

**PARAMOUNT INTERNATIONAL NEWS**

**1936**



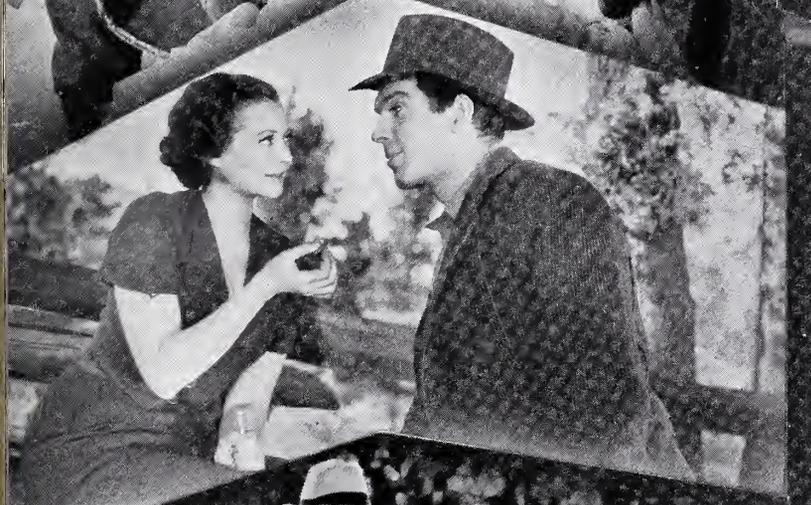
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# Paramount INTERNATIONAL NEWS



VOL. 3 NO. 1  
January 1, 1936



## Special Product Number



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 interests 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. 3 January, 1936 No. 1

### AS WE GO TO PRESS

We cannot help but feel that as you, the reader, go on through page after page of this first issue of the New Year, you will find a definite glow of satisfaction stealing through your system. It's an issue dedicated to our Product, and nothing could be more important to us than the greatness of our films, for without them we would not exist, and with mediocre product we still would not exist. With good product we would get along; but with great product the world is ours.....It seems to this column's way of thinking that the world IS ours.....Then as page succeeds page you will learn of how a small band of men, in a famously-named hotel on the ice-encrusted shores of Lake Michigan received at Chicago, on behalf of the entire Paramount organization, an assurance for success for 1936 and all the years beyond that was more inspiring than any words here could tell. No story of the Convention held in the Drake Hotel could ever hope to equal the occasion itself, but the story itself will unfold, chapter by chapter as the months progress in the form of the greatest array of film product Paramount has ever produced for distribution.....We hope that you will sense this fact as you go on and on through the story of Mr. P. I. Corp's visit to the Paramount Studio in Hollywood, and learn of the things that he saw there and the great spirit of optimism with which he views the future..... Later in the issue you learn of the conclusion of our serial, the narrative having folded of its own accord when the International Committee of the Other Thirteen agreed unanimously that nothing short of annihilation could stop the Gaucho juggernaut.... And long before you have finished the issue you will learn of stalwart sales efforts in Cuba and Australia, marvelous exploitation throughout all of the Scandinavian countries and other news to imbue you with more concentrated enthusiasm for this 1936 year (which incidentally is a Leap Year), than you have ever known before.

AND WHAT A LEAP YEAR!

**\$7,500** IN PRIZES

Details Next Month

This message, which appeared in the first issue of the new and enlarged Paramount Sales News of the Domestic Distribution Department, is a summary of Mr. Otterson's address to the delegates at the Chicago meeting.

## A Message From Our President To the Distribution Department

### TO THE PARAMOUNT SALES FORCE:

When Paramount emerged from the long process of reorganization many problems confronted the new management of the company.

Of primary importance to you in the field—and to all of us—was the matter of product. Due in a large measure to a change in studio management a few months previously, the producing organization was demoralized and this condition was reflected in the pictures which came from the studio.

Therefore, our first concern was to establish a studio organization which would give Paramount the kind of product the company must have if Paramount's ancient glory was to be revived.

Heading the new studio set-up is Watterson Rothacker, an able and experienced film business man who is giving the studio sound management along business lines. All artistic matters are under the direct supervision of Ernst Lubitsch, managing director of production, with the business affairs of the studio under Henry Herzbrun and finances in charge of George Bagnall.

The proof that this is a winning producing combination is to be found in the pictures which were shown to the district managers in Chicago recently. Ernst Lubitsch is producing down-to-earth pictures that can be sold. There is nothing "arty" about such box office attractions as "The Bride Comes Home", "Collegiate", "The Milky Way", "Millions in the Air", "Desire" and "Anything Goes", and the other Lubitsch-produced pictures now before the cameras or scheduled for early filming. The studio is clicking and will continue to click.

Nowhere in the organization was Paramount's magnificent wealth of manpower more in evidence than in the Home Office. The new management found the New York department heads uniformly competent and able. With Neil Agnew heading your department, Y. Frank Freeman in charge of our theatre operations, John Hicks operating the foreign department and R. E. Anderson supervising financial and accounting matters we be-



JOHN E. OTTERSON

lieve we have the perfect Home Office working combination.

Throughout all the work of reorganization the new management has received the invaluable aid and counsel of Adolph Zukor. We have drawn on his vast experience and wisdom to guide us at all times. All of us owe him a deep debt of gratitude for his unselfish and tireless cooperation.

I have stressed before and I wish to stress again that the new management is pledged to take Paramount out of politics and politics out of Paramount. Internal politics will not be tolerated. We have but one purpose — to place Paramount in the position it occupied for so many years as the undisputed leader of the motion picture industry and to keep Paramount in this position of leadership.

—JOHN E. OTTERSON.

### LONDON NOTES

By F. L. C. Thomas

We had the pleasure of welcoming here this week John W. Hicks, Jr., who arrived in London for conferences with John Cecil Graham. Mr. Hicks, who had been in Paris for a short time looking over the continental organization, spent several days in conference with Mr. Graham discussing our important new output.

The pictures of Mae West with Gordon Selfridge at the Paramount Studios, were well splashed in the London press. And no wonder, as these two great American showmen mean plenty to the papers here both editorially and in revenue!

We were interested to read that you are re-constituting the famous Paramount Pep Club on your side. This is particularly interesting to us as just at the moment we are considering developing our social side in this country. We hope soon to have in existence some form of social organization, and early in the New Year, if plans materialize we will be holding a big all-in party. Soon we will publish a new "family" House Organ. The whole thing at the moment is in a tentative state, but we hope to give you more definite details in our next dispatch.

"Hands Across the Table", a big success at the Plaza, London, this week. Normally the pre-Christmas slump should have started but the MacMurray-Lombard picture has done well above average figures. Today "Ship Cafe" starts and judging by its reception so far we confidently anticipate that as far as Paramount is concerned there will be no slump in 1936.

### PARAMOUNTS NYA AR FAR EN GLÄNSANDE BÖRJAN

Det mest viktiga häftet, som någonsin utkommit i Paramounts Internationella Nyheter, ligger nu framför eder. Det innehåller mera viktiga nyheter än någonsin förut i något häfte, och det budskap det giver eder alla för detta nya år — skottåret — är sådant, att det måste glädja allas edra hjärtan.

Naturligtvis behandlar detta månadshäfte först av allt alla de nya Paramountfilmerna, som ni alla komma att visa under det nya året. Många av dessa filmer voro visade för delegationen, (antingen delar av dessa filmer eller hela filmerna), som sammanträdde i Chicago förra månaden. Dessa ledamöter, och alldeles särskildt de, som representerade Paramounts Internationella Korporation, voro övertygade om, att filmer av sådan kvalitet som till exempel "Desire", "Give Us This Night", "The Milky Way", "Anything Goes", "Klondike Lou", "The Trail of the Lonesome Pine" och många andra tvivelsutan voro tecken på, att den nya säsongen kommer att bli den mest storartade i Paramounts historia.

Att dömma av de lovord, som komma från allas läppar, var detta möte det allra bästa Paramount någonsin haft. Vi ha härmed äran att trycka på engelska det viktigaste, som Mr. Otterson yttrade i klara, väl valda ordalag om, vad vi önska och vad vi komma att göra. Vi kunna även omtala, att talen av Mr. Zukor, Agnew och Lubitsch voro fullt lika av samma orsak.



PARAMOUNT'S CONVENTION LEADERS. Left to right: John E. Otterson, President; Adolph Zukor, Chairman of the Board of Directors; Neil F. Agnew, Vice President in Charge of Distribution; Watterson F. Rothacker, Vice President in Charge of the Studio; Ernst Lubitsch, Managing Director of Production; George Weltner, Assistant Manager of Paramount International Corporation (deputizing for Mr. Hicks, who did not return from Europe until after the meeting concluded).

# Chicago Meeting of Paramount Importance

EXECUTIVES GIVEN MOST OPTIMISTIC MESSAGE IN MANY YEARS

The special District Managers' Meeting, which was attended by executives from the Domestic and Foreign Distribution and Production departments, was held at the Drake Hotel, Chicago, on December 1, 2, 3. In every respect it was one of the most significant meetings ever held in Paramount history. Matters of vitally important policy were discussed openly and freely, the plans of the Production Department were laid squarely on the table, and more film of definite importance was screened for the delegates than on any other similar occasion in the past.

From the Production standpoint, all of the sales delegates were made partners in the new plans rather than mere listeners. Every undertaking with debatable potentialities was offered in its embryo stage and the district managers were permitted to speak their minds freely. The result of this procedure was that many fine plans were approved, many good plans made better, and plans which were found to be thoroughly unpopular were discarded. We leave it to your own very good judgment as the reader of this report to observe that the new year's product cannot help but be the most noteworthy in the long history of Paramount.

Two entire days were devoted to screenings, either of completed product, or of films in part, but developed to the point where their quality of appeal is apparent. Of the completed product, "Rose

of the Rancho," "The Milky Way" (complete but for a new ending and several intermediate sequences) and "Collegiate" drew plenty of enthusiasm. Of the incomplete pictures, there was terrific enthusiasm for "Desire," which very definitely is to be a 1936 sensation. The enthusiasm carried over to "Give Us This Night," "Anything Goes," "The Trail of the Lonesome Pine" (in positively thrilling three-process Technicolor) and "Klondike Lou." Further details relative to these screenings will be found on Page Four.

In the concluding addresses the finest possible compliments were paid to the Foreign Department. Mr. Otterson's address has been reprinted in part, and in it he specifically mentioned that the needs of the world are positively going to be taken care of in the new product. Mr. Zukor's speech was as affectionately dear to us as everything he says on our behalf. Mr. Agnew spoke of our accomplishments in the understanding fashion so characteristic of him. And Mr. Lubitsch, whose heart is ever with our problems, assured us both officially at the meeting, and privately through our representatives there, that from the international standpoint our product for the new year will be something calculated to arouse us to a frenzy of new achievements.

In every way, you will see, a Conference that was inspiring in its simplicity, but Paramount in its significance of purpose.

