

AN
ALL-TALKING
DRAMA

PRESS



SHEET

FOOTAGE
Eight Reels—7167 Feet

PURPOSE: To help you sell
the picture to the public

If it's worth running
it's worth advertising

Broadway's Drama-Sensation on the All-Talking Screen WALTER HUSTON HEADS STAR CAST "GENTLEMEN OF THE PRESS"

Talking Picture
Sways Crowds at
Capitol Showing

Paramount's "Different" Drama
Thrills "Gentlemen of the
Press" Audiences

(Press Review)

THOSE who saw "Gentlemen of the Press" at its opening performance at the theatre last night will talk about it for months. No one who has exposed himself to the spell of this tremendous drama can ever wholly forget it. It is life as it is gripping, pulsating, satisfying, real.

Newspaper life as it is lived is the theme of this drama. Walter Huston, the star, handles the difficult part of a veteran newspaperman, torn between the fascination of his work and his family ties, with admirable fullness. A splendid cast carries a variety of human characterizations with stirring effect. There are laughs rippling through the story and pathos at moments and all the time there is the sense of living, which only great art in writing, directing and acting could bring to the screen.

Charles Ruggles, the well known stage comedian, translates a minor part into an outstanding role. He is naturally funny and yet pathetically weak. Everyone laughs at him; everyone pities him and everyone understands him. His characterization is itself. Betty Lawford does some wonderful work as the daughter and Katharine Francis, another Broadway favorite, is charming and competent.

One of the most remarkable things about "Gentlemen of the Press" is the perfection of the recording. The dialog gives the impression of issuing naturally from the mouths of the characters . . . so naturally that one accepts it without thinking about it. The results which Paramount has achieved with dialog reproduction in such a short space of time are amazing.

Taken all-together, "Gentlemen of the Press" is truly great entertainment it reveals the real possibilities of the screen. It is a picture that everyone who wants to see the finest and best in moving pictures with dialog must see.

The Cast

Wickland Snell,
WALTER HUSTON
Myra May, Katherine Francis
Charlie Haven,
Charles Ruggles
Dorothy Snell, Betty Lawford
Ted Hanley, Norman Foster
Mr. Higginbottom,
Duncan Penwarden
"Red" Lawrence Leslie

Golden Stage Voice
Graces Outstanding
Dialog Masterpiece

Walter Huston's voice, which for years thrilled vaudeville audiences all over the country and later was heard from the New York legitimate stage, is one of the outstanding features of "Gentlemen of the Press", the Paramount all-talking production which will show at the theatre next week.

"Gentlemen of the Press", from the famous stage play by Ward Morehouse, is one of the best products of the group being produced at the Paramount Long Island studios.

An All-Talking Sensation To Set the World Talking

New! Different! Big! "Gentlemen of the Press" is tremendously great. It is one of the two or three really startling pictures that have been given to exhibitors. It must be sold in a new, a different, a big way. "Gentlemen of the Press" is not a "program" picture. It is not like any other talking picture you have ever known! People paid four and five dollars to see this drama on the stage and the picture surpasses, in characterization, in setting and in tense, climactic drama, the stage presentation. "Gentlemen of the Press" is comparable only to "The Letter" which stirred New York's critics as no other stage or screen offering ever stirred them before and which played to packed houses during its two dollar run on Broadway. Your audiences are going to laugh and weep and thrill to "Gentlemen of the Press" and they are going to talk about it after, long after, they have left the theatre. Word-of-mouth advertising will boost this picture. You must sell it as the newest, the most different, the biggest thing in talking motion pictures to date!

THE GREAT STAR!



Walter Huston in
"Gentlemen of the Press"
A Paramount Picture

Highlights

Newspapering is the theme of "Gentlemen of the Press" and New York play critics, when it was presented on the stage, called it the most authentic showing of newspaper atmosphere ever captured for the theatre. It is irresistible for its truth.

There is humor enough to keep them laughing for at least five reels with just enough breaks for breath. In the last reel, the most hard-boiled of them will shed tears. Then they will walk out quietly, shaking hands with their neighbors.

And, don't forget, "Gentlemen of the Press" presents a gripping, exciting conflict about which everyone must care tremendously. Everyone takes sides and pulls for his man to win.

The Story

WICKLAND SNELL, star newspaperman, has given up every other interest in life for his business. The only thing he has not given up is his susceptibility for a pretty woman.

Then one night his daughter comes to tell him she has married a newspaper reporter, Ted Hanley. Snell, in order to help his daughter, decides to give up newspaper work and accepts a position as public relations council with a large concern. In this capacity he falls in love with his secretary, Myra May. The secretary, however, while responding to Snell amuses herself with Hanley.

Snell's love for his daughter ripens. He wants to give her everything but he has an argument with his employer and resigns his position. He attempts to cast off his secretary but he fears that she will take Hanley away from his wife and he bows to her demands.

Snell returns to the newspaper office and buries himself in his work to gain relief from Myra. He is busily working at the office when Hanley calls from the hospital to tell him that his grandchild is born and that his daughter is in a critical condition. As he starts anxiously for the hospital, an important story breaks and, before he realizes it, he is in the midst of the work. His daughter dies.

Women Will Recognize Wick Snell!

"He was always busy. He was off watching a prize fight when you were born and gallivanting around Mexico after those bandits when your mother died. When you had the influenza he had to be in Paris—stopping the war single-handed, I suppose. If you ask me, he was probably runnin' around with some of them French demi-tasses. And now, I suppose, New York just couldn't eat its breakfast if Wick Snell wasn't there to give them their news."

That's Wick Snell of "Gentlemen of the Press" as a woman describes him. That's the character Walter Huston

famous stage actor, interprets for Paramount's outstanding all-talking production which will show at the theatre next week.

The description is taken directly from the dialog of the all-talking picture. In the opening scenes Wick Snell is painted in glowing, vivid colors which makes him live from the start. He is a character well-known to the newspaper profession and one which will make a definite impression on all who follow his fortunes in the thrilling ring stage

Newspaper Drama
Greatly Praised
At Showing Here

"Gentlemen of the Press" Is
Hailed as Achievement of
Talking Pictures

(Press Review)

GENTLEMEN OF THE PRESS" is the finest thing the all-talking moving pictures have brought to this city. It is big, tremendously big. It is real life transferred to the screen.

This all talking picture from the Paramount studio, opened its run at the theatre last night to an audience that laughed and wept and thrilled to its great artistry. It is artistry of plot, of direction and of acting. It is drama dripping with emotion yet admirably restrained and true-to-life. No picture has ever swayed an audience in this city as "Gentlemen of the Press" swayed the audience last night.

News gathering has always been a synonym for romance. The real struggles behind the scenes, in the minds and hearts of those men who follow the "game" with such devotion, has always been the hidden chapter that "Gentlemen of the Press", with that great actor, Walter Huston, in the leading role, uncovers. Huston's performance is flawless; it is splendid. And a cast of real artists, artists who have earned their

laurels on the legitimate stage before entering motion pictures, supports him admirably.

The direction is perfect. The settings and action are true-to-life. The dialog is so well recorded that it presents itself naturally, issuing from the mouths of the characters. Technically the picture is a marvel. Artistically it is an achievement that Paramount can view with pride. As entertainment it is something that everyone who sees it will talk about and think about for months.

Film Facts

THE STAR, Walter Huston, served his apprenticeship in the hard and wise old school of vaudeville. About five years ago Broadway discovered him and it hasn't let him go since.

THE DIRECTOR, Millard Webb, has made countless successful pictures. He directed John Barrymore in "The Sea Beast" and his work with "Gentlemen of the Press" won him a new contract with Paramount.

THE AUTHOR is Ward Morehouse of the editorial staff of the New York Sun. He wrote about what he knows. Bartlett Cormack, another newspaperman, adapted the play for the screen. Cormack is the author of the stage and screen hit, "The Racket".

