks with various members and groups of the staff, and there was also a very well executed cartoon of the Foreign Legion leader sailing away on board the "Augustus." There was much else in the issue that we should like to have reproduced, but we feel compelled to compress this desire into a sentence expressing our complete adoration. The other and fifth issue, the first of Paramount's publications, the "Paramount em Acores" continues to be from month to month.

May 17th issue of Italy's "Paramount Italiana in Parata" was devoted to that extra urge to finish "Summer," which has been given a blaze of glory. To what powerful purpose this urge was put is to be seen in the standings in the Contest, a fact which is definitely

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Manager Ted Pierpoint of Panama has sent us a most interesting souvenir in the shape of a mimeographed newspaper in Chinese, published in that part of the world. All of the advertisements, with the exception of one or two of cigarettes, had mimeographed illustrations, most of them designating products of world-wide renown. Mr. Pierpoint reports that despite the primitive methods of its publication, the newspaper enjoys a wide circulation, which no doubt accounts in part for the popular appeal of the Anna May Wong picture.

General Sales Manager S. Ganguli has sent us from Calcutta evidence of the widespread popular appeal of the music of Her Jungle Love. In the file forwarded were actual letters from the leaders of some of the foremost orchestras in India, complimenting Paramount on the quality and appeal of the music. The file also had evidence of the fact that the music is scheduled to attain even more widespread popularity by virtue of being broadcast through the cooperation of All-India Radio.

One of the best supplements ever to reach our desk was the one produced by one of the most able and versatile of the Paramount publicity men, Mr. Kenebeck of Bombay, and appearing on behalf of “The Buccaneer” in “The Times of India.” It was four full pages in scope, dealt entirely with the Cecil B. de Mille picture, and was a most profitable investment to the publishing newspaper because it contained a good deal of valuable cooperative advertising. It is also appropriate to mention at this juncture that, according to Mr. Kenebeck: “Excellent business was done on the opening four days of the picture, in fact the best business done in Bombay in a very long time.” Of course the extra publicity boost, which included also a most yeoman programme, copy of which we received, had something to do with this success.

Our Brazil mail has been very heavy these past few weeks. Not only has that magnificent house come in, but we have also received from our Publicity Manager Montan of Sao Paulo a vast stack of newspaper and magazine clippings dealing with the recent visit of Mr. Hicks, and a very workmanlike, heavily trade-marked product announcement.

Buenos Aires. Proud indeed are we of the fact that exploitation in Argentina appears to dominate this issue. It has long been tended—and supported by graphic evidence—that one of the finest centers of film exploitation is the land of Los Gauchos. Above is one of the most pertinent samples of evidence we have had in the last couple of hours—a lavishly effective street-car trailer decorated in behalf of Cecil B. deMille’s production, “The Buccaneer.” It is without need of further comment that we add information to the effect that this fine work was performed by Publicity Director Guillermo Fox, who has done so much to keep the Paramount name paramount in Argentina, Paraguay and Uruguay.

Brazil boosts “the buccaneer.” Over on another page there’s a whole of a lot of fine recognition of some marvelous exploitation in behalf of the Cecil B. deMille picture. But to our way of thinking this piece oflobby exploitation for the picture at the Cine Plaza, Rio de Janeiro, is the whale of them all. Guided solely by a memory, it seems to us that this is the tallest and most imposing stunt that we have ever seen, and we would welcome comment and criticism if we happen to be wrong. At all events, there is no denying that the figure attracted a whale of a lot of attention; and the records prove that it brought in a whale of a lot of business.

Superb job of announcing

The French, who are so much better than we are when it comes to words expressing sheer, superlative joy, are appealed to for a couple of their best thousand-franc words in order that we might pay tribute to the special issue of “Le Paramount Franaise” which announces the French Division’s forthcoming product line-up.

The announcement takes the form of an amplified house organ—but what amplification! What color! What sheer brilliance of advertising technique!

Postcarding news of “her jungle love”

We have received from Manager Paul Verdyne of Singapore, a photographic postcard showing Dorothy Lamour posed with Popeye the Sailor, and holding a film can bearing the flag of the States Settlement. The postcard was prepared by Mr. Verdyne’s office for general exhibition use, and bore a caption telling of Miss Lamour’s stardom in “Her Jungle Love,” and calling attention to the flag on the film can. The postcard proved to be extremely popular and large quantities were given wide postal distribution, all of which proved to be face, useful exploitation.

Cake from a happy exhibitor

So elated was exhibitor Jorgen Jorgensen of the Metropole Theatre, Copenhagen, Denmark, at the success of “Bleuclair’s Eighth Wife” (which incidentally is still running, and will run all summer), that he sent to Manager Harold Frost, through the benefit of the exchange staff, the magnificent Danish cake shown here-with. Grubers round the cake, which few probably haven’t seen yet for looking at the ladies, are the following Paramount Loyalties: Mrs. Alice Dyhre, Mrs. Verbo, Mrs. Gerhardt, Miss Ellen Grunberg, Miss Edel Ludvigsen, Miss Else Edschou-Schmidt and Mrs. Ingrid Dyhn.

“Bluebeard” garnering praise in India

A note from General Sales Manager S. Ganguli in Calcutta says: “Bluebeard’s Eighth Wife” has been accorded enthusiastic reception by the refined section of our audiences and students and should be generally well received in all key cities.”

Norway. Pictured here is a fine piece of window display work from Oslo, on behalf of Frank Lloyd’s epic production, “Wells Fargo.” The window happens to be one of the best locations on the thoroughfare of the Norwegian Capital.
"BLUEBEARD" TRIUMPHS IN POLAND

Manager M F. Jordan has forwarded to these fascinating still shots depicting the success of "Bluebeard’s Elizabeth Wife" at the Palladium Theatre in Warsaw. Able to secure admission, the house behind, otherwise outside, in centre and at right are two of the many very effective window标题s which the Warsaw feature.

PARAMOUNT LEADING THE PRODUCT PARADE

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is peculiarly our property, and this picture glorifies that word as no other picture in film history has ever done. And if the picture glorifies the word, so does Technicolor glorify the picture. If you have never before been rendered breathless by the sheer thrill and beauty of a film, this one is going to turn the trick. You will see Fred MacMurray and Ray Milland at their best; you will see the advent of a truly fine actress in Louise Campbell; little Virginia Weidler will literally ache your heart with a glowing performance; William Wellman will shake your heart with thrills and spectacle.

The product parade continues with "The Texans." Here is this year’s top to "Wells Fargo." Yet for sheer bigness it beats that many ways. Its prairie fire climax, its cattle stampede and its stellar cast, topped by Randolph Scott, Joan Bennett and May Robson, place it in the ranks of the real epics of the screen. It is one of our truly big pictures and must be sold in this fashion.

"Artists and Models Abroad," "Paris-Honeymoon" and "Bouillo" are three more productions deserving of tremendous attention. All three are superb pictures for our purposes, the first mentioned being fashioned of so many ingredients to meet with our approval as the script and the story permit. "Paris Honeymoon" has Francisca Gaal in admirable support of Bing Crosby in exactly the type of role in which she won acclaim in her continental pictures.

"Boo Bill" had its breathing excitement exteriors filmed in Malaya some months ago and is now having these rounded out with a legitimate dramatic story in much the same way as "The Last Outpost" was fashioned a couple of years ago. I looks to me as though we are going to receive a thrilling surprise in this one. I saw several reels of it screened and I am very excited over the production’s potentialities.

I could undoubtedly go on at great length in this fashion; yet I really have only one point to make—the point that Paramount is far and away at the head of the world’s product parade. We have a gigantic array of great attractions already on film; other films are in the process of being made—and topping all of these is the magnificent spirit of international-mindedness.

There is no doubt about it; we have out there in Hollywood a staunch band of Paramounteers who place above all else the determination to give this Company a consistency of entertainment films second to none in the world.

These, then, have been the highlights of the most cordial and most informative visit that I have ever made to our film-production plant in Hollywood.

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"WELLS FARGO" A NEW ZEALAND HIT

On the Paramount records, in particular, the "Wells Fargo" is noted as an outstanding hit in New Zealand. The records also show that much of this success is due to the unremittting exploitation efforts of Exploitation and Publicity Manager, Richard Byrnes.

This enterprising Paramount's campaign is before us in detail and we cannot help but ex- plore some details, even if the record is overlooked in the effort to make this picture, with its American content, but its overwhelming entertainment, thoroughly palatable to the filmgoers of New Zealand.

The national publicity campaign started the effort. This attracted to the endeavor a number of publicity-minded minds, among whom were former employees of Wells Fargo, now domiciled in New Zealand. Also some philatelic, theatrical, advertising, and otherwise, who joined Wells Fargo pony express stamps. In Auckland, Manager Yorke Gray of the Embassy Theatre mailed a series of invitations to the screening. In the invitation occurred this paragraph: "We in Auckland, whose comparatively young, have much in common with the pioneers we see in WELLS FARGO, for we are the pioneers, building our country, blazing our way into the magical future."

The campaign included a comprehensive newspaper advertising campaign, climaxing by a specially timed radio broadcast.

There are many other details to the campaign which cannot be fit here. So we lack the space.

The deplorable stormfilmic, also known as a picture that one finds in another, is a new harbinger of the world's place. The veritable god with unknown relatives of the cinema, worthy a special mention among the pictures, is the so-called "Bengal Lancer" a very effective in the innocent and also much admired. It is one of the cinema's most popular. Among the pictures sold, there are many in the Orient, which are very effective. Among the pictures that are sold, there are many in the Orient, which are very effective.
STIRRING BUENOS AIRES EXPLOITATION FOR "WELLS FARGO"

We present above but three aspects of a really important exploitation put across in the Argentine capital by Publicity Director Guillermo Fox in behalf of "Wells Fargo." Highspot of the campaign, and the feature which attracted widespread evidence and images (a reaction of clippings testifying), was a parade through the main streets which truly exemplified the Spanish title of the picture. This title translates as "A Nation on the March" and the parade depicted transportation all the way from the milkman days, through the era of early automobiles right up to the modern 1938 car. This parade had particular significance in that the history of transportation in Argentina closely paralleled that in the United States. In reporting the exploitation campaign Managing Director John B. Nathan announced that the great newspaper and population attention given the parade contributed materially to the success of the film at the Gran Teatro Opera in Buenos Aires, and naturally, since the publicity spread throughout the republic, benefited the seasons of the picture in all other places throughout the land.

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PLUGGING THE EXPLOITATION CONTEST IN AUSTRALIA

Picture here is the ad. sales department in Sydney, with Donald Hunter, son of Manager of Advertising Director Harry Hunter, officiating as ad. admonisher. In addition to this glimpse of punchful exploitation in behalf of the Paramount on Parade Around the World exploitation contest, we have received from Advertising Publicity Director Hermaam E. Flynn a number of other scenes showing the manner in which the contest was plugged in other parts of the Sydney head office. These scenes showed banners above the office directory, special one-sheet posters disposed around the building, and even special stair steps affixed to each stair in the place.

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Worte von den grossen Erfolgen bei der Filmreise sind mit anderen Worten, Beinbrecher für die in abschätzer Zeit im Paramount Verleih herauskommenden Filme, welche Paramount zum mannlichen Filmfahrer in der Filmindustrie stilisiert werden. Wir hoffen, dass wir den kostspieligen und mit allen Einzelheiten über den Exploitationswerben in Zusammenarbeit mit "Paramount's Parade Rund Um die Welt" veröffentlichen kommen.

In diesem Monat ist es Tito Guizar, der auf der großen Seite mit den Filmfahrern der Uhrzeit auf der Weltreise Auftritte hat. Der kleine Mann mit der großen Stimme ist ein echter Filmfahrer, der auf der Weltreise viele Erfolge feierten. Er hat sich sehr in der Filmindustrie verdient gemacht und ist ein großer Filmfahrer.

This is the highly decorative wooden cover of the special souvenir book prepared by Manager Rodolfo Paladini in commemoration of the visit of Mr. Hicks to Rio de Janeiro. The book itself has since arrived in New York from Brazil and is one of the treasured possessions of the Foreign Legion Leader.
YOU'RE STANDING ON TOP OF THE WORLD, MR. GLOBE!

CONTRACT TO MAKE THE WORLD HAPPIER

"MEN WITH WINGS" "SPAWN OF THE NORTH" "IF I WERE KING" "ZAZA"

"THE TEXANS" "PROFESSOR BEWARE"
Know Your Product and Know Your Strength

For the very best reason in the world we have dedicated this issue of Paramount International News to the Paramount product: that reason being the fact that by every available practical standard the product we have within our grasp is the best in the world. Actually the most logical thing for us to do would be to allow merely pictures to be published and to allow these to speak for themselves. However, it has long been one of our newspaper axioms, borrowed with the most profound credit from the always sagacious Chinese, that one picture is worth ten thousand words: therefore we are merely politely proving this axiom by editorializing here and elsewhere.

In rebuttal, however, we take issue with the Chinese by offering a counter proposition that whereas one good picture can be worth ten thousand words, three good words like "Know Your Product" can be worth ten thousand pictures. Paramountites long gifted with the ability to mix thinking with action have known, ever since our priceless and provocative admonition was first conceived, that the phrase "Know Your Product" has long been synonymous with Paramount progress. Since the earliest days following our Company's dawn we have never merely accepted our Company's product. We have instead adopted and faithfully followed the practice of taking each picture for what it has been worth, appraising it as a piece of merchandise from which we were duty bound to extract enough in the way of returns in order to have the investment return a profit, and of going to work on it on that basis. That was the whole stock and substance of our understanding of Knowing One's Product.

The dedicating of this issue of Paramount International News to product is not in any what a departure from this policy. Every issue seeks to give you an insight into current and forthcoming product and we know that you soak up every item of information that you can in this connection. The issue before you is chiefly in the nature of a series of jubilant hand springs because, for reasons that were somewhat under our control, we are faced with an embarrassment of product riches. It is accordingly our desire to bring this fact home to you all with the healthy impact of a clip on the nose; we are obsessed with the desire of pointing out to you that what has been figuratively called "an embarrassment of riches" represents actually the most potent array of product ever simultaneously placed before us in the entire history of our generally colorful existence.

Picturewise and starwise this array is magnificent. The succeeding pages will tell their own stories eloquently, compellingly, irresistibly. If you do not succumb to the enthusiasm which these pages, by design and intent, generate within that frame of yours, then indeed have your corpuscles turned to jellybeans.

It is not without doubt that you have heard that there are many fine pictures being made within the industry these days. Undoubtedly you have, and perchance your corpuscles have already jellybeamed. Our sole retort to this is in the nature of a Shame-on-you! for your action will have shown that you have not fully studied the situation sufficiently to know that while the industry has gained, and is gaining many new great pictures this year, the majority of them are coming from Paramount.

If you will know and accept this fact you will know your product. And in knowing your product you will know the strength of Paramount which, after all, is your strength.

Read on, now, and don't tell us we didn't warn you of the wealth of Paramount product you are about to inherit.

Personalities

Note particularly as you turn the following pages that not only are great pictures depicted thereon, but that these great pictures are peopled by personalities of international renown. You will note that not only is "If I Were King" a great spectacle, produced by a dominant director, but that it has Ronald Colman for star and a great array of stellar personalities in support. Note the same about "Men With Wings" and "Spawn of the North." It is the same all the way through Paramount's forthcoming line-up.

Take the case of some of the pictures not illustrated in this issue. "St. Louis Blues," for one. Note that its cast is headed by Dorothy Lamour, George Raft and Tito Guizar, and that many famous players will be in the other roles. Note that "Say It In French" will have Olympe Bradna and Ray Milland co-starred. Remember, also, that Paramount will make a Latin American drama with George Raft and Akin Tamiroff, tentatively titled "The World's Applause." Shortly will come the announcement of Cecil B. deMille regarding the cast for his "Union Pacific," and a private note from him indicates that the array of players for this one will be the 'tops' in all deMille casts.

Note also that Paramount is creating new teams. Fred MacMurray and Dorothy Lamour is one. Martha Raye and Bob Hope is another. Olympe Bradna and Ray Milland is expected to be another following their work in the picture previously mentioned.

Paramount not only has the product; it has the personalities as well.

The Passing of a Paramount 'Soldier'

It is with the most profound regret that we report the death of Sr. J. Vidal Gomis, a great Paramountite who took over a tremendous job at a time of great stress and carried it until he could carry it no longer. Death came to this fine servant of our Company on Saturday, July 16th, in the American Hospital in Paris, whither he had gone from Barcelona when his illness became overpoweringly great.

It is a duty of which we are deeply proud to regard the memory of Sr. Vidal Gomis in the light of a symbol of those scores of other Spanish Paramountites who are bravely carrying on their duties under a grueling burden of mental and physical stress. He led these Paramountites in the continued performance of their tasks, and so inspiring was his leadership that, even though death has taken him from the ranks, his inspiring guidance will go on through the ages.

We mourn with those he left behind, their sorrow lightened only by the knowledge that he had been a fine man, a true leader, a noble servant, faithful unto the end.
COLMAN'S SPECTACULAR TRIUMPH

DIRECTOR. Frank Lloyd's directorial ability is reckoned as a real box office asset throughout the world today. His "Cavalcade," "Mutiny on the Bounty," "Under Two Flags" and "Wells Fargo," to mention but a few, have rung the bell at tens of thousands of the world's box offices. He claims—and all the evidence to hand supports the contention—that "If I Were King" is his best accomplishment to date.

CAST. For as long as only you can remember you have whistled and tailed for a picture with Ronald Colman. Here it is! And what a picture! It has everything that you—but wait, that's for another paragraph). At all events it has Ronald Colman. And it has Frances Dee in the most beautiful role of her career. It has sinister Basil Rathbone in a kingly role that will win one of the year's awards. It has C. V. France, beauteous Ellen Drew, Henry Wilcoxon, Colin Tapley and a host of other sterling performers.

APPEAL. The records have long told us that what the screens and screen fans in this world want—and must have if the screen is to continue to function—is a succession of motion pictures in which the players move ten times as often as they talk. That's what this picture has; and it has it on a tremendous scale—an epic scale—a scale to make you want to stand up and say to all the world—Here is a real motion picture!

SELLABLE POINTS. It's like selling sardines to Scandinavia trying to tell you what there is in a picture of this type for you to sell. After all, the passing months have been packed with news about the film's towering cast of players, its sheer, breathless romance; its thrill piled on thrill, as well as the fact that it is a picturization of one of the nine most romantic episodes in all history. When you have all of these factors blended into the type of spectacular motion picture (that term is used in the purest essence of its meaning) that Paramount, and Paramount alone, can make, then—to use the words of the classics—you've really got something.

SALIENT ITEM. More than a decade ago Ronald Colman made the initials "B.G." eternally famous: this year he turns the same trick for "F.V."

PRODUCTION SNAPSHOTs
The title of Olympe Bradna's next Paramount picture, previously announced as "Sonnette," has been finally set at "Say It In French." Ray Milland is leading man, and in the cast will be Irene Hervey, Janet Beecher and Evelyn Keyes.... Eva Novak, star of the silent days, has one of the
(Continued on next page)
MIGHTY, MEaty MELODRAMA

THRILLING ACTION PICTURE PRODUCED BY THE MAKER OF "LIVES OF A BENGAL LANCER," "SOULS AT SEA" AND MANY OTHERS.

INGREDIENTS. Chief of these was a desire to tell a romantic story in terms of action and melodrama against the biggest canvas available. Henry Hathaway is dedicated to action in his every film endeavor, and this powerful story of romance, hate and compassion against the background of Alaska was perfect for his technique. Climatic conditions aided the undertaking: Paramount expressed complete faith in his plans giving him the well-nigh perfect cast.

THE CAST. We allow to speak for itself the cast aggregation which is headed by such names as George Raft, Henry Fonda, Dorothy Lamour, Akim Tamiroff, John Barrymore, Louise Platt and Lynne Overman. And not forgetting "Slicker," a trained seal who is destined to write history for himself.

HIGHSPOTS. Spectacular running fights at sea between honest fishermen and fish pirates. The actual crashing of towering Alaskan glaciers. The bond of sympathy and understanding between the characters played by George Raft and Henry Fonda, a bond akin to that between the brothers in "Beau Geste." The solemnly beautiful religious service of the fishermen. An array of colorful Indian tribal customs. The thrilling rescue of George Raft by "Slicker" the Seal. The duel to the death between the harpoon crews.

POTENTIALITIES. We believe in all sincerity that "Spawn of the North" is the greatest action melodrama of the day. Its cast, its locale, its down-to-earth movieness all unite to make it screen perfection for the audiences of the world.

FLASH NOTE. For those who have believed Dorothy Lamour to be sargon-bound, we quote with a full measure of pride the following official memorandum from Studio Representative Luigi Luraschi: "Everyone turns in an excellent performance, but you will be particularly and pleasantly surprised by Dorothy Lamour. She really displays a dramatic ability that one never suspected. I understand that it is the way she has changed the pitch of her voice, but whatever it is it's so good that she has you gulping even before she reaches the climax of her scenes."

PRODUCTION SNAPSHOTs (Continued from previous page)

leads in the Hopalong Cassidy film, "Silver Trail Patrol." ... Andrew Stone is making exteriors for "Say It In French" in New York... Lynne Overman and Vladimir Sokoloff have been added to the cast of "Escape from Yesterday," which already has Akim Tamiroff, Frances Farmer
PARAMOUNT INTERNATIONAL NEWS

SCREEN'S SUPREME AIR FILM

STATUS. Paramount, having given the world "Wings," pre-eminent of all aviation films, naturally has an honor to uphold. "Men With Wings" is the materialization of this honor.

COLOR. Before taking a single extra step, or crossing another 't', let us emphasize here the fact that "Men With Wings," throughout its entire magnificent length, has been filmed in the most breath-halting Technicolor that eyes have ever looked upon. In fact the color in this film is terrifyingly beautiful—clouds, crowds, crashes, drama and spectacle—all have been captured by the Technicolor camera. The picture is not only a crowning accomplishment for Paramount, it is the climax to all of Technicolor's inspired planning over so many years.

CAST. As in the original "Wings," so in this 1938 saga of flying there is a glorious triangle of tangled emotions—Fred MacMurray, Louise Campbell and Ray Milland. With this drama as a background, the film proceeds to paint a canvas as big as both the hemispheres. And the three personalities mentioned are far from being the only ones of importance in the picture. Virginia Weidler, Lynne Overman, Porter Hall, Andy Devine are but a few of the others.

DIRECTOR. William Wellman made "Wings." William Wellman has inspiringly created "Men With Wings." In the interim between these two pictures this dynamic director has megaphoned a bunch of other winners, all of which have tended to bring forth "Men With Wings" as his culminating accomplishment.

PUNCH. "Men With Wings" is the story of aviation; of the climaxes in flying since man first found that a heavier-than-air machine would lift him from the ground and propel him through space. It is international in theme—as international as flying itself—and it pulses with action from start to finish. The story of aviation is one to be told in action, not words. "Men With Wings" does just that.

PRODUCTION SNAPSHOTs

(Continued from previous page)

and Leif Erikson. . . . To clear up any last lingering doubts, the title of the picture is "Sing, You Sinners." It is Wesley Ruggles' very fine comedy drama starring Bing Crosby, Fred MacMurray and Donald O'Connor. . . . Grant Withers is back in pictures, having been given a role in "Touchdown, Army," which features John
THE THRAILS ARE FROM "THE TEXANS," which picture started as a grand scale Western and ended up as the biggest plainsman thriller since Mr. Cecil B. deMille's openair opus. Paramount took Director James Hogan fresh from his accomplishments with "Ebb Tides" and bade him translate to the screen the story of one of the most epic animal treks in all history. They told him he could have more cattle, more covered wagons, more Indians and more cowboys than any other director had ever requisitioned. They told him they were casting Randolph Scott, Joan Bennett, May Robson, Charles Bannerman and Robert Cummings in this picture and that this appeared to be a swell cargo of thespian talent. They gave him the where-withal to fire thousands of acres of prairie, checked with the weather bureau so that he'd be sure that the rivers he wanted in flood would actually be flooded at the appointed time, and guaranteed him all the snowstorms that the action of the script called for. The starting gun was fired, the picture went into work, Paramount organization and efficiency triumphed—and out of it all has come "The Texans."

THE GAY COMEDY IS FROM "ARTISTS AND MODELS ABROAD," which is de-luxe fun produced in the best Arthur Hornblow, Jr. tradition. Localled in the Paris Exposition, and peopled with plenty of pulchritude (plus Jack Benny as star), the picture is made for the eye, the ear and everyone. Charles L. react to charm—plenty of charm. The picture marks Joan Bennett's second appearance on this page, which shows that the young lady really gets around. But the picture does not depend solely on these two B's (Benny and Bennett). There's another B, and an important one, in the person of Mary Boland. The picture, however, is not all comedy, for in many of the sequences Jack Benny steps down in favor of the most spectacular parade of beauty, charm, pulchritude and dress creations by 12 of the world's foremost designers. It is our contention that the Bubble Bath sequence, wherein more beautiful women than you could count on your fingers and toes (whatever they might be doing there is your business), pass down one side of the picture, enter a bubble bath, emerging on the other side in dress creations that'll put sparkle in women's eyes and wrinkles in men's pocketbooks.

PRODUCTION SNAPSHOT (Continued from previous page)

Howard, Mary Carlisle, Robert Cummings and Benny Baker... As we have told you in almost every conceivable fashion, it's a picture to make a Hulla-DOOLIO about... The tenth anniversary of Paramount's entrance into sound pictures was observed recently by Robert Florey, who is making "King of Alcatraz." It was Florey who directed Paramount's first sound picture, a two-reeler entitled "The Pusher-in-the-Face," which starred Estelle...
LLOYD. Once every two years the old spinning globe that we know as the world takes down its hair and has a grand and glorious laugh. The reason for this is Harold Lloyd. Right now the old chuckles are shaking the globe again, and the reason is “Professor Beware.” Harold has packed plenty of action into this one. The old whispers poured in on him that what the world wanted was stacks and stacks of action, and not quite so much talking. Harold listened with that characteristic gesture of his, and proceeded to give the world exactly what it asked for.... You'll see in this one the maddest chase the screen has reflected in a very long while, the spirited battle for a girl's hand, crazy antics aboard a roaring freight train, all interlarded with individual chuckle-raisers by the score. ...And interpreted by a right royal cast including Lionel Stander, Raymund Walburn, Phyllis Welch and many others.... Harold is giving you the sort of film you've long wanted, and are you going to be glad!

CROSBY-GAAL. “Paris Honeymoon” is deliciously Continental, and all charm. Not only does it star Bing Crosby in what is probably the most ingratiating role of his entire film career, but it introduces Franciska Gaal to the whole wide world in the very type of role which made her so famous on the Continent. And she sings! Yes, Miss Gaal sings in this picture, not as a rival to the redoubtable Bing, but to complement him.... “Paris Honeymoon” is a comedy—not merely a polite comedy, but rowdy and uproarious in most spots. You see, Miss Gaal is first and foremost a singing comedienne (this is for the rest of the world's information, Europe, you already know it), and she has a rather delicious sense of farce. This time she and the irrepressible Mr. Crosby are aided and abetted by Shirley Ross, Edward Everett Horton and Akim Tamiroff. The Tamiroff of this picture is not the frightening ogre of his gangster pictures, not the menace of the melodramas, but a buffoon, a character who'll hand you laughs aplenty.... And the picture itself will not only give you plenty to laugh at, but it will shower you with charm, fascinate you with the beauty of its settings, entrance you with its multiple melodies. ... In other words, it's a pretty swell movie.