**FLASH! CASH!**

**\$7,500 in Prizes to Paramount's**

**Foreign Legion in 1936**

Details Next Month

# PARAMOUNT STATISTICAL FACTS

By way of a novelty, and in order that you might have all essential facts right at your finger tips, we have gathered all of the statistics necessary to this issue right here on this page. Among other things you will find grouped here are the facts of why "The Honor of the Legion," as a serial, has been drawn to so sudden a close. This move has been necessitated by no other reason than the fact that Nathan and his Gauchos started off as leaders in the Manifestation of Honor, and maintained that enviable position to date, despite spirited competition from the Graham Bulldogs. In other words, just refer to the following heading for a summary of the State of affairs:

## Division Figures Speak for Themselves

Foremost advance was that of Messeri, from Twelfth to Ninth. And then there was York's fine swoop from Ninth to Seventh. Day and Schaefer also moved forward a vital notch, while the first four place holders, Nathan and Graham being the over-quota members of the quartette, maintained good old Status Quo.

This Mo.	Last Mo.
1. Nathan	1
2. Graham	2
3. Villar	3
4. Sussman	4
5. Day	6
6. Kennebeck	5
7. York	9
8. Ballance	7
9. Messeri	12
10. Schaefer	11
11. Aboaf	10
12. Cochrane	8
13. Klarsfeld	13

## THE MERRY BAND OF PRINT COST REDUCERS

Here, in good old alphabetical order, are the territories which have realized the wisdom of reducing print costs in marked fashion without in the slightest degree affecting the efficacy of distribution:

ARGENTINE	HUNGARY
AUSTRALASIA	INDIA
AUSTRIA	ITALY
BRAZIL	JAPAN
CHILE	PANAMA
CHINA	POLAND
COLOMBIA	PUERTO RICO
CUBA	ROUMANIA
FRANCE	SCANDINAVIA
GUATEMALA	SPAIN
GREAT BRITAIN	PORTUGAL

### FOOTAGE SCREENED AT CHICAGO CONVENTION

70,878 feet. This footage viewed in two afternoons and two evenings.

### NUMBER OF PARAMOUNT PICTURES FOR 1936

It is announced that Paramount will have 65 productions for release during 1936. This will include pictures actually made in Paramount's Hollywood Studio and pictures made for Paramount distribution by outside producers.

### MILEAGE COVERED

It has been estimated that Paramount salesmen throughout the world cover an estimated mileage of 11,978,432 miles. This is considered very much worth while in bringing to all parts of the world "The best show in town."

## HOW THOSE COUNTRIES CHANGED PLACES!

We don't mean the ones over quota, for they all kept their identical spots. But just look how Sweden jumped from 24th to 10th, a kangaroo hop of fourteen places if we ever saw one. And that was a grand leap on the part of Jugo-Slavia, from 22nd to 14th. And not so bad was Poland's effort, from 11th to 7th, landing in the very first spot short of the quota mark. We also like Peru's effort, advancing the two important pegs from 10th to 8th. So saying which, we come to the actual business of figures:

This Mo.	Last Mo.	Over Quota
1. Uruguay	1	
2. Argentine	2	
3. Colombia	3	
4. Cuba	4	
5. Chile	5	
6. Great Britain	6	
7. Poland	11	
8. Peru	10	
9. Puerto Rico	7	
10. Sweden	24	
11. Brazil	12	
12. Australasia	9	
13. Panama	8	
14. Jugo Slavia	22	
15. Norway	15	
16. Austria	16	
17. Denmark	14	
18. Hungary	17	
19. Guatemala	13	
20. India	20	
21. Czecho Slovakia	23	
22. Spain-Portugal	27	
23. Japan	19	
24. Italy	26	
25. Holland	21	
26. China	18	
27. Philippines	25	
28. Germany	28	
29. Roumania	29	
30. France	30	
31. Finland	31	

## THOSE ATTENDING CHICAGO CONVENTION

**DOMESTIC DISTRIBUTION.** John E. Otterson, Adolph Zukor, Neil F. Agnew, J. J. Unger, Charles M. Reagan, R. E. Anderson, H. M. Wilcox, Milt Kusell, Oscar Morgan, Myke Lewis, Ed. Fontaine, Ben Blotcky, Hugh Braly, Morris Milligan, Jack Dugger, William Erbb, Donald Velde, Robert M. Gillham, Al Wilkie, G. B. J. Frawley, Jack D. Trop, Allen Usher.

**FOREIGN DISTRIBUTION.** George Weltner, Eugene J. Zukor, Albert Deane.

**STUDIO.** Watterson F. Rothacker, Ernst Lubitsch, George Bagnall, Chandler Sprague, Bill Pine, George Arthur.

## PICTURES SCREENED AT CHICAGO CONVENTION

### IN ENTIRETY

ROSE OF THE RANCHO  
THE MILKY WAY  
THE BRIDE COMES HOME  
MILLIONS IN THE AIR  
COLLEGIATE  
BAR 20 RIDES AGAIN

### IN PART (at least 4 reels)

DESIRE  
ANYTHING GOES  
GIVE US THIS NIGHT  
TRAIL OF THE LONESOME PINE  
KLONDIKE LOU  
SINBAD THE SAILOR

### ALSO

Screen tests of 7 of the most promising new personalities of Paramount.



## P. I. CORP

(Exclusive photograph)

We have received many requests for information regarding the identity of our special author, Mr. P. I. Corp. After much inducement we succeeded in having Mr. Corp pose for our special cameraman, and now take pleasure in publishing for your edification a likeness of our author, taken in one of his lighter moments.

## PARAMOUNT NAMES

The best known names in Paramount Pictures are: Marlene Dietrich, Gary Cooper, Harold Lloyd, Claudette Colbert, Carole Lombard, Fred MacMurray, Mae West, Jan Kiepura, Gladys Swarthout, Bing Crosby, Carl Brisson, W. C. Fields, Cary Grant, Ida Lupino, Herbert Marshall, Gertrude Michael, Jack Oakie, Sir Guy Standing, Eleanore Whitney, Henry Wilcoxon, George Raft, Roscoe Karnes, Baby LeRoy.

We opine that that is a line-up unmatchable anywhere in the world. And the product in which these personalities are to be found is likewise unmatchable.

## KEY TO THE SCENES ON THE COVER

We are more than averagely proud of this month's cover. The pride is not from any editorial standpoint, but from the far more practical standpoint of just what the cover means. What it does mean is a symbol of production power: a sign to the effect that Paramount is definitely on top of the celluloid pile again; an indication that Paramount's Trade Mark mountain is again the world's "tops" in film entertainment.

So saying, permit us to identify the scenes with which we have graced the cover:

Down the left side of the cover we have, beginning at the top: Mae West and Don Alvarado in "Klondike Lou," John Boles and Gladys Swarthout in "Rose of the Rancho," Sylvia Sidney and Fred MacMurray in "The Trail of the Lonesome Pine" and at the bottom, Adolph Menjou, Harold Lloyd and Lionel Stander in "The Milky Way." At the right commencing once again at the top; Robert Young, Claudette Colbert and Fred MacMurray in "The Bride Comes Home"; Bing Crosby and Charlie Ruggles in a musical comedy scene from "Anything Goes"; Marlene Dietrich and Gary Cooper in "Desire"; Jan Kiepura, Phillip Merivale and Gladys Swarthout in "Give Us This Night"; and the chorus girls from "Collegiate."

# NEW PRODUCT Reviewed in P. I. CORP. Person by

Several mornings ago, exactly at half-past eight, the buzzer in the Hollywood office of Luigi Luraschi, studio representative of the Foreign Department, rang and the man at the information desk informed L. L. that a visitor by the name of P. I. Corp was calling. Luigi at once received him, learned that he had come to the Pacific Coast to see the great Paramount Pictures for 1936 actually in the making, and thereupon gave him the complete courtesy of the studio, introducing him to stars and directors, showing him rushes and completed reels, and in general paving the way for a complete story of what the Studio under Messrs. Rothacker, Lubitsch, Herzbrun and Bagnall has accomplished in the past several months. What follows below is Mr. Corp's story.

By P. I. CORP.

(Copyright 1936 by Parintcorp Service)

I have been a visitor in the Paramount Studio for the past six days and they have been the most exciting days of my entire life. As a matter of fact I have been more than a visitor, for everyone has been so friendly, and there has been such a spirit of cordiality and cooperation around me all of the time that I have truly felt to be one of the vast Paramount production family. Nevertheless, I have not allowed this glorious friendliness to sway me from my purpose, which was to see what Paramount's studio is doing and what the vast millions of Paramount fans throughout the world may expect for 1936, and even for the years to follow. These later years are important, too, because I have found that the vast machinery of Paramount production is concerned not only with the immediate year of 1936, but is planning its entertainment far ahead into the years which lie beyond.

The very first thing one is conscious of in this gigantic plant is the fact that despite its size, it is running and functioning with the purring speed and evenness of a mighty dynamo. It is a veritable powerhouse of energy, and like that masterly plant with which I make my parallel, it knows where it is going, what it is turning out, who it is under the control of and where the switches and change-over controls are located. I can probably reveal the fact now that I have been a visitor to this plant on other occasions in the past, but never have I found it functioning under more ideal conditions. What the future holds in the way of still more improvements is still another story, best told in the motto: "Good, better, best—Never let it rest—Until the Good is Better—and the Better Best." I feel that it will be just this way with the Paramount Studio, but as I have found it under the current conditions I believe that it is a wonderful unit, one destined to do a colossal amount of good for Paramount.

As I progressed around the plant I found this conviction gaining more and more strength. For instance I stopped for several hours to watch Director Al Hall produce a sequence of purely lyrical drama from those two operatic stars, Jan Kiepura and Gladys Swarthout. The previous day I had been in the projection room of the local Paramount exchange to see Miss Swarthout's first film-musical, "Rose of the Rancho" and had been startled and delighted to see how magnificently this beautiful woman has acted and sung in her very first film. Now I found myself more and more delighted to watch her respond to the magical tenor

of the internationally famous Kiepura, and to give him note for note, key for key, octave for octave. And what is more—both of the stars acting as they have never acted before. Many of Kiepura's continental pictures have I seen, but I am here and now witness to the fact that never before has been so completely master of himself histrionically as well as vocally. He is turning in a superb performance of acting, as well as an unforgettable singing film.

It was only a few steps to the adjoining stage, but a couple of

thousand miles slid by as I passed from the singing of Naples to the deck of the trans-Atlantic liner which provides the background to "Anything Goes." Bing Crosby and Ethel Merman were about to sing as I stepped by the slowly closing door, while bells rang insistently for an atmosphere of quiet. The undercurrent of news which so swiftly grapevines around a studio had told me that a 'honey' of a film was in the making in "Anything Goes" (and later, when I saw several reels of 'rushes' I knew that the story was correct). There's a new vitality to Bing Crosby: he's peppier, livelier, has a new swinging lilt to his voice and a new breeziness to his manner. And what a merry crew of players he has with him. Ethel Merman will hit the screen in a couple of important pictures next year, and when I say hit I mean just that. She's got verve, vivacity and voluptuousness (and if there are any more V's you can add 'em right here). When she sings a song, it's sung! Then there was a brand new personality to Ida Lupino, who's no longer "just another blonde" but an important screen personality to be reckoned with next year. In the small and exclusive list of those winning definite stardom next year you'll find the name of Ida Lupino written in large, predominating letters, and "Anything Goes" will be the reason provider. Fourth of a quartette of important names in this picture is that of Charlie Ruggles, giving his best comedy interpretation to date. However,

*Four objects of three affections: Gary Cooper wants Marlene Dietrich, Marlene Dietrich wants Gary Cooper and the pearl necklace, and John Halliday, who already has the necklace, wants Marlene also. "Desire" is the film's title, and never was there an apter title.*

what I want to report most of all in connection with this picture is that it is a vast musical film: definitely a musical comedy and not merely a comedy with music. There are huge ballets and dance routines, music throughout almost every foot of the film, more than ten songs, and everything the world will want for an hour and a half's entertainment.