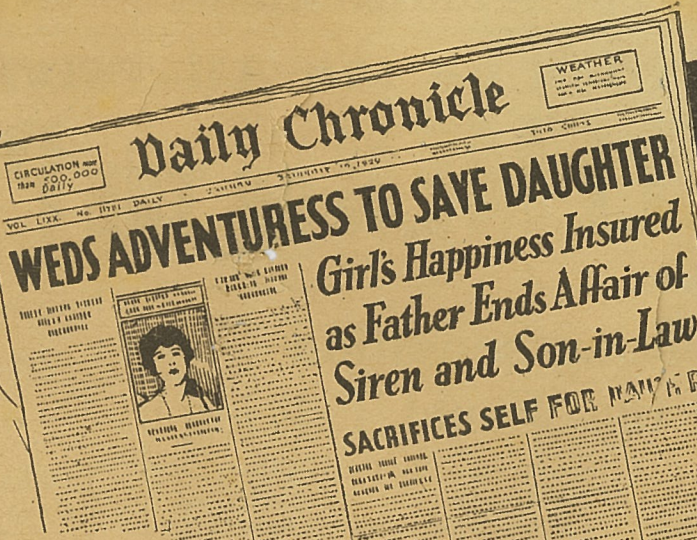
THE CAST is one "that can talk". Every player has been seen in successful plays on Broadway and several of the players were taken directly from the original stage production of the play. The cast is tested by experience as is the play itself.

THE DIALOG is breezy and full of punch. Tried out across the footlights, it proved sure-fire, loaded with vernacular dynamite which goes off with an uproar.

The Staff

Director Millard Webb
Author Ward Morehouse
Screen Playwright Bartlett Cormack

Drama Behind the Headlines!



WITHOUT question, the finest all-talking picture to date. Greater than anything the stage could offer. An amazing experience such as you have never had in a theatre before.

"GENTLEMEN OF THE PRESS" with WALTER HUSTON

You SEE AND HEAR the famous stage star talking throughout.

A Paramount TALKING Picture



CATCHY COPY

PARAMOUNT is proud to present Walter Huston and those other magnificent players in the finest of all-talking pictures.

The Rialto Theatre urges every man and woman in this town to see and hear for the first time—LIFE itself on the screen!

The conflict of two women for a man! So terrific, so human and REAL that you live through it yourself! While it is being lived before your eyes and ears YOU are the man or YOU are one of these women.

A picture so true, so startling that we defy a single person to see it through without being so profoundly moved that he or she will remember it for weeks.

Not the sentimental, sham-life movie you usually see—and hear. Not one of those equally sham "art" pictures that portray "life" as squalor, dirt and tragedy. "Gentlemen of the Press" dares to give you LIFE as it is!

LIFE—with its real loves, hates, loyalties, treacheries, joys, heart-breaks. LIFE—so frankly, vitally portrayed on the talking screen that YOU live it!

Here is a full-blooded MAN—with all of a man's strength and weakness. He drinks a little. He works too hard. He is too fond of pretty faces and silken knees. But fundamentally decent, likeable. In his job he virtually influences 8,000,000 people. The new and the romantic flavor of the press fascinates him. Gradually he becomes a slave to it. And in the mighty crisis where the life of the only woman he loves is at stake he—well, see the picture! You'll understand!

Cut Up the Mats for More Type Space



Is Your Husband's Secretary Like This?



MANY a wife, particularly if she's jealous-minded, has an exaggerated idea of the charms of her husband's secretary. Sometimes this looms up as so important that the wife pops into his office at an unexpected moment to see for herself. Occasionally she sees a brunette vision of loveliness like the young lady above poised with stenographic pad and pencil.

But cheer up, ladies. Most secretaries are plain and no reason for Friend Husband's mind to wander from business.

The exception above is the secretary to Wickland Snell, the famous newspaper writer. And, truth to tell, she is just as dangerous as she looks. Already she has played havoc with Snell himself and is said also to have involved the good looking young husband of Snell's daughter. But see and hear for yourself when "Gentlemen of the Press," Paramount's sensational all-talking motion picture, comes to the Theatre starting next

Ask for Ad Mat 2A-20

Special Showing For News Carriers

BY all means, line up the newsboys for this picture. Get them together for a Saturday morning showing. Have them assemble at the office of the paper, and march, behind a local boys band to your theatre. Work with the paper far enough in advance of showing to give you ample publicity on the special showing, and your picture. Be sure to banner the procession so that the town folks will know at a glance that the boys are marching to see "Gentlemen of the Press." You'll find the boys all willing to carry banners.

If the paper you work with is called The Press you can letter your banners something like this: **LITTLE GENTLEMEN OF THE PRESS** going to the Best Theatre to see the Paramount All-Talking Picture "Gentlemen Of The Press." Call the boys "Future Gentlemen Of The Press," if you wish.

The boys will like this picture, and they'll go home and tell dad and mother all about the marvelous acting of Walter Huston and all the other impressive things about the picture; and that's just what you want them to do. You have undoubtedly used these newsboy showings before, so you are aware of the good they bring your house.

Effect Of Picture On Students of Journalism

WALTER Huston, in the final scene of this all talker advises a young reporter, in no uncertain terms, to stay out of the paper business. Due to his super loyalty to the newspaper business, much unhappiness is brought to him, and when the final blow is struck, he realizes the paper business has taken all his happiness, and he renounces it; as the picture ends.

That suggests a little stunt you may be able to work with one of your newspapers and a journalism class in your college—or high school. It is safe to assume that all students who enter journalism classes, do so with the idea of becoming writers—newspaper people. So, tell your story to your paper—entertain the class as your guests at a special (Name of School) Night at which time they will see the picture. After they have witnessed "Gentlemen Of The Press" let them write a short article,—limit the length—stating whether the picture made any effect on their plans of becoming "Gentlemen Of The Press." After they see the lack of homelife and companionship that is Wick Snell's lot, they may change their minds about taking newspaper business as a profession.

Address an OPEN LETTER

to the editors
of your town,
one ad each
day for two or
three days, or

concentrate on one larger ad to the leading paper, addressing the editor by name, and calling to his and his staff's attention the fact that "Gentlemen of the Press" should be of special interest to them. Play up the "romance-behind-the-headlines" idea and the fact that this is an "ALL-TALKING" screen version of the unusually popular Broadway stage play of the same name.

The day after your opening, publish a letter from the editor stating how much he enjoyed the picture. Signed: Editor Newsnose and the GENTLEMEN OF THE PRESS of (name of town).

Suggested
set-up

The TALKING TRAILER

PRESENTING an interview with Wickland Snell, the world famous newspaper writer, on "Gentlemen of the Press," the big drama of the men who write the newspaper headlines and the women who make and break them.

EXTRA! EXTRA! Extra crowds! Extra cash! if you use the Talking Trailer as your first "flash" of the entertainment to come. It gives patrons the "news" of the production in tabloid form.

Have you ever tried sandwiching Trailers on special productions between scenes of your news reel? Great stuff!

Order early from

NATIONAL SCREEN SERVICE
126 W. 46th St., New York City
810 So. Wabash Ave., Chicago, Ill.
1922 So. Vermont Ave., Los Angeles

An open letter to Editor Newsnose and the esteemed GENTLEMEN OF THE PRESS OF THISTOWN

Dear Mr. Newsnose:

We are certain that you and your associates on the Daily News will get a great kick out of the splendid portrayal of life among the scribes and paragraphers in "Gentlemen of the Press," the Paramount ALL-TALKING screen version of the Broadway stage hit, which we are presenting this week at the Theatre. The Management would consider it an honor to entertain you and your staff as its guests at the opening performance.

(You can go on from here, telling the theme of the production, naming the stars and including as much other catchy copy as your space allows. See story in exploitation column.)

(Signed) Manager
Rialto Theatre

Hear, See — Broadway's Stage Sensation

Huston "Marvel" For Versatility Director States

Stage, Vaudeville, Films Bow to Great Talent of Popular Dramatic Star

HE can play them tough and he can play them refined! That's the way John Meehan sees Walter Huston, famous stage star whose latest moving picture production, "Gentlemen of the Press," a Paramount all-talking picture, will show at the Theatre next week.