PRODUCTION SNAPSHOTTS
(Continued from previous page)

Taylor and Georgie Stone.... George Raft and Akim Tamiroff are to be co-starred in a picture entitled “The World’s Applause,” previously known as “Caviare For His Excellency.” It is a stirring drama with a Latin American setting........ Tim Holt, son of Jack Holt, has one of the chief roles in “Sons of the Legion,” recently completed at the Paramount studio ........ When Claudette Colbert completed her first day's shooting on “Zaza” she found in her dressing room a bouquet with the following inscription: “Good luck to you and ‘Zaza.'” It was signed “Iza.”
ZAZA GREAT; "SINNERS" DITO

COLBERT. "Zaza" starring Claudette Colbert has been in work just a few weeks as we go to press with this issue of your 'tipster' sheet, and it is our sincere tip to you that Miss Claudette (who can-cans in this picture as you've never seen it done before) is delivering quite easily the best performance of her long and distinguished film career. "Zaza" is based on a world-renowned role. Wherever the drama is performed the people know "Zaza." Even in Cuba, Mr. Pratchett informs us, where the cigar-makers pay a reader to entertain them while they work, the favorite play throughout all the factories is "Zaza." And who, moreover, that French-born Claudette Colbert, is more ideal for the purpose of bringing this role to life on the screen? In this task she has superb aid from Herbert Marshall as leading man, and from Genevieve Tobin, Constance Collier, Ernest Cossart, Bert Lahr and Helen Westley. All under the superb direction of George Cukor, and under the production guidance of Producer Albert Lewin.

HOMESPUN. There are few directors in the business who are as surefire as Wesley Ruggles. This understander of human emotions has been making pictures for a very long while now and certainly knows what the picturegoers of the world want. That's why we are sure that "Sing, You Sinners" is bound to meet with your unqualified approval—it is human through and through. This picture has no stars, yet it is completely all-star. Bing Crosby was never more ingratiating, the same being true of Fred MacMurray. The two newcomers—Ellen Drew and Donald O'Connor—show magnificent promise and are sure to be remembered. (Miss Drew, by the way, has the second female lead in "If I Were King"), and the remainder of the cast are truly fine. The picture has the most exciting horserace ever filmed, one of the finest fight, and a great deal of the most logically interpolated music that any picture ever had. All of this is strung together with a human quality which, for want of a better term, we have called homespun. If you don't think "Sing, You Sinners" is a pretty swell picture, we're rather sorry for you.

PRODUCTION SNAPSHOTs

(Continued from previous page)

Paramount expects to announce the title of Isla Miranda's next assignment in the very near future. Maria Porey, Hungarian actress previously known as Rosy Roth, has completed her role in "Artists and Models Abroad" and has left the studio for a Broadway stage engagement. Edward Everett Horton, having completed work with Bing Crosby and Franciska Gaal in "Paris Honeymoon," is himself off to Paris—this time on vacation. Following his work in "King of Alcatraz," J. Carrol Naish will appear shortly in "Illegal Traffic."
HERE ARE MORE UNFORGETTABLES!

Nineteen Thirty-Eight's big pictures are not all in the immediate future; there have been plenty of towering successes already. Not the least of these was Ernst Lubitsch's BLUEBEARD'S EIGHTH WIFE, concerning which we have had some grand news published in these columns. Starring Claudette Colbert and Gary Cooper, it is still one of the winners of this and a lot of other years, and the Foreign Legion is certainly glad that it was made.

Another one of our towering successes of early 1938 was Cecil B. deMille's THE BUCCANEER, which continues to carve a splendid swathe of accomplishment around this merry old world. Exhibitions have bespoken the records it has smashed, and the tinkling tunes of tens of thousands of box-offices have served to throw an equal number of exhibitors of all nationalities into that ecstasy which comes only with the advent of worthwhile motion pictures.

FLASHERS ABOUT THE PRODUCT

Harold Lloyd's "Professor Beware" scored two splendid weeks of business at the Paramount Theatre in New York City. A summary of the critical reviews was mailed to all offices.

Martha Raye and Bob Hope, who appear to have hit a new comedy combination in "Give Me A Sailor" will next be seen in "Never Say Die." We think it important to point out here that Martha is a new Raye—nicer, quieter, tamer and tenderer. In fact, in "Give Me A Sailor" she is a glamour girl and actually wins a beauty contest.

Sylvia Sidney, at present vacationing in London, will return to New York late this month to start work in the Paramount release at present tentatively titled "One Third of a Nation."

Dorothy Lamour and Fred MacMurray will be costarred in "Mantrap," which was at one time an unforgettable starring vehicle for Clara Bow.

Mary Boland and Charles Ruggles have been signed for a series of three co-starring comedies. This should be grand news to all of those Legionnaires who have long importuned us to get Miss Boland and Mr. Ruggles together again on the screen.

"GULLIVER'S TRAVELS"

This is by way of being a routine report on the fact that immense progress is being made by the Max Fleischer organization in connection with the production of the feature-length Technoscreen cartoon, "Gulliver's Travels." We have read the script, heard the music and seen a great many of the sketches, so we know that the project is definitely and completely under way.

Yet another entry in the "RUGGLES" series will be "Ruggles Of Red Gap," under the direction of Robert Z. Leonard and produced by Sam Goldwyn. The real Ruggles is at the age of fifty-five and is the top tympanum of the South. Louis B. Mayer's real name is on the picture, and the studio is working on a进一步的unbelievable projection of the character of "Ruggles" and his exploits.

ROBERT Z. LEONARD

Directing "Ruggles Of Red Gap"

There is no better way to make a short film than to make a story out of a real-life adventure, and no better way to make a story out of a real-life adventure than to make a story out of a real-life adventure. The real adventure of "Ruggles Of Red Gap" is the real adventure of "Ruggles Of Red Gap." The real adventure of "Ruggles Of Red Gap" is the real adventure of "Ruggles Of Red Gap." And the real adventure of "Ruggles Of Red Gap" is the real adventure of "Ruggles Of Red Gap."

ABOUT TO DESCEND

About to descend on the screen is one of the most thrilling of thrillers ever made. It is called BOOLOO, which means "White Tiger," and was actually filmed in Malaya. The story deals with the most savage tiger in the whole world, of the native maidens sacrificed to the beast, and of how a courageous Englishman ended the sacrifices and captured the animal. In all essentials it is one of the most exciting motion pictures ever made.

And Just Ask Anyone in the Latin-American Territories about TROPIC HOLIDAY

**** ! **!
LEGALITE VISITS GUATEMALA OFFICE

Bernard Goodwin, accompanied by Mrs. Goodwin, visited the Guatemala City office of Paramount last month and received a most cordial welcome from Mrs. Tula Andrews, supervisor of the office, and her staff. The Home Office Legalite brought back to Vice President John W. Hecks Sr., a most glowing account of Guatemalan film conditions, as well as a happy remembrance of a very colorful country. In the above scene Mr. Goodman is shown with Mrs. Andrews against a well-known background.

JOINVILLE STUDIO SECTION NEXT MONTH

According to advance promise by Andre Ulmann, newly appointed head of Paramount's Joinville Studio in Paris (which post he has in addition to being head of the Paramount theatres in France and Belgium), there should be news enough from Joinville to give us a section or at least a column dealing with production activities. We welcome this lifting of our editorial burden with open arms.

PERSONALITIES

A very welcome visitor to Home Office these days from India is General Manager Charles Ballance. The Indian summers and winters have not served to dull his enthusiasm in any way diminish his fund of rememberable anecdotes. He will probably pay a personal visit to California during his stay in America and may drop in at the studio.

Another visiting filmn and worthy Paramounter is the President of the American Academy of Italian and Contest Winner John L. Day Jr. of Brazil. We'll have more to say about him when the time is ripe.

We express herewith our pleasure at the appointment of Herbert Moulton as studio representative and as manager of the London office. Director Robert M. Gillham, Herbert Moulton has been most cooperative where the Foreign Department is concerned—has, in fact, all members of the departments of Publicity Manager Terry De Lapp and Advertising Manager Cliff Lewis.

PRATCHEET HURLING BRAVOS IN ANTICipation OF "MIS DOS AMORES"

Immediately following the screening of Tito Guazar's new Paramount release, braving the Battle of the Sexes, the good news to the Paramounters of the Latin American lands. Here's one more hearty congratulations to, the leader of Los Revolucionarios—

TO AVOID DIET INTERRUPTION THE REVOLUTIONARIOS WILL TAKE CAKE THE DOS AMORES BOX OFFICE RECORDS FROM SOUP TO NUTS AT THE PRINCIPAL THEATRES. MOMENTS HAVE BEEN MADE ON THE MENU FOR THIS ENTERTAINMENT FEAST.

In the sanguine expectation of everyone concerned that "Mis Dos Amores" will scale new box office heights, notes, not only so far as Guizar films are concerned, but so far as all pictures of this type are concerned.

POWERPLUS PICTURE PERFORMANCES RECORDED BY CABLE, LETTER AND PRINTED ADVERTISEMENT

The pictures completed and released since the turn of the year have been some striking performances, according to reports which have flooded back to New York.

Take for instance the case of "Bluebeard's Eighth Wife" in Java, where, according to General Manager John A. Groves (who reported by the phonograph when reaching the Langor Theatre at the Langor Theatre in Soerah), set a new record for the locality, the figures topping all previous grosses this year.

The same picture, according to an advertisement sent out by General Sales Manager S. Ganghini, has in Calcutta reached the fourth triumphant week at the Regal Theatre.

Then there was the unparalleled achievement of "The Buccaneer" in Chile, where the film was simultaneously released in 14 city houses to take care of the crushing crowds. These houses, according to Managing Director Benito del Villar, were the Real and Santiago at Santiago, the Real and Valparaiso at Valparaiso and the Real and Valparaiso at Valparaiso.

The "Tropic Holiday" boom, which got under way with the Mexico City world premiere released last month, gathered terrific impetus with the Havana opening. This is best reported in the following words of the cable from Manager Japer D. Rapport: "'Tropic' premiered at year's largest gross. Cuban public acclaim picture as tremendous. Congratulations to studio for giving Latin America a real box-office wonder.

FRANCE. This is the reverse cover of the French Division's prize announcement book which we were so enthusiastic about last month. It certainly is expressive and to the point, which is so delightfully characteristic of so much French advertising and publicity—especially that bearing the Paramount imprint.

ACKNOWLEDGMENT. We have received a fine batch of material from Publicity Manager Jack Flunkett in Paris. It includes an interesting shot of Director Wesley Ruggles at a press reception in the Paramount Theatre in Paris, as well as a production material, all of the items must hold over to next month.

SPARKLING FLASH REVIEW OF "BULLDOG DRUMMOND IN AFRICA"

This is what the July 27th issue of the daily edition of "Box Office" had to say about this finest and fastest of the "Bullog Drummond" series:

Rip-roaring melodrama that will have action addicts adlther as hero John Howard overcomes insurmountable odds to outwit J. Carroll Naish, as only a villain as ever invited hisses from the gallery. Ably produced, splendidly directed and adequately cast, it is very much O. K. material. Harold Hurley produced, Lewis King directed.
FIGURE THIS PICTURE OUT FOR YOURSELF

First and foremost it is an accidental study of a beautiful woman. Further impersonal investigation on our part has disclosed that her name is Linda Yale (address and telephone number unrecorded). Our studio detectives have further uncovered the fact that she is one of the 57,983 attractions (actually counted) of "Artists and Models Abroad." Following completion of this picture Jack Benny, star of the production, left for a long vacation.

**NEUIGKEITEN DES MONATS**

Wir haben die Aufgabe, Ihnen in diesem Monat nochmals Nach-richten in Form von Bildern zu bringen. Und was darum auch nicht? Drehen sich doch mehrere guten Bilder zu guten Bildern — Bilder am laufenden Band — Paramount Film, von denen Ihnen dieses Mal besonders interessant zu berichten haben.

Wir sind aus diesen Gründen gezwungen, Ihnen diverse interne Informationen vorzuhalten, aber wir werden das alles hinreichend im kommenden Monat nachholen.

In der Uraufführung beim Harold Lloyd Film "Professor Beware," der seine Uraufführung am 13. Juli im New Yorker Paramount Theater erlebt, ist in Deutschland ein großes, ein großes und das versöhnlich uns wieder mit Harold Lloyd, hat er doch schrecklich lange auf seinen Film warten lassen.

"Bluebeard's Eighth Wife" stellt nach wie vor in allen Teilen der Welt neue Kassenrekorde auf. Der Paramount Verleih er-scheinende spanische Film "Mis Amos Amores" mit Tito Guizar in der Hauptrolle, ist nunmehr fertiggestellt worden und wir ver-sprechen uns viel von ihm.

"Boofoo" (bedeutet "Weisser Ti-ger," "Texas", zwei neue Paramount Filme aber die wir Ihnen in einem anderen Teil dieser Ausgabe ausführlich berichten, sind hier in der New Yorker Zentrale gezeigt worden und haben unseren Beifall gefun-den. "Boofoo" ist ohne Frage der bedeutendste Film von "Texas", der wir seit Jahren produziert haben.

Wir möchten bei dieser Gelegenheit daran erinnern, dass "Men With Wings" in Farbemuf ist.

**HET NIEUWS VAN DE MAAND**

Deze maand vertellen wij het publiek dat de film "Texans," noch beeld dan in woord en we laten zo dan te zeggen het woord over onze prachtige films aan het beeld, vertrouwen dat onze films en prestaties u zeer zullen geven op het Paramount product.

Hierbij volgt, dat een massa puur journalistieken nieuws en berichten aangaande de prestaties van Para-mounters moeten blijven horen tot de volgende maand. Dat wij hier reden hebben voor, ver-eist geen nader beproef.

"Professor Beware" Harold Lloyd, "The Texans," Harold Lloyd, "O Professor Pharao" (Professor, Beware), a qual está obtido francês eu no Cine Paramount, onde se acha em exibição. E também um faco que ao conhecido e que ainda continua a tradição de "O Apta Esposa do Harpo-Amul", que possa-se em Nova York, ha alguns meses, foi também uma grande vittoria, e gauha fama em muitos dos lugares onde já foi estreado.

—Outra notícia de magnifico importa-ção é a que se refere à produção "Men Dos Amores," do grande artista mexicano Tito Guizar, que acaba de ser concluída nos nossos estu- dios. Toda falada em castelhano, es-se produção será distribuída pela Paramount, como parte do seu pro-grama internacional.

—Entre os novos filmes temos ainda "O Tigre Blanco" ("Boofoo"), interessante relato de aventuras das selvas da Malaca, e "A Heroína do Texas" ("The Texans"), com Randolph Scott e Jean Heather, a que já se exibiram na nossa matríz de Nova York e que nos dão uma imposição. "O Tigre Blanco" é mesmo, no seu gênero de aventuras romaneçadas, uma produção que não tem rival.

O mais uma vez chamamos a aten-ção dos interessados para o facto de o grande produto "Men with Wings," a que provisionalmente chamamos "Men com asas," não é toda em cores naturais e está prestes a receber no estudo os últimos reto-ques.

**NOTICIOAR DE MEZ**

Este mes nos vuelveos principal-mente de fotografías para dar nue-vas noticias. Lo cual, siendo estas cinematográficas, parece o vehi-cular. Digamos, además, que tales noti-cias versan, en mi mayor parte, sobre el conjunto mas escandaloso de noticias que hayamos tenido el gusto de anunciar hasta la fecha.

De lo dicho arriba se desprende que las noticias personales más accesibles, así como las referentes a los nuevos ej-es-cerzo efectuados en beneficio de la Paramount, han de quedar aplazadas hasta el próximo mes. Muy legítima es la causa para proceder así, y no du-damos que todos nuestros lectores lo entenderán como nosotros.

—A propósito de películas: grande es nuestra satisfacción al consignar la más reciente de Harold Lloyd, "No se daña, profesor" ("Professor Beware"), estrenada en el Paramount de Nueva York el 13 de Julio. Esta película es excepcionalmente satisfactorio. Asimis-mo nos complacen informar que "La Octava Mujer de Barba Azul" ("Bluebeard's Eighth Wife") obtiene en to-do la línea en diversos países.

—Ha quedado terminada en Holly-wood "Mis dos amores," el film de Tito Guizar, dialogada en castellano, y que será la Paramount la que se encargue de distribuir. Es "Mis dos amores" una producción de muy salado mérito.

—El Tigre Blanco ("Boofoo") y Los Tejanos ("The Texans") las películas más de las cuales publicitamos ilustraciones en otro lugar, se han exhibido ya en esta Oficina Central, donde dejaron en todos excelentes im-
LES NOUVELLES DU MOIS

Ce mois-ci nous vous donnons les nouvelles photo en photographies qu'en texte. Les nouvelles d'ailleurs se rapportent aux images animées — la plus grande collection de films de valeur que nous ayons jamais en le plaisir d'annoncer. Notre seule mission est donc de vous parler des nouveaux et plus grands films de Paramount.

Naturellement cela signifie que pas mal de nouvelles personnelles, aussi bien que des nouvelles sur ce que c'est a accompli pour Paramount, sont remises au mois prochain. Nous croyons cependant avoir les meilleurs des raisons pour agir ainsi et nous savons que vous comprendrez cela.

Parlant de films il nous est agréable de rapporter que "Professor Beware" de Harold Lloyd a été présenté au Paramount Theatre à New York le 13 juillet et fait d'excellentes affaires. Et ceci n'est pas sans satisfaction que nous signalons que "Bluebeard's Eighth Wife" fait magnifique recette une nouvelle journée dans le monde cinématographique. La présentation Paramount en langue espagnole, "Mis Dos Amores" dont Tito Guizar est l'acteur, a été terminée à Hollywood et est un film exceptionnellement bon.

"Boolo" (ce qui signifie "Tigre Blanc") et "The Texans," deux des films illustrés à d'autres pages, ont été dévoilés au Bureau Principal et sont considérés comme des films exceptionnellement distrayants. "Boolo" est indubitablement le meilleur des films d'animaux exécutés depuis plusieurs années.

Ne perdez jamais de vue que "Men With Wings" a été filmé entièrement en technicolor.

MANADENS NYHETER

Denna månad delgava vi de viktiga nyheterna mera i bilmateriel än i ord. Dessa nyheter ar tillika om filmer—en mängd av de mest utsända filmer, som vi någonsin haft nöjet att annontera som vara. Det var först av allt vi ha att göra dessa månads säljande är att berätta för eder om de nya och stortardade Paramount-filmerna.

Detta menas att naturligtvis en del personalhåller tillika med nyheter om, vad Paramount åstadkommit, mäste vanka till natta, manadshäft. Vi veta dock att vi ha de bästa orsaken i varlden att gora detta och veta också att ni alla komma att förstå oss.

På tal om filmer är det vårt out-sagliga nöje att omina att Harold Lloyd's "Professor Beware" oppnade på Paramountmässan i New York den 13de juni och gor stortardade affarer. Vi ar också mycket glada över att "Bluebeard's Eighth Wife" gor så fina affarer i de flesta storstaderna varlden over.


Glöm för all del inte det fakta att "Men With Wings" har upptäckts helt och hållet med fargkamera, Technicolor.

EXPLOITATION ITEMS

The ever-popular picture coloring idea was used on "Her Jungle Love" in India by Bombay Manager Frank Kennebeck with very fine results. The tie-up was made with The Times of India, which carried the pictures to be colored and also announced the prices to be won.

Manager F. C. Henry in Manila threw such handsprings in publicizing "Her Jungle Love" throughout the Philippines that he produced a rotogravure broadside the like of which this editor has never before seen. So compelling was this piece of publicity, and such magnetism was con-

This is a reproduction of the very excellent supplement prepared in Bombay, India, in behalf of Cecil B. deMille's production, "The Buccaneer." Manager Frank Kennebeck and Publicity Manager Lew D'Silva collaborated on the insert, which was issued as part of the newspaper, "The Times of India." Numerous local advertisers took space in the supplement, which was financially successful so far as the publisher was concerned, and successful from the exploitation angle so far as the picture's season was concerned.

Paramount International News

Page 12

STILL ANOTHER POPEYE

Here's another in a long line of international delineators of the famous Segar character, Popeye the Sailor, which is so graphically given to the picturegoers of the world through the medium of Paramount short features. This one reaches us from Budapest, Hungary.

"Bluebeard's Eighth Wife" got such favorable reports in all the leading foreign papers that this editor has never before seen. So compelling was this piece of publicity, and such magnetism was con-

aped in the names of those personalities printed thereon, that the picture is proving to be one of the record-breakers of all time.

The pages of Brazil's famous house organ, Paramount em Aecao, nowadays reflect not only good news about the product and the personalities comprising the Brazilian Division, but also relay news concerning local exploitation items. So important are these items that the pages containing them are printed, whereas the rest of the publication is mimeographed.

PARAMOUNT DOMINATES SOKOL EXHIBIT

Recently the annual Sokol congress was held in Prague, Czechoslovakia. Many important Czech organizations arrange colorful displays, but in the film section there was nothing to compare with the magnificent Paramount exhibit illustrated above. This display was viewed by more than 250,000 persons during the three days the pictures were to be shown in the territory were listed, Paramount secured an incomparable advertisement.

The four Paramounteers keeping Popeye the Sailor company in the picture are: Mr. Stepanek, in charge of the dramatic department, District Manager Rudolf Jelhcek, Chief Accountant Hajek and Salesman Elhner.

FROM FRANCE Director Cecil B. deMille examines with the greatest of interest the chest of exploitation material sent him from the Paramount Theatre, Paris. He also noted that this material was the outcome of a started campaign staged under the direction of General Manager Andre Ullmann by Theatre Mgr. Rene Lebreton.

"The Buccaneer Supplement"

A THRILLING HISTORICAL SCREEN SPECTACLE

is a reproduction of the very excellent supplement prepared in Bombay, India, in behalf of Cecil B. deMille's production, "The Buccaneer." Manager Frank Kennebeck and Publicity Manager Lew D'Silva collaborated on the insert, which was issued as part of the newspaper, "The Times of India." Numerous local advertisers took space in the supplement, which was financially successful so far as the publisher was concerned, and successful from the exploitation angle so far as the picture's season was concerned.

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"Bluebeard's Eighth Wife" got such favorable reports in all the leading foreign papers that this editor has never before seen. So compelling was this piece of publicity, and such magnetism was con-

aped in the names of those personalities printed thereon, that the picture is proving to be one of the record-breakers of all time.

The pages of Brazil's famous house organ, Paramount em Aecao, nowadays reflect not only good news about the product and the personalities comprising the Brazilian Division, but also relay news concerning local exploitation items. So important are these items that the pages containing them are printed, whereas the rest of the publication is mimeographed.

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The four Paramounteers keeping Popeye the Sailor company in the picture are: Mr. Stepanek, in charge of the dramatic department, District Manager Rudolf Jelhcek, Chief Accountant Hajek and Salesman Elhner.
What they think of "SPAWN OF THE NORTH"

HOT COMMENTS MELT EVEN ICEBERGS!
Editorial Comment of the Month

KNOW YOUR PRODUCT AND KNOW YOUR STRENGTH

This was our slogan on last month's editorial page and no sooner had it seen the light in readers' eyes than along came "Spawn of the North" to tell us how closely we'd hit the mark. "Spawn of the North" is everything we've hoped it would be, and a great deal more besides; it is the most thrill-packed melodrama to come from the Paramount film centre in a great many months, in fact almost since the 'Bengal Lancer' days. One reason for this is set forth in a separate paragraph below; some other reasons are—the same director mega-phoned, many long and vital months were spent in the preparation of the production, and above all the studio has hearkened to the cry of the world for action pictures. When you see it you'll know more precisely what we mean by knowing Paramount's strength by knowing its product.

LEWIN

One reason for the power and international appeal of "Spawn of the North" is to be found in the personality of Albert Lewin, Paramount Associate Producer who prepared himself for this exciting post by going abroad for several months in a determined effort to find out precisely what the world wants in its motion picture entertainment. As a result of this international-mindedness he has now given us "Spawn of the North", and is at the present time engaged in giving us "Zaza." Mr. Lewin is above all else dedicated to the task of making world-wide entertainment, and as further evidence of this he proposes, following the completion of "Zaza," to again investigate the world's needs at first hand. We realize that in the interests of accuracy our page devoted to "Spawn of the North" last month did not give Mr. Lewin full credit as the sole Associate Producer of this production and we wish to remedy this unintentional oversight.

"ESCAPE"

It is probably no more than a summer urge of the 1-fold-you-see spirit in us, but having read the script of "Escape From Yesterday," and knowing the consummate artistry of Akin Tamiroff so well by now, we feel constrained to go on record with the expressed belief that here is going to be one swell picture—great in story, great in artistry, great in general, world-wide appeal.

CONTEST

Distance being what it is around this dizzy old globe of ours and despite the miracles of airplane annihilation of distance—we are only just now getting around to the judgment of the exploitation contest held in conjunction with the Paramount On Parade Around the World festival of last March, April and May. Final selection is still complicated by two entries which will not reach us officially until probably the first week in September, therefore judgment will be made while this issue of Paramount International News is in the press and will be passed on to all offices by mail as soon as possible. Some of the entries are truly magnificent examples of exploitation ingenuity, and such entries will be duly passed on to Motion Picture Herald for submission as Quigley Award entries.

COVER

Our cover's what it is this month because it tells a certain story even more effectively than could the most glowing telephone call or letter. The picture was made in Mr. Hicks' office right after the Paramounteers from Latin America had seen "Spawn of the North." They were glowing and burbling and showing their enthusiasm in every other way possible. But at the same time they had one point of criticism so far as the Leader of the Foreign Legion was concerned, when he asked them if he had spoken the truth when he cabled them right after "Spawn of the North" had been screened in home office. "Yes," they agreed, "you did speak the truth—but you didn't tell us enough and you didn't make it strong enough!" That's one form of criticism anyone can take—and take gladly.

For the benefit of those who don't know all of the Latin American boys by sight: John L. Day, Jr., is second from the left; on his left is S. E. "Ted" Pierpoint, who came up from Panama. A. L. Pratchett, head of Los Revolucionarios, is third from the right. At the right of him is Jack Rapoport of Cuba. Mr. Hicks is in the centre, George Weltner at the extreme right, and Editor Albert Denne is at left.

THE VERY BEST JUDGES OF THE PRODUCT

One of the outstanding thrills of August has been the witnessing of the thrilled reactions of Messrs. John Day, Arthur Pratchett, Americo Aboaf, Bill Piper, Ted Pierpoint and Jack Rapoport to actual screenings of the new product. In quick succession they were shown "Spawn of the North," "Sing You Sinners" and the Spanish-language feature, "Mis Dos Amores."

Their unqualified response has been one of sheer, delighted enthusiasm.

Now they know exactly what we have been meaning when we have stressed the fact that "Knowing One's Product Is Knowing One's Strength." They first had an inkling of it as 1938 started: as the year rolled on the admonition gained strength. Now that they have seen these three pictures there is no room in their minds for doubt, only for the sparkling sensation of knowing that Paramount has the world's greatest product.

Withal, they are wise enough to leave room in their minds for one additional fact, namely that—great as the product now is, the product to be delivered before the end of the year is even greater. They know that this new flood of unparalleled productions will include "Men With Wings," "If I Were King," "Escape From Yesterday" and "Zaza."