The same length of entertainment in emotional thrills (or perhaps it will be a little longer) will be forthcoming from "Desire." A longing of several years (I'll refrain from calling it a desire) came true when I got the chance of seeing Marlene Dietrich actually at work before the cameras. In an atmosphere of beautiful Northern Spain, with soft music playing off somewhere in the background while the players and the director (and another man whom I'll mention in a moment) discussed the final details of the scene, I entered the set looking for a real thrill. It was certainly going to be something to see Dietrich and Cooper at work, especially under the direction of Frank Borzage, who had made "Farewell To Arms" and several other major international successes. But I got my major thrill from a totally unexpected quarter: as the fourth figure in the centre of the set turned around, I saw at once that it was Ernst Lubitsch. What is more, I saw that he was personally in charge of the making of the picture—that "Desire," in effect, was being made as an Ernst Lubitsch production. It was not hard for me to visualize what this terrifically important fact meant to the entire world, a world that has been without an Ernst Lubitsch picture for more than a year. (Later on I was to see several reels of assembled scenes on this picture and to know that it is without any question whatsoever the finest of all Dietrich-Cooper films. But for the time being my supreme thrill was that of seeing Director Lubitsch step out of his character of Managing Director of Production, and put into the picture those touches of which he is master).

Most of the day I spent on that "Desire" set, but towards evening I wandered next door to where Mae West is giving of the best that is in her in her effort to make "Klondike Lou" the most outstanding of all her contributions to the screen. Mae is as much the international character on the set that she is on the screen, and the brilliance of her repartee, both when the microphone calls for it and when it does not, is something to remember her by. The same whipcracking comments are also part of the make-up of both Director Raoul Walsh and Leading Man Victor McLaglen, so that a visit to the "Klondike Lou" set was distinctly an event. There is not the slightest doubt in the world that Miss West is creating a sensational picture, one that will delight West fans throughout the world and cause a great wave of word-of-mouth publicity.

And then to a totally different





Figure out for yourself the direction, and directness, of Mae West's conversation with Victor McLaglen in "Klondike Lou."

atmosphere, one where the laughs roll up from the stomach and dim the eyes with those tears of joy that Harold Lloyd can produce so well when he is in that frame of mind to make pictures primarily for laughing purposes. He used to do this, you will recall, back in the days of "Safety Last" and "Welcome Danger," and he is definitely doing it again with "The Milky Way." More than that, he is giving what this writer's jaded eyes assert is the funniest picture of all of Harold's long and distinguished career before the lenses. "The Milky Way" was enormously funny on the stage; I saw it a couple of times and twisted a couple of ribs trying to stifle my laughs. But on the screen, where all of the comical fist play can be seen so distinctly in close-ups, and where new and funnier lines have been introduced, it is a laughtieriot. Harold as the punch-dodging milkman is as funny as the next five best comedians could be together; Adolphe Menjou, Veree Teasdale, Williani Gargan, Lionel Stander, Helen Mack and Dorothy Wilson all contribute exceptional performances in support; and the comedy climaxes are not only wows, but this writer will exercise a prerogative and label them as super-wows. If anybody connected with the sales force of Paramount throughout the world should be reading these lines, then let him take this assurance right now that I have seen most of "The Milky Way" assembled and projected, and that if Harold himself is too modest to get up and proclaim it the funniest picture he has ever mad, then free, gratis and for nothing I will make that very statement myself and look for, nor will I expect, any contradiction.

As I was about to leave my hotel the next morning, on my way to the studio, a chauffeur stopped me and informed me that Walter Wanger had arranged for me to go on location with the "Trail of the Lonesome Pine" unit. I was not to worry about lunch, because that was to be provided also. So off I went to the mountains, up eight thousand feet into the rarefied atmosphere, and there I saw in the making part of a film which I know is going to be one of the most important productions ever distributed by Paramount. As you know—and it is something you must never lose sight of for an instant—"Lonesome Pine" is being made entirely in Technicolor, and when you watch a Technicolor production in work you at once cast away

all knowledge of the other form of production. In fact an entire book could be written about the differences in camera, in lighting, in make-up; but the one major parallel—and of course the only thing that counts in the final analysis—is that the action remains the same. The fact that the picture is being taken in color does not halt the action of a fist fight, or a swell love scene, or a slab of tense drama. Catching the natural colors on the celluloid is done just as slickly as catching the black and white tones. It's only in the final product that there's a change.

So I settled down for a thrilling day to watch Director Henry Hathaway put Sylvia Sidney, Fred MacMurray, Henry Fonda, Fred Stone, Nigel Bruce and even little Our Gang Spanky MacFarland through their paces. The work was a little tough on them at first, because there isn't as much air up there as there is down near the sea level; but after a while they got used to it, and if what you see on the screen is as colorful and picturesque as what I saw up there on the mountains, then the film is going to be a color-and-action sensation throughout the world.

As I was about to leave, Wanger himself dashed up by car for a few hurried conferences, so I was given the opportunity of waiting around for a half hour and of driving back to Hollywood with this forceful personality. En route

### "COLLEGIATE" IS A MUSICAL EDUCATION

The chief approach that you must make to "Collegiate" is to definitely regard it as a musical film. Of all the college films that Paramount has made, this one is the nearest thing to a musical comedy. In it Frances Langford sings several times, Oakie sings, Penner sings, a bevy of beauty cuties sings—and there is a long tap-dancing sequence that will whisk audiences to their feet in approval in short notice. And the film has more femininity to the film frame than any other beauty film you've seen in a long while.

I heard a great deal about his future activities, especially in connection with an African story that he has purchased particularly for Charles Boyer, who is under personal contract to him. The story is entitled "Simoon," and as we passed through a couple of long clouds of dust on our way down the mountain, the title seemed peculiarly apt to the moment.

That night I attended a party at the home of Mr. Lubitsch, given in honor of some visiting executives from New York. It was especially interesting to me because I was provided with the opportunity of circulating among the producers of Paramount, and of learning at first hand something about their plans also. I count as very fortunate a long talk that I had with Arthur Hornblow, Jr., whose record with Paramount to date is one of exceptional merit. Mr. Hornblow has made the following pictures, in the order named: "The Pursuit of Happiness," "Limehouse Blues," "Four Hours To Kill," "Wings In the Dark," "Mississippi" and "Ruggles of Red Gap." But his plans for

*"Iron bars do not a prison make"—for a voice like Jan Kiepura's, Gladys Swarthout is the serious listener, and Phillip Merivale the accompanist. The setting—a scene from "Give Us This Night."*



Gladys Swarthout makes a radiant debut with John Boles in the rousing, rollicking, rhythmic "Rose of the Rancho." There is plenty of love, plenty of action, and most important of all, plenty of marvelous melody.

the coming year appear to be even better. I won't go into them now beyond stating that one of the pictures assigned to him is Kipling's "The Light That Failed," but I do want to comment in passing how splendidly Mr. Hornblow keeps ever in mind the fact that Paramount is making pictures for the entire world. He is one of the most internationally-minded men in the studio—an attribute he shares with Ernst Lubitsch—and he has instilled the same point of view in all members of his production unit.

It was also a pleasure to meet William LeBaron, who also visualizes the entire world as his canvas by virtue of having "Rose of the Rancho," "Give Us This Night" and "Klondike Lou" on his roster. Other colorful and interesting associate producers whom I encountered in conversation during the evening were Harold Hurlley, who makes the low-budget pictures so effectively, and with such good casts; A. M. Botsford, long an advertising executive, but now strategically placed so as to put into pictures the same broad appeal which so successfully characterized his advertising; and Melville A. Shauer, who has been almost everywhere in the world, and who therefore knows with a sureness what the world wants in the way of entertainment.

For the next three days I was busy in a score of different ways around the studio, always of course as an observer in the capable tow of Luigi Luraschi, or of his very efficient secretary-assistant, Miss Carroll Strond. I really saw the plant from every angle, saw several tests of new personalities being made, visited



the property rooms and the casting offices: in short, got the 'feel' of the studio in every way possible.

I'm about to shoot these notes off by that same efficient air service that Paramount is filmizing in "Thirteen Hours By Air," but before the notes go skyward I want to add one final comment: the Paramount Studio has always been a marvelous institution. It has been through a series of vicissitudes that would unmercifully shake any organization with less grounding of morale and company spirit. Today, however, under the direct guidance of its local executives, and with the tower of strength represented by Messrs. Otterson, Zukor, Agnew, Freeman, Anderson, Hicks and Holman in the East, it is the most powerful, and the most human, film studio in the entire world. The film history that it will write during the coming year should be quite easily the most glowing page in Paramount's history of filmatic achievements.

THE END.

**GLADYS SWARTHOUT GIVES THE AIR "THE AIR"**

So importantly does Paramount's new screen star, Gladys Swarthout, view her concert, opera and screen work, that she has regretted her inability to accept a very lucrative 52-week National Broadcasting Company contract for 1936. She is now in New York City ready for her first 1935-36 appearance with the Metropolitan Opera Company, and will later appear a few times on the air as guest performer, but the remainder of her time will be devoted to Paramount, and to the concert platform.

She has reached this decision following her own personal appraisal of her work in "Rose of the Rancho" and "Give Us This Night."

ZaSu Pitts has the chief comedy lead in "Thirteen Hours By Air," in support of Fred MacMurray and Gertrude Michael.

"Timothy's Quest," which co-stars all of the juveniles on Paramount's lot, including Darling Virginia Weidler, also has Raymond Hatton in a featured role.

*Charlie Ruggles is the funniest nose-tweaker you ever saw, in "Anything Goes." With him, at left, is Bing Crosby.*



**MILLIONS IN THE AIR BECOMES PARAMOUNT FACT**



This time it is more of a financial fact than the title of a picture. In the suitease on the table before Miss Dietrich and Messrs. Lubitseh (centre), Borzage (right) and Gary Cooper are being placed the reels of "Desire," "Give Us This Night," "Trail of the Lonesome Pine" and other productions flown to the Convention in Chicago, and told about in this issue.

**FILMS IN WORK**

"Preview," a breathless film with a setting right in the Paramount Studio in Hollywood, has Reginald Denny, Frances Drake, Ian Keith, George Barbier Rod LaRoque, Gail Patrick and Thomas Jackson in the east.