"Huston knows the stage and he knows vaudeville," says Meehan, a veteran stage director and actor who has known Huston for years. Meehan directed the dialog for "Gentlemen of the Press," the picture made from Ward Morehouse's successful Broadway stage play. "Huston began to look, for a time, like a specialist in old men's parts and then he changed to young men. He can sing as well as act and he composes his own songs. Furthermore, he has a grown-up son who sells stories to the magazines.

"Truly the most interesting, of the many interesting things, about Huston is his versatility."

Huston is known on Broadway, primarily, as a great character star. His performance of the hard old New Englander, Ephraim Cabot, in Eugene O'Neil's play, "Desire Under the Elms," is still talked about. His roles in "The Barker," "Kongo," "Elmer the Great" and other hits of the legitimate stage have given him a rating in the exclusive front rank.

"Frequently," says Meehan, "I have talked with vaudeville theatre managers in small towns throughout the country who spoke like this: 'One of the best acts we ever had was a guy, a few years ago, who came through with a song, called 'I Haven't Got the Do, Re, Mi.' Did you ever hear him? Whatever was his name?' His name, of course, is Walter Huston."

Well-Known Stage Actor Gets Talking Film Lead

Walter Huston, who gave notable legitimate stage performances as leading man in Eugene O'Neil's play, "Desire Under the Elms," "The Barker" and "Elmer the Great," has the principal role in Paramount's all-talking production of the Ward Morehouse stage success, "Gentlemen of the Press."

Huston, in addition to his success on the legitimate and vaudeville stages, has been unusually successful recently in talking moving pictures. He played the part of Jean Valjean in the short dialog playlet, "The Bishop's Candlesticks," which George Abbott directed for Paramount.

"Gentlemen of the Press," which will show at the theatre next week, is an all-dialog production.

Do You Know

That newspaper reporters keep powder puffs and make-up cases in the drawers of their desks?

That the slave-driving pace in a newspaper office is maintained by setting back the clocks?

That editorial offices must be neat and quiet at all times, except when permission is given to speak?

That all newspaper photographers are artists?

That reporters and copy-readers are always talking about "when I was Marjorie Rameau's leading man?"

That if you do know these things you are entirely misinformed?

That you can get the right slant on newspaper life by seeing the all-talking drama from the sensational stage play, "Gentlemen of the Press," at the theatre soon?

Picture Star's Son Gives Dad "Razz"— And "Dad" Likes It

The boy has grown older and Walter Huston, star of the stage and screen, whose latest picture, "Gentlemen of the Press," an all-talking Paramount picture from the Ward Morehouse stage success of last season, which will show at the theatre next week, now takes a lively "kidding" from his "little boy."

Huston's son, John, 22, living with his grandmother at Greensburg, Ind., is an aspiring writer. His father agreed to "stake" him provided the profits were divided fifty-fifty. The boy recently sold his story, "The Shameless Fool," to The American Mercury and here's what he wrote to his dad:

"Enclosed you will find check for half the amount given by the Mercury. I am sending along a little extra for you to buy some playthings. Get hold of some good bonds and salt it away. Keep it and it will keep you.

"Naturally, I am anxious to hear about your work. I am very much interested and believe you have the stuff but I would like to see anyway two or three close-ups. Keep at it and, after the first of the year, I may have you come on to Greensburg for a brief visit. They have very cheap houses in Greensburg and we could put up together in style, particularly as you are good at plumbing and could thaw out the pipes which are terribly frozen."

Playwright Lauds Movie Adaption of Stage Play

Give the movie scenario writer a big hand! Playwrights and authors are doing it now.

S. S. Van Dine, author of "The Canary Murder Case," admitted that he considered Paramount's picturization of his book to be the equal, and maybe superior, of the original story.

Now Ward Morehouse, whose gripping drama of newspaper life, "Gentlemen of the Press," startled New York theatregoers last season, lauds the men who made his brilliant stage success into a still more brilliant all-talking moving picture. This picture is booked for showing at the theatre next week.

"The ending is a knockout," he told officials of the Paramount Long Island studio where the picture was made. "I think it helps the play and I intend to write the dialog over to bring the stage version into conformity with the screen when the show goes on the road."

Original Stage Players Cast in Moving Picture

Six actors who appeared in the Broadway stage production of the newspaper play, "Gentlemen of the Press," have parts in the all-talking picture version of the play which will show at the theatre for days, starting The last member of the cast to join the moving picture company was Russell Crouse, widely known columnist of The New York Evening Post.

Walter Huston has the leading role and the veterans of the stage play appearing in the picture are Lawrence Leslie, the comedy reporter; Frank Frayne, the photographer; Duncan Penwarden, the capitalist; Harry Levian and Victor Kilian.

Penwarden and Levian went with the original cast to play in Philadelphia and made the round trip daily between Philadelphia and the Paramount Long Island studio while taking part in the picture. Ward Morehouse author of the play advised on the film production.

Playwright Picture Writer

Bartlett Cormack, author of "The Racket," adapted the Ward Morehouse Broadway stage sensation, "Gentlemen of the Press," for the screen. The startling story of newspaper life, which will show at the Paramount Long Island studios.

Talkies Easy for Experts, Veteran Director Explains

Film Career Underway At Seven Weeks Young

If you want to succeed start young is tiny Joan Marie Liebelt's creed and she is practicing what she preaches. She made her debut in moving pictures in "Gentlemen of the Press" recently at the age of seven weeks.

This latest movie star acted the role of a crying baby in Paramount's all-talking film version of the popular Ward Morehouse stage success which will show at the theatre, starting, for days.

Miss Joan Marie, the daughter of William Liebelt, one of the gatemen at the Paramount Long Island studio, when interviewed, said she liked talking pictures because thereby an artist is enabled to preserve her characteristic moods for posterity.

"Old Man" Graduates To "Juvenile" Roles In Career of Comedy

Charles Ruggles started his stage career in "old man" parts but eventually he grew into the juvenile category and now, in the Paramount all-talking picture, "Gentlemen of the Press," he has added a new hit to his record. Ruggles is rated high up beside the featured star, Walter Huston, in this picture, from the Ward Morehouse stage success of last season. The picture will show at the theatre for the days of the week.

After four years of following his father's footsteps in the wholesale drug business Ruggles found himself drawing a salary of \$40 a month. He found this so funny that he immediately resigned and went on the stage to capitalize on his sense of humor. He has been capitalizing ever since, on the legitimate stage, in vaudeville, in moving pictures.

He played the original title role in "The Nervous Wreck" after Edgar Selwyn had given him a chance in "Rolling Stones." He has had the experience of being supported in the same company by Thomas Meighan and Eddie Cantor.

Director First Worked On Own Original Story

Millard Webb, who directed "Gentlemen of the Press," the Paramount all-talking picture based on the stage play by Ward Morehouse which had a successful run on Broadway recently, opened his directorial career by making a picture from a story which he wrote himself, "Her Marriage Vow." During his years behind the megaphone, he directed John Barrymore in "The Sea Beast."

Webb was an actor for many years before turning to writing for the screen and, eventually, to directing. He adapted a great many stories and plays and wrote originals. In directing "Gentlemen of the Press," he had to handle a large cast of stage-trained artists, many of the screen roles being filled with actors from the original Broadway production.

"Gentlemen of the Press," which will show at the theatre soon, is this director's tenth picture and his first talking picture.

Ruggles Handball Star

Charles Ruggles, the well-known stage comedian, who has just completed an important role in Paramount's all-talking picture, "Gentlemen of the Press," goes in for athletics. He swims, boxes and plays handball. In the latter sport, he won the title at the New York Athletic Club a few years ago. He makes the claim now that he can beat any actor in the profession at handball.

Millard Webb Tells Just What Walter Huston Did to Make "Gentlemen of the Press"

ACTING in the talking pictures is simple — for the expert. Even in the most exacting scenes, it probably does not require much more lucidity of mind than playing a couple of chess games simultaneously while blindfolded.

This description of the talking picture players' art comes from Millard Webb who has just completed the direction of Walter Huston and a large cast of well-known stage actors in Paramount's picturization of Ward Morehouse's successful Broadway play, "Gentlemen of the Press." This picture has been booked for early showing at the theatre.