JOHN W. HICKS, Jr.
ENGLAND GOING 'GREAT GUNS'

LE PARAMOUNT SALUTES ROYALTY

Pictured herewith is the magnificent scheme of decoration whereby the Paramount organization in France, through the medium of Le Paramount in Paris, saluted Their British Majesties King George VI and Queen Elizabeth on the occasion of the Royal Visit to Paris during July. General Manager of the Paramount Theatres, Andre Ulmann, reports that the decorations of the theatre received a tremendous amount of favorable comment, the praise extending to the British newspapers and magazines, even so conservative an organ as the London "Times" publishing a picture of the decoration of Le Paramount.

GOOD NEWS REGARDING PARAMOUNT PRODUCT FLASHING IN FROM ALL QUARTERS OF GLOBE

No matter how close to press time we get, there's always additional news available concerning successful presentations of Paramount successes. For instance, there's the following cable in from General Manager J. E. Perkins, head of the Orient Division:

"Her Jungle Love" just completed highly successful run Grand Theatre, Shanghai with highest gross any picture in over two years. In Manila outgrossing "The Buccaneer." Expect similar success Japan. That's the sort of news the Studio loves to hear, and we love to have them hear it, because in the long run it makes for more pictures of this type.

We love to have them hear of the continued success the world over of "Tropic Holiday"—and we know that they are going to hear one loud and sustained whoop from us with respect to "Spawn of the North." For when we get a picture that's paramount action—in which action is paramount over dialogue—then we can 'go to town' with it in any language and in any country.

As for what we'll do with "If I Were King," "Men With Wings," "Zaza" and "Escape from Yesterday" (which last mentioned will probably have a new title, so be prepared for it)—we leave you to do the guessing.

CONTEST-WINNER ABOAF SEES NEW CONTEST-WINNING PRODUCT

As the climax to his current American visit, Managing Director Americo Aboaf, accompanied by Mrs. Aboaf, paid a visit to the Hollywood Studio where such pictures as "If I Were King," "Men With Wings" and "Zaza" are in the editing stages. The leader of the Italian Division was most enthusiastic regarding the new product and showed his pleasure with the camera lenses. In the centre he is shown lunching with Messrs. Adolph and Eugene Zukor. At the left, Mr. and Mrs. Aboaf are on the "Say It In French" set with Ray Milland and Olympe Bradna; and at the right they are with Luigi Luraschi, head of the censorship department of the Paramount Studio.

Magnificent New Paramount Product Securing Great Paramount Response

The entire Paramount organization of Great Britain and Ireland, from Managing Director J. C. Graham right down to the humblest office helper, is responding in magnificent British fashion to the superlative production effort that our Hollywood Studio is making. Letters and cables, in an almost endless stream, tell the story of sustained success as only such messages can; and in turn the Hollywood end of the organization is showing its appreciation of such sales efforts as General Sales Manager Montague Goldman and his dynamic force of sellers, and such exhibition efforts as General Manager Earl St. John and his tireless managerial force, are putting forth by turning their efforts to the creation of still finer product.

That the British sales and exhibition organizations are quick to sense a new note in product is proven by the fact that the finest of all the Bulldog Drummond pictures to date, "BULLDOG DRUMMOND IN AFRICA," has been given top-of-programme billing in London, the first of the series to earn this distinction. Additionally, the British organization sensed a new Bing Crosby in "SING YOU SINNERS," went out after the picture in heroic fashion, with the result that the critical press went for the picture in a big way, thus paving the path for a more cordial reception to The Bing's pictures in the future.

The indomitable spirit of the British Paramount organization is finding further expression in the various London publications, such as "Paramount," and "Paramount Service," and there isn't the least bit of doubt that Managing Director Graham, with the most able assistance of Messrs. Montague Goldman, Earl St. John, Harold Walker, Ben Simmons, J. Bums and John Copser, plus such magnificent assistance as is forthcoming from Messrs. G. H. Hawkins and E. Ayres, is fast fashioning his organization to take the lead in whatever sales contests Paramount may inaugurate internationally during the coming year.

RESOURCEFUL

Elsewhere is news about the special "Tropic Holiday" issue of PHOTO News, of Manila, Philippine Islands. A copy of this issue was mailed to every exhibitor in the Philippines Commonwealth, and Paramount Manager F. C. Henry contrived, by some deft alchemy of exploitation, to have a card, of which the above is a reproduction, tacked onto the cover of each copy.
"I WILL ONLY MAKE PICTURES IN COLOR FROM NOW ON!"

By WILLIAM A. WELLMAN
(Producer-director of Paramount’s)
"MEN WITH WINGS"

The two things in life which fascinate me more than anything else are airplanes and color pictures. I have combined color and airplanes in "Men With Wings," and there doesn’t seem as if there’s much more for me to do. When I first made "Wings" ten years ago I dreamed of doing an air picture with color because of the beauty of it. I hope that I’ve captured that beauty.

I have stated and I again emphasize the fact that I never again will make a picture in black and white. Color gives depth to a production. You’ll see this when you see the multi-colored World War planes diving at each other in a dog fight in the picture.

But color is a headache. Never before have I done an historical picture in color. I’ve learned that people remember in black and white. They write in black and white. And illustrations are in black and white. In going back to the first flights of the Wright Brothers in December, 1903, and following through to the present time, I had five research workers finding out the colors of planes, insignia, buildings and a dozen other things, including Y.M.C.A. pennants which hung on walls.

Not only did I have all this to face in making the first air picture which was historically correct, but there was the problem of make-up. Players have been aged in black and white with various shades of blue and gray. For this picture, it was necessary to find the right colors to represent the changing pigments of the skin. The result is so good that Fred MacMurray, Andy Devine, Louise Campbell and Ray Milland can see the picture and get a pretty good idea of the way they’ll look in another thirty years or so.

After the work I’ve done, I can look in a mirror and see how I’ll look fifty years from now.

The men who really make an air picture are the pilots and the cameramen. They are the ones who surround the actors with an aura of hazard and daring. Charlie Marshall and Bill Cling, who flew the cameras, get the bows for the photographs of the pilots diving through the clouds, zooming over the terrain. Men like Frank Clarke, who stalks a ship as well as plays a role in the picture, and Tex Rankin, known as the world’s outstanding exhibition flyer, get the credit and deserve it for making the audiences sit on the edges of their seats.

During the making of the picture, Jerry Phillips and Earl (Chubby) Gordon, two other pilots dived through clouds, came out of them with their wings within six inches of touching. Other pilots had similar close calls. These fellows are the real heroes of an air picture. Down through the years I’ve made several, and I know.

Directing and producing a picture is supposed to be a lot of fun. The truth is that it is the hardest work a man can undertake. I went into this picture with the picture of health, and I find I have lost about 15 pounds. I haven’t eaten a full meal since I began working on it. My principal diet has been salads and crackers and milk. The reason for this is nervous strain. With airplanes zooming overhead, with weather to worry about, with actors rehearsing and scenes to be shot, there is almost too much to do.

Particularly during locations it is the job demanding. I have risen at five o’clock in the morning, worked to eleven o’clock at night, started again at five o’clock in the morning for weeks on end. The worst part of it all is that any director can’t tell his troubles to anyone else because they are so peculiar to his job. Little shadings of expressions, little balancing of action, timing, and such problems make life a nightmare.

All directors should have long vacations between pictures. From

the start of a picture to the end, a director lives in a little world by himself, people with funny little people whom he is bringing to life and putting into action. Long after the picture is finished these little people are still walking around in his brain.

This affects different people in different ways. For instance, they rightly call me "Wild Bill."

The biggest worry in an aviation picture is that somebody will be hurt or will be killed furnishing thrills for the screen. "Hell’s Angels," "Wings," and other pictures with aviation backgrounds have had minor and serious accidents. This is another reason for my gray hair and my loss of weight. Luckily, although we flew fifty airplanes and used thirty pilots in "Men With Wings" there were no casualties.

I have always loved flying ever since I was a combat pilot in the World War. I think fliers are interesting and daring fellows and like working with them as much as I do with actors. I also think aviation has a great future and that flying is being made safer and safer each year.

I may not be able to contribute to the cause of flying by being an aeronautical engineer or even a pilot, but I feel that I can by calling the public’s attention to aviation, the struggles which men have made since the Wright Brothers first flew thirty-five years ago, the romance and color which lies behind our present day progress, with our huge Boeing and Martin seaplanes and our DC-4.

Many pictures, I’m sorry to say, have been built along “scare” lines and aviation has not been helped. "Men With Wings" is a constructive picture, I believe, and will do much to encourage the public to fly. Although the story deals with three people primarily, and their struggle to fly—Fred MacMurray, Ray Milland and Louise Campbell—I have tried to tell the story of aviation’s development in panoramic form.

The final decision as to what I have done rests with the public, and I hope that in the end the verdict is that I’ve done a good job. That’ll make the extra gray hairs worth while.
AUSTRALIA-NEW ZEALAND PLANNING FOR GREATEST OF ALL PARAMOUNT WEEKS

Advice to hand from Managing Director Harry Hunter and General Sales Manager William Hurworth indicates that this, the 18th consecutive annual celebration of Paramount Week, will be the topper of them all in the Blue Ribbon territory.

The prize inducements, in cash, are being spread over the following categories: District Manager's Prize, Branch Manager's Prize, Salesman's Prize, Head Booker's Prize, Accountant's Prize, Ad Sales Manager's Prize.

The Contest will cover the entire month of September, with special emphasis on the first week of the month, which will be Paramount Week. In connection with this particular week it has been made clear that pictures booked for this week, and which run over in the following week, will be counted in the entirety of their returns as Paramount Week pictures.

Many other interesting features have been incorporated in the plan of the contest, which promises to not only guarantee the greatest Paramount Week of all, but to make September a most outstanding month in the entire history of the Australia-New Zealand Division.

MANADENS PARAMOUNT-NYHETER.

Mr. Stanton Grifiss, ledamot i styrelsen av Paramounts Filmbolag, är för tillfälle på besök i Europa.

After a delay due to an apt eulogistic operation on Miss Lamont (she will cover the spot hereafter), St. Louis Blues commenced filming August 8. The cast also includes Lloyd Nolan, Tito Guizar, William Frawley, Maxine Sullivan, Jerome Cowan and Mary Parker.... Illegible Traffic is also before the camera, with a cast including J. Carrol Naish, A. Edward Sutherland, Robert Preston, Judith Barrett and Dolores Casey... James Hogan is directing Bulldog Drummond versus Soldiers Yard. John Howard, of course, and as usual, will be Drummond.... Olympic Bradna will be co-featured with Bing Crosby and Bob Hope in Follow the Sun, which of course will have music. Production on the picture starts in October. In the meantime Miss Bradna has already commenced work in Say It In French, with Ray Milland as leading man....

The new title of the second Rob Burns starring picture is Tim From Missouri. (Note those 2 K's.) The picture was formerly known as The Arkansas Traveler Abroad, and has Fay Bainter in a featured role... Debarred, starring Gail Patrick, has commenced production.

Mark Sandrich, who directed such musical thrillers as Flying Down to Rio, has been engaged by Paramount as director of the new Jack Benny picture, Men About Town... Louise Campbell, who has done a swell job of dramatic work in Men With Holes, has received an additional Paramount contract... Evelyn Venable has been cast as leading woman for William Boyd in Frontiersman, the next Hopalong Cassidy production. This is in line with Producer Harry Sherman's new policy of casting at least one established star for each production along with Boyd. George "Windy" Hayes and Russell Hayden... Elliott Nugent will direct Bob Hope and Martha Raye in Never Say Die... William Collier, Sr. has an important featured role in Thanks for the Memory.

Edith Head, Paramount studio designer, is now in Europe gathering fashion hints for some of the major pictures of the new group... J. M. Kerrigan has joined the cast of Escape From Yesterday, that towering Akim Tamiroff melodrama that are already so exciting about. Pioneer Son is the title of the next Hopalong Cassidy production to go into work. William Boyd, Russell Haydon and George "Windy" Hayes will have their accustomed characterizations in this production... Raoul Walsh, whose most recent Paramount production was Artists and Models Abroad, is the director of St. Louis Blues... Dr. Richard Hageman, prominent American composer, has written the musical score of If I Were King... The flight of Douglas Corrigan of Don't Look Back fame has been incorporated in Men With Wings. Likewise the round-the-world flight of Howard Hughes... Monte Blue has been added to the cast of King of Alcatraz, the featured players of which are J. Carrol Naish, Lloyd Nolan, Gail Patrick and Robert Preston... Charles Butterworth, Otto Kruger, Roscoe Karns, Hedda Hopper, Elizabeth Patterson, Laura Hope Crews and Edward Gargan have been added to the cast of Thanks for the Memory, in which Shirley Ross and Bob Hope head the cast.

On a November of the silent days, is making a screen return in (ironical touch!) Escape From Yesterday... Charles D. Brown, Ruth Robinson and Dorothy Howe have been added to the cast of Debarred, the cast of which is headed by Gail Patrick, Otto Kruger and Robert Preston... William Duncan has been signed for a supporting role in Hopalong Cassidy's newest adventure, The Frontiersman... William Frawley, whose last Paramount appearance was in Touchdown Army, has been cast as a circus proprietor in St. Louis Blues... Erik Rhodes has been cast in Say It In French... The cast of Scotland Yard Against Bullseye Drummond has been augmented by Clyde Cook, George Zucco and David Clyde. Heather Angel is still the romantic lead, having apparently permanently replaced Louise Campbell.

BRITISH TRADE PRESS HEARS DAVID E. ROSE

Arriving in London August 3rd, David E. Rose, newly appointed head of Paramount's British Production activities was given a customary thorough interviewing by the film trade press. The event took place at Claridge's Hotel. Mr. Rose is in the center, looking up to the camera's right.

"BLUEBEARD'S EIGHTH WIFE" CONTINUES TO BE ONE OF THE YEAR'S WINNERS

Many times last month the cables ticked off the name of the celebrated Ernst Lubitsch film which so ably co-starred Claudette Colbert and Gary Cooper. Each time the news recorded on the tape was of the pleasantest.

For instance there was the John B. Nathan cable of August 5th, which read: "Bluebeard released yesterday to sensational business, marvelous public and press reaction." This message was scarcely four days old when the operator at Buenos Aires was called upon to supplement it with this one: "Bluebeard's first four days at advanced prices in Sydney (Cinema) breaks four-year record.

Then Carl P. York came along with another humdinger from his territory to supplement the sensational season of the picture at the Metropol in Copenhagen, by informing as follows: "Bluebeard opened Grand Theatre, Stockholm, this week and notwithstanding extreme heat is playing to packed houses. Press excellent, record run assured.

LONDON DOES CRITICAL HANDSPRINGS OVER "SING YOU SINNERS"

It is of great interest to the world that the Wesley Ruggles picture, "Sing You Sinners" has received unanimous critical acclaim in London. The British press has had splendid things to say about the acting performance of Bing Crosby, about the humaneness of the picture, and about the general excellence of the cast.

What is still more important, the picture ran into a second week at Paramount's Plaza Theatre, which is a hall-mark of box-office acclaim these days.

ANOTHER ISSUE OF "SNOOP"

Paramount pictorial quarterly, "Snoop," is out again. The highlights of this issue, which includes particularly fine one, are "Spurn of the North," "Men With Wings" and "Zaza." Copies have been forwarded to all Paramount representatives throughout the world.

PARAMOUNT'S ACTIVITIES WITH JUVENILES IN STELLAR ROLES

Paramount is responding magnificently to the prevailing demand for pictures in which leading roles are taken by performers young in years but mature in interpretation. A classic current example is the performance of Donald O'Connor in "Sing You Sinners.

Donald will be seen again in "Sons of the Legion," now completed filming and probably screened in New York by the time this news reaches you. A little later, because of their performances in this picture, Donald O'Connor, Billie Cook and Lee will be seen in "Tom Sawyer, Detective.

Next in the line of juvenile performances will be that of Ann Gillis, costar of "Tom Sawyer," who will have the leading role in "Little Orphan Annie," which is being produced by John Speaks for Paramount release. This picture will get under way some time this month.

"PROFESSOR BEWARE" MAKES THE DANISH MOVIEGOERS ROAR

Carl P. York is turning Viennesque hand springs again and is transmitting the fact by cable, as instance this flash about the Harold Lloyd comedy:

"PROFESSOR BEWARE" OPENED BIG AT METROPOL COPENHAGEN YESTERDAY. AUDIENCE FOARED PRESS FINELY EXPECTED EQUAL "BLUEBEARDS" LONG RUN.

The reference is of course to the fact that "Bluebeard's Eighth Wife," the Lubitsch masterpiece is continuing to crack records in all quarters of the globe. This film opened at the Metropol on April 26th last, and has only just closed. That's a run of just on 4 months. And Carl says that "Professor Beware" is going to last at least equal it.
**PRODUCTION PARAGRAPHS**

The news about "Tropic Holiday" from all quarters of the globe continues to be most heartening. In addition to what we have in columns elsewhere in this issue, there now comes news, at the moment of going to press, from Manager Saul Jacobs in Trinidad. It seems that the picture has set up an array of records in that island territory that are going to take some battering down. The picture has been acclaimed by picturegoers and picture critics alike, and not only is it triumphing in Trinidad, but also in the adjacent territories of British Guiana and Barbadoes.

Received just too late for use in this issue were some exploitation photographs from London. They tell of the unique manner in which "Bodo" was exploited with the help of the London Zoo, and a baby tiger. The pictures will appear next month.

A reading of the script of Olympe Bradna's new picture, "Say It in French," in which she is co-starred with Ray Milland, reveals that it is a delightful comedy drama. Olympe should shine to great advantage in it.

Work has already commenced on the first of a new series of pictures costarring Mary Boland and Charles Ruggles. The editing of this team came about because of a tremendous wave of requests from all parts of the world. Also, when Miss Boland was in London on a visit last month, the British press made the fact unmistakable that the film audiences of the United Kingdom would love to see Miss Boland reunited, cinematically, with Mr. Ruggles.

"Two Sleepy People" will be the only song sung in "Thanks For the Memory." Shirley Ross and Bob Hope, the picture's co-stars, will do the vocalizing.

In order to prove just how far ahead Cecil R. deMille is with "Union Pacific," he will set his second production unit to work on September 12th. The first unit has already been in work several weeks. Studio work on the picture will commence the first week in October.

George Archainbaud is director of "Thanks for the Memory."

**OF WHAT DO THEY SPEAK?**

JOHN L. DAY Jr. said that it is GREAT... And A. L. PRATCHETT, Leader of Revolucionarios Likewise said it is COLOSSAL: And as Though that were not Enough, S. E. "TED" PIERPOINT said that it will Do More Business Than any Action Picture in Years. And these Sentiments Were Shared by J. WILLIAM PIPER, Who Can't Get Back to Japan Quickly Enough to Prepare for This GREAT FILM. Likewise J. D. "JACK" RAPOPORT Thinks the Same about It for Cuba: and AMERICO ABOAF Cherishes Like Sentiments for ITALY. What Picture??? You Ask, Why, None Other Than S P A W N O F T H E N O R T H.

**FINESSTHUMB TO LEW DA SILVA**

We have received a copy of "Press and Art" of Bombay, India, in which there is a noteworthy tribute paid Lew Da Silva, editor of Paramount Service. It is apparent that Mr. Da Silva stands high in the esteem of the advertising and publicity fraternity of Bombay, especially in view of the fine things said about his campaign for "The Biscuits."

**FRANCISKA IS COSTUMED CORRECTLY**

The sprightly young leading lady of "Paris Honeymoon," in which she portrays a bride of Hungary, stands beside a Hungarian poster for costume corroboration. "Paris Honeymoon," one of the most melodious comedies to come from the Paramount studio in a long while, costars Miss Goal with Bing Crosby, and for splendid added measure has Akin Tamiroff and Edward Everett Horton also in the picture.
AMONG THE PUBLICATIONS

The keynote of Australia-New Zealand's "Punch of the Blue Ribbon Bunch" for June 27th is the mammoth movement under way for that part of the world for the purpose of making the 1938 Paramount Week (an annual September celebration) the mightiest in record. Managing Director Harry Hunter has editorialized inspirationally on the subject. General Sales Manager William Hurworth has promised the supercombined strength of his superb managers on a cross-sales effort unforgettably... The cover of the July 23rd issue of London's "Paramount News" is an ingenious application of the contention that "Professor Beware" has "a laugh in every foot."

The July issue of the "Paramount on Acano" is definitely up to the high standard maintained by this informative and inspiring publication. Much space is devoted to the sustained local success of "Bluesward's Eighth Wife," which succeeded its running weeks at the chief Rio de Janeiro cinema. Another page pictorially traces the path of General Manager John L. Day, Jr., to New York via Paris.... What are we to say about London's "Page 12" (which has not already been said before?) Here, for once, we have run out of superlatives in our task of paying monthly tribute to the Paramount head office in the world. All that we can say is that the July issue leaves us in the state of merely being able to congratulate the editorial staff on the sustained superlative quality of this publication for informativeness, personal news, and above all the editorial objective of keeping all British Paramounteers informed on their Paramount product.... July issue of India's "Paramount Service" likewise demonstrates the combined effort of Messrs. Frank Kennebeck, S. Ganguli and Lew du Sarte, the latter now thoroughly informed on Paramount's product status. This particular issue (a fine job of printing) has much space devoted to "Her Jungle Love," "Professor Beware" and several of the other "hits" from Paramount. July 28th issue of Italy's "Paramount" is largely a product one also, the preferred problem being "You and Me," "If I Were King" and "Tropic Holiday"....

July 15th issue of Australia-New Zealand's "Punch" contains an announcement of Managing Director Harry Hunter's new sales drive for the finest of all Paramount Weeks. There are also announcements from District Managers Fred Gawler and Claude Henderson, a general sales statement from General Sales Manager William Hurworth, and congratulatory letters to Mr. Hicks on being elected a director of Paramount Pictures, Inc.... Czechoslovakia's "Novinky Paramount" for August contains a splendid editorial on the subject of "Paramount Has Kept Its Promises." It also contains the full text of that most important cable on product sent out by Mr. Hicks following his return from a Hollywood visit... London's "Service" likewise continues to reflect the fine tenor of our organization and also the keen edge of our enthusiasm over the new product. 

EXPLOITATION FLASHES

Manager E. C. Henry of Manila has forwarded a pictorial version of "The Philippines Herald" showing the entire cover and much of the inside space devoted to Olympe Brada and her starring appearance in "Stolen Heaven." His accompanying report states "We knew Filipinos liked their drama, but in Olympe Brada, bad people whom they'd like Olympe Brada. So we gave the picture a build-up which emphasized Brada and classical music. We ran a test which ranked fifth best for the year, being exceeded only by "The Buccaneer," "Hercules," "Souls at Sea" and "Wells Fargo.""

From London Publicity Director G. H. Hawkes' office has come a novel broadside gotten up in the shape of a volume of dictionary size and titled "A Volume of Praise." It is a ngaged recapitulation of the highlights in the praise of the London film critics for Harold Lloyd's "Professor Beware" and must have been posted on the walls of British exhibitors to whom it was mailed.

Another noteworthy exploit contribution from the Philippines consists of a copyrighted version of the FOTO News, a startlingly fine photo news publication of the type so popular around the world. What made this issue still more popular in Manila was the fact that its entire cover was devoted to a picture of Dorothy Lamour and Ray Milland. At the same time the cover had never gone movie. The caption read, "Lamour Makes Love," which is a fine example of the appeal.

Last week we told of a picture coloring contest held in Bombay, India, in connection with the presentation of "Her Jungle Love." So popular did this contest prove to be that "The Times of India," the nationally known newspaper sponsoring it, reprinted it on the same picture a few weeks later with even greater success. Naturally Paramount Manager Dr. Nathaniel was startled and looks forward to repeating the practice with "Spam of the North," or "Men With Wings.

FINE POLISH BOOK

A symphony in blue, white and black, a Paramount book has come to us as another concrete demonstration of the fine array of pictures that have for distribution during 1938-39. It so often happens that we are so close to the details of pictures that we kind of overlook the pictures as an array, and it is only when such attractive catalogs as that of Poland come to us that we see the picture of the cache so graphically. In this instance we congratulate District Manager M. F. Jordan and his fine publicity staff on an excellent job.

EXPLOITATION

GREAT ARGENTINE PRESENTATION

This magnificent example of lobby and box-office decoration has come to us from Argentina. It depicts the imaginative treatment given the picture by Editor Gabriel Manzano when he presented the massive Cecil B. deMille picture at his Monumental Theatre in Rosario. It seems almost needless to add that "The Buccaneer" enjoyed a tremendous success, no little measure of it being due to the superb presentation of the film.

A "HOLIDAY" FOR INDIA

Exploitation reached out on an inventive and lavish band when "Tropic Holiday" was presented at the Royal Theatre in Calcutta, according to General Sales Manager S. Ganguli, who sent us the above photo as one of a group showing how the picture was presented. The magnificent foster shown in the picture was printed in Calcutta from a small reproduction of this pose in a publication. The theatre's actors are all garbed as Mexicans, and across their shoulders appear the two words of the picture's title. Fine work!

POPEYE THE BEAN OF THE BALL

At the recently celebrated Movie Ball in Sydney, Australia—an annual and thoroughly praiseworthy event—one of the highlights was a life-size figure of Popeye the Sailor. This figure is not to be confused with the one which earlier this year went from America to Europe and back in connection with the Paramount on Parade Contest. This Australian one, which we have pictured above, was the creation of Paramount's Advertising and Publicity Director, Hermann E. Flynn, and was easily one of the most popular figures at the event, which is held for the purpose of raising funds for the maintenance of a Movie Industry cot in one of the local hospitals.

INDIA'S "PARAMOUNT SERVICE" FOR AUGUST

India's "Paramount Service" for August contains a splendid editorial on the subject of "Paramount Has Kept Its Promises." It also contains the full text of that most important cable on product sent out by Mr. Hicks following his return from a Hollywood visit... London's "Service" likewise continues to reflect the fine tenor of our organization and also the keen edge of our enthusiasm over the new product.

FANTASTIC PUBLICITY FROM ARGENTINA

We have received from Managing Director John B. Nathan, and bearing the unmistakable imprint of the publicity wizardry of Guillermo Fox, an extraordinary campaign of books covering the superb work done throughout Argentina by Mr. Fox's department in connection with "Popeye the Sailor," "Wells Fargo" and "Souls at Sea. These books, after a thorough New York inspection, have been forwarded to the Studio in Hollywood.
THE PERSONALITY PARADE

Home Office has very much been the Crossroads of the World during the week, and Paramount naturally is the hottest August New York City has ever known.

Charles Ballance, general manager in India, was with us for some of August's days, and then departed August 12 on board the Manhattan's orient to India.

An August 6 arrival was Contest-winner America Aboaf, managing director of the Irresistible Italians. He stood at the Crossroads of the World and then departed by air-conditioned train, accompanied by Mrs. Aboaf, for the climactic delights of California, and for the vertical delights of Paramount's filmops. He is now back in New York and will sail September 10 for the return to Italy.

August 11 arrival was Manager J. William Pipper from Japan, he having made his Hollywood visit in advance of reaching the vertical delights of New York. His first-hand news of conditions in the Orient, as well as his word-picture of what conditions can be expected to be in the near future, proved of vital interest.

The August 16 arrival proved to be none other than our ever genial Paramount manager, La Verne Dickie, as he traveled from the South of the Crossroads of the World—John L. Day, Jr. It seems, from our editorial recollection of the contents of this magazine, that John has his editorial day in the sun on another page.