"The Sky Parade" has Billy Lee, William Gargan, Benny Bartlett, Murray McLean, Kent Taylor, Grant Withers, Katherine DeMille, Jane Rhodes and Sid Saylor in the east.

Mary Ellis is already back in Hollywood ready for work in her first Walter Wanger picture, "Brazen."

"Concertina" has George Raft, Carole Lombard and Alison Skipworth featured.

"Too Many Parents," a picture

**VALUABLE ADDITION TO STOCK LIST**



John Halliday's outstanding work in "Peter Ibbetson" and again in "Desire" won for him the very deserved reward of a long term contract as a Paramount stock player. He is now enjoying a vacation in New Zealand and returns to Hollywood late in January.

It is with players of the calibre of John Halliday that Paramount is consolidating the most capable and colorful roster of stock players of any organization in the business.

with a featured cast of young players, has David Holt, Benny Bartlett, Billy Lee and Virginia Weidler cast to date.

Glenn Eriksen, who is featured in "Drift Fence" and "Nevada," has been given a new Paramount contract.

"Let's Get Married," a pieturization of the story "Let's Have A Baby," will have in the east Robert Cummings, Adrienne Marden, Samuel Hinds and Elizabeth Patterson.

"Border Flight," depicting the experiences of an air test-pilot, will have Frances Farmer, Colin Tapley and Samuel S. Hinds in the leads.

Carl Brisson is spending his Christmas vacation in New York.

"F. Man," a comic travesty of the G. Men, will have Jack Haley, Adrienne Marden, Grace Bradley, Roscoe Karns, Lynne Overman and William Frawley in the leading roles.

James Hogan, who was assistant director on "Give Us This Night," will handle the directorial reins of Zane Grey's "Desert Gold." (The making of Westerns is a good training ground for directors: that's where Henry Hathaway was before he made "Now and Forever," "Lives

**"DRIFT FENCE"**

Newest of the Zane Grey westerns, this one is actionful, well cast, and photographed amidst some of the most beautiful scenery ever celluloided. Tom Keene, Benny Baker, Katherine De Mille and Buster Crabbe are well cast, and it is our particular urge that you watch the work of this fellow Keene. This column for one seems to think that he has something that audiences everywhere like.

of a Bengal Lancer," "Peter Ibbetson," and "The Trail of the Lonesome Pine.")

Gertrude Michael, as soon as she finishes "Woman Trap," will appear opposite Fred MacMurray in "Thirteen Hours by Air," which we look forward to as one of the most exciting air pictures to date.



**"THE SHAPE OF THINGS AS THEY ARE TODAY"**

Here's the great British author, Herbert George Wells, enjoying a glimpse at Paramount picture making while also enjoying the company of incomparable Gladys Swarthout. The locale was the "Give Us This Night" set, and singing-star Jan Kiepura the object of the couple's attention.

**PRINCIPALS OF "THE TRAIL OF THE LONESOME PINE"**

Photographed here in action are the three leading players of this colorful Walter Wanger production. They are Sylvia Sidney, Fred MacMurray and Henry Fonda; but they do not represent the full roster of important players. In addition there are Fred Stone, Nigel Bruce, and little Spanky MacFarland, loaned from the famous Our Gang cast. The film is almost entirely exteriors, and its Technicolor photography is the most beautiful ever on the screen.



## "THE HONOR OF THE LEGION"

By P. I. Corp

Excerpt from the minutes of the International Committee of the Other Thirteen:-

"We agree without reservation, and we also join with Mr. Nathan and his Gauchos in agreeing, that the Honor of the Legion has been truly vindicated. There being more and even more intense business to transact, we will adjourn momentarily for the celebration of New Year's Eve. Here's an 'Auld Lang Syne' for the whole world!"

## "THE CRUSADES" RAISES A NEW RECORD IN THE PHILIPPINES COMMONWEALTH

There's no doubt about that Tom Cochrane: wherever he seems to go there seems to be a reason for a new record-breaking event. As it was in Japan, so is it now in the Philippines Commonwealth—"The Crusades" is lifting the roof again. This time it's at the Capitol Theatre, Manila, where a season of the mighty DeMille picture which commenced last Sunday week has been responsible for the cable to Mr. Hicks which says, in part:

CRUSADES OPENED LAST SUNDAY TO GREATEST RECORD-BUSTING BUSINESS IN CAPITOL'S HISTORY. PICTURE WILL CONTINUE INDEFINITELY.

## CUBA'S PARAMOUNT WEEK SEASON CULMINATED IN A HUGE SUCCESS

The plans that Jasper D. Rapoport laid in advance for the Cuban Paramount Week of November last were extremely well devised: the season proved to be the most sensationally successful motion picture endeavour that the Island Republic has ever seen, and reflected the highest possible credit on the activities of Cuba's Paramonnteers.

The conference of exhibitors in Havana was a most representative one. Those attending saw not only a number of current great Paramount pictures, but were also made participants in a newsreel event, and saw their presence in Havana heralded by one of the most far-reaching advertising campaigns ever put on. The net result of the whole endeavour is expressed in another item elsewhere in this issue, in which the volume of Paramount business resulting from Mr. Rapoport's activities is expressed unforgettably in five glowing words.

With the Cuban (and Australian) effort before us, we think that next year should see several other divisions inspired to emulate the Paramount Week achievements of these two territories.



## HAROLD'S LAUGHIEST AND ACTIONFULEST

Boy, are we happy that Harold Lloyd has gone back to action, and given up all attempts at romantic drama! He's an action comic pure and simple, and the simpler the better. It's the kind of a character he is in "The Milky Way," which great funfilm you should all be seeing a month from now. We give you the scene above as proof of the preponderance of pantomime that this picture contains.

## "FILMS PARAMOUNT" IS NAME OF NEW CONSOLIDATED FRENCH ORGANIZATION

The departments of Paramount distribution and exhibition in France, hitherto separately operated units, have been merged under the company name of Films Paramount. This operation became effective November 18, 1935.

Fred W. Lange is named Administrateur Delege of the new consolidated company, with Henri Klarsfeld as Director General of Distribution and Andre Ullmann as Director General of Theatres.

As formerly, the principal offices of Films Paramount are located at 1 Rue Meyerbeer, Paris.



## COMING (MUSICAL) EVENTS CAST THEIR SHADOWS

Here's a colorful silhouette of action during the filming of a fishing-song number of Jan Kiepma's "Give Us This Night." It definitely reveals that the scene was actually taken at sea, since it shows the camera crew and Director Al Hall on one boat, and the star in the bow of another. Both vessels were linked, but nevertheless proceeded under their own power.

## IL BRILLANTE INIZIO DEL NUOVO ANNO DELLA PARAMOUNT

Il presente numero della "Paramount International News" e' uno dei piu' significativi nella storia della Paramount.

Esso contiene infatti un'accolta di notizie interessantissime quale mai si vide in alcun numero precedente ed il messaggio che vi porta in questo scorcio di anno non puo' non infondere il piu' alto coraggio. Anzitutto il numero e' dedicato ad una esposizione valutativa di alcune delle nuove "films" della Paramount che distribuirete quest'anno.

Molte di esse furono visionate nella loro integrita' o parzialmente dai delegati riuniti in assemblea a Chicago lo scorso mese.

Essi tutti, e particolarmente i rappresentanti della "Paramount International Corporation" furono di accordo che le nuove "films" della portata di "Desiderio," "Dateci questa notte," "La via lattea," "Qualunque cosa ya," "Klondike Lou," "La via del pino solitario," ed altre molte, presagiscono l'avvento della piu' sensazionale stagione nella storia della Paramount.

Dal punto di vista del giudizio dei nostri dirigenti la "Convenzione" fu un successo completo.

Abbiamo ristampato in inglese i passi salienti del discorso del Signor Otterson, che sono una precisa, chiara, ispirata esposizione di condotta e di propositi.

E ci e' grato anche informarvi che i discorsi dei signori Zukor, Agnew e Lubitsch furono anch'essi importantissimi per la medesima ragione.

L'Assemblea fu unica per la circostanza che solamente 25 dirigenti vi presero parte.

Essa fu piuttosto dunque un Consiglio di Famiglia che una vera e propria Assemblea e molte cose di altissima importanza furono in essa trattate nella maniera piu' franca e sincera.

Dobbiamo riferirvi ad una delle "films" visionate in tale occasione per darvi un'esatta impressione delle importanti caratteristiche di essa. La produzione cui alludiamo e' "La via del Pino solitario" film presa all'aperto e completamente fotografata col nuovo tripotenza "Technicolor." Artisticamente essa e' la piu' bella "film" mai fatta, ma i suoi meriti non si li-

## BRILLANTE ANNEE NOUVELLE POUR PARAMOUNT

Ce numero de Paramount International News que vous avez devant vous est l'un des plus marquants dans toute l'histoire de Paramount. Il contient plus de nouvelles saillantes qu'il n'en a jamais été publié avant, et le message qu'il vous apporte pour cette année nouvelle ne peut que vous encourager grandement.

En premier lieu ce numéro est dédié à une appréciation des nouveaux films Paramount que vous allez distribuer pendant ces douze mois. Un grand nombre de ces films, terminés ou partiellement exécutés, ont été vus par les délégués à la Convention de Chicago le mois dernier. Ces délégués, et particulièrement ceux qui représentaient Paramount International Corporation, affirment sans contradiction que les nouvelles productions comme "Desire," "Give Us This Night," "The Milky Way," "Anything Goes," "Klondike Lou," "The Trail of the" (Continued on Page 12)

mitano al lato artistico perche' e' una "film" di azione talmente potente da trasportare ogni audienza come poche "films" mai poterono prima.

In una parola, non la minima parte di azione e' stata sacrificata a causa del colore. Il complesso artistico che include Sylvia Sidney, Fred MacMurray, Henry Fonda, Fred Stone e molti altri e perfetto e la direzione di Henry Hathaway fa riscontro, per la eccellenza di questa produzione, a quella del "Lanciere del Bengala" ed alle altre sue grandi "films" per la Paramount.

Il Signor Hicks torno' il mese scorso al suo ufficio residenziale, soddisfatto dei risultati ottenuti durante la sua permanenza in Europa. Come sempre egli fu oggetto della piu' larga ospitalita' dovunque ando' e desidera assai che questa colonee portino il suo grato saluto a quanti non fu grado di ringraziare personalmente prima di partire.

Il dipartimento del teatro e della distribuzione della nostra organizzazione francese, che finora era stato separato in compagnie autonome si e' fuso in un'unica compagnia del titolo "Films Paramount."

La sede principale della nuova compagnia sara' al No. 1 Rue Meyerbeer, Parigi che era l'indirizzo delle altre due compagnie.

**NOTICIARIO MENSAL DA PARAMOUNT**

A presente edição do *Paramount International News* é a mais significativa em toda a historia da Paramount, porque contém maior numero de noticias importantes do que qualquer outra editada anteriormente. É portanto um numero digno de iniciar este anno bisexto e no qual encontrarão os nossos leitores maiores e mais poderosos motivos para vibrarem entusiasticamente pela nossa causa.