Webb put Huston through the paces, especially in one scene which even long experienced stage and picture artists viewed with wonder. The scene in question shows Huston in a newspaper office trying to get away to the hospital where his daughter is desperately ill. A sensational news story is breaking.

Huston had to be mindful always of four microphones and three cameras and the brightness and shadow of a battery of lights. He had to talk over the telephone and, at the same time, direct a dozen persons in the office. He had to sit and stand up, walk to the door and back to his desk, taking, all-together, eleven positions always followed by the camera.

Huston had to be careful also of the tilt of his face, in order that his voice might be sent most effectively to the microphone. He had to express a wide range of emotions, joy, worry, indifference, excitement, perplexity, dominance, futility and a few others. Through it all he had to remember his lines, speak them convincingly and carry out his action naturally.

All this took place in 23 feet of film—less than three minutes of showing time. Huston performed it perfectly and Webb directed it with such absence of flurry that a visitor on the set couldn't have helped thinking it was pretty soft to work in the movies.

Convent to Screen Vamp In One Successful Leap

From convent to screen vamp may be like a big step but Katherine Francis, the siren in Paramount's all-talking film version of the Ward Morehouse stage hit, "Gentlemen of the Press," which will show at the theatre soon, has accomplished it.

Miss Francis, tall, svelte and brunette, was educated in widely scattered religious establishments from New York to the Mississippi river. Her mother, Katherine Clinton, was a popular actress in the girl's childhood and, when mother moved on to a different theatre, daughter was placed in another school.

"Dread Mike" Friendly, Huston Assures Novices

The dreaded "mike" is not so fearful, Walter Huston, famous stage actor who has recently become very well acquainted with the microphone by making several talking pictures at the Paramount Long Island studio, assures his fellow stage artists.

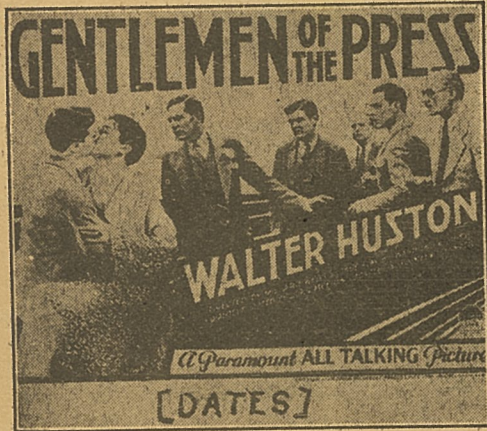
"After all," says Huston, who recently completed the leading role in Paramount's all-talking picture of newspaper life, "Gentlemen of the Press," which will show at the theatre next week, "the greatest encouragement an actor can have is confidence in the part he is to play. If he believes in his character; if he has studied the part and got into the mind of the person he represents, he can play it effectively in the face of greater obstacles than a microphone."



INSERT CARD
14" x 36"

Each .25 Gold Frame \$1.50

ANNOUNCEMENT SLIDE
for Your Screen

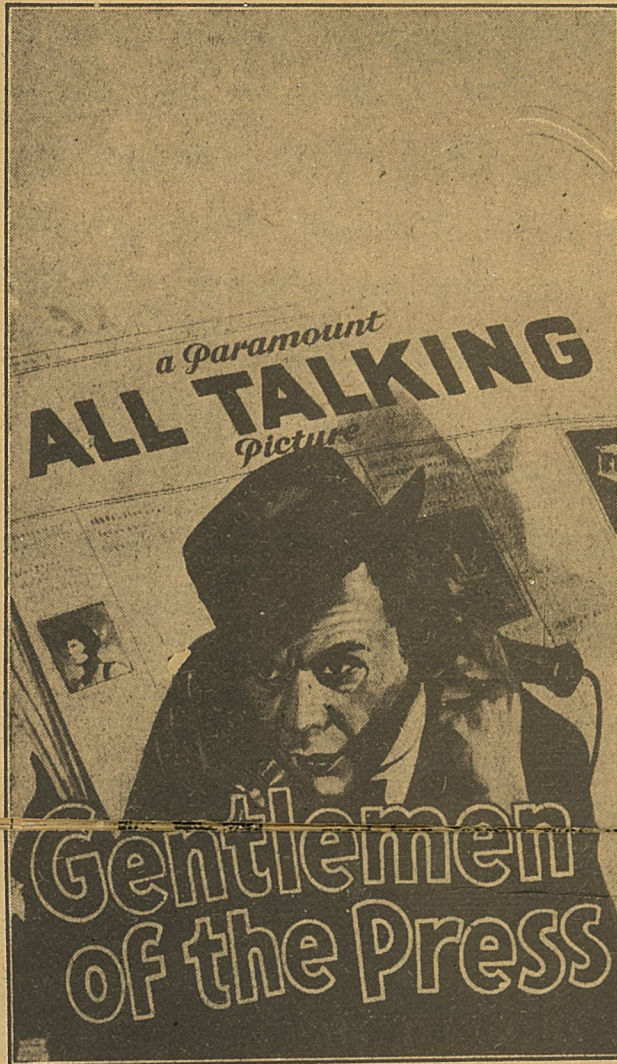


Each20

THEY ARE COLORED!

STOP!

Window Cards—signal patrons for your show. They sell your entertainment where the public buys—in the important downtown localities, in the neighborhood communities, in every location where you advertise your theatre with Window Cards. Paramount's Window Cards are easily placed and re-placed—framed they are an asset to the attractiveness of any merchant's window. Locate frames with your Window Cards and simply refill the frames on each succeeding attraction. Give your ushers a quota of Window Cards located and serviced each week and award prizes for the greatest activity in this work. Window Cards cost little, they mean much.



EACH
.07

FRAME
.75

COLORS: Background in white; star's name in blue gray; title in orange with white outline; remainder of lettering in orange.

WINDOW CARDS

THEY MARKET YOUR SHOW WHERE PEOPLE BUY

It's Really Most Important—

THAT you show your patrons what "Gentlemen of the Press" is. It's the harbinger of a new era in motion pictures. Nothing like it, with a few exceptions such as "The Letter," has ever been attempted on the screen before. It's sure to be a sensation. Show your patrons what you are bringing them.

THE ALL-TALKING TRAILER

NATIONAL SCREEN SERVICE
126 West 46th St., New York City
810 S. Wabash Ave., Chicago, Ill.
1922 S. Vermont Ave., Los Angeles

Selling Your Picture To the Public

In "Gentlemen of the Press" you are showing a picture with one of the most fascinating themes imaginable. A picture that dares to be *real*. A picture of gripping dramatic power, limitless laughs and unselfish sacrifice for a great love. In "Gentlemen of the Press" you are presenting to your patrons a production totally different from anything they have ever witnessed on the screen before, either talking or silent. A truly great picture that you should go after for all it's worth as far as advertising and exploitation are concerned.

In the next four pages of this press sheet we offer you a wealth of seat-selling suggestions which treat the production from every possible angle, from newspaper teasers and special press nights to poster cut-outs and screen trailers. Remember, it's the push you put behind the picture that pays the profits.

Big de-luxe theatres and neighborhood houses alike add a considerable sum to their week's grosses when they step out a bit and supplement their regular newspaper advertising with special contests, novel type ads and the like. You can't say too much about this one. It'll back up every claim made for it, and then some. And you can be assured in advance of the reception "Gentlemen of the Press" will receive from the gentlemen of the press of your town. Not the sentimental,

sham-life movie you usually see—and hear. Not one of those equally sham "art" pictures that portray "life" as squalor, dirt and tragedy.

This picture dares to give you life *as it is!*

Paramount is proud to present Walter Huston and the other magnificent players in this finest of all-talking pictures. You should be equally as proud in presenting it to your patrons. And you'll be surprised how easily you can turn this pride into profits with a little special handling.

A picture so true and startling that we defy a single person to see it throughout without being so profoundly moved that he or she will remember it for weeks.