August 21 really caused us to exclaim: "Crossroads of the World." Three of the three descending upon us from the steamer Versunia. Need we add that they were the Manns, A. L. Platt, Samuel D. (Ted) Pierpoint, and Jasper D. Rapoport. All looked hale and hearty and all had dire declarations about conditions and what they were going to do to the rest of the world if, and when, there are any further Paramount contests. They likewise find the world a place of exhibition attributes of "Tropic Holiday" and hope that the studio contains enough to go as good to them in the future. We photographed them for good measure and the result will be found elsewhere.

And while we're still dealing out personal notes, we hope that next week's order to report that Tom Erney, chief accountant in the Sydney head office, recently parted with his appendix as the climax to a very serious illness. He is, however, now on the road to recovery according to latest reports.

From route from Buenos Aires for a New York visit was R. Edward Nathan, managing director in Argentina, Uruguay and Paraguay. We will have more to say about Mr. Nathan's visit next month.

CORRECTION

In our July issue which announced the winners of the Paramount-on-Parmount-Around-the-World Contest, we announced Rosario as the winning branch in Diezton, whereas Montevideo actually was the branch winner.

Our apologies to Montevideo, and our hope that next week's order will have Mr. Rosario well, in actuality, figure among the winners.

PERSONAL NEWS

NEWS FROM JOINVILLE

Hereewith is the first column of news from the Paramount Studio in Paris, as promised by General Manager Andre Ullmann.

VISITORS. We had a visit by Mr. Wesley Ruggles, accompanied by Mr. Skeets Gallagher. Mr. Ruggles went through the stages, and dubbing plant and laboratory. He was quite impressed by the size of the stages and seemed to enjoy being in a studio as a sightseer. His charming personality was appreciated by all of the Studio's staff members who were lucky enough to meet him.

The young lady who imitated so perfectly the lovely Claudette Colbert in the "I Met Him in Paris" French version, was presented to Mr. Ruggles. Her name is Mary Harry. Under Mr. Kenschner's able management she has worked for years in the studios and is a 100% Paramounter.

FROM EGYPT. Mr. Farand, the well known Branch Manager for Egypt, and a friend of Paramount, Mr. Dimitri Raisd, a faithful exhibitor of Paramount pictures in Egypt, were shown the studio's current activity by Mr. Kenschner. They were present when the first takes of the Super French feature "Education de Prince"—to be released through the French territories by Paramount—were shot. They praised the beautiful sets which had been constructed by Mr. Purcell's men and which were still enhanced by the technical staff's electrical lighting effects.

Another distinguished visitor from Egypt was Mr. Spirro Cristl, from the well known paper "La Bourse Egyptienne" who was given every facility to go through the busy stages.

LABORATORY NEWS. A new height in rushed work activity was registered this week when the French Paramount newsmen "hounds" delivered to the "lab" boys for almost five full days and nights, a succession of negatives.

The Royal Visit was responsible. The special newsmen footage of the Sovereign's visit to France. This, upon Mr. Klarsfeld's instructions, has been called "Visite Royale."

Therefore, in parallel to the marvellous efforts of the Paramount Newsreel men of Mr. Buddy, the Paramount studios also contributed in making the famous visit an unusual event.

Needless to say that the three studio gates were fully and magnificently decorated with the proper flags.

A WORTHY HAND. The British Legion Corps representative in the Paramount Studios, Lieutenant de Blois Leach (the well-known Advertising and Purchasing Department head) was granted the great honor to be received by Their British Majesties at the famous St. Honore's beautiful Embassy.

Together with a limited number of the British Legion veterans, Lieutenant de Blois Leach shook hands with the Queen who was gracious enough to exchange a few words with her friend. The Lieutenant, who had adopted the old French custom of shaking hands a thousand times a day, is getting accustomed to this hand-shaking use of his now famous right hand.

TRINIDAD. Saul Jacobs (center) gets full particulars regarding Paramount business in Trinidad from Henry Gordon (left) who was relinquishing the post there to become manager in the Canal Zone. Looking on is the "Ted" Pierpoint, Manager of the Central American office. At the present time Mr. Pierpoint is in New York conferring with Mr. Hicks.

MAGNIFICENT FRENCH EXPLOITATION FOR "THE BUCANEER"

Publicity Manager Jack Plunkett has supplied us from Paris with a superb array of evidence testifying to the complete fashion in which Cecil B. deMille's production, "The Buccaneer," was exploited throughout France. Many fine photos accompanied the communication from Mr. Plunkett and it is our intention to use some of the material in a forthcoming issue.

DEEPEST REGRETS

We extend our profoundest sympathy to John A. Groves, general manager for Paramount in Malaya, Java and adjacent territories, who has suffered the loss of his older brother. Mr. Groves' father died just a few weeks earlier.
“MEN WITH WINGS”
NOTICIAS DEL MES

El señor Stanton Griffin, presidente de la Junta Ejecutiva de la Paramount Pictures, Inc., ha llegado a Nueva York, y han visitado varios estudios en este mes para conocer el trabajo que se realiza. Griffin ha visitado los estudios de la Paramount en Nueva York, que incluyen las instalaciones del estudio de la División de Radiotelevisión, que comprenden las antenas, la Ámérica Central y los estudios de la Paramount.

Griffin ha visitado, entre otros, el estudio de la Paramount en Nueva York, que ha visitado el estudio de la División de Radiotelevisión, que comprenden las antenas, la Ámérica Central y los estudios de la Paramount.

En el mes de agosto se nos da la ocasión de ver "Pescadores de Alaska" (título provisional de "Swagon of the North"), una de las películas con más éxito de este año.

El vicepresidente John W. Hicks, Jr., saldrá a Nueva York, donde se reunirá con el director general de la Paramount, quien se encuentra en Italia, para discutir los proyectos de producción de este año.

Shirley Parott, gerente de la Paramount, ha visitado el estudio de la Paramount en Nueva York, donde ha estado trabajando en el estudio de la División de Radiotelevisión, que comprenden las antenas, la Ámérica Central y los estudios de la Paramount.

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NOTICIA MENSAL DE PARAMOUNT

Mr. Stanton Griffin, presidente de la Junta Ejecutiva de la Paramount Pictures, Inc., acaba de presentar los resultados de la compañía en el último semestre.

El presidente de la Paramount, John W. Hicks, Jr., ha visitado el estudio de la Paramount en Nueva York, donde ha estado trabajando en el estudio de la División de Radiotelevisión, que comprenden las antenas, la Ámérica Central y los estudios de la Paramount.

El presidente de la Paramount, John W. Hicks, Jr., ha visitado el estudio de la Paramount en Nueva York, donde ha estado trabajando en el estudio de la División de Radiotelevisión, que comprenden las antenas, la Ámérica Central y los estudios de la Paramount.

O grande filme "A Estátua Espoleta do Barabulas", que vem fazendo um sucesso tremendo por toda a parte, acaba de estrear outro filme da Paramount, "A Estátua Espoleta do Barabulas", que vem fazendo um sucesso tremendo por toda a parte.

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FLASh! VERY FLASh! Here is one of the very first of the Claudette Colbert movies from "Zaza," with the Comely Claudette getting the spring of the Can-Can. "This isn't the ultimate in appeal, then something's wrong with one of us."

The gentleman with Miss Colbert is Bert Lahr, Broadway comedian now playing his first serious role in a picture as a featured member of the cast.

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DON'T ARGUE WITH CLAUDETTE

All the fire, all the beauty—and all the tempestuousness—of Miss Claudette Colbert have gone into the magnificent interpretation of “Zaza” that she has just completed for Paramount under the direction of George Cukor. The Don’t-talk-that-way-to-me lady at the left is Miss Colbert; the others are Genevieve Tobin and Rex O’Malley.

DOE NIEUESTEN VAN DE PARAMOUNT MAAND.

De Heer Stanton Griffis, Voorzitter van de Bestuursraad van Paramount Pictures Inc., vertoont het tijdschrift van Hollywood, de gecombineerde directeurs van de Hollywood Filmstudios, 3500 N. Figeuroa St., Los Angeles, Calif., een brief. De brief bevat een verzoek om de waardering van de heer Griffis voor de werken van deze maand te laten zien.

Het nieuws van de Paramount Maand.

DIE NEUESTEN PARAMOUNT NACHRICHTEN


Weitere Informationen in der Paramount International News.
If I Were King
Greatest Romantic Film Spectacle in Years!
Editorial Comment of the Month

TOPS

Almost as difficult as the task of making superlatively fine pictures is the business of speaking conservatively concerning them to a sales force. Such a task hasn’t been made any easier by the magnificent job of producing a stunningly fine box-office winner for all the world that Producer Frank Lloyd has turned in with this gorgeous picture which stars Ronald Colman in his best performance since “Beau Geste.” There is naturally the temptation to engage in a pan of praise for such an assured world-beater where audience-attraction is concerned, but instead we will have to pass up the praise for such a glorious contribution to the real epics of the screen and content ourselves with saying that it is a remarkably adequate job of film making; that Ronald Colman, Basil Rathbone and Frances Dee are as masterful as great performers can be expected to be; that the picture has an abundant supply of thrills, spectacular scenes, towering climaxes (there we go, veering toward praise again), and a rich fund of comedy and humor. There you have our conservative estimate of this magnificent film, a piece of reporting in which we have shrewdly eschewed praise, which in itself is something that we would not have done if we had said that the picture is undoubtedly one of the top Paramount audience-attractors of all time—which, by all the saints and stars, IT IS!

SURVEY

Under practically unparalleled conditions the Foreign Legion’s Leader has set forth on an historic survey of the European scene. Mr. Hicks departed from New York aboard the “Washington” on September 21st, and although he has been to Europe many times since becoming head of the Foreign Department it is certain that he has never seen the Continent as he will find it this time. The temper and the temperament of the world are changing with almost fabulous rapidity, and what tomorrow will bring no one can possibly foretell. We are but an infinitesimal fragment of the whole international scene, yet to ourselves we are important; even more important to us is our bounden duty to keep pace with the tempo of the world.

To do this requires an uncanny sense of the international mood, to fit ourselves to sudden bursts of national passion, and to do our share in keeping the world amused in spite of all the strife and agitations that torment it. For this reason John Hicks must travel the world in foul weather as well as in fair; he must run the gauntlet of this or that situation in order that the Paramount organization, which in itself is part of the national and international picture, may continue to do its share of providing world suace.

PRESTON

Unaccustomed as we are to public prophecies we nevertheless take our typewriter in hand and call attention to the personality of a virile young leading man who gets his first real screen break in “King of Alcatraz.” His name is Robert Preston and this is his first screen role and he has had some slight stage experience in advance of it. But there’s no denying that the young man has tremendous personal appeal, fine and commanding appearance, a grand voice and seems to be definitely the sort of fellow to appeal to all types of screen audiences. In addition, he is a Paramount personality property, and we feel that if he gets the right type of role in a succession of pictures he may join the select roster of those who have rendered Herculean service in making Paramount predominant throughout the world today.

BURNS

Whatever has been your opinion of Bob Burns in the past, there’s no doubting the fact that he is going to insinuate his way into your heart in “The Arkansas Traveller.” The man has tremendous power of heartly simplicity, and although comparisons are anathema in the film world, we can venture the opinion that Burns will soon take next-of-kin place in the hearts of the world which suffered so great a loss when the original homespun philosopher met an untimely death in an air crash. Bob Burns may have been but one thing in the past: he is an entirely new personality, by international standards, in “The Arkans Traveller” and you are urged to view this heart-warming film in just this light.

BRITISH

We have recently seen the first of the British Paramount pictures produced under the new quota act. The picture is “This Man Is News” and it is one of the jolliest, breeziest films that any country has produced in a very long while. It is sheer, bristling entertainment from start to finish and is definitely a shining milestone in the highway of British film production. This is one of the quota pictures conceived and produced by the Paramount British organization, and it is a very distinct pleasure to be offering congratulations to all of the personalities connected with the production of so rollicking a piece of film merchandise.
J. C. GRAHAM, LEADER OF “BULLDOG” DIVISION, RESIGNS POST

President Balaban Accepts Veteran’s Decision
With Manifest Regret

John Cecil Graham, a Paramounteer with 22 years of valiant and pioneering Paramount service to his enduring credit, chose October Third as the day to write “finish” to that career. On that day he tendered his resignation to Mr. Balaban, and through Vice President John W. Hicks, Jr., his resignation from the Paramount ranks.

No specific reason for his action was included in the cable, merely the intimation that the step was being taken at his own desire and with profound regret. The Paramounters in all parts of the world who have come to know the kindly grace and winning personality of “J.C.” will also voice that regret, and with equal sincerity.

Mr. Graham entered the Paramount ranks in 1917 at the behest of the Foreign Legion’s Leader, Emil E. Shauer. For two years he served as special representative of Home Office in missions to all parts of South America, his surveys laying the groundwork of what is now the highly efficient Paramount distribution force in all parts of the great Southern continent. In 1919 it was decided by Mr. Shauer that Paramount needed direct representation in Great Britain. Mr. Graham was assigned the massive job, founded an enduring organization and remained as its leader until a few days ago.

From that post he accepted one additional foreign assignment that took him completely around the globe. This was in 1921, when he travelled to Australia by way of New York to effect a change of administration, this change resulting in the installation of John W. Hicks, Jr., as managing director in Sydney. After spending three months in Australia, Mr. Graham continued around the globe to London.

In his almost twenty years of service in the capital of the British Empire, Mr. Graham came to be known as the “dean” of the distributors. In every major movement for the betterment of the film industry his name was always to be found in the chief working committee. In appearance, as well as in administration, he has always been the diplomat ‘par excellence’. Many remarked that he looked more English almost than most Englishmen, and to these it always came as a surprise that he was born in Iowa, U.S.A.

No announcement has been made by Mr. Graham regarding his future activities, but through these columns we make it known that no matter where he may go he will carry with him always the affectionate esteem of thousands of Paramounters, in both domestic and foreign fields of Paramount activity, who knew him as a fellow associate and right good fellow.
A PARAMOUNT SALESMAN FROM NEW ZEALAND MAKES A GRAND MOVIE DREAM COME TRUE

For years on the road in New Zealand as a Paramount salesman, Len Warren dreamed of someday seeing the Hollywood studios which for years have given the world a continuity of magnificent Paramount films. He always had faith in his dream and strove in every way possible to make it come true. A couple of months ago, having provided himself with the necessary funds, he took an indefinite leave of absence from the Paramount organization in Wellington and sailed across the broad Pacific.

The good ship brought him to Los Angeles, and within a couple of hours he found his dream had come true; he was actually in Hollywood. For a whole month now he has lived his dream to the hilt. First and foremost he has seen Paramount pictures in the making; he has met the stars and he has talked with the executives whose uncanny vision and farsightedness conceive the story threads that are later on woven into film masterpieces.

Yet all of the time has not been spent in the studios, for he came to America at his own expense to learn the fabric of American business methods. Accordingly, he has spent considerable time at the Los Angeles exchange through the courtesy of Branch Manager Carroll N. Peacock, learning the details of salesmanship, booking and all of the other intricacies of film business.

Early in October he will sail back to New Zealand to pick up the threads of his destiny there. And not only will he carry memories of having met Claudette Colbert, Ray Milland, Colin Tapley and a host of other stellar personalities of having talked with the major production executives of the company; but also of having learned, through the courtesy of the very agreeable Los Angeles exchange staff, much of American film methods that will help him immeasurably in his very certain progress along the Paramount pathway.

A LETTER FROM HURWORTH

When General Sales Manager William Hurworth writes a letter once a month to his Australian and New Zealand salesmen, branch managers, district managers, bookers and ad salesmen—they know they've got something. It's like the fisherman who hooks a two-hundred pound marlin—he doesn't have to be told there's a fish on the line.

Hurworth's letters are not completely socks; there's a human mixture of bricks and bouquets in them. They are among the most effective sales letters written anywhere in this great organization of ours.

Long may they weave their sales spell.

LEN WARR, WITH COLIN TAPLEY (AT WHEEL) IN THE BRITISH CAR THAT TAPLEY PURCHASED IN SINGAPORE WHEN MAKING "BOOLOO" IN MALAYA. THIS CAR HAS SINCE BEEN TAKEN BACK TO NEW ZEALAND BY TAPLEY'S BROTHER.

TURN BACK TO THE COVER

In case you missed the fact that our cover this month concerns a subject of distinctly paramount importance, turn back to it and realize what a wealth of tucked corners there is in those four vital words—

IF I WERE KING

INTIMATE NOTES FROM OUR EDITOR'S EDITORIAL FOLDER

Arthur Hornblow, Jr., is being cited, by studio publicists, as the logical successor to the late Florence Ziegfeld as the glorifier of American Beauty. The distinction came as a result of the selection of Claire James as "Miss California" in the recent "Miss America" Contest. Miss Janes is a member of the cast of "Artists and Models Abroad." She did not win the title of "Miss America," however. Vincent Trottia, Paramount's assistant director, is a member of the judging board of the "Miss America" Contest.

Buck Jones, formerly a Western star, has been signed for the lead in Paramount's "Vice Squad." The picture is horseless.

Allen Howard, whose Bulldog Drummond has immensely popularized Scotland Yard, has been signed to Paramount contract for an additional year.

Luigi Luraschi, among other things our studio scout on intimate production matters, reports as follows regarding Tiyo Gutir in "St. Louis Blues": "You will be very pleased with him in this picture. He looks excellent and he is acting with so much assurance. Both the director and the producer continue to be highly satisfied with him."

There was a compelling page advertisement in a recent issue of London's "Paramount Service" magazine. It depicted a handsome express locomotive, and above it was the caption: "IT'S Paramount Pictures That Pull!"

YOU BROUGHT A NEW KIND OF VILLAINY TO OUR FILMS

Pursuing a policy of really getting to know the people who make our pictures successful by being themselves so interesting cinematically, we this month caught up with J. Carrol Naish, the 'menace' of such films as "Tip-Off Girls," "King of Alcatraz," "Night Club Scandal," several of the Bulldog Drummond productions, and many others. Mr. Naish happened to be in New York City sitting in on the major political crime of the decade, and on his last day here responded gladly to the invitation to talk things over with Mr. Hicks. From this conversation we learned that Mr. Naish, who tinctures his menace-isms with a saving grace of ironic humor, is a New Yorker who served in the world catalyse of twenty years ago, thereafter staying several years in England and Europe, where he acquired several languages as well as a truly international point of view. These factors are now of inestimable help to him in his screen work and we hope to see the films make more and more use of them as time goes on, especially in view of Mr. Naish's growing popularity.

It is likewise a pleasure to add that this amiable villain is a confirmed member of the order, which includes all real actors, and which decrees that the best performance is the one in which actions, gestures and pantomime contribute as little as possible to the dialogue of the crowded lines which are provided by someone the audience never sees or knows. In short, Mr. Naish would far sooner interpret something important with a gesture than with an often untranslatable line of dialogue.

Mr. Hicks enjoyed the meeting as much as did Mr. Naish, who was speeded on his way with the injunction that we hoped he would continue to add lustre to the Paramount trade mark for a long while to come.

CASTING NOTES

Due to the continued illness of Evelyn Keyes she has been withdrawn from "The Man in the Gray Flannel Suit," and her sequences are now being re-shot with Mary Carlisle.

Charles Bickford and Porter Hall have been cast as important roles in Cecil B. de Mille's mighty production, Union Pacific. Brod Crawford, a young newcomer who scored a sensational success on the New York stage last season, has been added to the cast of Gladys Swarthout's latest (non-musical) production, "I Rode a Bank.

NEW TITLE FOR "ESCAPE FROM YESTERDAY"

The studio announces that the picture produced and completed under the title of "Escape From Yesterday" will be released under the title of "The Last Ride.

"The Last Ride" features Akim Tamiroff, Leif Erickson and Frances Farmer.
A. Z. PLANS GIANT EPIC

DE MILLE’S “UNION PACIFIC” TO BE MOST TOWERING OF ALL PARAMOUNT PRODUCTIONS

Cecil B. DeMille’s “Union Pacific” will be the most ambitious production in Paramount’s history, according to Adolph Zukor who revealed plans to build a sound stage for the picture measuring between four and five hundred feet in length. The stage will be the largest in Hollywood.

In about two weeks 200 railroad men will start laying tracks where the stage is to be built. The tracks consisting of five spurs, will have a total of five miles.

The stage will be powered with 20,000 amperes of electricity—enough to light it as bright as day—and will be used by the first production unit in which Joel McCrea, Bob Burns and Akim Tamiroff will work.

One hundred men have started construction of six miles of track at Iron Springs, Utah, where the second production unit will start work in a set representing the first town of Cheyenne, Wyoming.

The studio has bought a train of 40 cars and four locomotives, all of the period of 1860 for use in the picture.

The purchase embraces all the rolling stock of 1860 now in existence and is the largest studio-owned train ever assembled. Twelve hundred people will work on the location in Utah and as many more will work in Hollywood. Both units will be shooting simultaneously by November 1, the first unit under direction of DeMille and the second under Arthur Rosson, location director, and William H. Pine, associate producer.

RETURNING TO ORIENT, PIPERS VISIT STUDIO

En route back to Tokyo, Mr. and Mrs. J. William Piper have made another studio visit. This time we are happy to advise that the manager for Japan, and his attractive wife, had some pictures made. It has been a great thrill for Bill Piper to see so many fine Paramount pictures, both completed and in the process of filming, and he is certainly carrying a grand batch of news with him for relaying to Division Manager James E. Perkins, who will meet him for conferences in Tokyo.

BRILLIANT PREMIERE FOR BRILLIANT BRITISH FILM, “THIS MAN IS NEWS”

This exceptionally fine Paramount quota film, made in London by Pinebrook Productions, was given a glittering press preview at the Plaza Theatre on September 2, with all of the newspapers bringing forth glowing encomiums as a result. There was also a midnight matinee at the Carlton Theatre two evenings earlier, to which were invited many famous personalities in the newspaper world. Also featured were gossip writers and a great many screen stars and players, including Charles Laughton and his wife, Elsa Lanchester, and the featured players and stars of the picture. The group shown in the scene above were: Earl St. John (general manager of Paramount’s Theatre Circuit), Anthony Havelock-Allan, Miss Valerie Holson (co-star of the picture), Director David McDonald and Alastair Sim, who scores a rollicking hit in the featured role of the harrassed newspaper editor. Following the screening of the picture a buffet supper was served on the theatre’s stage, the entire audience being invited guests.

MR. HICKS IS IN EUROPE AGAIN

This is formal notice of the fact that Vice President John W. Hicks Jr. sailed on board the “Washington” on September 21 for his semi-annual survey of the European business situation. At the moment of going to press he is in London and no announcement is made of his itinerary beyond that point.
PARAMOUNT'S PRODUCT PARADE

THE STUDIO ANNOUNCES—

Gladys Swarthout will have the leading role in I Robbed A Bank. Kurt Neuman will direct and Miss Swarthout, according to present plans, will not sing. Chief members of the cast of Tom Sawyer, Detective will be Donald O'Connor (from Sing You Sinners), Billy Cook, Porter Hall, Phillip Warren and Elizabeth Risdon. Farrel MacDonald will have one of the chief roles in Little Orphan Annie, in which Ann Gillis will star. The picture is the first of a series being made for Paramount release...The final title of the picture previously announced as Scotland Yard Against Bulldog Drummond has been set as Arrest Bulldog Drummond.

Claude Colbert sings in "Zaza"

Set down in type wherever you can the fact that Claude Colbert sings not once, nor twice—but thrice! in "Zaza." Memories will recall the fact that Miss Colbert has sung in previous pictures, and sung most effectively. Remember her work in "The Gilded Lady" and "Torch Singer?"

"TROPIC HOLIDAY" SCORED HEAVILY IN TRINIDAD

Excellent reports have been forthcoming from Port-of-Spain, Trinidad with regard to the hit that has been scored there by a Paramount musical called Jacobs states that the picture has smashed a long-standing record in the Trinidad city and is expected to bring the same success in British Guiana.

One of the chief reasons for the success of the picture in both British Guiana and Trinidad is the intonation in which the populace has taken Tito Guizar to their hearts. This actor, chiefly by virtue of his work in this film, has developed into a real box-office asset, according to Mr. Jacobs—whose story is taken. Tito Guizar is the chief with respect to "St. Louis Blues.

Mr. Jacobs also forwarded numerous advertisements covering "Tropic Holiday," which are being printed in both English and Spanish.

name. The other two are The Senator's Husband and a 1949 version of Our Leading Citizens. Robert Kent has the leading male role in Little Orphan Annie, in which little Ann Gillis is the star. June Travis is the heart interest opposite Kent. Edith Fellows is the housekeeper. Miss Travis, with her insatiable love of the silent days, will be seen in St. Louis Blues...Eddie Gribbon has a comedy role as Duchess, and Tito Guizar is the star...Holmes is directing the picture...Roscoe Karns is no longer on the roster of Paramount players. He has severed a 6-year association with the studio to "avoid continued typing"...Charles C. Booth, who wrote and sold to Paramount the story "Caviar For His Excellency," has been signed by the company to do the screen adaptation. The picture will reach the screen possibly under the title of The World's Applause, with Akim Tamiroff and possibly Melvyn Douglas starring. It will have a South American setting...Lance Chandler, a one-time Paramount aspirant to the mantle since copied by Gary Cooper, will be cast as St. Louis Blues.

If I Were King is now being nationally released in the United States on November 11. Raymond Hatton's assignment in a featured role of King of Chinatown is his last under existing contractual relations...Raymond Hatton has a featured role in Tom Sawyer, Detective...Myron McCormick and Hiram Sherman have roles in The Lady's Not for Sale...
PARAMOUNT ANNOUNCES TWO
MORE MIGHTY PRODUCTIONS
FOR EARLY FILMING

First picture to engage Frank Lloyd’s attention after returning
to Hollywood from a European journey in connection with
the world premiere of “If I Were King” will be a towering creation,
“Rulers of the Sea.” The picture will not, as previously
announced, be the history of any one particular shipping organi-
ization but will instead be a highly adventurous depiction of the
intense rivalry which existed between sail and steam during the
passing of the former and the supremacy of the latter. The pic-
ture will naturally occupy the major part of 1939 for preparation
and filming.

Second of the epic productions announced by Paramount is
“The Light That Failed,” which is scheduled to get going under
William Wellman’s inspired direction some time in January. It
will co-star Ray Milland and Ida Lupino and will be filmed throughout in Technicolor. It will be produced by Arthur Horn-
blow, Jr.

BOX-OFFICE, TRADE PUBLICATION, FLASHED
THIS REVIEW ON “IF I WERE KING”

In its coast wire of September 14, the trade publication so ably
edited by Red Kann, said:

“IF I WERE KING” (PARAMOUNT) ABOUNDS IN
SWEEPING PAGEANTRY AND SPECTACLE CHARAC-
TERISTIC OF PRODUCER-DIRECTOR FRANK LLOYD’S
EFFORTS. UNFOLDS STIRRING STORY BASED ON
SAVING OF PARIS BY FRANCOIS VILLON AND IS ELE-
VATED TO EPOCHAL HEIGHTS THROUGH BRACE OF
BRIILLIANT PERFORMANCES BY RONALD COLMAN AS
BEGGAR-POET AND BASIL RATHBONE AS KING LOUIS
XI. FRANCES DEE CONTRIBUTES SUBSTANTIALLY
WITH SYMPATHETIC AND WINSOME DELINEATION
AT HEAD OF SUPERIOR SUPPORTING CAST. WHICH
ALL ADDS UP TO MAKE SUPERLATIVELY FINE FILM.

TITO GUIZAR CONTRACT RENEWED BY
PARAMOUNT

Good news for South and Central America is the fact
that Paramount has renewed its contract with Tito Guizar.
Tito is at present completing a very appealing role in “St.
Louis Blues” and his next assignment will be announced
very soon.