Contém este numero, em primeiro lugar, uma apreciação dos filmes que muito breve estarão fazendo o deleite dos publicos em todos os paizes. Muitos destes filmes foram apreciados em todo ou em parte pelos delegados ao congresso do mez passado, reunido em Chicago. Todos os delegados, especialmente aquelles que representavam a Paramount International Corporation, foram unanimes em declarar que filmes como "Desejo" (Desire), "Give Us This Night," "The Milky Way," "Anything Goes," "Klondike Lou," "The Trail of the Lonesome Pine" e varios outros constituem um novo marco de merito na historia cinematografica da Paramount.

Segundo as ideias expandidas pelos nossos representantes, o congresso referido foi um acontecimento sem precedentes. Na nossa secção ingleza publicamos trechos do discurso de Mr. Otterson, por onde se vê que o nosso presidente falou com muita propriedade, clareza, inspirando a todos os ouvintes. De igual relevo foram os discursos de Mr. Zukor, Mr. Agnew e Mr. Lubitsch, que trataram tambem

*(Continued in last Column)*

**NOVEL THEME OF NEW PARAMOUNT PICTURE**

An actual motion picture is being filmed within a motion picture as cameras turn on "Preview" at Paramount's Hollywood studios.

One of the most unique situations on any lot, the opening sequence found two complete movie companies at work on the same set — one being filmed and the other filming.

Two directors, camera crews, property departments, script girls — in fact, two of everything necessary to filming a motion picture — took their positions as real director Robert Florey gave the order for Ian Keith, dummy director of the picture being filmed, to start his action.

Two - hundred - and - fifty atmosphere and bit players, representing a motion picture company enacting a gay Spanish cabaret scene were "directed" by Keith as were the picture's leading man and woman, Rod LaRocque and Gail Patrick.

Regular studio electricians, property men, script girls and cameramen became actors for the first time as they went about their regular daily business before, instead of behind the cameras.

The relation of a series of mysterious murders which start at a motion picture preview, then continue on a movie lot, "Preview" is said to be one of the most different and interesting themes yet to be attempted for the screen.

Others featured in the Paramount mystery are George Barbier, Reginald Denny and Conway Tearle.



**NOTHING MORE DESIRABLE THAN "DESIRE"**

Here, compositely, are highlights from the Dietrich-Cooper production that will definitely be one of Paramount's success highspots of 1936. This picture is so much better than even your most sanguine expectations that if you don't hip-hurrah with joy the instant you finish screening it, then you'd better have a doctor drain that ice water from your veins and give you a flood of red corpuscles instead. For our part, we definitely pledge to you that it is many times better than even "Morocco" was—and more than that would be plenty.

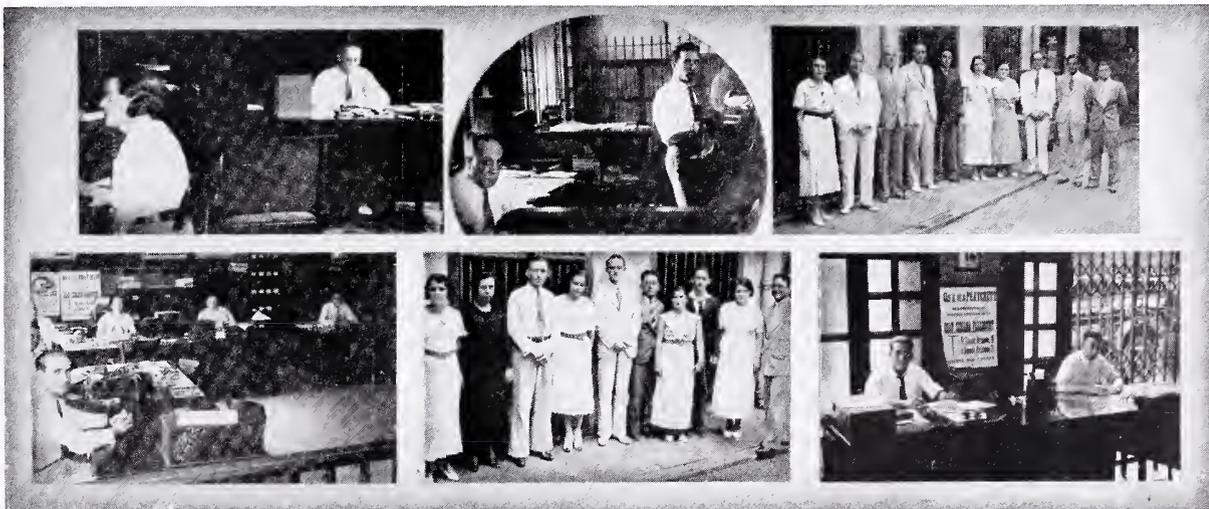
dos interesses da nossa marca aqui e no exterior.

Esse congresso fez-se notar pelo escolhido numero de seus participantes. Apenas vinte e cinco paramountezes nelle tomaram parte, sendo assim uma especie de "assembleia familiar" onde foram discutidos assumptos de magna importancia com toda a franqueza possivel.

—E por falarmos nos filmes exibidos nesse congresso, queremos chamar a atenção dos leitores para a produção "The Trail of the Lonesome Pine," toda ella tomada a céu aberto e feita pelo processo "Technicolor" mais moderno, de tres côres. Artisticamente, é o mais bello filme que já produzimos. Mas as suas qualidades não se restringem somente á belleza scenica, pois o seu argumento corresponde em tudo á magnifica interpretação e ao acabamento de fino gosto do filme. Quer isto dizer que nada se sacrificou da acção em beneficio ao colorido: antes tudo collabora para a maior belleza do conjunto. Entre os seus artistas contam-se Sylvia Sidney, Fred MacMurray, Henry Fonda, Fred Stone e muitos outros que nelle trabalham sob a eximia direcção de Henry Hathaway — o creador dos "Lanceiros da India" e outros filmes de renome da Paramount.

—Mr. Hicks regressou de sua visita á Europa em fins do mez passado, e como sempre, trouxe de lá as melhores impressões. Tendo sido splendidamente recebido nas capitaes onde teve negocios a tratar, serve-se elle do nosso intermedio para agradecer a todos as amabilidades de que foi alvo nessa curta porém agravel e muito proveitosa visita.

—Os departamentos de distribuição e de teatro da nossa organização na França, que até agora foram companhias separadas, acabam de ser amalgamados sob uma unica denominação, a saber — "Films Paramount." A sede da nova firma fica á Rue Mcyerbeer, 1, Paris, onde tambem funcioenam as outras duas companhias.



**HERE'S THE GANG THAT MADE THE NEWS**

There's no doubt about it: the Cuban Paramounteers made plenty of Paramount news during the months of November and December. It's our editorial recollection that there are items about them here, there and everywhere throughout this issue of Paramount International News. Let's meet them:—

Jasper Rapoport, Branch Manager, is seated at his desk in the photo at top left and his secretary F. Morey nearby. In the center is the Accounting department with Head Accountant L. S. Hadad at left and Cashier W. Aparicio. On the right is the Front office staff which includes: (l. to r.) F. Morey, Secretary; J. Garcia, salesman; L. Hadad, accountant; J. Rapoport, manager; W. Aparicio, cashier; W. Quipeo, head booker; J. Marin, assistant booker; J. Ros, assistant bookkeeper; A. Balsas, clerk; F. Marin, head bookkeeper. At bottom left a section of the Front office is shown. In the center are the remainder of the staff, namely: M. Rosado, rewinder; C. Pulido, rewinder; J. Sobrado, porter; C. Trinidad, rewinder; A. Mavilla, assistant shipper; F. Paulofa, head advertiser; J. Rosado, rewinder. At right in the Bookkeeping department with F. Marin, and his assistant J. Ros.

## CLAUDE HENDERSON MARKS UP RECORD YEAR'S BUSINESS

We are very happy to learn from a recent communication sent New York by Australian's Managing Director John E. Kennecbeck, that District Manager Claude Henderson has been responsible for a marvelous job of film selling in the state of Victoria.



Claude E. Henderson

Throughout 1935 he carried the Paramount Trade Mark into a number of situations hitherto believed impregnable, and in so doing so advanced Paramount's business that the forthcoming year will see Paramount placed in an unassailable position in that state. Mr. Henderson's territory covers not only Victoria, but also South Australia, Western Australia and Tasmania.

## PERSONALITIES AT THE CROSSROADS OF THE WORLD

Arthur L. Pratchett, general manager of the Division incorporating Mexico and Cuba, arrived in Home Office on international business on December 16th. He was warmly greeted by his many friends in the Paramount Building, and after a stay of several days, each one crowded with business, returned to Mexico City by air.

F. C. Henry, Philippines manager, ended his all-too-brief stay in Home Office by returning to the home of his family in Seattle, from whence he will sail back to Manila soon.

Paula Greenwald, secretary to the editor, is carrying a heavy sparkler on the finger universally designed for engagement rings. The happy event will take place next Spring, so until then, watch out for typographical errors in letters from this office, and please be tolerant. The happy man is Mr. Cecil Fischer.

## HOUSE ORGAN NEWS

The first November issue of Australia's "Paramount Sales Punch" was certainly a "Crusades" number, coinciding as it did with the lavish premiere of the film at the Prince Edward Theatre in Sydney. Its punchful cover carried the press endorsement of the DeMille film, which indeed constituted a marvelous send-off for the production. The issue also carried General Sales Manager William Hurworth's pledge to New York to return national quota from the Blue Ribbon Bunch for 1935.

Another item of consequence in the issue was a story to the effect that New Zealand General Manager Stanley H. Craig has been so successful with a re-issue of Lubitsch's production, "Monte Carlo," that he was able to turn in a gross running well into four figures of dollars.

"Paramountov glasnik," the already well-known Jugo-Slavian house organ, finds great appeal in "The Last Outpost" and "The Crusades." It also devotes considerable space to the three celebrated cartoon characters of Paramount—"Popaj," "Beti Bup" and "Bonco." Surely you know them!

# PERSONALITIES

## CUBA UNDER RAPOPORT DIRECTION MARKS NEW BUSINESS RECORD

We have an item about Cuba's November business which we will tell in just five words, and yet those five words are more eloquent than five pages would be. The words concern the fact that the Paramount business in the Caribbean republic for the month of November was—**BEST BUSINESS SINCE MAY 1931.**

That's a marvelous achievement for a manager Jasper D. Rapoport, and is also fine testimony to the manner in which he put over his November Paramount Week. There is an exploitation story concerning this week to be found on another page.

## DOMESTIC "SALES NEWS" IN BRAND NEW DRESS

Presented in the tradition of the greatest domestic department publications of the past, "Paramount Sales News" has come forth under new colors, very much in the spirit of the regenerated Paramount organization.

Copies of course are going forward to all Paramount offices throughout the world, and will continue to go forward weekly. Editors of the new publication are Sam D. Palmer and Claud Keator (assistant).