Four Pages of fan-pulling stunts

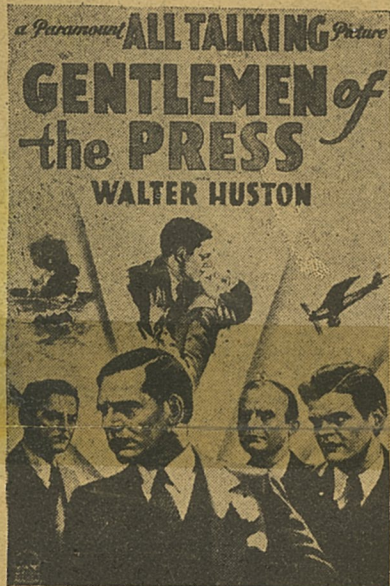
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THE ADAPTABLE 20 - SHEET

Background in blue, magenta and white; title in yellow; remainder of lettering in blue. . \$2

Every Poster a Bulletin of Big News!



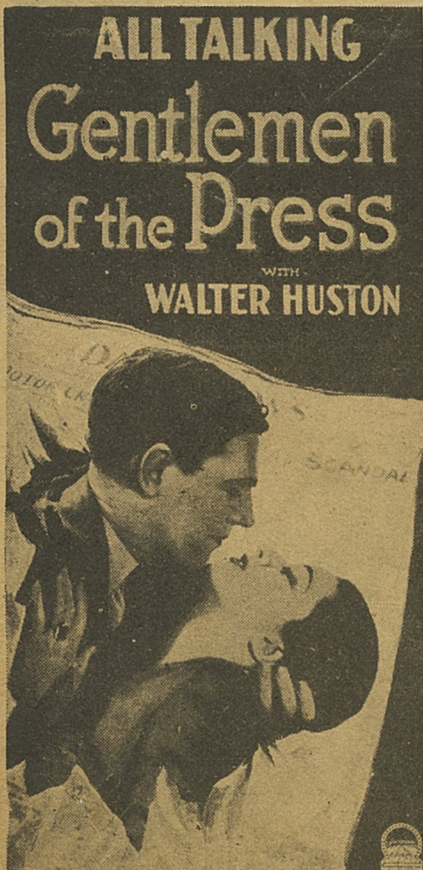
1A—Background in white; title in orange with brown outline; "Paramount All-Talking Picture" in brown; remainder of lettering in light blue.15

WHEREVER Paramount Posters are placed they are *bulletins* of motion picture news—news of your theatre which the public has to see and act on! Whether they are placed in the busy downtown localities, in the neighborhood communities, on the motor-busy highways or used as cut-outs in your lobby, special stunt and window displays, they seize the public attention with their brilliant coloring; they impress the public imagination with their dramatic illustrations; they sell the public *your* picture with their convincing lettering. A brief, concise, complete, satisfactory sales appeal — Paramount Posters. Extend your poster campaign to advance your profits and, remember, Paramount Posters are made to sell Paramount Pictures. They do just that!

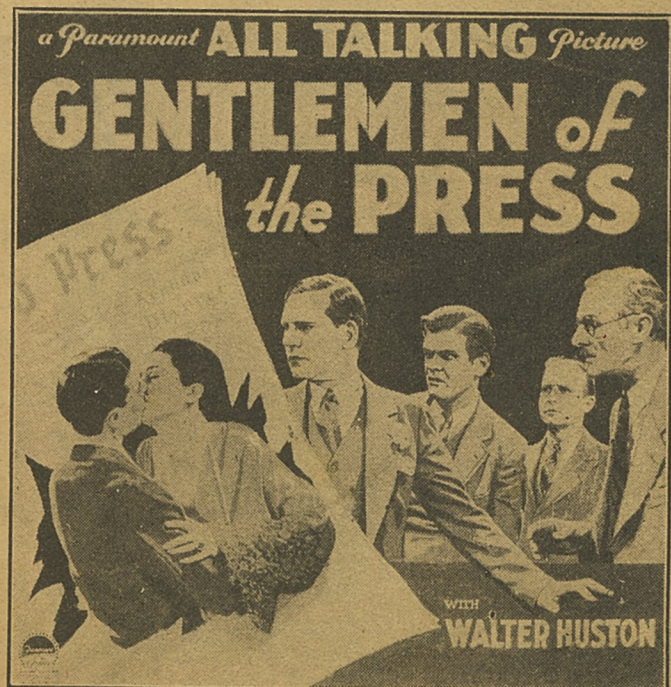
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USING THE 20-SHEET

Something new! Something popular! Paramount's adaptable 20-sheet poster. Exhibitor's have hailed it and used it successfully on many of Paramount's outstanding productions — "Close Harmony," "Red-skin," "The Letter." On 24-sheet or 28-sheet boards, special block billing may be added to advertise special house features.



3A—Background in blue; title in yellow with orange shadow; star's name in yellow; "Paramount All-Talking Picture" in orange with white outline.45



6A—Background in dark blue; title in yellow with red outline; remainder of lettering in white.90

THEY SPEAK FOR YOUR THEATRE!



14" x 17"

COLORED
PHOTOGRAPHIC
ENLARGEMENTS

Set of Eight

— \$2 —



BECAUSE they are colored, pictorial and dramatic, creating a sense of the importance of your attraction and impressing the desirability of seeing the picture at your theatre.

BECAUSE they are easily seen. They attract attention—even from the busiest of passersby. They fairly shout for attention and, when they get it, they hold it long enough to sell your show.

BECAUSE they make a handsome display which is easily placed, an asset to the co-operating business house as well as to your theatre. Framed in the three-way standing frame they are winners.



BECAUSE they may be located in a variety of places—in the lobbies of banks and business houses, in the window and front displays of stores, in the foyers of hotels and public buildings, in your lobby.

BECAUSE they cost little and bring big profits. Frames, once located, can be refilled for each succeeding attraction. Location space is available gratis.

BECAUSE they actually give your theatre new selling lobbies all over town. They make a big display which introduces people to your theatre and to your attraction, effectively!



Three - Way Standing

FRAME

— \$15 —

Individual

GOLD FRAMES

— .70 —



Seat-Selling Suggestions

Go After This Big Picture; Perfect For Newspaper Tie-Ups

GENTLEMEN OF THE PRESS is one of the biggest all talking pictures to be released. It'll bring stacks and stacks of dollars into your box-office, and it is a picture that offers many angles of exploitation and advertising.

The most important factor in its exploitation possibilities is: it is a picture that offers direct tie-ups with newspapers, and it is a newspaper picture in every sense of the word. Newspapers have been very helpful to theatres in exploiting pictures. There have been pictures portraying life with the Marines, Army and Navy—railroad men—every form of business organization; but very few have ever dealt with newspaper life. Here is a picture that not only deals with newspaper life; but the title itself is enough to win the heart of any editor, "Gentlemen Of the Press."

It is only logical that most of your exploitation will be devoted to newspapers, and you should have no trouble whatever in putting over your material. It is our advice that you do all you can for the papers now that you have the opportunity. You'll find suggestions on this page which will aid you in your campaign, and, undoubtedly, these ideas will suggest additional ones to you. So hop to it, make "Gentlemen Of The Press" a gala event in your town.

Tie-up With School Paper

MOST every high school today has its journalism department which publishes the school paper. All colleges have their schools of journalism, and most all colleges print their own little paper. If there exists a feeling of friendliness sufficient to have your daily paper cooperate with the school paper you can stage a little publicity stunt that will mean lots of lines in the daily.

Get the daily to announce that the boys of the school paper will publish the daily on a certain day. Each department of the daily will function under the "Gentlemen of The Press" from the school. Get the school's favorite athletic stars to do their part. They can be members of the class in journalism as well as not, and by getting men who are known locally, as the football men, and other athletes, you can take pictures of Joe Dokes running the linotype machine, at the proof readers' desk, or any other job around the paper. These pictures will be run in the daily, of course.

Take your stage band leader, if you have one, or the feature organist, and take his picture at the editorial writer's desk, busy on the following day's editorial. Stage band leaders have been used for many exploitation stunts, and here's another one for him. Advertise that So-and-So has turned "Gentleman Of The Press"—and go on to tell that in addition to his manifold duties as a band leader he is going to find time to write a few editorials for the Press—or any other yarn you dope out.