LEIF ERIKSON

This ambitious young actor is speeding
right along the difficult path to
stardom. He will be seen shortly giv-
ing a grand performance with Akim
Tamiroff in “Escape From Yester-
day,” and now comes word from New
York that he will play the lead with
Sylvia Sidney in “One Third of a Na-
tion,” which has just gone into work in the Astoria Studio, intended
for Paramount release.

ELLEN DREW IS REALLY
A CINDERELLA

With her elevation to the female lead of “Union Pac-
ic” Miss Ellen Drew truly becomes Cinder-ellen Drew,
for never in all history has there been a story to match
this one.

Her first screen appearance was in “Sing, You Sin-
ers,” just a few months ago. So well did she click here that Frank Lloyd took her for the role of Huguette in “If I Were King.” Again she scored in capital fash-
ion.

Now Cecil B. deMille has selected her for the chief
tale lead in “Union Pac-
ic.”

Just imagine: three pic-
tures, directed by deMille,
Lloyd and Ruggles. No other
player in all film lore can
match that.

PARAMOUNT’S VENICE ENTRY WON SPECIAL
COMMEMORATIVE PLATE

Paramount has been informed by the directors of the International
Film Festival that was held at Venice, Italy, last August, that the car-
toon “Popeye the Sailor Meets Ali Baba’s Forty Thieves” has been
awarded a special commemorative plate as the outstanding cartoon
subject of the year. This distinction, which covered all of the cartoon
subjects in the world (with the exception of “Snow White and
the Seven Dwarfs,” which won a special award in a class of its own), will
be marked by an American presentation of the plate later in the year.

This Issue Certainly
Epitomizes Staggering
Wealth of Great Films

Never has there been a more
fitting illustration of the fact that
‘actions speak louder than words’
than in the wealth of Paramount
product announced and reported
on in the columns of this issue of
Paramount International News.
There is plenty of word about
“If I Were King,” as well as about
“Men With Wings” and “Zaza,” the last-mentioned
being labelled by Mr. Adolph Zukor as
“The Best Paramount Picture of the past fifteen years.”

And not only is there news
about the greatness of the forth-
coming product, but news con-
tinues to flow in from all quar-
ters of the globe with regard to the
great pictures of the imme-
diate past.

We are certainly building up-
ward from one greatness to a still
greater one—and that’s the pro-
gress that has been so typical of
Paramount down through the
years.

“HOUSE SOLD OUT” FOR LLOYD
IN COPENHAGEN

Four months ago we pictured
the front of the Metropole Theatre in Copenhagen. At that time
the famous Danish cinema was just commencing a run with “Blue-
beard’s Eighth Wife.”

It will surprise you (or will it?)
to learn that the Metropolis had no other film premiere until “Pro-
fessor Beware” came along, the
Lubitsch film being a tenant for the entire four months. Inci-
didentally, this season of 16 weeks
was in line with a prophecy by
General Manager Carl P. York,
relaying it for Metropole Manager
Jorgenson, that “Bluebeard”
would “run all summer.”
PARADIGM PUBLICATIONS

The month of September has brought another magnificent crop of material in the harvest of Paramount publications from all quarters of the globe.

One of the top favorites (if we are to be allowed favorites) is Brazil's "Paramount em Acao," which for the month of August features the joy of Brazil's home Paramounts in the expected return of General Manager John L. Day, Jr., the sentiment of the deadline, and in editorial matter. But this same issue also has a sad note, since an unforgettable page pays last respects to Dona Esperanza de Silva, for 15 years an honored Paramount employee, who died July 11th.

Japan's "Dorakawa Filmowy" is certainly timely, the issue before us laying very heavy stress on the importance of "If We Were King." It is also a timely publication of paperback editions to come to our attention with an already started teaser campaign on "Gulliver's Travels. That's enterprising, you know!"

England is making the most of the very fine critical London reviews on "The Texas," issuing them in attractive brochure style. And of course the "Paramount Service" of this territory continues to be one of the highest spots in the entire world. The September 3rd issue in particular paid deserved testimony to the release of "Abilene Town," Paramount's first British Quota Picture, "This Man Is News," which we hail as one of the most entertaining films in a great many weeks.

Latest issue of Holland's "Paramount Koerier" is a booster for forthcoming Paramount product of the highest order. The issue goes pictorial for one of its rare occasions of this nature, and in addition to a fine editorial entitled "Inspiration plus Energy Equals Paramount" there is an article on Bob Burns that is topped off with an unforgettable head:

"The Most Exciting Boy in the World, Bij Bob Burns, Beroemd Bazaar-Blazer." We ask you to remember that headline and try it out at your next Spelling Bee.

Australia-New Zealand has come across with a fine product announcement entitled "32 from Paramount, plus 6 Hopalong Cassidy." The booklet is in the form of a trade paper insert, and was additionally mailed to every exhibitor in the territory. Also it listed every exhibitor throughout Australia who has already signed a contract for the exhibition.

The September issue of India's "Paramount Service" reveals that the standard of this fine publication continues, it being nothing new or unusual, except to meet each succeeding issue. This number contains an arresting editorial on the pertinent subject of "Performance," a steady stream of information concerning forthcoming product, and a wealth of pictorial subject matter for the interested information of the exhibitors that part of the world.

Frank V. Kennebeck, manager in Bombay, has caused to be produced a hilarious comic strip concerning the forthcoming product entitled "Paramount Leads the Parade." This listing of Paramount pictures to come has had a double coverage, for not only was it mailed to all exhibitors as a separate announcement, but it was also incorporated in "Paramount Guide," a publication circulating to all exhibitors.

August 19th, issue of Australia-New Zealand's "Punch of the Blue Ribbon Bunch" is packed full of news of the Paramounts who so gloriously has been managing Director Harry Hunter as their leader. In addition to a great deal of imposing sales and advertising news the issue also contains many items of a personal nature. From this we select the news that Paramount Manager William S. Bird of Adelaide, South Australia, and Miss Gladys McGinniss of that same city have become engaged to be married. The same news also applies to Paramount Manager John Leonard Warren, of Auckland, New Zealand, concerning whom there is a story on another page. In this case the happy young lady is Miss Hilary Allison, of Christchurch, New Zealand.

NEWS EVENTS FROM AUSTRALIA AND N. Z.

At the beginning of September, just as the most successful Paramount Week in the history of this territory was ushered in, Managing Director Harry Hunter called a conference of the sales organization located in Sydney, present were Messrs. William Hurworth (general sales manager). District Manager Fred Gower, and TV Manager Charles Hale, Salesmen W. Hurworth, Jr., J. Taylor and H. Varcoe; Advertising and Producers Manager Hermann E. Flynn, Ad Sales Managers Len Jones (Head Office) and Wilson Milligan (N.S.W.), and Manager of Releases Sydney O. Her bert. Announcement was made of as much of the new Paramount product as is on the studio's schedules, and great enthusiasm was manifest. Some of the newer pictures received in Sydney were also screened.

Following the meeting, Messrs. Hunter and Hurworth left by train for the Effective production in Australia, on the former's first visit to this capital city, and Mr. Hurworth's first visit in four years. While in the West they will screen "The Texas Ash," "Bluedivert's Eighth Wife" for the local exhibitors. "The Chink" is repeating here something of its triumph of 17 years ago. At that time it created what was a world's record by remaining at one theatre for 28 weeks, the picture being shown continuously 8 times daily.

District Manager Fred Gower is one of the most air-minded Paramount men in the Australian field. He practically shuttles between the capitals (Sydney and Brisbane) in his territory by aeroplane. Makes the trip in about 3 hours; trains take a day.

It is very pleasant to note that Mr. Sydney O. Herbert, Vice Manager of the Melbourne office, is making a steadily and appreciable recovery from her recent serious illness.

PERSONAL NEWS

PERSONAL PARAGRAPHS

The month's departures from New York have been as heavy as were the arrivals last month.

Earliest to pick up his grip and speed back to his territory was the Leader of Los Revolucionarios, A. L. Pratchett. He left New York on board the Jamaica Saturday, September 26th, and will drop in at Havana planned to go on to Panama. He was accompanied by Mrs. Robert L. Gourley, the Assistant Manager in Panama, who proceeded directly on to Panama.

Exactly a week later there was a mightier exodus. Americo Aboaf, accompanied by Mrs. Aboaf, departed for Rome on board the "Rek." Americo, stalwart among the contest winners, gathered a tremendous amount of production information as the result of his trip to the Studio, and is now undoubtedly looking around for more contacts too.

John L. Day, Jr., terminating his Paris vacation which also included Stockholm, London and New York, departed for Rome September 10th for Rome. Day is on board the "Southern Cross." He was accompanied by S. E. Field, Pierpont, until recently General Manager of Central America, but now on a trip to Brazil as special representative.

Jasper D. Rapport and his wife also accompanied Day on his trip to Rome, September 28th. The manager for Cula heard plenty about new product and new plans, as the heart of the Cula (Cuba) will undoubtedly reflect this information in the famous Paramount Sales Drive due the next month.

John Nethan, managing director of the Gandhi Division, emigre Argentina, Paraguay, and Uruguay, arrived with Mrs. Nethan and their infant son on board the "Southern Prince" September 14th. John brought glowing accounts of Paramount's product supremacy in the South American republics and a degree justifying the story which will be found elsewhere.

Mr. Nethan left New York for Hollywood Sunday, October 2nd. Although he has been with Paramount for 15 years, and has been in the United States on many occasions, this is John's first visit to the Paramount production plant.

GOOD NEWS FOR LATIN-AMERICAN DIVISIONS: TITO GUizar SINGS IN SPANISH AND PORTUGUESE

The Spanish-speaking territories will be joyful over the fact that in "St. Louis Blues," in which he will be starred, Tito Guizar sings at least 3 songs in Spanish.

He also, for the benefit of Brazil, sings one of his songs in Portuguese, having been expertly coached in accent and diction in this language by three Brazilian experts in Hollywood.

No opportunity should be overlooked in politicizing the foregoing important news.

ANOTHER PARAMOUNTER PAYS TRIBUTE TO "MIS DOS AMORES"

There seems to be no slightest doubt that the new Tito Guizar-Paramount release, "Mis Dos Amores" is going to be a try for both, success elsewhere, and on the box-office magnificence of the film is Mr. Osvaldo Urrutia, manager in Peru.

Mr. Urrutia says of the picture that it is "The biggest production ever made in Peru. It has everything. It is a picture that will break box-office records."

Moreover, he backs up his esteem by at once ordering two additional prints before release.
EXPLOITATION

TIGER STARRED IN LONDON STUNT FOR "BOOLOO"

A very noteworthy exploitation stunt was staged in London in connection with "Booloo" by Henry Taylor of the Paramount theatre department of the British capital. Not only did Mr. Taylor secure the cooperation of the tiger cub shown in the scene right, but he also roped in comedian Sydney Howard, the famous British film comedian. What is additionally noteworthy is the fact that Mr. Howard makes films for other companies, yet consented to take part in the exploitation of a Paramount film. That seems to indicate fine diplomacy on the part of Mr. Taylor.

ARGENTINA WENT TO TOWN ON OLYMPE BRADNA

A very fitting presentation of the fact that "actions speak louder than words" came to hand recently in the form of a magnificent publicity campaign on Olympe Bradna put over in Argentina by Publicity Director Guillemo Fox and his energetic staff. The book reveals only too plainly that the entire staff 'went to town' on Miss Bradna, chiefly because they saw in her glowing material for film stardom—stardom for the prestige of Paramount.

The publicity book was given wide New York circulation and then despatched to Hollywood for studio perusal.

"HANK" HENRY'S HERCULEAN BATTLE WITH THE CROSBY 'PROBLEM'

The fact that Bing Crosby is not as overwhelmingly popular in the Philippines as he is in the United States was met in magnificent fashion by B. C. "Hank" Henry on "Doctor Rhythm," and his success should hearten you chaps in other lands where the absence of enthusiasm for Mr. Crosby's screen work is a definite sales obstacle.

Manager Henry determined to capitalize on the fact that just prior to the making of "Doctor Rhythm" Bing Crosby actually had been created a Doctor of Rhythm by Gonzaga University in the State of Washington. With this example before him, Mr. Henry arranged for a local band leader to have conferred on him the title of "Doctor of Rhythm," and to tie this event in with the premiere of the picture.

The stunt worked like a charm, with the result that the season of "Doctor Rhythm" at the Capitol Theatre in Manila started off with the assistance of 400 column inches of publicity and 720 inches of cooperative advertising, to say nothing of the vast amount of radio publicity connected with the patron-ballots cast for the selection of the band leader to be named as Crosby was.

And the net result—which is the vital factor in such a case—was that "Doctor Rhythm" grossed 11% above the average Crosby gross in the past, and 40% above the prior Crosby release, "Dobule or Nothing." So it is very evident that Mr. Henry's valiant work paid a handsome dividend.

Lloyd Nolan has been assigned as leading man to Gladys Swarthout in her forthcoming picture, "I Robbed A Bank."

EYE-FILLING EXPLOITATION IN PENANG

We are indebted to Paramount Manager Paul Verduyne in Singapore for this picture of a superlative slab of exploitation put on in Penang, Federated Malay States, by Mr. Ong Eng Chye, manager of the Queen's Theatre. Mr. Ong thought so highly of the appeal potentialities of "Her Jungle Love" that he caused this massive and exciting float to be built and displayed all around the city. Needless to say, overflow business resulted, the Dorothy Lamour-Ray Milland picture attracting the biggest attendance in months.

REG. FELTON, PUBLICITY MANAGER IN NEW ZEALAND, BLANKETS DOMINION WITH PARAMOUNT PUBLICITY

We have received from Wellington an array of compelling publicity evidencing the fine campaign staged throughout the Dominion by Paramount Publicity Manager Reg. Felton.

Included in this campaign was an issue of what is known as J. C. Williamson Movie News. This magazine has all of the appearance of a local publication, yet it's an expertly contrived piece of Paramount propaganda, its illustrations dealing solely with Paramount personalities. Also included was a brochure listing the Paramount releases for the first 26 weeks of the 1938-39 season, and an expertly contrived mimeographed publicity service.

Space does not permit our doing justice to the full details of Felton's campaign, but this energetic young Paramounter certainly made every post a winning post so far as Paramount publicity in New Zealand is concerned.

RIO DE JANEIRO'S CINE PLAZA SCORES AGAIN

It begins to look as though we are all going to become very Cine-Plaza-conscious. This is the second use of this famous Rio de Janeiro theatre front in the one issue. But we just couldn't help it. We took the photographs to a bunch of experts and asked which one we should use: one and all decided that the best thing to do was to use them both. So we did, and we're very happy that we did, because surely this is the very biggest and largest and mightiest Pop-eye the Sailor ever used to advertise "Popeye the Sailor Meets Ali Baba's Forty Thieves" anywhere in the world.
IN IMPORTANT NOTICIAS DO MEZ

Mr. John W. Hicks Jr., vice-presidente da Paramount, partiu para a Europa em Setembro último, para uma de suas costumadas visitas às suas sucursais da Companhia no velho continente, visita que supomos será uma das mais importantes por ele feitas. Numa ocasião recente, F. S. Welty, ex-director de Nova York, um dos treze que a Paramount já produziu. Ronald Colman, magnifico no seu desempenho, é admirablemente coadjuvado por Basil Rathbone, que tem a seu cargo um type teatral de grande relevo.

A celebração da Semana Paramount, este anno, na Australia e na Nova Zelândia, foi coroada de um exito auspicioso, segundo obteve que foi a maior que já se verificou nasqueles territorios.

No mes passado tivemos a grata surpresa de ver nos deus “Avalanche Vin-
godora” (Spaun of the North), a qual, ja agora exhibida en varias ci-
dades americanas, inclusive Nova York, está obtendo uma renda de bil-
heteca de vezas grandes.

Na semana, mais uma vez, deverá ser um novo contrato de Tito Guizar com a Paramount. Tito trabalha agora na sua “St. Louis Blues,” terminada a qual voltará provavelmente a actuar em filmes en castelhano, que serão distribuídos pela Paramount.

Henry Gordon, que foi gerente territorial na Trinidad, acaba de ser nomeado para gerente na America Central, com sede no Panamá. Robert L. Graham, que foi representante da Paramount na Argentina, Uraguay e Paraguay. Acompanhado por sua exma. esposa, Brenda, e seu sr. Nathan, permanecerá aqui durante mais de um mes.

O Brasil ganhou o primeiro logar no concurso internacional de propaganda denominado Paramount no Pa-
rade Around the World, que se realizou em Marto, Abril e Maio. O se-
gundo logar cobre a Inglaterra. Os resultados do concurso, do Brasil e dos Estados Unidos, foram enviados a Hollywood, alicer da estrelas da Paramount esco
dem o titulo do campeonato internacional. Placas comemorativas fas

A. L. Pratchett, fez, a principal de Los Revolucionarios, é positivo que Tito
Guizas’ Paramount release, “Mis Dos Amores” is going to be a terrific hit in
the Latin American territories he directs. He has not only his own opinion
in this matter, but also the endorsement of the Cuban exhibitors which is set
forth in the following cable despatched by him to Tito Guizar following the
Havana trade showing of the picture:

ATT HAVANA TRADESHOW, "MIS DOS AMORES" PICTURE UNANIMOUSLY DECLARED BEST EVER. PHOTOGRAPHY, SOUND, CONTINUITY EXCELLENT. YOUR INTERPRETATION AND RENDITION OF SONGS PRONOUNCED SUPERB: "QUIHUBO" AND "JALANDO" ALREADY SONGS PRONOUNCED SUPERB. "QUIHUBO" AND "JALANDO" ALREADY SONGS PRONOUNCED SUPERB.

A. L. PRATCHETT.
TITO GUizar in another Romantic Role

Pictured here is a scene from "St. Louis Blues," with Mary Parker, Tito Guizar and Lloyd Nolan the principals. Tito is in this film given his facet opportunity in an English-language picture, and in addition to singing several songs in English and Spanish (and one song in Portuguese for Brazil), he has the best romantic role of his career.

(Continued from opposite page)

Wellman of the famous roman "The Light That Failed" by Rudyard Kipling. On announce également qu'a la fin du mois de mai, le film "St. Louis Blues," avec Tito Guizar, sera projeté en Europe, pendant ce que l'on appelle le "film de l'année," qui n'illustre pas une ligne de navigation à vapen en particulier, mais qui montra la victoire du vapen sur le bateau à voile.

(Continued on Page 12)

Herr Vizeprasident John W. Hicks Jr., trat am 21. September seine Europareise an, welche ohne zweifel zur wichtigsten Maßnahmen gehört, die er je fur Paramount unternommen hat, stattet er doch allen europäischen Hauptstaaten einen Besuch ab. Er gedacht ca. 6 Monate von New York abwesend zu sein.

Anlässlich einer Privatvorführung wurde der Direktor des "Walt Disney" in Paris, Mr. Henry Ford, der Direktor der "Paramount" in New York und andere Vertreter der Filmindustrie in Paris

PARAMOUNT INTERNATIONAL NEWS

Page 12

MÀNADENS VIKTIGASTE NYHETER.

Vår vice-president John W. Hicks Jr. avrecte till Europa den 23:s september på kanske den mest viktiga resan han någonsin försett till de olika Paramountcentralerna på kontinenten. Han kommer att vara borta från New York för omkring sex månader.

"If I Were King" har beskådats av Paramounts högsta chefer i New York. De är alla överrättade över att denna är årets mest romantiska film, en av de bästa Paramountfilmer någonsin gjort. Ronald Colman, som är en av de första att upptäcka nya talent, har också visat sig vara en stark "box-office" film, en av de största inkomstena oförmåga.


Henry Gordon, vår första chef i Trinidad, har blivit utnämnd till chef i Centralamerika, och har sedan dess upptäckt en stor "box-office" film, en av de största inkomstena oförmåga.


En viktig nyhet är att Ray Milland och Ida Lupino har fått huvudrollerna i William Wellman's farvindfilm byggd på Rudyard Kiplings berytade novell "The Light That Failed." Vi kanska också meddela att Frank Lloyds nästa storfilm kommer att bli "Rulers of the Sea," som inte kommer att visa just en särskild ängshållning, eller någon

[Continued from Page II]


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"MEN WITH WINGS" TRIUMPHANT

"Men With Wings" represents the triumph of a magnificent venture allied with an unwavering faith. A little more than a year and nine months ago a group of Paramount executives, assembled in Los Angeles to pay tribute to Adolph Zukor's Silver Jubilee, first were told of the Studio's plans to make an aerial picture that would in effect be a cavalcade of Man's progress in lifting himself from the earth into the air. The assembly was told that the picture would be in technicolor, and that it would be directed by William Wellman, the man who made "Wings" eleven years ago as a picture which, until the 1937 meeting in Hollywood had stood as the world's unmatchable aviation epic. Wellman himself spoke to the assembly and told something of his plans. And from that point on the Studio went to work. The result is "Men With Wings," a spectacular epic as big and exciting as the subject it encompasses. It has been filmed in truly breathtaking technicolor and its thoroughly capable cast has breathed a marvelous sense of reality into the highly dramatic story on which the aerial thrills are mounted. It is definitely a picture which does not need here any sales impetus, for Paramounteers everywhere throughout the world have already recognized it as one of the towering productions of all time and will do by it as it deserves to be done by.

CONTEST

Explained and expounded on the opposite page is the Contest which Mr. Hicks devised before he sailed for Europe, and which is designed to wind up this eventful year in a blaze of solid achievement. In more ways than one the year 1939 ushers in a new era for Paramount. It is evident already that we will have in this year more great Paramount product than in any year in the past: these final months of 1938 evidencing the fact beyond all doubt. It is likewise evident, also through this fact, that 1939 is going to be a greater year than many in the past for the personal advancement of the right Paramounters everywhere. These circumstances being "the writing on the wall," it is only in the normal course of events for the current year to be ended with accounts squared and decks cleared for the major tasks ahead. That, in effect, is the spirit of the Contest covering the final four months of the year.

PRESSBOOKS

The veriest imagination should tell you that Paramount has easily the finest, most informative and most constructive press-books of any company in the film business. From a wealth of material supplied by the studio's advertising department, the press-book department in New York City toils unremittingly, day and night, to provide the entire world with material to help exhibitors screening Paramount Pictures secure the ultimate in returns from these pictures. All that we hope is that Paramounters everywhere are putting these press-books to the finest possible uses.

VICE-PRESIDENT

The current assumption by Mr. Hicks of the Managing Directorship of Paramount Film Service Limited of Great Britain and of all the associated and affiliated organizations is simply one more demonstration of the remarkable ability of the Foreign Legion's Leader to absorb an almost unbelievable amount of work. For this great task, brought about by the resignation of Mr. John Cecil Graham, is being shouldered by Mr. Hicks in addition to his duties of world generalship entailed by his office of Vice President in charge of foreign distribution. The assumption of the Managing Directorship in London came about automatically, and this fort will be held by Mr. Hicks until such time as a successor to the post vacated by Mr. Graham is named. In the meantime he has the priceless assistance and the most thorough and loyal cooperation of the very able and very efficient British Paramount organization back of him in all undertakings. It is also noteworthy to add here that, as is customary in all territorial surveys made by Mr. Hicks, he is constantly in touch with New York by mail on all matters of routine or by cable on all matters of importance and by telephone in all vital cases. He retains the executive guidance of Paramount's entire foreign activities wherever he happens to be.

ASSISTANT

An automatic corollary of the foregoing news is the fact that while Mr. Hicks is abroad, his executive assistant in New York, George Wellner, continues as his liaison. Mr. Wellner relays to him all matters that he should know about, transmits to the Company's officials all overseas facts of Paramount importance, and keeps Home Office functioning in such a way as to best serve the ramifications of the organization in all parts of the world. It has been in this capacity of executive assistant that Mr. Wellner has served Mr. Hicks in all of the many trips that the Foreign Legion Leader has made abroad, and he continues in the same capacity in this occasion, which is unquestionably the most important trip that Mr. Hicks has ever made.
NEW PRIZE CONTEST

Our Commercial Aim Is to Make 1938's Final Four Months the Collection Gems of the Century

There's a brand new contest under way. It has aim, it has purpose—and it has magnificent reward. It has been detailed by letter instructions from Mr. Hicks and has been under way since the beginning of September. With this issue of Paramount International News it enters its third month, and as has been our wont in such circumstances we are in the position of being able to publish the first standings.

These standings are listed below, together with footnotes covering such exceptional circumstances as world events dictate.

On December 1st. we will have standings as at the end of October, and in this fashion we will be able to publish the winners in the issue of February 1st. The event is known as a Collection Contest. In this respect it works two ways: the one who collects the most also collects the most. In other words, he who gets gets. Or perhaps you have a simpler way of explaining it. All that we know is what we publish here—and to us the rewards look mighty enticing. We are moved editorially to also point out that there is a section of rewards for the Divisions and another one for the Countries, which of course means that there are no penalties and that everyone is on the fairest possible basis.

We have no editorial comment regarding who's where, and why: the places and the facts speak for themselves, even as they will again next month.

HOW THE DIVISIONS AND COUNTRIES STAND
AS OF OCTOBER 1, 1938

Given below are the numerical placements of the various contending factors in this vitally important drive. Instead of a footnote covering exceptions to the case, we are listing here the three territories which, for reasons beyond our control, cannot be included in the line-up of contenders. These three are Japan, Italy and China. Otherwise the results will be found as follows:

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Manager of Winning Division (on basis outlined in Mr. Hicks' letter) $500.00
Manager, 2nd Division $350.00
Manager, 3rd Division $200.00

Entire Staff of Winning Country (according to letter instructions) will receive 2 weeks' salary additional.
Entire Staff of 2nd Country, one week's salary additional.
Entire Staff of 3rd Country, one-half week's salary additional.

*** These four stars from the Paramount diadem go as an unofficial citation to General Foreign Representative Fred W. Lange for his unheralded but none the less brilliant services to Paramount in maintaining morale, cheerfulness and service to the Continental Division during the recent overwhelming international crisis.
A Pocketful of Dreams —by Par.

No wonder the Lifting Song Hit of “Sing You Sinners” is the top-ranking melody in America today.

BRILLIANT WORLD PREMIERE FOR “A ROYAL DIVORCE”

London Society were present in force at the World Premiere of “A Royal Divorce” at the Carlton Theatre, Haymarket, London, on Thursday evening, September 29th.

The occasion provided an illustration of the characteristic sang-froid of the British public who, despite the international tension abroad, were so crowded that the police had to clear a way for cars arriving at the theatre.

The film itself was received with enthusiasm by an audience largely composed of theatrical notabilities, and after the performance Miss Chatterton and Miss Blandish were mobbed by a crowd of autograph-hunters. Admiration was divided between Miss Chatterton for her role of the Empress, and Miss Blandish for her performance in the role of the Princess. The latter was received with such enthusiasm that she was mobbed by the crowd to their cars. The patience of the spectators, however, was well rewarded, and the seekers of signatures gathered a goodly harvest.

Among the known well-patronised present were Mr. and Mrs. David Rose, Lord McGowan, Miss Ruth Chatterton, M. Pierre Blandish, Mr. Herbert Selby, Mr. Jack Raymond, Mr. Noel Coward, Miss Aurele Les, Mr. Claude Leight, Count and Comtesse John McCormick.

A FINAL LOOK BEFORE SAILING FOR JAPAN

After a sustained and most informative visit to the United States, J. William Piper, Manager in Japan, returned to his territory the middle of last month. He is shown above with Edith Mcllenthorn, representative of the Foreign Department in the Studio, taking a last look at the manufactury of so many fine Paramount productions.