## BETTY BOOP IS PARAMOUNT'S UNOFFICIAL AMBASSADRESS TO JAPAN

Recently Paramount's short features department made a Betty Boop subject entitled "A Language All My Own," dealing with a visit to the Land of the Chrysanthemums by Betty. This was so well received in Japan by the press that it inspired the following item which Manager of Japan J. W. Piper forwarded to us:

"While we have the happy news that the world's most popular baby star, 6 year-old Shirley Temple may visit Japan in the spring for the blossom season, a step ahead of her is the Queen of Cartoons, Betty Boop, who has already crossed the Pacific on film and arrived in Japan. The title of this one-reel cartoon is 'Betty's Visit to Japan' ('A Language All My Own')."

This item in Japanese was then followed by a long synopsis of the film.

## "HER MASTER'S VOICE"

This Walter Wanger production of a celebrated Broadway play emerges screenwise as an extremely entertaining film, with Edward Everett Horton, Peggy Conklin, Elizabeth Patterson, Laura Hope Crews and Grant Mitchell giving ingratiating performances. It has a number of uproarious lines and a bunch of comical situations.

## HE FLIES TO SELL PARAMOUNT!

At least one man in the British Isles is grateful to the Wright Brothers for their tenacity in developing the aeroplanc. This is Jack Jacobs, Sales Representative attached to the Paramount Glasgow Office. Mr. Jacobs includes in his territory the Orkneys, which hitherto necessitated a trip by rail of some two hundred miles to Inverness and thence by boat to the Islands—the latter took anything from one to three days by boat, depending on the state of the water. Now, however, the whole trip can be accomplished in a day by taking a plane to the Islands.

We have it on good authority that Mr. Jacobs is quite prepared to don skis on the first mention of a Paramount supporter in Iceland!



## THREE CHAMPIONS

Champion director Frank Borzage is at the left, champion star Gary Cooper is in the centre, and champion heavyweight boxer of the world James J. Braddock is at the right. The scene was on the set of "Desire," and the only regrettable thing about it is that champion eye-attraction Marlene Dietrich was absent.

## PARAMOUNT PEP CLUB AGAIN ACTIVE

Eugene J. Zukor has been elected to the presidency of the Paramount Pep Club of Home Office and Joseph J. Doughney has been named Vice-President. Two new members of the Board of Governors—Henry Anderson and Jack Roper—were also elected. Previous members of the Board of Governors are Edward A. Walsh, Chairman; Joseph A. Walsh, Montague F. Gowthorpe, Charles Gartner, Aldyth Reichenbach, Helen Winston, Ida Wolff, Lillian Stevens and John McDermott. Homer Traw and Doris Meyers will continue to serve as treasurer and secretary of the organization respectively.

The new officers of the club were installed at a dance held at the Hotel Astor on December 20.

EN ROUTE. On his way to Home Office, for the first visit in many years, is Benito del Villar, Managing Director of our organization in Chile, Peru and Bolivia. We will surely be glad to see him.



## PHILIPPINES MANAGER MEETS C. B. DeMILLE

In the United States on furlough, F. C. Henry, Paramount's Manager in Philippines, called first of all at the Studio en route to Home Office. He was the luncheon guest of Cecil B. DeMille while there and told the director how his territory received "The Crusades." He was also photographed with Gary Cooper and other stars.

## WEDDING BELLS RANG

Our issue of November 1st announced that at the end of the month wedding bells would ring in Cristobal to signify the marriage of Miss Eleanor Rosenberger to Mr. Saul Jacobs. In due course, on the 29th to be precise, the bells rang, and the couple are now residents of Guatemala City, where Saul is Paramount's manager.



## A PAIR OF M'S

Persistence is truly the cameraman's art. This pose has been pursued by a Paramount lens-hound for more than three years, and he got it when he least expected it. Marlene Dietrich simply wanted to see Mae West at work, so she walked onto the famous 'closed' set, the lights clicked, plates were exposed, and the world can now see Mae and Marlene together for the first time. So you can have your choice—"Desire" Dietrich, or "Klondike Lou" West.

# EXPLOITATION TELLINGLY TELLS THE WORLD!

## OSLO EXPLOITS HEAVILY WITH HELP OF FLOATS



Here's an exceptionally fine piece of exploitation on behalf of DeMille's "The Crusades," and it comes from Oslo, Norway. Manager E. Eriksen avers that it helped materially in the success which attended the film's season at the Eldorado Theatre.

## HALF OF HELSINGFORS FLOCKED TO THE BIO-BIO



The other half flocked to see "The Crusades," at the other theatre which shared the premiere in Finland's capital. Note particularly the large Paramount Trade Mark beneath the name of the theatre.

## "MENACE" COULDN'T KEEP THEM AWAY IN BUDAPEST



Here, from Mr. Louis Foldes, is exterior of the Palace Theatre in Hungary's capital. Mr. Foldes states that the title was no deterrent, since the film ran two weeks, with good houses. Note the thrilling front-of-house display.

## "BENGAL LANCER" STILL THRILLS FRANCE



Here are three fine pieces of exploitation put over in France and Belgium. First, at the left, is a grand marquee display at the Palace Theatre, Antwerp. In the centre is the exterior of Le Palace-Cinema at Stains, France. And at the right is the exterior of the Variety Theatre at Bordeaux, with a marvelous cut-out from the 24-sheet poster covering the entire front of the house.

## ODDS AND ENDS OF "CRUSADES" ITEMS

The Australian publicity department, under Manager Herman E. Flynn, has produced a spectacular and thoroughly useful press book for "The Crusades."

December issue of the ever-brilliant "La Paramount Francaise" has devoted, worthily, a great deal of space to the continuing success of "The Crusades" in France and Belgium.

Manager M. F. Jordan of Jugo-Slavia has very effectively used a large "Crusades" sticker on the reverse side of all outgoing mail. The adhesive announces the picture as "The Sensation of Europe."

Unique lobby treatment at the Prince Edward Theatre, Sydney, Australia. Decor for "The Crusades" is woven around the entrance to the theatre from the lobby.



## SYDNEY HAD SMASH CAMPAIGN FOR "THE CRUSADES"

Australia's exploitation prowess with DeMille productions is written deeply in the record of that country, and "The Crusades" proved to be no exception to the rule when it opened at the Prince Edward Theatre in Sydney. The campaign books on the season have reached Home Office for interested scanning, and once this process is completed the books will travel transcontinentalwise to the studio, where the process of scanning will be repeated.

Highlights of the Sydney campaign, which was carried out under the joint direction of Prince Edward Manager Mel Lawton and Paramount's Advertising Manager Hermann E. Flynn, were a gigantic newspaper barrage, an extensive outdoor advertising campaign, which involved fronts and rears of street cars, a sniping campaign, and plenty of radio talks and special newspaper publicity blasts. Furthermore, the theatre's program-



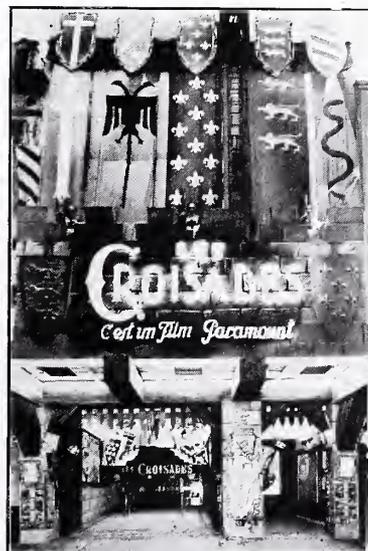
me had heralded the picture for more than three months.

Specially produced posters, printed locally, lent additional color to the campaign. The lobby of the theatre was rebuilt in the spirit of the film (as illustrated above), and in addition there was a distinctly novel note introduced by having the ticket taker enthroned on a lofty chair (as per illustration), and the programme sellers garbed as shown.

## JAPANESE ADVERTISEMENTS PLAY UP TRADE MARK

We have before us as we write a copy of "The Movie Times" of Tokyo, an issue with a splendid cover devoted to "The Crusades." But this same issue also carried eight powerfully appealing pages of Paramount announcements—and each one of the pages had its legitimate amount of space occupied by that all-important symbol, the Paramount Trade Mark.

This was a swell piece of work, and our compliments and congratulations to the Paramounteer in the Tokyo office responsible for it.



## TWO MARVELOUS "CRUSADES" FRONTS

Here's de-luxe front-of-house decoration carried to the Nth degree of superlativeness. Our hats are off to both examples. Above is the brilliant display at the Majestic Theatre, Nancy, France; At Left is the scintillating effort produced by Manager Agramon, of Paramount's Coliseum Theatre, Brussels, Belgium.

## PARAMOUNT BIJ HET BEGIN VAN EEN NIEUW, GLORIEUS JAAR

Het nummer van het Paramount International News, dat U thans leest, is een der belangrijkste uit de geschiedenis van Paramount. Het bevat een grootere massa opbeurend nieuws, dan we tot nog toe in een enkel nummer vermeld hebben en de hierin vervatte woorden van aanmoediging zullen geenszins hun doel missen.

Het hoofddoel van deze editie is U een overzicht te geven van de komende Paramount films, welke U dit jaar zult distribueeren. Vele dezer films werden geheel of gedeeltelijk vertoond voor de gedelegeerden, die de conventie van verleden maand, te Chicago bijwoonden. Die gedelegeerden en speciaal de vertegenwoordigers der Paramount International Corporation waren van oordeel, dat wij met films van het genre, "Desire," "Give Us This Night," "The Milky Way," "Anything Goes," "Klondike Lou," "The Trail of the Lonesome Pine" en andere, een jaar van geweldig succes voor Paramount tegemoet gaan.

De uitlatingen van verschillende bestuursleden, getuigen van hun ingenomenheid met het ongekende succes der Conventie. Wij hebben in dit nummer opgenomen de heldere, beknopte en inspireerende toespraak van den Heer Otterson, over het doel en wezen onzer Maatschappij. Voorts vindt U in dit nummer de niet minder belangwekkende toespraken van de Heeren Zukor, Agnew en Lubitsch.

Het trok de aandacht, dat slechts 25 Paramounters de Conventie bijwoonden, hetgeen de besprekingen het intieme karakter van een familieraad verleende. Daardoor was het mogelijk vele punten van blijvend belang zoo openhartig mogelijk te bespreken.

Wij moeten hier melding maken van een der op deze Conventie vertoonde films, omdat deze van bijzonder belang is voor de buitenlandse distributie. Wij bedoelen "The Trail of the Lonesome Pine," een "natuur" film, van A tot Z gefotografeerd met het nieuwe Drie-Grondkleuren-Procedé van Technicolor. Niet alleen is dit de meest artistieke film, ooit door Paramount vervaardigd, maar aan de film ligt een geweldig pakkend en boeiend verhaal ten grondslag. Wij hebben hier een rolprent, die het publiek voortdurend in spanning zal houden, omdat geen enkele meter van het spel opgeofferd is om het publiek met het nieuwe der kleurenfotografie te imponeren. Van de medespelenden noemen wij Sylvia Sidney, Fred MacMurray, Henry Fonda, Fred Stone, en vele anderen en de regie van Henry Hathaway evenaart in alle opzichten zijn werk in "Bengal Lancer" en andere succes films van Paramount.