The title "Gentlemen Of The Press" is a cinch for merchants hook-up pages. The paper should take to this one without any delay. "Gentlemen Of The Press" eat at Blah's Restaurant—buy all their clothes at Holman's Clothes Shop—prefer (any make) typewriters, and so on. Get together with your paper's advertising manager and the two of you should work out some clever idea to use for merchant inducement on the page.

Speaking of typewriters—you can effect a window display with the stationery store for a good display of typewriters—they being the ones that "Gentlemen Of The Press" prefer.

TALKING TRAILER

REGARDLESS of the exploitation and advertising ideas you may devise on "Gentlemen Of The Press"; no matter what you do, be sure not to exclude the Paramount talking trailer from your list of sure-fire, draw-'em-to-the-box-office ideas.

The all-talking trailer is replete with seat-selling scenes. Just enough of the most touching, and most dramatic scenes from the picture are in this trailer to whet the appetite of any picture fan, and make him want to see this Paramount Picture.

It is a little act in itself, and if you get the trailer in advance you may be able to work out some pretty valuable ideas with it. The opening title in the trailer says:—"this theatre takes pleasure in presenting an interview with Wicknell Snell, the world's greatest reporter." This suggests a teaser campaign telling of the expected arrival in your city of the world's greatest reporter. Some of the papers might feel that they had the best writers, but if you let them in on your secret, they will play along with you.

Six-sheet Cut-out, Stills In Lobby

AN effective lobby cut-out can be made from the six-sheet poster. In the lower left half of the poster you'll see the man and girl on a background of an imitation news-

paper. Mount this entire combination, give it a good substantial base for lettering in your title, star, and playing dates, and you have a cut-out that will sell seats for this picture. The title "Gentlemen Of The Press" might suggest to some people the fact that this picture is purely a man's picture. This cut-out with the man and girl will certainly help to get over the love interest for the feminine folks.

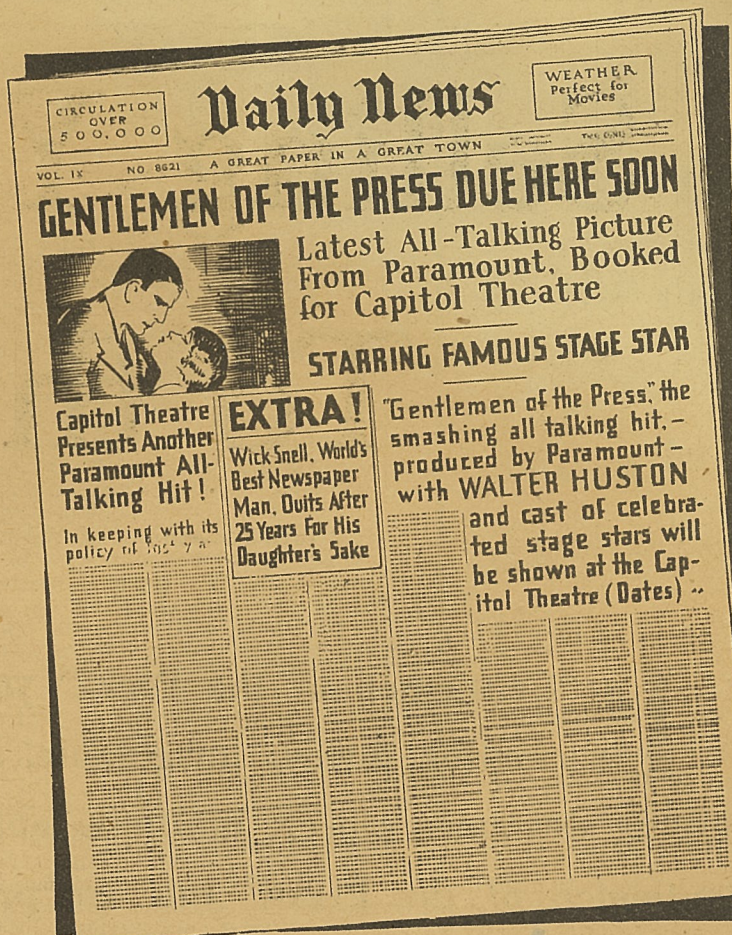
Another important feature is the stills. Get the complete set of stills from your Paramount Exchange and display them all on a specially designed display board. The two girls featured in this picture are sure dandy to look at, and you should have a crowd around the board all the time. Put the most important stills on the board, and let them tell your story via the lobby way.

Install News Ticker In Theatre Lobby

HAVING analyzed your community, you know your newspaper situation well enough to decide whether it is best to use all the local papers on your "Gentlemen Of The Press" exploitation campaign. Some managers will be able to use tie-ups with all papers, and others will deem it advisable to effect hook-ups with just one paper.

If you use but the one paper you can, no doubt, get the paper to install one of their news ticker machines in your lobby. Work far enough in advance of your play dates to assure the paper ample time in which to make the installation. Display this machine in your lobby with the proper cards playing up the picture "Gentlemen Of The Press"—and also giving the paper credit. The general public is not acquainted with the manner in which news is sent to papers from press syndicates. Displaying this machine in your lobby should be worth several news stories in the paper.

Perhaps you can gain another news story by making a deal with this one paper whereby, the patrons attending the opening performance of "Gentlemen Of The Press" will be given copies of the latest edition of that particular paper with compliments of the theatre, and the managing editor of the paper.



THIS illustration may serve to suggest a lobby display board. Your house artist can use the copy just as shown here, using your theatre in place of Capitol. Build your board so that it merely suggests the newspaper page, printing in only the headlines—balance of board can be used for displaying stills from the production. Use any name for the paper you want. If, however, you tie-up with any paper for exploitation purposes, it might be a good idea to paint the board an exact reproduction of the co-operating newspaper.

Special Press Guest Night

YOU have had special nights for nearly every organization and club in your city. Why not stage a night for The Press or whatever your paper is called. Most all the editors get tickets to see your shows; but make them think this is something different, set aside a night and have the members of the paper who are off duty attend the theatres as your guests. It's nothing new; but merely another chance for you to play with your paper. Exploitation ideas, as a rule, have no connection whatever with the paper; but here is a picture that deals with newspapers and newspaper life, so put 'er on big. Play the papers for all you're worth, and do it so that they'll realize you are trying to do something for them.

Let Amateur Critics Review Picture

TRY to effect an Amateur Critics Club—or—Contest—with one of your papers. The idea is, of course, to ask for reviews of the picture "Gentlemen Of The Press" after people have seen the picture. A stunt of this kind can be played up the week before your picture opens, and you can set the noon of the third day of its run for time limit on receiving the completed Amateur reviews. You'll find this idea has general appeal, and boys and girls from 7 to 70 will enter. You know most everyone believes himself a writer, so here you're giving them a chance to prove their ability. Give the paper sponsoring the contest, some money for the first prize, to be given to the best review, a second money prize can be given, and the next twenty best can be given tickets to see your next week's attraction, following "Gentlemen Of The Press". Do not permit newspaper writers, or those people known to be connected with the paper, or those connected with your theatre, to enter this Amateur Review Contest. Neatness in writing, correct English, clearness and so on should be the factors in helping the judges to decide the winning reviews.

Club Luncheon And Theatre Party

THERE may be a newspaper in your city that has just recently installed new presses and equipment, and perhaps the paper would welcome an idea that would help exploit this and bring it to the attention of the leaders of the community. Lots of papers have contemplated a trip through their plant, but because they felt the trip did not offer sufficient entertainment to warrant them going to all the trouble, they have never gone through with the plan. Here's where you come into the plot.

Arrange with this paper and the Rotary Club, Kiwanis Club, Chamber of Commerce or any civic organization for a "Gentlemen Of The Press" luncheon. At this time, the club will have their regular weekly luncheon, after which, they will be escorted through the newspaper plant, and then entertained at your theatre. This gives the paper opportunities to make an event of showing-off their facilities, coincident with this picture of newspaper life. This in itself contains plenty of news value, which will get you additional stories.