“THE SHEIK” IN INDIA REVIVED MEMORIES

Bombay Manager Frank V. Kennebeck has sent us some accounts of refreshingly interesting sidelights on the season of the old Paramount production, “The Sheik” in India.

The most noteworthy of these sidelights was the appearance, in the “Memorabilia” columns of The Times of India, of a number of death anniversary notices inserted by admirers of Rudolph Valentino, the star of the picture, whose passing assumed all the proportions of an international tragedy.

Mr. Kennebeck also forwarded newly made up booking of several splendid new Paramount contracts for 1939, notably one with the booking of the newest and most palatial film houses in India, The Bombay Manager forwarded photographs of this palatial structure, and the fact that Paramount Pictures will be screened there for a minimum of 22 weeks out of 1939 augurs well for the success of the Indian division during the coming year.

From India have also come reports that the local exhibitors are awaiting, with ill-concealed impatience, the advent of Paramount’s major film, “If I Were King,” “Men With Wings” and “Zaza.”

Profound Regrets

Paramountites everywhere throughout the world bow their heads in sorrow at the untimely passing of Elmer J. Barnard, Indianapolis (U. S. A.), branch manager, who was associated with the company since 1924.
At left is the front of the Paramount Theatre in New York. Top right shows Louise Campbell, co-star of "Men With Wings," with Director-Producer William Wellman, left, and the two pilots and steward of a plane which was brought to earth in America a few days ago a mass of flames. The entire personnel of passengers and crew was saved by the skill of the pilot and the coolness of the steward. In the lower scene, Paramount executives Y. Frank Freeman (left) and Austin Krouch entertain aviators Jacqueline Cochran and Ruth Nichols with Paramount anelettes at the "Men With Wings" dinner which preceded the premiere of the film at the Paramount Theatre.

"MEN WITH WINGS" LAUNCHED IN NEW YORK WITH A TRiumPHANT ROAR OF ACCLAIM

Gala Historic Dinner at Astor is Prelude to Unfoldment of Aviation Epic at Theatre

Attended by the elite of the Nation's military and naval aviation officers, executives of Paramount, representatives of the country's chief aviation representatives, and at least one star of "Men With Wings," the now nationally famous Association of Men With Wings gathered at the Hotel Astor in New York City on the evening of October 25th for the purpose of paying tribute to the pioneer aviators of the world, and for the later purpose of attending the premiere of the William Wellman aviation epic at the Paramount Theatre. The event was a complete and inspiring success and was so acclaimed by the press of the land.

This same press the following day united in paying critical tribute to the technicolor triumph of what now stands supreme as the towering aviation achievement of screendom. Proof of this is to be found in the excerpts from the reviews which are now speedling to the four corners of the world.

Paramount has another great hit on its hands—and how happy those hands are.

A TRIO ABOUT TO SEE "IF I WERE KING"

Depicted here are Messrs. John W. Hicks, Jr., Frank Lloyd and David E. Rose. The occasion is the press showing of "If I Were King" at the Plaza Theatre in London. The spirit appears to be one of excitement over such a fine picture.

LONDON THRILLS TO MAGNIFICENT REALISM, SPECTACLE AND ROMANCE OF "IF I WERE KING"

Frank Lloyd's Colman-Starring Film Attracts Enthusiastic Press Reviews

On Thursday, October 20th, London saw "If I Were King" at Paramount's Plaza Theatre. The event, as reported in a cable signed by Mr. Hicks, was an unforgettable one.

The picture was premiered in gala atmosphere, with celebrities of stage, screen and society in profuse attendance. A magnificent advance campaign, given the real personal touch by the presence in London of Producer-Director Frank Lloyd himself, heralded the picture, and the press took possession of the campaign from that point on.

Cables carried word of the press enthusiasm for the picture, the reviews being epitomized by one line from the London Daily Mail which characterized the production as "a picture in a thousand."

Further reports indicate that business is maintaining a level of consistent excellence, with the prospect in view of a very long run for the film.

MR. HICKS STAGES CONTINENTAL MEET IN LONDON: SCREENS PRODUCT

Paramount's Foreign Legion Leader, at present carrying the job of Managing Director of the British organization in addition to his world-wide responsibilities, held in London during the weekend of October 22nd, a meeting of several of the Continental Division managers. In attendance were Fred W. Lange, general foreign representative; Henri Klarsfeld, Andre Olsen and Andre Uhmann.

Several of the important new pictures were screened to this gathering, and in reporting these screenings to Mr. Wettner by cable, Mr. Hicks said: "Screened MEN WITH WINGS which is grand, dashing, showmanship picture. Boys' reaction marvelous and enthusiastic. They'll go to town with WINGS. Also saw ARTISTS AND MODELS ABROAD. Reaction splendid. Consider grand picture."

"MIDNIGHT" LOOMS AS VERY IMPORTANT FILM

Latest signature news from the studio adds conviction to the fact that the new Claudette Colbert film, "Midnight," already under way following completion of "Zaza," will be one of the dominant films of 1939.

Miss Colbert has for leading man the singing star, Don Ameche (and we'll lose a bet if Don doesn't sing at least one song at the wheel of his Paris taxi cab in the film). For additional cast support the picture has John Barrymore and Mary Astor.

And the director of the film is Mitchell Leisen, who has a bunch of Paramount successes to his credit.
PERSONAL
CALMLY CRUISING THE CERULEAN CARIBBEAN

Our informal shot, made with the unerringly accurate Leica of Jasper D. Rapoport, was made at sea when Messrs. Pratchett, Pierpoint and Rapoport were en route to New York for conferences with Mr. Hicks. Of course the Leica had to be held by someone, and Mrs. Rapoport is the obliging one. In the picture are Mrs. Pierpoint and Messrs. Pratchett, Rapoport and Pierpoint, with Mascot Cecil Pierpoint in front.

BALLANCE REACHES INDIA AGAIN

General Manager Charles Bal ance (right) is being here greeted by Bombay Manager Frank Kennebeck after returning to his territory from Europe and a business visit to New York on September 25. Both appear to be very well and very bronzed.

C. B. HEARS ABOUT "THE BUCANEER" IN THE ORIENT

Ever alert to hear about the progress of his pictures abroad, Cecil B. DeMille took advantage of the presence in the Studio of J. William Piper, Paramount manager in Japan, to learn about the reception accorded "The Buccaneer" in that country, which normally is so magnificently movie-conscious. C. B. heard of the fine reception accorded the film, and also gave Mr. Piper an approximation of the size and importance of his forthcoming "Union Pacific."

FELICITATIONS

We have just learned of the marriage, celebrated on July 23rd last, between Senatora Victoria Valenzuela del Villar, daughter of Sr. and Sra. Benito del Villar of Santiago, Chile, and Senor Guillermo Palacios Nieto.

SAUL JACOBS ON HIGH SEAS

Saul Jacobs, manager in Trinidad, postcards from the high seas, is making the first comprehensive survey of film possibilities of the entire West Indies. He promises some material for these columns as a consequence.

Long, of Bolton, England, said: "Was presented today with second prize Paramount Round World Contest. Delighted at this top success to Paramount Pictures many thanks." A couple of issues ago we devoted our cover to a scene in Mr. Hicks' office on the occasion of a gathering following the screening of "Sapphire of the North." That cover drew the following comment from Robert L. Graham, assistant manager in Ancon, Central America: "From the expressions on the various faces it appears that we may look forward to something special in 'Sapphire of the North.'" Well, Bob, you know by now!

ACROSS THE CONTINENT. Managing Director Harry Hunter (extreme right) and General Sales Manager William Hurworth (second from left) reach Perth, Western Australia on a sales survey. They are met by Manager Jim Stiles of the Grand Theatre (left) and Paramount Manager Morris Foster.

Manager L. Durban-Long of the Capitol Theatre, Bolton, England, is shown receiving his prize-winning check from Mr. Arthur S. Moss, general manager of Associated British Cinemas, of which circuit the Capitol is a unit. Mrs. Durban-Long is also present. In reporting the event, Paramount's G. H. Hawkins, who represented the Company, stated that the trade press was also at the event in strong force. This press lauded Mr. Durban-Long for his pre-eminence as the foremost showman in England.
CASTINGS

Barbara Stanwyck, and not Ellen Drew, will have the feminine lead in Cecil B. deMille's production, Union Pacific.

Alexander Hall has been signed to direct The Lady's From Kentucky, in which George Raft will be starred and Frances Dee featured.

Raoul Walsh has been signed to direct Air Raid, in which Olympe Bradna and Ray Milland will be featured.

This is not actually a bit of casting news but surely you'll be interested to learn that Jane Clayton and Russell Hayden, the romantic young team in In Old Mexico were married on October 8th.

Mona Barrie, Australian screen player, has been signed for a role in Say It With Flowers, a Paramount picture that was set back in production due to the continued illness of Evelyn Keyes, with production starting over again.

Mary Carlile substituting for Miss Keyes.

Production has commenced on Cafe Society, with Madeleine Carroll, Fred MacMurray and Shirley Ross heading the cast.

Paramount has purchased the best seller, "Disputed Passage," which has just appeared serially in Cosmopolitan Magazine and will probably release it under that title.

Stella Darcy, who earned a featured role in "Wells Fargo," has now been given the second female lead in Cecil B. deMille's Union Pacific.

Charlotte Wynters has been assigned the female lead in the next Hopalong Cassidy production, at present untitled.

Louis King, Paramount's ace action director, has taken over the directorial reins of Persons in Hiding from James Hagan. The latter has been assigned Bulldog Drummond's Secret Police. The cast of Persons in Hiding includes Lynne Overman, William Henry and Judith Barrett.

Andy Devine, Ernest Cossart and Paul Harvey have also been added to Nezwon Say Die. Also Gale Sondergaard.

Don Alvarado has secured the Latin-American role in Cafe Society.

NEW YORK EXECUTIVES PLAN NEW PRODUCT

TITO GUizar Sings A SONG IN PORTUGUESE

In "St. Louis Blues," which he has just completed, Tito Guizar sings one of his songs in Portuguese expressly for Brazil. He is shown here being coached by Dante Orgolini (2nd. from left) and Gilbert Sonto (extreme right), prominent Brazilian journalists in Hollywood.

At the extreme left is Luigi Lucasci, chief of the censorship department. The fifth person is Tito's "stand-in."

MAJOR NEWS REGARDING CASTING ANNOUNCEMENTS

Don Ameche has been signed by Paramount as Claudette Colbert's leading man in "Midnight," which is about to go into production. Mitchell Leisen will direct.

Ray Milland will be Isa Miranda's leading man in "Hotel Imperial," which is already before the cameras.

J. Carrol Naish replaces Charles Bickford in "Union Pacific." A certain piece of action in the picture was regarded as being too risky by Bickford, despite the fact that this single piece of business nets the actor performing it a bonus of $20,000, so Naish stepped in and took the role and the bonus.

Barry McKay, noted English screen player, has been assigned one of the male leads in "I'm From Missouri," the Bob Burns starring picture which is being rushed into production because of the American huzzas raised by "The Arkansas Traveller."

Claude Gillingwater has been assigned the important grandfather role in "Cafe Society." He has to 'grandfather' opposite Madeleine Carroll. Allyn Joslyn has also been given an important role in the picture.

Antonio Moreno plays a detective in an important role in "Ambush," the Gladys Swarthout gangster film in which there is no singing. Rufe Davis, sound-maker, imitator and banjo-strummer also has an important role in the film.

Jack Benny will make the 1939 version of "The Man in Evening Clothes." The picture has been made several times before by Paramount, including versions in Spanish and French, and twice in English. Mr. Benny, fresh from his role in "Artists and Models Abroad," will commence work on "The Man in Evening Clothes" in January next.

PRODUCTION UNDER WAY ON NEW TITO GUizar PRODUCTION FOR PARAMOUNT

Dario Faralla, head of Dario Productions now engaged in making "El Trovador de la Radio" for Paramount release in all Spanish-speaking countries and territories, reports that the picture got under way on October 24th at the Grand National Studios in Hollywood.

Tito Guizar as star of the picture is supported by Robina Duarte and Tana, renowned Spanish-speaking actresses, and by Paco Moreno in a comedy character role. Richard Harlan, first assistant to Cecil B. deMille, and a Peruvian by birth, is the director of the picture.

As we go to press there is under way in Hollywood one of the most important product planning meetings of many months. Attending from New York are Messrs. Barney Balaban, President of Paramount; Stanton Griffis, Chairman of the Executive Committee; Neil F. Agnew, Vice President in Charge of Distribution, and Russell Holman, executive representative of the production department in New York.

These executives have been meeting with Messrs. Adolph Zukor, William LeBaron, George Bagnall and Walter Colek in the intricate and vital business of setting definite plans for the product of the second half of the 1938-39 Season, and the early quarter of the 1939-40 Season.

In addition to this they have been present at the launching of Isa Miranda's first Paramount Picture, "Hotel Imperial," and already glowing reports on this project are flashing back to New York.

Next month we hope to be able to highlight some of the details of the planned new product.

SHIRLEY AND BOB

Or, more formally, Shirley Ross and Bob Hope, delightful starring team of the equally delightful "Thanks For The Memory." This sparkling comedy drama, reviewed elsewhere, was produced by Harold Hurley, with Melville A. Shauer as associate producer.

"ORPHAN ANNIE"

Here's one of the hundreds of human interest scenes from "Little Orphan Annie," which has been brought to the screen as a Paramount release. Shown above are Ann Gillis, who scored such a hit in the recent production of "Tom Sawyer," and J. Farrell MacDonald.
Popeye Club flourishes in Poland

Manager M. F. Jordan has reported most enthusiastically on the success of the Popeye Club in Warsaw. This organization, inspired by the famous cartoon character released throughout the world in film form by Paramount, is duly registered with the Municipal Council in Warsaw and has a roster of over 8,000 members.

Membership cards are in two colors, pink for the initial 1,000 members and blue for all from that point onward. Members become entitled to Popeye buttons, and also to tickets at reduced rates to all screen performances at which a Popeye cartoon is screened. Each member who succeeds in enrolling ten new members becomes entitled to a Popeye pipe.

Unusual Night Club Screening for film

In connection with the scene above showing the special screening of "Cocoanut Grove" at the Trocadero in Sydney, Australia, we are advised by Advertising and Publicity Manager Hermann E. Flynn that the event received a tremendous publicity boost which in turn materially assisted the season of the film at the Prince Edward Theatre. We also have pictorial evidence from Sydney showing some of the fine window displays that were secured in connection with the film.

Prague continued to be Exploitation Conscious

Despite the terrific international tension of last September, Prague still maintained its fine sense of motion picture consciousness. This showed itself in part in the widespread publicity and exploitation put over on behalf of two Paramount pictures, "You and Me" and "The Jungle Love." Three phases of the exploitation for these two pictures are shown in the scenes here of window displays which were forwarded by Division Manager Jellinek through Andre Olsen, general manager for Central Europe. All three windows are in Prague, Czechoslovakia.

Please take a pointed tip from this very fine demonstration of exploitation, and if you have not had representation on this page lately, shoot along some material.

Exploitation

Le Paramount in Paris issues invitation to patrons

Through the medium of a small but thoroughly attractive booklet, Le Paramount of Paris has announced to its patrons the outstanding productions of this coming season. This publication not only announces the pictures, but illustrates them also, and when seen in tabloid form like this the line-up is a fascinating one.

More Paramount Efforts Cop Quigley Awards

Due to the magnificent impact given exploitation internationally by the Paramount on Parade contest, we were able to submit a fine array of entries for the Third-Quarter-of-1938 contest. And so good were our 7 entries that we won 3 first mentions, and one honorable mention.

The following winners are listed in the October 29th issue of Motion Picture Herald:

SR. J. Castro Ramos of the Cine Plaza in Rio de Janeiro, Brazil, who won Paramount's international contest.


Messrs. Mel Lawton and Hermann E. Flynn for the entry submitted by the Prince Edward Theatre, Sydney, Australia.

Messrs. R. K. Butler and H. Sonnleitner for the entry submitted by the Grand Theatre in Shanghai, China.

Our hearty congratulations to these most progressive exhibitors, and the hope that their efforts will encourage and inspire other motion picture men throughout the world to compete for the prestige of winning mention in the listing of the Quigley Award.

Participation in this event is extremely simple. You merely promote as good a campaign of exploitation as you have, and we will be happy to summarize it in a form which makes for colorful display and which will at the same time aid the judges and mail it to the New York Office of Paramount. Willing hands at this end will get it to the Herald.

France Revealed Magnificent "Buccaneer" displays

Selected from a vast batch of material sent us by Publicity Director Jack Plunkett is this fine front of house display for Cecil B. de Mille's production, "The Buccaneer." The theatre depicted is the Apollo Cinema in Bordeaux. The remainder of the displays forwarded from Paris have been sent to Mr. de Mille for his permanent collection of such material.

Preparing to Step to Great Exploitation Triumphs, Brazilian Exhibitor Cables New York

Last month we announced that the First Prize in the international exploitation contest had been won by Sr. Castro Ramos of the Cine Plaza in Rio de Janeiro. Senior Castro has cabled Mr. Hicks as follows:

"Accept my thanks and appreciation for first prize check $500 exhibitors' exploitation contest. Paramount Pictures merited every exploitation effort on my part. Hope to repeat performance in 1939."

This news was tremendously heartening to General Manager John L. Day also, as he is conscious of the fine job of selling these pictures in Brazil that was performed by his sales and exploitation force.
THANKS FOR THE MEMORY. A most delightful comedy, fresh and sparkling, Bob Hope really shines in this one and indicates that we have an important new comedy star of general appeal.

RIDE A CROOKED MILE. Powerful drama, superbly enacted by Akim Tamiroff, Leif Erikson and Frances Farmer. Because of a story readily understandable, this one has very wide appeal.


ILLEGAL TRAFFIC. Another of Director Louis King’s punch-packed melodramas, with J. Carrol Naish gathering more laurels for a fine character performance, and Actress Judith Barrett turning in a very effective job of troupimg.

AMERICAN TRADE PAPERS DOING EDITORIAL WHOOPS UPS OVER “MEN WITH WINGS”

Mid-October saw the first of a series of trade previews of “Men With Wings” in advance of actual release. These took place in several parts of the United States and in every one of them nothing but superlatives reached print in the critical reviews of the picture.

In the meantime, of course, the picture has had its American premiere at the Paramount Theatre in New York. With results that are well attested elsewhere in this issue.

CHARLES LAUGHTON PICTURE WILL HAVE PARTIAL WORLD DISTRIBUTION BY PARAMOUNT

Early this year Charles Laughton, under the direction of Eric Pomer, made for Mayflower Productions a powerful film of the South Seas entitled “Vessel of Wrath.” So inspiring a film did this prove to be that Paramount endeavored to secure distribution of it for the world outside of Great Britain. Success attended these efforts with respect to much of the world, with the result that the picture, now under the title of “The Beachcomber,” will have distribution by Paramount in the United States and Canada, Mexico and South and Central America.

The cast of the picture, in addition to Laughton, includes his wife, Else Lanchester.

JOHN B. NATHAN CERTAINLY MET HOLLYWOOD’S PERSONALITIES

John B. Nathan, managing director of the Paramount organization in Argentina, Uruguay and Paraguay paid a business visit to the Paramount Studio early last month and in the two days he spent there he saw a vast amount of the new product and also met a host of Paramount personalities. Above, in a parade of five scenes, he is shown with six important Paramount persons. In the top row, reading from left to right, he is shown with Akim Tamiroff, Adolph Zukor and Cecil B. de Mille. In the lower row he is with Dario Farallo (producer of the Tito Guizar pictures for Paramount release), and Tito himself in center; also with Anna May Wong. Among the pictures that John saw in Hollywood were “Men With Wings” in completed form, and “Zaza,” “Artists and Models Abroad” and “Ride A Crooked Mile” in rough cut form. The Leader of the Gauchos is positive that 1939 will be unquestionably Paramount’s mightiest year.

ISA MIRANDA BEING ASSURED OF POWERFUL SUPPORTING INGREDIENTS IN “HOTEL IMPERIAL”

Paramount is determined that “Hotel Imperial,” initial American starring vehicle of Isa Miranda, shall possess every element possible of making it an international success. As the first step, Miss Miranda has been assigned Ray Milland, currently one of screendom’s most successful leading men.

Next step was the signing of Rudolph Forster, famous Continental actor, for the role of ‘Kuprin’. Mr. Forster has been seen in almost all of Elizabeth Bergner’s European productions and is an actor of the most sterling calibre.

Another important signing is that of the famous Don Cosacks, who are being brought into the picture the recommendation of Boris Morros, head of the studio’s music department. These famous singers, fifty in number, will provide choral background to one of the famous Russian songs that Miss Miranda will sing in the picture.

Robert Florey is directing “Hotel Imperial” and production has already commenced.

GLADYS SWARTHOUT PERFORMS AS DRAMATIC ACTRESS

In “Ambush,” the Paramount action thriller now in production in Hollywood with Gladys Swarthout portraying a gangster’s sister, there is no music. Miss Swarthout is troupimg her way through this picture rather than trilling. She is shown here with William Henry, who plays her brother, in the bed.

Broadcasting the New Titles

The Gladys Swarthout non-musical picture which commenced as Ambush and was then retitled I Robbed A Bank has reverted to Ambush as the final and definite title.

The Akim Tamiroff-Traces Farmer-Leif Erikson picture which commenced as Escape From Yesterday, became Escape From Leavenworth and then changed to The Last Ride, has become Ride A Crooked Mile as its positively final title.
NOTIZIE DEL MESE

Il Sig. John W. Hicks, Jr., oltre ad essere Vice Presidente della Paramount Pictures Inc., a capo del Dipartimento Estero, è stato nominato Segretario Amministrativo della Divisione Inglese, a Londra, fino a quando sarà annunziato il successore del Sig. John Cecil Graham. Il Sig. Hicks prevede di fare ritorno a New York entro la fine del mese, tempo in cui il nome del successore sarà probabilmente reso noto.

Stiamo orgogliosi di presentare questo mese "Men With Wings." La pellicola risponde pienamente alle nostre aspettative essendo spettacolare, eccitante e intensamente drammatica. Inoltre, essa è colorata nel modo più magnifico che sia stato osservato fino ad oggi in qualsiasi schermo.

Il nostro entusiasmo per "If I Were King" è stato pienamente giustificato dalla calorosa accoglienza che la produzione ha avuto nella sua presentazione a Londra. Quest'evento ha avuto luogo il 20 Ottobre al Teatro Plaza e tanto il pubblico quanto la stampa sono stati stati cal mano alla calora accoglienza che la produzione ha avuto nella sua presentazione a Londra. Quest'evento ha avuto luogo il 20 Ottobre al Teatro Plaza e tanto il pubblico quanto la stampa sono stati stati handrawn in accoglienza con parole di esaltazione il capolavoro di Ronald Colman che fu prodotto e diretto da Jack Oakland Lloyd.

Vi piaccia notare in tutti i nostri avvisi e negli annunci di pubblicità che "Zaza", dove brillano Claudette Colbert ed Herbert Marshall e che è diretta da George Cukor, è stata pure prodotta da Albert Lewin. È essenziale che il Sig. Lewin ne riceva pieno credito in accordo agli annunzi del Dipartimento legale sulla film.

Barbara Stanwyck è stata scrittrice per la sua campagna pubblicitaria nella produzione di Cecil B. deMille; "Union Pacific". Altri principali atori nella produzione sono Joel McCrea, Akim Tamiroff, Charles Bickford, J. Carrol Naish e Porter Hall. I Sigg. Barney Balaban, Stanton

LOVELY BLONDE STAR OF "CAFE SOCIETY"

"Cafe Society" is Madeleine Carroll's first Paramount picture in a long while, which in all probability is our... How does Miss W. Fred MacMurray and Shirley Ross in this new exposé of how a New York heiress loves, acts and lives and we think that she is going to be the leading lady in a very fine picture.

Het Nieuws Van De Maand

De Heer John W. Hicks, Jr., Vice President Paramount Pictures Inc, e direttore del diretto in internazionale produzione, in una delle più importanti conferenze dell'anno sulle produzioni. Essi allestiscono il programma per la seconda metà della stagione 1938-39.

"Artists and Models Abroad" è certamente una ricca e ambitiosa pellicola dedicata alla glorificazione della bellezza. Vi sono più belle donne e magnifici costumi in questa film che in qualsiasi altra che sia stata mai girata ad Hollywood. Per l'elemento di commedia, la pellicola ha Jack Benny, i cosiddetti "Yacht Club Boys" e Mary Boland.

John B. Nathan, Direttore Amministrativo della Paramount in Argentina, è ritornato da una visita ad Hollywood parecchie settimane fa. Tra i film che egli ha osservato nello studio in una forma incompleta è "Zaza". Egli ha affermato che in questa pellicola Claudette Colbert da la più brillante interpretazione della sua carriera.

La nostra stessa sorgente di informazioni racconta che le scene di prova del "Hotel Imperial," presi con Isa Miranda, sono eccezionalmente entusiasmanti. Si afferma che la stella è ormai definitivamente pronta per la sua carriera ad Hollywood e, per mezzo suo, la Paramount spera di assicurarsi una nuova affascinante stella internazionale.

Per finire, poche parole sulla gara che è designata a chiedere l'anno 1938 con una nota solidamente costruttiva. Pubblichiamo questo mese il primo elenco di cifre e classifiche

werd vervaardigd en gereedgesteld voor Frank Lloyd.

Vegetet met in al Uw reclame en andere bekendmaken om te merken dat "Zaza," met Claudette Colbert in de hoofdrol en Herbert Marshall en geregisseerd door George Dyer, eindelijk vervaardigd werd door Albert Lewin. Het is van het grootste belang dat Mr. Lewin in dit verband gereed is om te voldoen aan de verwachtingen die door onze juridische afdeling geëist werden.


"Artists and Models Abroad" is de rolprent gewijd aan het filmen van de moeilijke meisjes en costums, behoort een prikkel tot de blijde rechten. Ze worden niet geen kosten aan geraakt. De zang- en kluchtige nummers zijn toe- verwacht van Jack Benny de Yacht Club Boys en Mary Boland.

John B. Nathan, directeur der gebouwen in de Amerikaanse afdeling, is een wenselijk geworden in Hollywood teruggekeerd. "Zaza" was een van de films die spe- ciaal voor hem werd vervaardigd. Vol- gens de heer Nathan overtredt Claudette Colbert zichzelf in deze film. De auteur van deze bron vernemen wij dat de proefscenen van "Hotel Imperial" met een overtuigende toon als een druk worden. De- ster is thans gereed voor haar Holly- wood carrière. Paramount hoopt in Isa Miranda een nieuwe internationale ster gevonden te hebben.


"SPAWN OF THE NORTH" WINS CUBAN PLAUDITS

A letter from Jasper B. Rapo- port, manager in Cuba, to George Weltnier, assistant manager of the Foreign Department, states that Paramount's "Hathaway picture" has won a barrage of the most critical plaudits ever accord- ed a motion picture in Cuba. ... in Cuba the "Hathaway" picture brings almost impossible of pleasing... have united in praising the film during the past few weeks.

Another, who has seldom, if ever, gone to the limits of superlatives, calls the film a "grand production." Indeed this man himself happens to be just about the most magnificent praise possible of securing.