De Heer Hicks is de vorige maand teruggekeerd uit Europa en verzoekt ons wederom U hierbij zijn dank te betuigen voor de vele attenties, welke zijn bezoek veraangenaamden.

De distributie—en theater afdelingen van onze Fransche organisatie, voorheen twee afzonderlijke lichamen, zijn thans verenigd tot één firma onder den naam "Films Paramount"; het hoofdkantoor der nieuwe maatschappij is gevestigd te Parijs, No. 1 Rue Meyerbeer.

## PARAMOUNT EMPIEZA EL AÑO BRILLANTEMENTE

—El número de PARAMOUNT INTERNATIONAL NEWS que tiene el lector ante los ojos es uno de los de mayor significación para la historia de la Paramount. Contiene él informaciones cuya importancia sobrepasa a la de cuantas habíamos agrupado hasta ahora en una sola edición, y el mensaje que lleva para este año nuevo es de aquellos que infunden grandes alientos.

—La edición se ha dedicado primariamente a la valoración de algunas de las nuevas películas de la Paramount que han de exhibirse durante el año. Muchas de ellas, ora en su totalidad, ya parcialmente, se exhibieron en obsequio a los delegados al Congreso paramountista reunido en Chicago el mes pasado. Estos delegados, y más en particular los que representaban a la Paramount International Corporation, quedaron convencidos de que películas de la calidad de "Desco" ("Desire"), "Esta noche es nuestra" ("Give Us This Night"), "La Vía Láctea" ("The Milky Way"), "Todo vale" ("Anything Goes"), "Llama de Alaska" ("Klondike Lou"), "Herencia de muerte" ("The Trail of the Lonesome Pine"), y varias más de la nueva cosecha de la Paramount, auguran una temporada superior a todas las anteriores.

—En lo que respecta a lo dicho allí por nuestros dignatarios, el Congreso paramountista de Chicago fué éxito completísimo. Damos cabida en la parte inglesa de esta edición a los trozos más notables del discurso del señor Otterson—clara, concisa e inspirada declaración de normas y propósitos. Los de los señores Zukor, Agnew y Lubitsch fueron igualmente importantes, y por idénticas razones.

—Caso singular del sobredicho Congreso fué que sólo asistieron a él veinticinco delegados. De esta manera, antes que congreso, fué reunión familiar en donde se trataron negocios de alta trascendencia con la mayor sencillez y franqueza.

—Volveremos ahora a una de las películas allí presentadas, acerca de algunos puntos importantes de la cual deseamos decir cuatro palabras. "Herencia de muerte" ("The Trail of the Lonesome Pine") es producción compuesta en su mayor parte de escenas al aire libre, y fotografiada por entero en tres tintas mediante el procedimiento Technicolor. Si desde el punto de vista artístico es lo más hermoso hecho hasta ahora, no cede en valor dramático a película alguna de cuantas hayan sabido mantener suspenso el interés del público. Dicho de otro modo, no se ha sacrificado en ella la acción a la belleza pictórica. El reparto, que incluye a Sylvia Sidney, Fred MacMurray, Henry Fonda, Fred Stone y gran número de actores, es perfecto; la dirección, encomendada a Henry Hathaway, iguala por lo excelente la del mismo director en "Tres Lanceros de Bengala" y otras grandes películas de la Paramount.

—El señor Hicks regresó a la Oficina Central a principios del mes pasado, y muy satisfecho de los resultados de su viaje a Europa. Como de costumbre, le dispensaron cordialísimo recibimiento en dondequiera que estuvo, y desea valerse de estas columnas para expresar su gratitud a todos aquellos a quienes no pudo manifestarla personalmente.

—Las secciones de distribución y de teatros de nuestra organización en

## PARAMOUNT KANN EINEN GLAENZENDEN JAHRES-BEGINN VERZEICHNEN

Die Nummer der Internationalen Paramount Nachrichten, welche Sie heute in Ihren Händen halten, kann man wohl als die wichtigste seit dem Bestehen unseres Hausorgans bezeichnen; birgt sie doch mehr Neuigkeiten—ganz abgesehen von der begeisterten Botschaft für das Neue Jahr, die ohne Zweifel einem jeden Leser das Herz erfreuen wird—als wir mit irgend einer anderen Ausgabe gebracht haben.

Wir befassen uns heute zur Hauptsache mit den neuen Paramount Filmen die Sie in diesem Jahre zum Verleih erhalten. Die meisten Filme wurden den Teilnehmern der Chicago Konvention im Dezember entweder ganz oder teilweise vorgeführt. Alle, und ganz besonders die Mitglieder der Paramount International Corporation, sind felsenfest davon überzeugt, dass die neuen Filme wie z. B. "Desire," "Give Us This Night," "The Milky Way," "Anything Goes," "Klondike Lou," "The Trail of the Lonesome Pine" und diverse andere Bilder mehr, den Beginn einer neuen Ära grosser Paramount Erfolge darstellen.

Nach den begeisterten Berichten unserer Direktoren zu urteilen, war die Konvention in Chicago ein ganz grosser Erfolg. Wir haben auf einer anderen Seite die Höhepunkte von Mr. Otterson's Ansprache zum Abdruck gebracht, in der er sachlich und treffend seine Prinzipien und Hoffnungen erörterte. Die Reden der Herren Zukor, Agnew und Lubitsch verfolgten die gleichen Richtlinien und waren daher auch ungemein interessant.

Die Chicago Konferenz zeichnete sich, nebenbei bemerkt, dadurch aus, dass sie nur aus 25 Teilnehmern bestand. Es war mehr eine Art von Familienrat, und allen Herren war dadurch die Gelegenheit gegeben, sich einmal frei und offen auszusprechen. Somit konnten eine Menge bedeutend wichtiger Fragen angeschnitten und in kürzester Frist erledigt werden.

Ganz besonders möchten wir Sie auf den Wildwestfilm "The Trail of the Lonesome Pine" aufmerksam machen, der mittels des neuen Dreifarben-Technicolor Verfahrens hergestellt worden ist. Vom künstlerischen Standpunkt aus kann man mit Recht sagen, dass es der schönste Film ist, der bis jetzt produziert wurde. Aber das ist noch lange nicht alles! Der Film hat kolossales Tempo, welches die Zuschauer aufpeitscht und mitreisst, wie es Filme nicht alle Tage vermögen. Mit anderen Worten, die Handlung lässt dadurch, dass es sich um einen farbigen Film handelt, nicht das Geringste ihres Tempos ein. Die Besetzung mit Sylvia Sidney, Fred MacMurray, Henry Fonda und Fred Stone in den Spitzenrollen, ist einfach ausgezeichnet. Henry Hathaway übertrifft sich mit seiner Regie fast selbst. Sicherlich ist Ihnen sein "Bengal Lancer" noch im Gedächtnis und Sie können sich also vorstellen, dass Sie einen ganz prächtigen Film zu erwarten haben!

Mr. Hicks kehrte Anfang Dezem-

ber zurück, und er bat uns heute an dieser Stelle allen Paramountlern, denen er nicht persönlich seinen Dank aussprechen konnte, seinen allerherzlichsten Dank für ihren warmen Empfang und ihr Entgegenkommen auszusprechen.

## BRILLANTE ANNEE NOUVELLE POUR PARAMOUNT

(Continued from Page 8)

Lonesome Pine" et plusieurs autres, présagent l'ouverture d'une saison Paramount de la plus grande envergure.

Comme nos directeurs n'ont pas hésité à le dire, la Convention a été des plus réussies. Nous avons reproduit en Anglais les passages principaux de l'adresse de M. Otterson; une déclaration de principe et de buts claire, concise, pleine d'inspiration. Nous vous dirons également que les adresses de Messieurs Zukor, Agnew et Lubitsch sont également importantes pour les mêmes raisons.

La Convention a ceci de remarquable, c'est qu'elle ne réunissait que 25 Paramountais. La réunion prenait un air de conseil de famille plutôt que d'une Convention, et un grand nombre de choses importantes pour l'avenir ont été discutées de la façon la plus franche et la plus sincère possible.

Nous devons attirer votre attention sur l'un des films déroulés là pour vous faire saisir toute l'importance de certains aspects de ce film. Il s'agit de "The Trail of the Lonesome Pine" une production de plein air en procédé trois couleurs de Technicolor. Au point de vue Art, c'est le plus des films qui ont jamais été tournés; mais ses qualités ne s'en tiennent pas à cela. Car c'est un film d'action d'une telle puissance qu'il soulèvera d'enthousiasme tous les spectateurs. En d'autres mots, on n'a pas dû sacrifier la moindre partie de l'action à la technique de la couleur. Les acteurs, parmi lesquels mentionnons Sylvia Sydney, Fred MacMurray, Henry Fonda, Fred Stone entre autres, sont parfaits, et la mise en scène de Henry Hathaway égale en excellence celle de "Bengal Lancer" et de ses autres grandes productions Paramount.

M. Hicks revenu au bureau principal au commencement du mois dernier, est très satisfait des résultats de sa visite en Europe. Comme d'habitude, il a été reçu partout avec la plus grande hospitalité, et il désire de nouveau faire usage de nos colonnes pour remercier ceux auxquels il n'a pu présenter personnellement ses remerciements avant son départ.

## LAST MINUTE PRODUCTION NEWS

Henry Hathaway will next make "Invitation to Happiness," the Marlene Dietrich-Charles Boyer film. This last minute directorial switch should be great news to the Foreign Legion.

Der sehr zufriedenen von seiner europäischen Inspektionsreise nach New York zurück. Ihm wurde überall eine rührende Gastfreundschaft zuteil, wie es ja unter Paramountlern immer schon üblich gewesen ist, und er bat uns heute an dieser Stelle allen Paramountlern, denen er nicht persönlich seinen Dank aussprechen konnte, seinen allerherzlichsten Dank für ihren warmen Empfang und ihr Entgegenkommen auszusprechen.

Die Verleih- und Theaterabteilung unserer französischen Organisation, bisher zwei völlig getrennte Firmen, sind nunmehr unter dem Namen "Films Paramount" zusammengelegt worden. Das Hauptbüro befindet sich nach wie vor in Paris, Rue Meyerbeer No. 1.



# Paramount

# INTERNATIONAL NEWS

VOL. 3 NO. 2  
February 1, 1936

## TELL - U - GRAM

BRINGING YOU VITALLY IMPORTANT NEWS FROM THE ORGANIZATION ON WHICH THE SUN NEVER SETS.