The paper, through your co-operation, now has a very opportune time to invite the city leaders to inspect the plant, and they can enhance the invitation by extending, at the same time, an invitation to attend a special performance of this newspaper story "Gentlemen Of The Press."

EXTRA!

EXTRA drama
EXTRA laughs
EXTRA-special!

"GENTLEMEN OF THE PRESS"

100% TALKING!

Newspaper Tie-Ups Will Aid Box Office

Brilliant Group Acts Picture of Stage Sensation

"Gentlemen of the Press" Made Into Gripping All-Talking Picture by Paramount

(Advance Reader)

TAKE a story dripping with human interest in an atmosphere that everyone likes to hear about, give it a cast of fine, tramping, magnetic actors and a production that puts into it every possible value and you get a picture like "Gentlemen of the Press", Paramount's latest all-talking drama of newspaper life which the theatre will feature.....and.....

On the stage "Gentlemen of the Press" was the sensation of New York and the story has been faithfully reproduced for the screen. A master cast, headed by the incomparable stage artist, Walter Huston, includes six members of the original stage cast.

The story deals with a veteran newspaperman who has given up everything in life for his business. When his daughter was born, he was covering a prize-fight; when his wife died, he was on assignment covering a Mexican uprising; when his daughter graduated from high school he was writing about Lindbergh. This only thing he has not given up is his fatal susceptibility for a pretty woman.

It is this character that Walter Huston portrays on the talking screen in "Gentlemen of the Press". It is this thrilling story that will entertain and delight patrons of the theatre.

Star Lauds Vaudeville As Training for Stage

Vaudeville experience is the best aid in the technical creation of character, Walter Huston, famous stage and vaudeville star, who has just completed his starring role in "Gentlemen of the Press", the Paramount all-talking picture, says. In "Gentlemen of the Press", Huston portrays a difficult dramatic role. The theatre will feature this picture soon.

"Experience, of course, counts for a great deal in creating character", says Huston, "and I believe that experience on the vaudeville stage is the most valuable for talking pictures. After one has opened in a new town every week for ten years, catching the attention of a new audience from two to five times every day, he has built up a confidence in his own ability which nothing can shake."

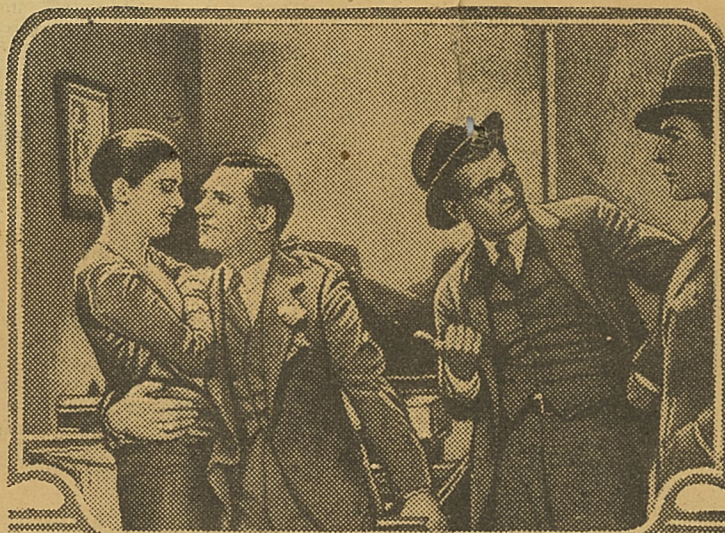
Stage Cast in Talking Film

Successful stage players taking part in "Gentlemen of the Press", the Paramount all-talking production which will show at the theatre next week, include Charles Ruggles, star comedian of "Rainbow"; Norman Foster of "Tin Pan Alley"; Lawrence Leslie of the original Broadway cast of the play; Katherine Francis, who played with the star of the picture, Walter Huston, in "Elmer the Great," and several others.

Directs Newspaper Picture

Millard Webb, who directed John Barrymore in "The Sea Beast" and other successes, directed Paramount's latest all-talking picture, "Gentlemen of the Press", which will show at the theatre, starting for days. Ward Morehouse, author of the play which had a successful Broadway run, advised on the production at the Paramount Long Island studios.

STAGE HIT ON TALKING SCREEN



Walter Huston and Katherine Francis in a scene from the Paramount Picture "Gentlemen of the Press"

Friendly Jealousy Stirs Veteran Stage Actors When Talking Movies Curb "Freedom" in Parts

As an actor, Charles Ruggles is still a little jealous of talking moving pictures although he has just successfully completed an important part in Paramount's latest all-talking production, "Gentlemen of the Press". Ruggles deplores the fact that the actor has so little freedom to experiment with his part in moving pictures.

"It's not the actor's picture, it's the director's", he said, smiling toward Millard Webb, who directed "Gentlemen of the Press", the screen sensation made from the Ward Morehouse Broadway hit of last season.

"On the stage, the actor has to be turned loose and he can do about as he pleases with the part for a long stretch of time, until the curtain. A

picture, however, is taken in little bits of a few minutes each. The actor is under the director's control all the time. He is a puppet..... although he has to be a good one, of course, or the string will break."

In "Gentlemen of the Press", which will show at the theatre for days, starting..... Ruggles has a unique comedy role which he performs with admirable sophistication and restraint. He has had a long stage career and had previously played in several pictures. When his brother, Wesley Ruggles, directed "The Heart Raider", with Agnes Ayers, at the Long Island studios several years ago, Ruggles had a part.

Movie Headliner a Hit In Three Stage Dramas

Recent stage hits which have kept Broadway talking and which have had Walter Huston, well-known dramatic actor, as star include "Desire Under the Elms", "The Barker" and "Elmer the Great". Huston, who has just completed the leading role in the Paramount all-talking picture, "Gentlemen of the Press", which will show at the theatre next week, was for years a headliner on the vaudeville stage.

In "Gentlemen of the Press", Huston plays a strong dramatic part as a veteran newspaperman. A beautiful romantic theme runs through the story. As a stage play, "Gentlemen of the Press" proved a sensation on Broadway and Ward Morehouse, the author, considers the picture equally as great.

Huston Vaudeville Star Singing Original Songs

Walter Huston, dramatic artist, vaudeville entertainer and motion picture star, whose latest production, "Gentlemen of the Press", from the famous stage play by Ward Morehouse, will show at the theatre the part of the week, was popular on the vaudeville stage for years as a singer of original songs.

Huston is one of the most versatile of the stage-trained artists to turn to talking moving pictures as the most satisfactory means of expressing his talent. His voice is perfect for microphone recording. In several short Paramount talking features, he sang some of his own songs. In "Gentlemen of the Press", an all-talking picture, he plays a straight, dramatic role.

Authentic Press Plant Constructed for Movie

A newspaper office as authentic in appearance as any editorial workshop was built at Paramount's Long Island studio for Paramount's new all-talking picture, "Gentlemen of the Press". This picture, which will show at the theatre for days, starting..... is a screen version of the sensational Broadway stage hit which had a long run last season.

Green lampshades swing low over battered typewriters; a circular copy desk is covered with paste pots and news copy; there is colorful litter and disorder. Walter Huston gives an outstanding and thoroughly convincing characterization of a veteran newspaperman in the leading role and several members of the supporting cast have had newspaper backgrounds.

Picture Studio Rejoins Long Separated Friends

Motion picture studios are often the meeting places for long lost friends. John Meehan, assistant on dialog direction for "Gentlemen of the Press", Paramount's latest all-talking drama from the sensational stage success by the same name, met a girl he knew as a tiny tot in Boston fifteen years ago on the set during the filming of the picture.

Years ago Meehan was leading man in the same company with an actress known as Katherine Clinton. Miss Clinton had a little girl who used to play with Meehan's children in a Boston park. When Meehan started work on "Gentlemen of the Press", it took some time for him to discover that the tall, svelte, brunette woman playing an important part in the drama was the Katherine Francis whom he knew when she was in rompers.