In addition, of course, "Spaw- of the North" was given a superb job of pre-selling by Division Manager A. L. Prattchee and Cuba Manager Rapoport.
NOTICIAS DEL MES

Además de vicepresidente de Paramount Pictures Inc., a cargo del departamento extranjero de esta Compañía, Mr. John W. Hicks ha nombrado gerente general de la División Británica en Londres hasta que se haya nombrado la persona apropiada para sustituir a Mr. John Cecil Graham, Mr. Hicks regresará a Nueva York a fines de octubre y para entonces se anunciara con toda probabilidad al sucesor de Mr. Graham.

Tenemos el legítimo orgullo de revivir la película “Hombres con Alma” que se presentó de varios mientos fílmicos del mes. Esta película supera a cuanto habíamos adorado hasta ahora, al revés artísticos y espectaculares, y dramáticos, además de haber sido filmada en tecnicolor, lo cual da un toque de mayor realce.

Nuestro entusiasmo por la película “Sí yo fuera rey” ha llegado a su límite ágido con la favorable recepción que se ha dispensado en Londres a esta obra maestra. Su estreno en el Teatro Plaza la noche del 20 del mes en curso ha sido un trunfo de público y de crítica. Ronald Colman, el protagonista, y Frank Lloyd, el realizador, han sido elogiados por su espíritu labor.

Es importante que en todo el material de publicidad pertenente a la película “Zaza,” en la cual Claudette Colbert desempeña el rol estelar, y en la cual Herbert Marshall tiene a su cargo el principal papel como actor, y que tiene como director a George Cukor, se indique que ha sido producida por Albert Lewin, el indisputable que en Europa ha ocupado ese lugar, y que corresponde de acuerdo con las normas señaladas por el departamento legal con respecto a esta película.

Bárbara Stanwyck ha sido contratada para desempeñar el principal papel por Jack Hirsch- intección de Cecil B. de Mille que llevará por título “Unión Pacífico.”


“Artistas y modas de París” es una película dedicada preferentemente a realizar la belleza femenina. Hay más bellas mujeres en los créditos de las películas que jamás se hayan filmado en Hollywood. No falta en ella el tópico del cómico, representado en esta película por los Yacht Club Boys y Mary Boland.

Mr. John B. Nathan, director general de la Paramount en la Argentina, acaba de regresar a Nueva York de su viaje de estudio a Hollywood.

Has This Ever Been Better Paramount Coverage Than This Anywhere in the World?

This reproduction is of a full page of “La Nación” of Santiago, Chile. It is a Paramount announcement covering all of the cinemas in Santiago, and all of the film houses are marked. Those currently showing Paramount pictures have the trade mark as an indicator. Those not showing Paramount Pictures are left blank; while those at the present time closed have an X on them.

The score shows 48 cinemas showing Paramount, 4 cinemas not showing Paramount, and 3 houses closed.

That, Mr. Benito del Villar, is a magnificent achievement.

“Hotel Imperial!” con Isa Minari, da un de emotividad para vez superada. Esta estrella lleva camino de figurar muy pronto entre los artistas de primera magnitud en el firmamento del cine internacional.

Para terminar, unos pocas palabras acerca del concurso que ha de terminar el año 1938 con broche de oro. Este mes publicamos el primer grupo de cifras y lugares. En algunos casos se observan notas que tienen relación con la última crisis internacional. Tenemos la plena seguridad de que este concurso se está llevando a cabo con el máximo interés a fin de que todos se hagan en situación de comenzar el año venidero con la convicción de que la nueva producción será mejor que la que ha ofrecido en su carrera triunfal, será utilizada con resultados positivos hasta el límite.

TRIBUTE BY “BOX OFFICE” TO “MEN WITH WINGS”

This pre-eminent American trade paper had the following to say in its telegraphed review on Paramount’s ace air spectacle:

“MEN WITH WINGS” ZOOMS TO A NEW HIGH AMONG AIRPLANE EPICS AND CERTAINLY SHOULD FIND AN UNLIMITED CEILING AT THE BOX OFFICE. A STREAMLINED SCREEN PLAY, BEAUTIFULLY DELINEATED BY A STERLING CAST, AN ENGROSSING AND ENTIRELY HUMAN STORY IS UNFOLDED AGAINST A SWEEPING BACKGROUND WHICH PRESENTS A CAVALCADE OF AVIATION’S DEVELOPMENT; MADE BREATHTAKINGLY THRILLING THROUGH THE USE OF TECHNICOLOR PHOTOGRAPHY. LOUISE CAMPBELL EARNS FIRST MENTION OF ACTING HONORS. WILLIAM A. WELLMAN PRODUCED AND DIRECTED.

NOTICIAS DO MEZ

Mr. John W. Hicks, Jr., que é vicepresidente da Paramount e director do nosso Departamento Estrangeiro, foi nomeado director-gerente da Divisão Britânica em Londres; até que seja escolhido um substituto para Mr. John Cecil Graham, que queixa-se de estar no estrangeiro “Pla- za,” feito que se cercou de grande êxito. Vela essa vitória a formulável proclamação de Alfred Lloyd, que é necessario dar a Mr. Lewis o devi- do destaque; no anuncio do filme, a que também se refere Bárbara Stanwyck foi contratada para o principal papel feminino da produção de Cecil B. de Mille “Union Pacific,” que também inclui atores como Joel McCrea, Akim Tamiroff, Charles Bickford, J. Carrol Naish e Porter Hall.


“Artistas e modas de París” é o nome de uma nova finta de muito luxo e muita beleza, cujos trabalhos a Paramount está agora produzindo e que primam mulheres bonitas e que, na sua parte comica, nos trará o sympathico Jack Benny e compositores, lindas bretas Yacht Club Boys e também Mary Boland.

— John B. Nathan, gerente territo- rial na Argentina, acaba de desembarcar de uma longa visita à Hollywood. Lá viu ele pedacinhos de filmes em produção, entre os quais algumas partes de “Zaza,” que eles desembarcaram para essa semana e que figura Claudette Colbert.

— Sabemos também que as scenas já filmadas para a próximas este ano “hotel Imperial” sahiem de primeira. A linda estrela está a caminho de uma gloriosa carreira cinematográfica e que promete dar prazer a todos, e agora usar os serviços de tão aprecia- da artista.

Fazer duas palavras sobre o que dois de nosso Concurso de Realiza- ção para o ano de 1938. Publicamos este mez as principais corridas, assim como os nomes de todos os que respectivo ocupam presentemente os concorrentes aos prêmios, se bem que desconheça-nos que o prazer de contornar as corridas e em vista da crise que predo- mina em vários países. Cremos que este Concurso facilitará a cada concurrente um novo passo de partida; (Continued on Page 12)
Production of Tito Guitar's new Paramount release, "El Trovador de la Radio" is well under way, with Richard Harlan directing. Depicted above are three of its two leading ladies-Mobita Duarte (heroine) and Tana (calliennes). The picture is a musical comedy-romance with its locales including a broadcasting station and a hospital.

DAS NEUESTE DES MONATS.


In diesem Monat haben wir endlich Gelegenheit "Men With Wings" ausführlich zu besprechen. Auf diesen Film und seine Wirkung, besonders in England, ist eine Redaktion besonders stolz, denn er erfüllt nicht nur alle Erwartungen bezüglich Tempo, dramatische Handlung und grossartige Aufnahmen sondern er ist gleichzeitig der herrlichsten Farbenfilm, der je über die Leinwand gekommen ist.

Dass unsere Begeisterung für "If I Were King" berechtigt war, beweist die grossartige Londoner Premiere des 20. Oktober im Plaza Theatre stattfindenden Publikum und Pressen waren des Lobes voll. Dieses Ronald Grant-Film, der von Frank Lloyd produziert und inszeniert wurde, ist ein Meisterwerk.

Wir machen darauf aufmerksam, dass Maria Casarès, eine bekannte italienische Schauspielerin, in allen Reklame- und Propagandabildungen des Films "Za-za", der von Claude Cukor gestaltet wird, die Starrolle inne hat und Herbert Marshall ihr Gegenspieler ist. Regie George Cukor, als Produzent er-schien im Film sehr engagiert, besonders notwendig, dass Herr Lewin in diesem Film genau so erwahnt wird, wie in "Anna Karenina" geschrieben.

Barbara Stanwyck ist für die weibliche Hauptrolle in Cecil de Mille's Film "Union Pacific" verpflichtet worden, in dem auch Joel McCrea, Akira Tamiya, Charles Bickford, J. Carrol Naish und Porter Hall spielen.


Es sei betont, dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte fernen dass die Presseberichte ferner.
Dear Paramounter,

The New Product, detailed below, includes:

**ZAZA**
**MIDNIGHT UNION PACIFIC**
**HOTEL IMPERIAL INVITATION TO HAPPINESS**
**ST. LOUIS BLUES**
**MOON OVER BURMA CAFE SOCIETY**
**BEAU GESTE AIR RAID**
**WORLD'S APPLAUSE KNIGHTS OF THE ROUND TABLE**
**THE STAR MAKER DRUMS OVER HAVANA**
**ROYAL CANADIAN NORTH-WEST MOUNTED POLICE RULERS OF THE SEA**
**KING OF CHINATOWN UNTAMED FOLLOW THE SUN WITHOUT A COUNTRY**
**E WOMAN**

**MAN ABOUT FRENCH WITH ANGEL IN FURS**
**THE LADY'S FROM KENTUCKY SUDDEN MONEY**
**NEVER SAY DIE BIG CASSIDY**
MOTION pictures are the breath of life to us—when they are good they pack the energy-giving corpuscles into our blood spurring us to accomplishments beyond all precedent: when they are mild, mediocre or just plain bad, we languish and weaken. We have been through both stages many times—far more often the first than the second —otherwise we would not be here addressing you in this fashion.

Perhaps the most spirited occasion of good product news is with us right now. Trumpeting its way to the Paramount Empire from London, temporary Foreign Legion headquarters, is Vice President Hicks’ announcement of films to reach you during 1939. Of this message we will say nothing regarding its component ingredients for to it belongs the right of blazoning its own message across the world.

As to its portent, that is another matter. It is vital that you know at the instant of reading these lines that a star-studded entertainment program has been born. Here, as closely as Paramount’s plans and resources could hew to it, is that zenith we have long desired—several pendant diamonds in the Paramount necklace to guarantee for release every month a major Paramount production of international significance and appeal. Such is a salient element in the announced product. And this commercial contribution to the Paramount program has been made possible merely because the company’s heads are cognizant of a towering Foreign Legion; to wit, that where defections in business have resulted because of international political situations beyond Paramount’s control, the upholders of the Paramount banner in other lands have rendered just that much additional support by superhuman effort in order to maintain a steady Foreign Legion level.

Of such an inspiring belief in us has this new program of entertainment been wrought! It goes without saying that in every element of the following sentiment—we will give it everything that it deserves.
NOTE. Unless international circumstances change drastically, this will be the final Italian column to appear in this publication. Let us therefore use this occasion to say how much we prize Italy's, and Italy's, friendship. We are aware of the sentiments of Paramount colleagues we have known and loved so long, our very sincerest wishes that Fate continue to smile on them beneficently.

NOTIZIE DEL MESE

"Zaza" è stata finita, ed il vedovo di quelli che hanno visto la pellicola completa, è' che essa rappresenta una genna drammatica della Paramount, con Claudette Colbert che da la più importante recita della sua carriera. I risultati del "Collectors Contest" indicherebbe che la predominanza e' mantenuta in quella parte del globo, capitata da John A. Groves. Osservate semplicemente ai punti di questo mese per farvi capaci di quello che significhino.

Finalmente Isa Miranda sta veramente impiomando la sua carriera drammatica del Paramount, che e' diventata a riempire una lacuna nel ruolo della compagnia delle personalità celebri, ma dimostra che "Isa" e' tutta la sua grandezza che le si' propestica durante un lungo periodo di tempo. La pellicola sta prendendo forma di un grande dramma, nonché' uno spettacolo grandioso; e non vi e' il minimo dubbio che questa sarà una delle più belle pellicole della compagnia per l'anno 1939, Ray Milland e' splendido nella parte che la accompagna.

Un'altra pellicola popolare in via di produzione e' "Midnight". Claudette Colbert e' salita alla parte principale subito dopo aver finito "Zaza" ed ha avuto il valore di un popolo meraviglioso. Don Ameche, che si e' concesso da un'altra compagnia, ne e' l'attore principale. Che li troviamo vi sono Francis Lederer, Mary Astor, John Barrymore e Elaine Barrie. Mitchell Leisen ha diretto la pellicola.

Ora ve lo dico, "Say It In French" e' una commedia straordinariamente bella. La pellicola nella quale risplende Olympe Bradna, si e' stata completata e esibita in New York. La signorina Olympe Bradna, in questa pellicola, rivela tutto il suo talento comico che da essa si e' aspettava ed in più' possiede una grazia personale di alto grado. Con qualche attenzione pellicola che la pellicola "Zaza" risulterà definitivamente considerata una delle della Paramount.

Una delle maggiori notizie che dobbiamo riportare durante il corrente mese, si riferisce al successo della pellicola "Men With Wings" alla sua premiata Londra. (Per essere sinceri, i lettori osserveranno che le premiante di Londra hanno monopoliato buona parte di questo vostro giornale.) In tutti i modi la premiata dell'Aria e' riuscita in se stessa un grande spettacolo; e i giornali di Londra nonché' gli spettatori sono rimasti entusiasti di questa pellicola.

Un'altra notizia che ha dimostrato il massimo successo a tutto'ggi, e' "If I Were King" il quale, non solo ha dato prova di reale successo, a Londra, ma ha duplicato il triunfo a Stoccolma e altrove. Il direttore e produttore Frank Lloyd, che produsse la pellicola e' fu presente alle premiante di Londra e Stoccolma, ci ha comunicato che la pellicola "Zaza" risulterà entusiasticamente in tutto il mondo. Forse potra' essere un po' troppo ottimista, ma non crediamo lo sia.

Y. FRANK FREEMAN APPOINTED STUDIO HEAD.
WILLIAM LE BARON SOLELY IN CHARGE OF ALL FILM PRODUCTION

Prior to the departure for Hollywood of Y. Frank Freeman to head the Hollywood Studio operations, there was a dinner in tribute to him at the Waldorf-Astoria Hotel in New York City on Sunday, November 27th. The scenes above testify the good-heartedness of the affair. In the first scene Vice President Neil Agnew tells a good one to George Welther, executive assistant to Vice President John W. Hicks, Jr., while Purchasing Manager Frank Meyer tried hard not to laugh at it also. The second scene reveals Mr. Freeman speaking his thanks, while President Barney Balaban (at left) listens attentively; General Counsel Austin Keough and Edwin L. Weis, of the Board of Directors are also caught by the camera. At right, Chairman of the Executive Committee Stanton Griffis watches for any friendly cooperation between Vice Presidents Agnew and Freeman, this gesture being symbolic of the spirit destined to exist hereafter between the Distribution and Production departments.

NEW YORK CITY. Following his appointment as head of the Paramount Studio so far as relations with sales and administrative executives are concerned, Y. Frank Freeman, former head of the Company's theatres, has arrived in Hollywood to commence his duties.

Mr. Freeman will be active head of all studio administration not actively connected with the actual physical production of pictures. (This will be the province of Mr. Le Baron, who has sole charge of the making of our product.) Mr. Freeman will be liaison for the studio on all matters involving film trends, audience preference, overseas obstacles and embargoes and suchlike. He will be the top authority on showmanship angles and it will be his assignment to see that Paramount Pictures continue to have the highest percentage of showmanship, the ultimate limit in entertainment and the zenith in exploitation possibilities.

In other words it will be Mr. Freeman's mission to see that the Paramount product remains paramount in every desirable essential.

IN CARDIFF. Busy as he has been throughout his English survey, Mr. Hicks nevertheless found time to sit for the grand old British custom of afternoon tea in the Welsh capital. Even if he hadn't, everyone else would have. He is taking tea with the Deputy Mayor of Cardiff, and the others present are: Paramounters Charles C. Coles (South Wales Manager) and Tony Reddan (Advertising and Publicity Director) standing; and Messrs. E. Ayres and Reginald C. Brunhead (Trustee and Chairman respectively of the Cinematograph Trade Benevolent Fund). Mr. Ayres is also, of course, Paramount's General Secretary in Great Britain.

MR. HICKS HOMeward BOUND

Important Announcements for Next Issue

As we go to press we have a cable announcing that Vice President John W. Hicks, Jr., in charge of the entire Foreign Department, and at present additionally Managing Director of the Paramount organization of Great Britain and Ireland, is on board the S.S. Aquitania, New York City bound. He is scheduled to reach Manhattan on December 9th and thus will be in splendid time for a well-earned family reunion.

Mr. Hicks has been writing a great deal of Paramount history (as well as living through a great deal of international history) since he sailed out of New York on that hurricane-ridden afternoon of September 21st. We now know that that storm was portentous of a still greater one on the international horizon.

It is almost superfluous of us to add the note that Mr. Hicks will have a great deal to say through those columns next month.

Weiss, of the Board of Directors are also caught by the camera. At right, Chairman of the Executive Committee Stanton Griffis watches for any friendly cooperation between Vice Presidents Agnew and Freeman, this gesture being symbolic of the spirit destined to exist hereafter between the Distribution and Production departments.
STANDINGS

How the Divisions and Countries Stood at the End of October, With 2 Months of Contesting Behind and 2 Months Ahead

As is only to be expected in a Contest of international proportions, there were changes and switches in our event, the standings of this month revealing a batch of changes since last month.

For instance, in the Divisions—while Groves still leads, and del Villar races along in second place, York has vaulted from 4th of last month to 3rd this month. Nathan has come up from 5th to 4th—and that is all of the Divisional changes, the remainder being status quo, with of course the exception of Hunter, who had to make way for the racers already mentioned.

In the Section devoted to the Countries there has been an astounding change with respect to last month’s 14th. Java is 2nd this month after last month’s lead, Germany has gone to 3rd from 7th, Cuba (another whizzer) to 4th from 16th, but Sweden is down a couple of notches to 5th. Peru is to 6th after last month’s 8th, Chile prefers 7th to 2nd, Argentina is to 8th after last month’s 12th, and whizzing Puerto Rico is 9th instead of 21st. Denmark prefers 10th to 6th, Finland likes 11th better than 4th, Australia-New Zealand prefers 12th to 5th, and Brazil this month goes to 13th instead of 15th. France this month taps 14th instead of 17th, Norway goes the other way to get 15th instead of 10th, but Jugo-Slavia has the right idea in choosing 16th instead of 24th. Uruguay’s 17th isn’t as good as last month’s 11th, nor is Philippines 18th, while Great Britain’s 19th is good old status quo. Hungary’s 20th is a long way below last month’s 9th, but Rumania’s 21st is a quintette better than last month’s figure, although Guatemala’s 22nd is four points lower than last month. Czechoslovakia’s 23 is better than last month’s, but Holland’s 24th isn’t, nor is Trinidad’s 25th. India’s 26th is slightly unbetter, so is Poland’s 27th, and the remaining three—Panama, Colombia and Mexico have not changed place-wise.

THE DIVISIONS

Groves ........................................... 1
Del Villar ......................................... 2
York .................................................. 3
Nathan ............................................. 4
Hunter ............................................ 5
Day ................................................... 6
Klarfeld ............................................ 7
Great Britain ...................................... 8
Olsen .............................................. 9
Pratchett .......................................... 10
Hallance ......................................... 11

THE COUNTRIES

Strait Settlements ................................ 1
Java .................................................. 2
Germany .......................................... 3
Cuba ............................................... 4
Sweden ........................................... 5
Peru .................................................. 6
Chile ............................................... 7
Argentina ......................................... 8
Puerto Rico ....................................... 9
Denmark ......................................... 10
Finland ........................................... 11
Australia-New Zealand .......................... 12
Brazil ............................................. 13
France ............................................. 14
Norway ............................................ 15
Jugo-Slavia ....................................... 16
Uruguay .......................................... 17
Philippines ....................................... 18
Great Britain ..................................... 19
Hungary .......................................... 20
Rumania ......................................... 21
Guatemala ........................................ 22
Czechoslovakia ................................... 23
Holland .......................................... 24
Trinidad ......................................... 25
India .............................................. 26
Poland ............................................ 27
Panama ............................................ 28
Colombia ......................................... 29
Mexico ............................................ 30

THE PRIZES

Manager of Winning Division
(on basis outlined in Mr. Hicks’ letter) ......................................................... $500.00
Manager, 2nd Division .......................................................... $350.00
Manager, 3rd Division .......................................................... $200.00

Entire Staff of Winning Country
(according to letter instructions) will receive 2 weeks’ salary additional.
Entire Staff of 2nd Country, one week’s salary additional.
Entire Staff of 3rd Country, one-half week’s salary additional.

SPECIAL NOTES. For reasons entirely beyond our control it is impossible to carry in any listings the Paramount accomplishments of Italy, China and Japan . . . And for the purpose of emphasis, the territories and men listed in heavier type are all over quota this month.
DEFINITE RECORD FOR "HOTEL IMPERIAL"

Isa Miranda's first Paramount starring production in English, "Hotel Imperial," has hung up a record which reaches an all-time Hollywood high. The picture has necessitated the casting of 162 speaking roles.

This figure eclipses by a very large margin the previous record-holder, a Cecil B. de Mille production, which had 100 speaking parts.

The era of the talking picture has definitely arrived.

MORE GREAT MUSICAL SHORTS

In view of the unprecedented success accorded Paramount's latest symphonic short subject "Schubert's Unfinished Symphony" in many pre-release engagements throughout U.S.A., Loew Diamond, head of Paramount's short subject department, announces that the company will produce four more symphonic shorts featuring the National Philharmonic Orchestra of the U.S.A., with Frederick Ferber conducting and directing.

In addition to "Tamahanae" and "Schubert's Ung rolled" the current season's program will also contain "The Blue Danube" soon to go into production.

Three other symphonic shorts, "Merry Wives of Windsor," "William Tell" and "Farewell, Vienna," an original composition, will be distributed on Paramount's 1939-40 season's program.

TITO GUIZAR'S "EL TROVADOR DE LA RADIO" ACCLAIMED SPANISH TRIUMPH

Already on film, and acclaimed by executives and trade press alike, "El Trovador de la Radio" emerges as the best Spanish-language film to ever bear the Paramount Trade Mark. It was produced at the Grand National Studios in Hollywood by Dario Productions, with Richard Harlan as director and a most capable cast in support of the star, Tito Guizar. The picture was brought in under budget, it has superb production value, sparkling music and swell performances by all members of the cast.

All the way around it looks like an excellent piece of business, and the Paramount studio executives who saw the film in completed form in the Company's Hollywood studio appeared to concur in this belief. The trade press insisted on turning hands-prings over the accomplishment, and because we cannot hope to tabulate all the encomiums here, we have selected the review of the Hollywood Reporter as being representative of the best of the conservative reviews. In part this one said:

"El Trovador de la Radio" sets a standard for Spanish pictures that will be hard to follow. Dario Faralla makes his debut as a producer for Paramount and has turned out a picture that should reap the harvest in the Spanish field. It allows Tito Guizar, the number one singer of Latin America, an opportunity to show his great vocal talent in several songs and radiate his charming unaffected personality. Richard Harlan makes his debut as a director and turns in a job that is worthy of a seasoned hand in the game. The picture introduces Robina Duarte, who is a find. Paul Ellis and Tana, as the heavies of the piece, turn in good performances, as does Paco Moreno as the comic valet. Barry Norton as a newspaper reporter handles his role well. The picture is well above the standard of pictures made for the Spanish market in production, direction and photography.

BRADNA-MILLAND TRIUMPH IN SPARKLING COMEDY

New York Critics Enthusiastic Over "Say It In French"

The last day of November was the first day of triumph for a sparkling new Paramount comedy. On that day, "Say It In French" opened at the New York Paramount and ushered in a new spurt of praise for the comedy team of Olympe Bradna and Ray Milland. Some of the scintillating excerpts from the critiques run as follows:

(Mirror) "Much hearty laughter results from the sound-track of "Say It In French" and is echoed by the audience." (Times) "Jacques Deval, who has the reputation of never getting out of a bedroom farce on the wrong side, has written an engaging bit of animated nonsense in "Say It In French.""

And so on, all of them heartily in favor of the fact that Paramount has made an amusing comedy, peopled it with interesting characters, and in so doing, given Miss Olympe Bradna another push along the road that has stardom marked at its end.

CASTING FLASHES

Doris Lloyd, British actress, is in the cast of "F.M. From Missouri." . . . Paramount has bought from Universal the mystery thriller "The Cat and the Canary" and Arthur Hornblow Jr. will film it with Martha Raye and Bob Hope in the leads. . . . Lon Chaney Jr. is in the cast of "Men of Morocco." . . . Irving S. Cobb, America's heftiest humorist, has written an original story for Bob Burns and Paramount will probably buy it. . . . Shirley Ross and Bob Hope will co-star in Paramount's swing-saga, "Some Like It Hot." . . . J. Carroll Naish, who will not be in "Union Pacific," will have an important role in "Hotel Imperial." . . . J. M. Kerrigan, British actor, has been cast as Barbara Stanwyck's father in "Union Pacific."

Tito Guizar, as a radio singer in love with his nurse, gets attention from lovely Robina Duarte, while the doctor (Paul Ellis) acts nonchalant.

ARMANDA VARELA

The cast of the next Tito Guizar picture to be made by Dario Productions for Paramount release will be graced by the addition of Miss Varela, Argentine stage and screen star. Miss Varela was signed by Dario Faralla, head of Dario productions, immediately upon her arrival in New York from Buenos Aires. She left for her Hollywood assignment by air on November 30th. In addition to her work in Spanish language pictures she is being considered as a possibility for English-language pictures by the studio's talent department.

BEAMING BENNY

Jack Benny, star of both of Paramount's "Artists and Models" creations, and now cast for the lead with Dorothy Lamour in "Man About Town," is here shown rehearsing for his role in the comparative quiet of his Californian estate.

Lord Halifax, England's Foreign Secretary, arriving at Paramount's Carlton Theatre, London, for the premiere of "Men With Wings."
"King," "Wings," "Spawn" are Mighty

Paramount's Big Picture Parade is thrilling the entire world. Record after record continues to be smashed, and in every country the exhibitors who were clamoring for more and more big pictures from Paramount are wishing that they had six arms instead of two so as to be able to better take care of the volume of business.

Mr. Hicks, whose duties in London these past few months have undoubtedly made him one of the four busiest men in Paramount, has nevertheless been able to find time to shoot occasional cables and many letters in order to tell of the volume of business being recorded at the Plaza Theatre by "If I Were King" and at the Carlton Theatre with "Men With Wings." The Frank Lloyd epic thrilled Londoners for slightly more than four weeks at a theatre where the regular policy is a weekly change. The Wellman thrill-epic has been at the Carlton now for slightly more than three weeks and is continuing indefinitely.

But the success isn't all centered in London. Across the North Sea, in at least two of the Scandinavian countries, "If I Were King" is duplicating the British business. Carl P. York had Mr. Lloyd in person for the glamorous preview of the film at the China Theatre. That it is still running there, while Mr. Lloyd is back in Hollywood laying his comprehensive plans for making "Rulers of the Sea," is a tribute to the film which needs no elaborating. The producer accompanied Mr. York to Oslo for the premiere, and with Mr. Erling Eriksen hosting the event, the picture opened to a magnificent reception and is still running.

All of the foregoing territories have already registered great successes with "Spawn of the North," and have indicated in unmistakable terms that every year's program should contain at least one picture of this actionful type. In fact the reports on this picture from all parts of the world have been extremely glowing, and it certainly seems that the Foreign Department is going to show its appreciation of this film.

Australia has released "Spawn" by now, and is likewise planning spectacular premieres for "If I Were King" at the Capitol Theatre, Melbourne, at Christmas time; and "Men With Wings" at the Prince Edward Theatre in Sydney at the same time.

India has sent us word that both "King" and "Wings" will be premiered at Calcutta, Bombay and Rangoon in truly exciting fashion. Mr. Ballance proclaiming his faith in both pictures setting up new records. There is no doubt but that the British flavor of "If I Were King" will result in preponder-
Words Denoting World Success

ating patronage in the theatres of India.
Now that you have reached this point, study for a moment the psychological effect of this page and what it means to you Paramounteers standing on the threshold of 1939. Principally it means that 1938 came through, production-wise, in thrilling fashion, giving you a wide range of spectacular products, such as you have long clamored for. It means, if you will study the other pages of this issue, that the studio and the production department have long foreseen that no matter how great 1938 has been, 1939 has to top it—and have proceeded accordingly.

Regard also the fact that in every instance, in every part of the world, where these big pictures have been offered to audiences, the presentation has been in keeping with the merit of the film. The Foreign Department not only appreciates big pictures sales-wise, but also presentation-wise. The two go hand in hand, and will always continue to do so.

And to show that not only does the Foreign Department appreciate them, but (inspired by some of the scenes shown immediately above), some of the world’s foremost citizens are content to go on record about them. This sentiment springs from the fact that right after the "Men With Wings" premiere, at least five of the famous fliers present at the event wrote their sentiments regarding this technicolor epic of the air, even to permitting their words to be used for public consumption.

Miss Amy Johnson said: "Men With Wings is the best colour film I have yet seen." Mr. W. A. Scott said "The most realistic film I have ever seen." Flight-Lieutenant Tommy Rose, probably Great Britain’s most colorfully popular flying hero of today, said: "A most enjoyable film. When Louise Campbell needs a new leading man, send for me." James Mollison, who is known wherever airplanes have gone, said: "Men With Wings is excellent, and the technicolour a joy." One of the air’s first great pioneers, Claude Grahame-White, said: "As one of the earliest pioneers of aviation I was deeply impressed by the historical and technical accuracy of this very interesting film."

There indeed is a mighty fine appraisal of a film which really means a great deal in Paramount’s forward march. It means a great deal because it is sterling, concrete appreciation of an endeavor on which Paramount banked very heavily; and it means a great deal because it is appreciation of this calibre which permits Paramount to keep marching forward towards still greater accomplishments.

CELEBRITIES AT "WINGS" PREMIERE. The night shot of the Carlton Theatre at top left shows the preparations made for greeting the greatest aggregation of living British flying heroes ever to attend a London theatre. One of these, Sir Alan Cobham, is shown with Lady Cobham at top centre. Next in line is Amy Johnson, premiere flying lady of the world. At lower left is Captain Wilcockson, another air ace, with Mr. Hicks in the background. In the next picture, American flier Clyde Pangborn is shown receiving the Gold Trophy Award of the Association of Men With Wings (America) from Sir Hugo Cunliffe-Owen. At the lower right is shown Lord Winterton arriving for the premiere.

LONDON COULDN’T ESCAPE "MEN WITH WINGS"

Punchy despatches elsewhere tell of the mammoth success of "Men With Wings" in London. The picture is now playing a three-day engagement at the Carlton Theatre, having premiered more auspiciously than any other film in a long while, and the whole of London is very conscious of Paramount’s Cavalcade of Air Progress.

Not the least significant contributor to this cavalcade-consciousness was a fleet of ten aeroplanes which wove a continuous pattern across the London skies for several days in advance of the opening of the picture.

Have you guessed that the planes bore a message relating to "Men With Wings"? How clever you are to be right the very first time.

Two of the planes referred to in the accompanying article, trailing their message across London. In the right background is St. Paul’s Cathedral.


**PARAMOUNT PEOPLE**

**PERSONALS**

The Australian cigars were handed around in Sydney on September 24th by N.S.W. Branch Manager Charles Hale. The occasion—the advent of a baby daughter Heartest congratulations, Mrs. Hale—and to you, too, Charlie!

Saul Jacobs, manager in Trinidad, and at present on a comprehensive survey of the Caribbean, has halted his tour at Jamaica for an indefinite stay in order to investigate a specific situation. How we envy him—dramatically at least.

Another punchy issue of General Sales Manager Wilham Harworth's sales message to hand from Australia. The fact merely printed here for the record.

**PAUL VERDAYNE PANICKED SIAM WITH HIS SINGING**

Paul Verdayne, Paramount manager in Singapore, and a baritone singer of great charm and ability, is perhaps the Paramount organization's most constant managers. He never loses an opportunity to help sales and goodwill by virtue of his ability as an exploiteer; for it was as an exploiteer with a roadshow unit of "The Ten Commandments" in Melbourne, Australia, that Paul first became a Paramounter.

About once a year his Paramount duties take him into Siam. Early in November he returned from there with a grand account of how "Her Jungle Love" was exploited. Part of his campaign consisted of broadcasting a cull of the pictures on a public address system to the English and Siamese (Paul speaks all of the local dialects); and he also had one particular stunt, which amazed and delighted the natives. He had his voice recorded on film by the Thai Film Company, a producing unit in Bangkok. He sang from the stage of the Chalerm Krung Theatre, and then afterwards his voice came from the screen, just as though the screen had received it, digested it and then eloquently returned it. This action delighted the natives, who love mystery, and who really thought that Paul had worked magic right before their eyes.

On the practical side of Mr. Verdayne's report was the fact that he brought back to Singapore a new Siamese contract, and also the good-will of the exhibitor as well as of officials of the Siamese government.

**ISA TOPS THE PARA-MOUNT**

We have long awaited photgraphic evidence of a Paramount personality scaling the heights of the central figure of our internationally renowned Paramount Trade Mark. Iza Miranda, at present scoring a personal as well as a professional triumph in "Hotel Imperial," has achieved the great distinction of first topping the Para-mount. With the aid of a telescopic camera we present the above close-up, and you are asked to imagine the star-studded arc which zummants this mount.

**MR. HICKS APPOINTS C. J. DICKENSON AS BRITISH G. S. MANAGER**

Just prior to sailing back to New York on the Aquitania, Mr. Hicks announced the appointment of C. J. Dickenson as General Sales Manager of the Paramount organization of Great Britain.

Mr. Dickenson, whom we most heartily congratulate on this splendid recognition of merit, has had a long and highly capable career with the British organization as supervisor of Branch sales, which eminently fits him for the highly important job of General Sales Manager.

"IF I WERE KING" SUPERBLY EXPLOITED IN STOCKHOLM

Just at press time we received from our office of the Drive for Carl P. York a batch of swell exploitation photographs indicating the fine manner in which "If I Were King" was being handled in the Swedish capital's foremost shops.

Of course we will make full use of these photos in our next issue.

(Continued from 1st Col.)

"Union Pacific," "Spawn of the North" and "Zaza." By all odds one of the best house organs.

The late October issue of Australia-New Zealand releases before the release of the Blue Ribbon bunch reveals that Mr. Hicks is still a prime favorite with the Paramounters of Mr. Harry Hunt of the Division. He cabled them from London regarding the premiere of "If I Were King," and also about the release of "Paramount," which screened, and the famous Blue Ribbon house organ gave his message predominant display.

Romana's "Gazeta Paramount" is still appearing in its favorite red and black on yellow paper and still conveying the ultimate in punch announcements. Editor B. Cahan in his October issue has announced forcibly to the exhibitors of his country the fact that Paramount has a powerful array of big pictures, among them being "Her Jungle Love," "Paramount," and "If I Were King."

Brazil's "Paramount cm Acao," whose Director of Mr. Day also have are worth waiting a whole month for, has a most amusing one of him in its latest issue. This time reveals Mr. Day writing shorts arriving at Rio de Janeiro and completing his famous tour of Europe and North America. In addition, the issue announces the appointment of Mr. Samuel E. Pierpoint as Manager for Brazil, accompanying the writer with a splendid picture of Mr. Pierpoint, better than any we received from Panama when the subject was General Manager of Central America.
CASTINGS

Russell Hopson has been signed for the new Hopalong Cassidy production, Arizona.

Bryant Washburn will be seen in Ambush, the gangster picture starring Gladys Swarthout.

Bing Crosby's first job on returning to the Paramount studio following his current Universal assignment will be to portray the character of Gus Edwards, star fancier, in the production entitled The Star Maker. Mr. Edwards, who is still living, and who is quite a character along Broadway these days, is renowned as the finder and trainer of Eddie Cantor, George Jessel, Walter Winchell, Lila Lee and a great many others.

Mala, noted portrait of Askanian and Indian roles, has been signed for Cecil B. de Mille's Union Pacific.

John Day has been cast in Cafe Society. He is not in any way related to our ever popular John Day of Rio de Janeiro, New York and the Mamson Lines.

Hedda Hopper has been signed for Midnight. Likewise Francis Lederer and Mary Astor, Claudette Colbert and Don Ameche have the leads.

Anthony Quinn has been given an important role in Cecil B. de Mille's Union Pacific. Likewise Julia Faye.

Gene Lockhart and Betty Compson have been added to the cast of Hotel Imperial, starring Isa Miranda.

Ellen Drew gains the female lead in The Lady's From Kentucky, which is a Horserace drama, with George Raft in the stellar role of a gambler.

Mary Parker, in whom Paramount has great faith, gets a good chance to justify that faith in Cafe Society.

Paramount has exercised its option on Donald O'Connor, the young star who practically took Sunshine Away from Bing Crosby and Fred MacMurray. Since then he has made Men With Wings, Sons of the Legion and Tom Sawyer, Detective, and is now working on Two Weeks With Pay.

Helen Twelvetrees has entered the cast of Persuasion in Helen Lyne Overman, Patricia Morrison, William Henry and John Eldredge head the bill of this action picture which is being directed by Allan Dwan.

Bulldog Drummond's Secret Police has been completed under the direction of James Hogan, with John Howard, Heilner Angel, Reginald Denny, E. E. Clive, Leo Carroll, Forrestner Harvey and Clyde Cook.

Bob Burns has returned from a Hawaiian vacation and is already at work in From Missouri. Supporting him are Gladys George, Judith Barrie, Barry MacKay and E. E. Clive.

Andrew Stone, who to date has directed Stolen Heaven and Say It In French for Paramount, has received an extension to his contract.

Paramount will make a jitterbug epic in which the band of Drummer Gene Krupa will be featured.

Next in line of Paramount's "Campsus" sagas will be Campus Dormitory.

Mema Owen, important British actor, has been signed for a featured role in Hotel Imperial. A cast addition to Two Weeks With Pay is William."n

EPICS AND SUCHLIKE

Every time we get around to mentioning a parade of major Paramount productions we realize the significance of the phrase "An embarrassment of riches." A little earlier in this manual of news and information we bore down with prideful emphasis on the magnificent success abroad of "If I Were King," "Spawn of the North" and "Fighting Thru." Now it devolves upon us to mention some of the new great films that are already celluloided and should be available in a few weeks.

There's "Zaza," for one—a passionate story of a woman's almost unendurable love, superbly enacted by Claudette Colbert and Herbert Marshall. And there's "St. Louis Blues," which we believe has been fashioned into a fine entertainment by Lloyd Nolan, Dorothy Lamour, Tito Guizar and Jessie Ralph.

"Hotel Imperial" is whipping up into a rousing drama, and the word is already being trumpeted that in Isa Miranda we have a truly international star. She gets fine help in the film from Ray Milland also.

And as the finger traces down the schedule we pause with significant emphasis on Cecil B. de Mille's "Union Pacific," with Barbara Stanwyck, Joel McCrea and Akim Tamiroff, at those "Midnight," with Claudette Colbert and Don Ameche starred, and with John Barrymore, Louis Calhern, and Mary Astor and many other important ones in the cast; at "The Lady's From Kentucky," with George Raft, Barbara Stanwyck, Hugh Herbert and ZaSu Pitts.

Paramount has the big ones—already in the exchange film vaults and already on the way.

The final and definite title for the first of the new series of Charlie Ruggles-Mary Boland co-starring pictures has been set at Two Weeks With Pay. It had formerly been called Parents on Probation.

As John as Ray Milland completes his featured role in Isa Miranda's production, Hotel Imperial, he will depart on an extended tour to England. It is announced that when he returns he will be featured in William Wellman's Technicolor production, The Eagle. Of course, this is the famous Kipling novel.

Henry Victor, noted British actor, has been added to the cast of Hotel Imperial.

Rex O'Malley, noted New York stage star, who has an important role in Zaza, has been cast in the same star's picture, Midnight.

George Bruce, prolific scenarist who was responsible for Metro's "The Crowd Roars" and "Bluey Navy and Gold," has been signed by Paramount to do the script for Missy Nurse.

Regis Toomey, likable young character actor of many excellent films, has been signed for one of the important roles in Cecil B. de Mille's Union Pacific. In keeping with his consistent record in past pictures, Toomey will 'dich' in this railroad epic.

Ralph Knaifer and Leo Kolon, prolific and most competent scenarists, have been signed to write the score for the new Jack Benny-Dorothy Lamour picture, Man About Town, which is due next spring.

Curt Bois, character comedian, who scored so well in Romance in the Dark as the secretary who didn't stay awake until staying awake was the most exciting thing in the world, has been signed for Hotel Imperial.

THE LATEST ABOUT LAMOUR

The lovely Dorothy Lamour, shown here as background to the theme song of her current Paramount picture, "St. Louis Blues," has a busy Paramount schedule ahead of her.

Recently she signalized the termination of "St. Louis Blues" by visiting New York City. She has since returned to commence preparations on her role as leading woman for Jack Benny in "Moon About Town."

Following that she will co-star with George Raft in "Two Time Lover," the story of a gambler.

And then there looms up for her what is probably her most ambitious undertaking to date—"Moon Over Burmah." The acquisition of this story was a Hollywood triumph for Paramount, our organization beating the other majors in one of the most spirited duels to date. As announced, the story reveals "a romantic drama of the Orient; opening in Mandalay shortly before the dawn comes up like thunder, and shifting to the teakwood plantations back of Rangoon, where most of the action takes place." Miss Lamour will portray an American girl stranded in the faraway land. George Raft will be seen as a devil-may-care plantation overseer, and Fred MacMurray will appear as his co-worker and pal.

MADELEINE CARROLL SIGNED TO LONG TERM PARAMOUNT STARRING CONTRACT

As the result of her magnificent work in the leading female role of Cafe Society, Madeleine Carroll, blonde British beauty, becomes a Paramount star. A long term contract to this effect was signed last month, and within the next few Miss Carroll will commence work in Air Raid.

Her screen appearances hereafter will be confined to Paramount films.
FINAL DECISION ON INTERNATIONAL PHASE OF PARAMOUNT-ON-PARADE-AROUND-THE-WORLD EXPLOITATION CONTEST

Overseas and Domestic Entries Declared a Spectacular Tie

At long last, and as the pyrotechnical year of 1938 is preparing to slip its moorings, there has come from Hollywood an official decision on the Contest between the Overseas and Domestic entries in our great exploitation contest of last March, April, May. The decision is that it is a draw.

Thus the spectacular entry of Senor Ramos de Castro of the Cine Plaza in Rio de Janeiro, Brazil; and the entry of Mr. Harold Armistead, of the Lyric Theatre in Easley, South Carolina (U.S.A.), will share in the international award on a 50-50 basis.

In other words, duplicate trophies will be awarded to each of these enterprising exhibitors, with the actual presentations taking place at the earliest opportunity.

The decision which resulted in this tie came from the ceremony of judging which took place in Paramount's Hollywood Studio late in November. Participating in the event were Miss Madeleine Carroll and Messrs. Cecil B. deMille, William LeBaron, A. M. Botsford and a number of others.

Thus one of Paramount's most ambitious and spectacular campaigns has been brought to a successful and eminently satisfactory close.

EXPLOITATION NOTES

One of the finest brochures to come to our desk in many months was the one produced by the London office to voice to the film industry the tributes of the London film critics occasioned by the premiere of "If I Were King."

A pair of powerful publicity plugs from Argentina were the booklets recording the advertising and exploitation campaigns put across by Publicity Director Guillermo Fox on behalf of "Bluebeard's Eighth Wife" and "Tropic Holiday." Both books, following New York inspection, are now in Hollywood.

SIGNIFICANT ISSUE OF LONDON'S "PARAGRAM"

The October issue of Great Britain's forceful house organ announced to British Paramountists the assumption, by Vice President John W. Hicks, Jr., of the managing directorship of the British organization in addition to his duties as General Manager of Paramount's entire Foreign Department.

The issue also carried a personal message from Mr. Hicks to the British personnel, and Editor G. H. Hawkins selected from this message, for special display, the following facts: "Paramount has only two tenses—present and future," and "It's the Team that Wins Games." In commenting editorially on the accession of Mr. Hicks to this additional post in his Paramount duties, "The Paragram" says: "Mr. Hicks has no need to demand the loyalty and devotion of the Paramountists of Great Britain; he already has it whole-heartedly, and without reserve."

COLORFUL PUNCH CHARACTERIZES FRENCH POSTERS

Depicted here are five of the posters prepared by the Paris publicity staff, under the direction of Jack Plunkett, for the exploitation of "Her Jungle Love." Suffices it to be said that our reproduction here does not in any way do justice to the color, punch and effectiveness of these posters, which have been made by a new photographic process, the progress of which was materially aided by Paramount inventiveness. The posters constitute a special display in Home Office for several days, after which they were photographed and then despatched to the studio for display purposes there.
DENNA MÄNDS NYHETER

"Zaza" är färdig och uttagandet av alla, som sett filmen, är att Paramount i den har en dramatisk påfång och att Claudette Colbert spelar hän åt någonsin. Mr. Albert Levin, som är assisterande för filmen, har testat till Euros period på semester.

Resultaten i den större "Collection-ställn" tycks visa, att det territorium, som är under John A. Groves' överställhållare, står i spetsen. Bara det på tabellen denna månad och ni kommer att förstå allt.

Avslagen står Isa Miranda ut i full blomm. Paramonts dramatiska stjärna, som vännt att helt fylla ett tomrum bland bolagets välkomna spelare, visar i "Hotel Imperial" att den tämlig, som vännt av henne för flera månader. Filmen är oerbjudande dramatisk och desamot gud med stor mått, och det är inte det minsta tvivlet om, att den kommer bli en av de utsatta filmerna av 1939 års skörd av filmer från alla bolag. Ray Milland är utmärkt i den manliga huvudrollen.


En av de viktigaste nyheterna denna månad är, "Men With Wings," en stor succé i London och på Yellow Book-premieren på denna glansande luftfilm glänande i sig själv, och Londonlåteningarna och åskådarna prisa filmen till skymma.


CAST ADDITIONS TO "UNION PACIFIC"

Cecil B. de Mille announces that Francis MacDonald, Stanley Ridgeway, Sheila Darcy and Brian Donlevy have been added to the already imposing cast of "Union Pacific."

"HER JUNGLE LOVE" WAS JUST WHAT SIAM WANTED

Have you ever stopped to think of the marvelous reception that Dorothy Lamour would receive if she ever happened to go to person to the exotic Orient? Putting that hypothetical question to one side for the moment, let us consider the fact that the Orient is doing with the cellosilk shadow (in Technicolor) of Miss Lamour—and, of course, not to mention Paramount's He-Man Ray Milland.

One scene is shown above in the form of a reproduction of a theatrical poster produced by the United Cinema Company, Limited, of Bangkok, Siam. The language is of course Siamese, and the poster has reached us through the courtesy of Mr. Ersam Pemphoy, advertising manager of United Cinema.

DIE NEUESTEN NACHRICHTEN

"Zaza" ist fertiggestellt worden und das Urteil aller, die Gelegenheit gehabt haben, die Premiere zu sehen, ist ein hochdramatisches Paramount Juwel, in dem Claudette Colbert die grösste Rolle ihrer Filmkarriere innehat. Herr Albert Levin, der Produzent dieses Films, hat eine Urlaubsreise nach Europa angetreten.

Die Resultate des Collections Werks munken mitten auf eine Stimmung auf den Erden, den John A. Groves' Oberlieferung unterstellt. Wenn Sie einen Blick auf die Filmplakate dieses Motoes werfen, dann wissen Sie was wir meinen.


Ein weiterer wichtiges Filmes, der ebenfalls Arbeit beendet, ist "Midnight." Claudette Colbert hatte gerade "Zaza" beendet, als ihr auch schon die Hauptrolle in "Midnight'' angetragen wurde. In diesem Film hat sie die grossartigsten Gegenspieler, die man sich wünschen kann. Olympe Bradna, in einer anderen Filmsgesellschaft ausge worden ist, Francis Lederer, Mary Astor, John Barrymore och Elaine Barrie. Mitchell Leisen zitiert den Film.


Einer unserer Erfolge ist "If I Were King," der nicht nur in London gegebene Begeisterung ausgesetzt hat, sondern seinen Triumphplatz in Stockholm und anderen Hauptstädten bekommen. Der Regisseur-Produser Frank Lloyd, welcher diesen Film hergestellt hat und in der Tat so erfolgreich ist wie als Stockholmsvize, den Stockholmer Premiere anwesend war, berichtet uns, dass er vollkommen überzeugt ist, das "If I Were King" kommt in der Welt mit einer grossartigen Begeisterung aufgenommen wird.

LES NOUVELLES DU MOIS

"Zaza" a été terminé, et le verdict de ceux qui ont vu le film achevé est que c'est un bijou dramatique de Paramount et que la grande direction s'est montrée comme la grande représentation de sa carrière. M. Albert Levin, le directeur de la production, est parti pour des vacances en Europe.

Les résultats dans le Concours en cours indiquent que l'avantage reste à cette petite firme du plateau dirigée par M. John A. Groves. Voyez à ce sujet les résultats pour juger des places et vous rendez compte de l'importance de cette firme. Enfin Isa Miranda obtient le succès qui lui revient. L'étoile dramatique de Paramount qui, on s'y trompe, n'est pas une illusion. Elle donne donc que ce sera un des films des plus remarquables de notre compagnie pour 1939. Son vis-à-vis, lui aussi, est splendide dans son rôle.

Un autre film qui est également en voie d'exécution est "Midnight" et nous avons été surpris que ce film ait commençé a été terminé. "Zaza" Elle est à nouveau une excellente compagnie et a un partenaire que Don Ameche fut emprunté à une autre compagnie. Citons seulement le travail de la direction du plateau, John Barrymore et Elaine Barrie, Mitchell Leisen est le metteur en scène. Maintenant nous pouvons mieux comprendre "It In French" est une très bonne comédie. Ce film qui a été comme olympe Etoile Bradna och Ray Milland, a été achevé et projeté magnitude qu'on lui a prêté depuis tant de mois. Le film se révèle comme un grand drame et a grand succès. Nous avons même l'audace d'assert que ce sera un des films des plus remarquables de notre compagnie pour 1939. Son vis-à-vis, lui aussi, est splendide dans son rôle.

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ZAZA IS PRONOUNCED "MAGNIFICENT"
Noticias do Mez

O filme "Zaza", já quasi completo, tem causado opinião a todos quanto o viram. Essa producción é uma maravilha de dramatização, e nela Claudette Colbert sobeja e requintada, tanto na atualidade como na sua bella carreira. Mr. Albert Lewin, produtor dessa fita, fará duas para a Europa, em viagem de férias.

O resultado mensal de nosso Concurso mostra que as vantagens estão preenchendo cada vez mais os desejos dos espectadores de todo o território capturados pelo Mr. John A. Groves. Recorrem ao leitor os quadros nas entradas o verá do que se trata...

-Por fim, Isa Miranda encontrou un veículo condiguiu do seu talento. A estrela dramática de Paramount faz a primeira dama do filme "Zaza" (Zaza), que está tornando-se a produção mais expandida de todo o seu esplendor. De fundo internacional, de trama forte e bem balhada, esta produção será indiscutivelmente uma das "sucesos" da nova temporada. Ray Milland é o seu inimigo galan.

-Orta producção que está em vias de progresso é "Midnight" (Midnight). Claudette Colbert será a protagonista desta "Zaza" (Zaza). Ela como perdigota, que é o último retoques a "Zaza". Don Ameche, cedido por outra companhia, será o galan de Claudette. No mesmo elenco estão Francis Lederer, Mary Astor, John Barrymore e Elaine Barrie. Mitchell Leisen será o diretor.

-Importa em que língua trazemos este filme "Say It in French" (Dize-mo en Francés) é uma ótima comedia, na qual veremos outra vez a linda francesinha Olympe Bradna, que tem Ray Milland como galan. Nesta produção Olympe Bradna nos dá os esplendores de seu talento, tal como o esperávamos, não restando mais duvidas de que ela será muito breve uma grande estrela da Paramount.

-A notícia de maior importância este mez, no que concerne à exhibición das fitas no estrangeiro, prende-se à estrela em Londres do filme "Conquistadores do Ar" (Men With Wings), como os leitores verão da ampla reportagem fotográfica que damos. Não há duvida, a estrela Londrina foi um acontecimento sem precedentes, e o filme bem o merece.

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Noticias del mes

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joya dramática de la Paramount, en la cual lleva a cabo Claudette Colbert la interpretación cumbre de su carrera. Don Albert Lewin, que se ha comprometido para Europa en viaje de recreo.

Los resultados del Concurso parecen indicar que la región más aventajada es aquella en que está de jefe don John A. Groves. No hay sino que pasar la vista por los datos de este mes para encontrar con facilidad a Claudette Colbert, cuyo trabajo es muy visible entre las más incipientes de esta Editora, acredita en "Hotel Imperial" que responde con razón a campo de lo que ya se había estado hablando. La película, que ya desenvolviéndose en su tramo final se en cuenta como la gran espectácula del año, será a no dudarlo uno de las mayores producciones cinematográficas de 1939. Ray Milland es su primer actor.

Otra película que se está cinematografiando en la actualidad es "Medianoche" (Midnight). Claudette Colbert, la estrella, que pasó a interpretarla no bien ha terminado "Zaza", cuenta con la colaboración de maravillosos reparto, compuesta por Don Ameche, cedido por otra editorial cinematográfica, y a quien toca el papel náusculos: Francis Lederer, Mary Astor, John Barrymore y Elaine Barrie. La dirección se ha cargo de Mitchell Leisen.

- estamos ya en capacidad de asegurar que "Dúncelo en francés" ("Say It In French") es una magnifica comedia. La película, interpretada por ella, se ha exhibido en Nueva York. Aparte de demostrar que posee toda la visión cómica que se le supone, Olympe Bradna está realmente hermosa. Con sus bellas expresiones en filmes como esta, quedará definitivamente clasificada entre los actores de primera magnitud de la Paramount.

- Una de las noticias más importantes de la crónica del mes es la relativa al trujfamilio estreno de "Hombres con alas" ("Men With Wings") en Londres. (De hecho, y según podre advertirlos, los estrenos londinenses ocupan buen escalo en este número). El de la espectacular película de aviación resultó en sí mismo algo espectacular que entusiasmó tanto a la prensa como al público de Londres.

- Otra película es "Fahrenheit 451" ("If I Were King"), que repitió en Estocolmo y en otras capitales el triunfo de Londres. El director-director Frank Lloyd, que asistió a los estrenos de Londres y de Estocolmo, nos asegura que la película es de las que el primer día bohemia. Tal opinión, que podria sospecharse de parcial, nos parece, por el contrario, muy justificada.

Frankie" for Paramount

Wallace Ford and Alme Mc Mahon in a dramatic scene from William K. Howard's Astoria-film.