LOVE interest, adventure, the gripping romance of newspaper life and a tense, thrilling drama give you big things to sell when you play "Gentlemen of the Press". Sell it as the big Broadway sensation of newspaper life which stirred the metropolis last season. Sell it as another of Paramount's outstanding all-talking pictures. Sell the star, Walter Huston, already known to hundreds of theatre audiences for his work in several Paramount all-talking shorts and a big favorite of the legitimate and vaudeville stages. Sell the wonderful cast of stage-trained artists, many of them from the original stage production. Sell the comedy, the pathos, the romance and the drama. "Gentlemen of the Press" is a story of newspaper life. Sell it by tying it up with your local gentlemen of the press. The reporters on your local newspaper are well known, they have a large following, they are influential.

Have a local civic organization or some civil official arrange a dinner or reception for the local newspaper staff. Many organizations do this as a regular yearly function. Those that don't do it now will find it a beneficial and interesting addition to their social programs. Get one of these functions under way during your showing of "Gentlemen of the Press" and make a special showing of your attraction an event of the program. If it's newspaper space you want this will get it for you.

How many people know what the inside of your local newspaper plant looks like? There are many who would like to know. Arrange with the publisher to hold open house at the newspaper office the night preceding the opening of "Gentlemen of the Press".

Distribute special cards to offices, hotels and homes. The cards should be taken around by boys and dropped into mail boxes, pushed under doors or left on tables and desks. The cards may read as follows:

Waiting to see you
GENTLEMEN OF THE PRESS
Monday-Tuesday-Wednesday
The Rialto

for your mailing list
—or the blank back
of The Herald

Dear Friend:

If you would like to go behind the scenes of the newspaper game and learn the thrilling romance of newspaper life, "Gentlemen of the Press", the sensational drama which startled New York with its true-to-life characterization, will take you.

"Gentlemen of the Press" will show you just what kind of men dig up the news for the great metropolitan dailies. It will take you with them on one of the most adventurous, grippingly romantic and tensely dramatic incidents that you have ever hoped to experience.

Excitement, danger, the rapid pace of the news game, turns Wick Snell into a veritable news machine. His brain clicks sixty-a-second for anything that means "scoop" but, for his own family affairs, it doesn't click at all. His daughter is born, his wife dies, his daughter, grown to womanhood, marries and still he hasn't the time to bother. He realizes his neglect and attempts to change but even a terrible danger, which he might have averted, fails to take him away from the "game".

"Gentlemen of the Press" is a true, honest characterization. Written by a newspaperman; played, largely, by newspapermen; staged and directed by men who know newspapers, it is one of the biggest screen events to come to the theatre this year. It is a Paramount all-talking picture which you cannot afford to miss. I hope you will make plans to see it when it shows at the theatre next week.

Yours truly
Manager of.....theatre.

Now at last comes the motion picture that is LIFE itself!



more startling than anything you have ever seen or heard "GENTLEMEN OF THE PRESS" a Paramount All-Talking Picture

14 X 30

with WALTER HUSTON

"REVAMPED" 2-col. AD



ONE of the finest examples of the flexibility of Paramount stock ad mats is the 2-col. ad on "Gentlemen of the Press." The layout, as you find it in the 4-col. Composite Mat on the production is, because of space limitation, considerably shallower than laid out here. Our idea is to give exhibitors as many adaptable ad "units" as possible on a picture and let them "revamp" to suit. Here is one suggestion on the 2-col. mat. Other ideas to be found in "visuals" elsewhere in this Press Sheet.

By combining illustrations from 1- and 3-col. mats, the 2-col. and production scenes, etc., you get new ads without end. Adapt stock mats to your own space by "revamping." All of the big circuits recommend "revamping" to their managers for the juggling of type to suit each individual case.

Every ad is your own ad when you "revamp."

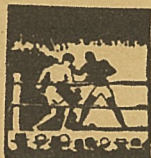
ALL AD ILLUSTRATIONS AVAILABLE IN COMPOSITE MAT FORM AT EXCHANGES

Ask for Composite Mat 4A.....50

HIS DAUGHTER'S LIFE — OR HIS DUTY?

Which Does Wickland Snell, World's Best Newspaper Reporter, Choose?

BEAUTIFUL DOT SNELL, daughter of the man whose masterful words are read by millions.



When she was born, her father was in Reno covering a big prize fight.



When she lay desperately ill, Snell was with Pershing's expedition in Mexico.



When Dot eloped and was married her father was describing a trans-Atlantic aviator's triumphant return.



NOW DOT IS IN GRAVE DANGER! HER LIFE IS AT STAKE! AND A BIG OCEAN LINER IS SINKING! THE BIGGEST NEWS STORY IN YEARS! DUTY AND DAUGHTER BOTH CALL SNELL! WHICH DOES HE CHOOSE?

SEE AND HEAR —

Gentlemen of the Press

PARAMOUNT'S ALL-TALKING drama of the throbbing story behind the headlines



WITH WALTER HUSTON

A PARAMOUNT TALKING PICTURE

Two women wage a battle of charms for this man — and both lose!



SEE and HEAR life itself

on the screen! Two women—One, young, too eager to taste life, but honest, fearless—typical of the youth of today. The other—a beautiful, exotic, selfish man-hunting "lady." Both battle for the life of this strong-weak, attractive man. *And they both lose!* Because a force stronger, more ruthless than they captures him, heart and soul! A brand new type of motion picture from the immensely popular Broadway stage hit of the same name.

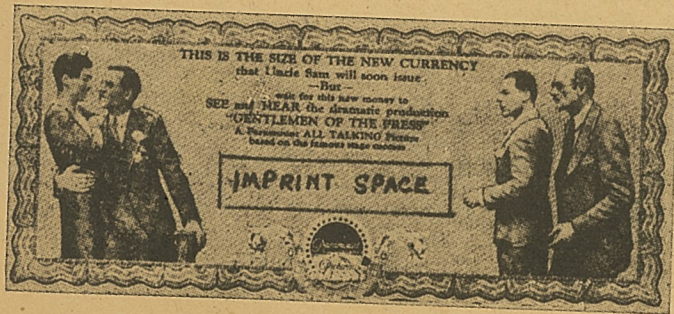
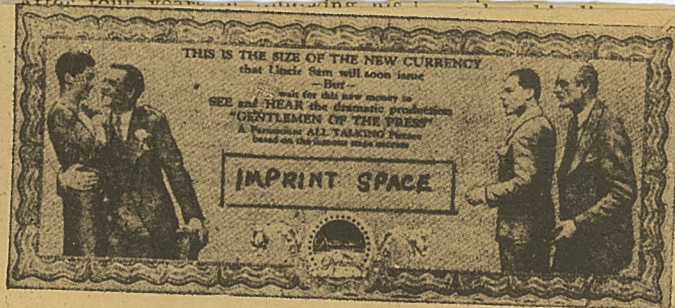
"PHONEY" MONEY THAT WILL PROVE THE REAL THING AT THE B. O.

Novelty Herald

With the announcement that Uncle Sam is about to issue a new size currency, everyone in your town is wondering what the new bills are going to look like. Show them! Explaining that even though their money will be smaller, it will be good for the same amount of entertainment at the Rialto Theatre as always. "GENTLEMEN OF THE PRESS is just as *new* as this money!" These novelty heralds, printed in green and gold (orange), may be distributed with change at the b. o. window. Arrange with restaurants, merchants of all kinds to distribute in this manner.

FRONT (gold)

BACK (green)



DELIVERED TWO-UP!

(Actual size—2½" x 6")

Heralds on "Gentlemen of the Press" come delivered to you two-up in packages of a thousand. This for easier and faster press handling of your imprint on the back. Have your printer cut them apart and you have TWO-thousand heralds for the price of ONE-thousand. Big value for big results.

ONE THOUSAND for \$3.50!

(Actually 2,000 Herald)

An unusual price for an unusual item. This "phoney" money will prove the real thing at the box office. Note space for theatre name and play dates just above trade mark on back of bill. Actual size is 2½" x 6". Something a little different from the usual fun of picture advertising novelties.

EVERYTHING ABOUT THIS PICTURE LOOKS LIKE MONEY!