### TO ALL LEGIONNAIRES

WITH THIS ISSUE WE ANNOUNCE TO YOU A CONTEST IN WHICH YOU WILL PARTICIPATE AS BOTH PERFORMER AND POSSIBLE RECIPIENT OF REALLY WORTHWHILE PRIZES. WE AT THE CROSSROADS OF THE WORLD FEEL IT UNNECESSARY TO CALL UPON YOU TO DELIVER THE GREATEST RESULTS OF YOUR CAREERS. YOU HAVE ALWAYS DONE THIS, PRIZES OR NO PRIZES. THIS YEAR, WITH DUTY WOULD NOT HAVE YOU DO OTHERWISE. YOUR RESULTS SHOULD ALWAYS WOULD NOT HAVE YOU DO OTHERWISE. YOUR RESULTS SHOULD BE EVEN MORE INSPIRING. WE ARE WITH YOU IN SPIRIT, PLEDGE GREATER FILM PRODUCT THAN EVER BEFORE, YOUR RESULTS SHOULD BE EVEN MORE INSPIRING. WE ARE WITH YOU IN SPIRIT, PLEDGE YOU EVERY AID WITHIN OUR POWER, AND WITH DEEP SINCERITY WISH YOU EVERY SUCCESS.

JOHN W. HICKS, Jr.



### SPECIAL FEATURES

- Comprehensive Details of Our Most Exciting World Wide Contest.
- Full Story of the Thrilling Exploits of Aaron Pines in Venezuela.
- How Quota Is Being Already Socked!
- A Personal Message from Harold Lloyd.
- Tom Cochrane's Trade Mark Fight.
- How John B. Nathan and His Gauchos Won the 1935 Manifestation of Honor Contest.



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 interests 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. 3 February, 1936 No. 2

# THE GREAT, LONG-AWAITED OPPORTUNITY

Paramount's Prosperity Contest is going to bring prosperity to a lot of Paramount-teers also. For those who can bring their segment of the Foreign Legion out ahead of the others there are going to be special rewards in the form of currency that will permit its winners to secure the many things they have been wanting to get for a long while past. In a spirit of complete helpfulness we have devised below a batch of hints regarding the benefits that the winnings can provide.

Aren't some of these things worth fighting the very dickens for? Aren't there things here that you've been

wanting for a very long while? Well, Paramount and Paramount's Prosperity Contest are giving you the opportunity to get them! Six months of supreme effort can, if you really want it to, whip your segment of the Legion into a position where that extra two weeks' salary will put you just that much farther ahead.

But that isn't all that can

be gotten from this Contest. Real contest winners are not winners for that contest alone. By their efforts they pave the way for greater and more lasting rewards — promotion, advancement, greater responsibility, new executive leadership. These are the things that can additionally be yours if you pave the way for them in the right fashion.

Meanwhile, the Prosperity Contest is your immediate consideration. But before you plunge back to work on it, take another glimpse below at some of the things that your success in it can bring you.



One of our most omnivorous readers. Harold Lloyd (sans specs) looks over last month's issue of our most popular magazine.

### AS WE GO TO PRESS

Next month we should have a smashing story from London. Managing Director John Cecil Graham is holding his annual sales convention at the Trocadero Restaurant, February 14, 15, 16. Plans will be laid for capturing first place in Paramount's 1936 Prosperity Contest.

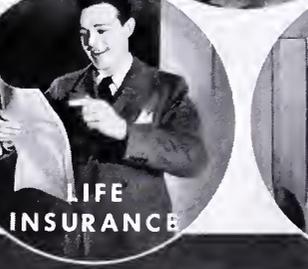
"Collegiate" is a terrific sensation at the Paramount Theatre, New York. Crowds the opening day were so dense they smashed in some of the lobby doors.

Paramount has just bought, for Gary Cooper and Carole Lombard, a powerplus melodrama of the Orient entitled "The General Died At Dawn." The novel will not appear in print until June, by which time the picture, under Henry Hathaway's direction, we hope, will be very much in work.

William K. Howard will direct "Concertina," with George Raft and Carole Lombard.

We have to acknowledge, with many compliments for its excellence as a publicity effort, a mammoth "Popeye the Sailor" book from France. Publicity Manager Plunkett's staff certainly delivered a shining performance with this.

Paul Lukas has entered the cast of "I Loved A Soldier," joining Marlene Dietrich and Charles Boyer. This should be a 'natural' for the world markets.



# \$7,5000

# PARAMOUNT'S PROSPERITY CONTEST

Benignly inspired by the fact that our Production forces are now delivering to us the greatest bombardment of high-powered product in the Company's history, Paramount's International Legion is embarked on a 1936 Prosperity Contest. The outstanding purpose of this contest is to reveal to our executives the fact that Paramount, as a world organization, is definitely headed for the highest pinnacle of business achievement that it has ever known.

Watching our achievements with the utmost interest are Messrs. Otterson and Zukor, and the entire personnel of Paramount's Board of Directorate. They are sanguine that Mr. Hicks has devised, for your consummation, a business venture that will make Paramount history in more ways than one; and they have been most happy to place this contest on a basis wherein the participants can surely be rewarded according to their accomplishments. It is our combined mission to keep faith with Mr. Hicks and all of the Company's executives who have made this contest possible.

## THE PRIZES

The world has its customary divisions, and each division is staging its own contest. The WINNING BRANCH in the WINNING DIVISION will receive a prize of 2 WEEKS' SALARY for every member of that branch.

WINNING BRANCH in the Second Division will receive 1 WEEK'S SALARY.

WINNING BRANCH in the Third Division will receive ONE-HALF WEEK'S SALARY.

### In Addition

Division Managers will participate in the prize money this year.

- MANAGER OF 1st DIVISION.....\$750
- MANAGER OF 2nd DIVISION.....\$500
- MANAGER OF 3rd DIVISION.....\$300

**\$7,500**

## FOUNDATION PICTURES

This year, as never before, you will have the most potent ammunition for a Contest that it is humanly possible to supply. Already in your hands are "Rose of the Rancho" and "The Bride Comes Home." Sweeping along to you are "Anything Goes," "Desire," "The Milky Way," "Give Us This Night," "Klondike Annie," "The Trail of the Lonesome Pine" and "I Loved A Soldier."

The Studio is overwhelmingly in the spirit of the Prosperity Contest and intimates that, great as the foregoing pictures are, we "ain't seen nothin' yet."

So we've got both the guns and the ammunition. And we know our world as nobody else in this film business of ours knows it.

**THE PAST** The past to us is simply a parade of achievements, of faith well kept and purpose accomplished. We have just tucked under our belts a contest which gave our organization tremendous international prestige, and our own particular department in Paramount a great deal of Company honor. This accomplishment also endowed the Prosperity Contest with a splendid heritage—the momentum which enabled it to get under way with a full-powered driving force the instant the New Year became an established fact. We are not mentioning names in connection with this accomplishment because the evidence to hand reveals that every man and woman in the Foreign Legion gave so manifestly of his, or her, efforts during 1935 that whatever was achieved was the result of combined, harmonious working. It is our fond expectation that the 1936 effort will witness an even more glorious display of concentrated cooperation.

## FUTURES

We know from the comments above what we have as actualities insofar as the conduct of our Prosperity Contest is concerned. We know the pictures already made and almost finished. Over and above that we are relying with all the faith at our disposal on the promise of the Studio that our 1936 pictures, as a whole, will be unmatched anywhere in the world. We surely couldn't ask for more than that.

# AARON PINES PROTECTS PARAMOUNT PROPERTY AMID VENEZUELAN REVOLT

## Newest Foreign Legion Graduate Makes History on Third Day in New Post

Aaron Pines, newest recruit to the farflung Empire of Paramount, went to Venezuela in mid-December as representative of this Company. It was his first assignment after a lengthy but thoroughly busy apprenticeship in New York at Home Office, the New York Exchange and the Long Island Laboratory. He had sailed away from the Crossroads of the world with the well-wishes of his friends ringing in his heart, and certain advice about revolutions ringing in his ears. The latter he possibly construed as a lot of good-natured badinage, but it actually proved to be the most powerful truth that he ever listened to.

The day Pines landed in La Guira, seaport of Venezuela's capital, Caracas, word was flashed to the world that President Gomez was dying. The world in general knew the import of this, and in New York the Paramount executives wondered just how Aaron would get on when the great dictator passed on to his Maker.

Two days passed. Then Gomez died. Instantly the world knew that Venezuela was aflame. What of Pines? thought New York. Two days in the country, only a moderate knowledge of Spanish at his command (he had hoped to get a better grip on the language under peaceful conditions). No friends to turn to. The supreme test, under conditions of bullets, battles, bloodshed.

Then a cable trickled through to Panama and was relayed to New York. It said that Aaron was alive and well. Then he got an airmail note out which amplified the cable, said that Paramount's property was okay, and that he was well. A few days later, when conditions were less oppressive, but plenty of danger still apparent, Aaron got to a battered typewriter and dashed off a pair of long letters to New York. These letters are historic and will long be preserved in the archives of the Company. Actually we'd like to reprint them in full here, but space for an important issue such as this one is, is at a premium, so we'll give you excerpts in quotation form, with columnist's dots that might easily be bullet-made punctuations, between each of them:

"Friday morning, after having seen Ted (Pierpoint) off on the steamer, I took over the office he had fixed up for me. . . . Saturday morning when I came to the office I found it completely wrecked. Every file, piece of paper, every stick of furniture was destroyed, even the wallpaper ripped from the walls. . . . The theatre in which the office was located was destroyed, the seats being a wrecked pile in the street. . . . The nearest theatre was also destroyed. . . . Both screens were burned. . . . To protect our prints I hired a guard of six men, soldiers and police, and a mobile truck. . . . Our lawyer's office was also

AARON PINES



wrecked, as was the office of the American consul. . . . Our mobile detachment salvaged all Paramount prints and a few of the books which we placed in a vault. . . . By now our guard had grown to 12 men, which guaranteed a 24-hours-a-day guard over the 1500 reels of film. . . . Metro's and Fox's film was also in with our's, and my slender wallet had to take care of paying the soldiers and the special police, all of whom were making wild demands and firing Venezuelan Spanish at me with machine-gun rapidity. . . . At the end of the second day the shooting and other disturbances died down, although you will realize that I cannot go into details of these. . . . As soon as these letters get off, I'm going to get eight wonderful hours of sleep. I won't need any more because I am several pounds lighter than I was when I landed under such peaceful conditions four days ago. . . . Apart from disturbances of this nature, this city of Caracas is one of the real beauty spots of the world. For me it is the most beautiful place I was ever in."

Quite a story, we think. One of the real adventure epics of Paramount's Foreign Legion. Join the Foreign Legion and see the world. The recruiting office is at 1501 Broadway, New York City. The line forms north, south, east and west.

### NEXT MONTH'S OFFICE PANORAMA

This month we give you an intimate glimpse of the workings of the Warsaw, Poland, office. Next month it will be our pleasure to take you within the walls of the splendid new office that Viking Paramounteers Carl P. York and Harry Hammar have opened at Helsingfors, Finland. It replaces the old establishment where so many fine Paramount records have been made.

# A POWERFUL DEFI FROM CUBA

There is no stopping those super-enthusiastic Paramounteers of Cuba, if the letter to Mr. Hicks which we have here reproduced means anything. We think it does: and we know that Manager Jack Rapoport thinks it does also. After all, a signature is about the most precious thing in the world, and if these Paramounteers of Cuba have signed their names to a pledge to win this 1936 Paramount Prosperity Contest, then frankly we hardly know what the rest of you Legionnaires are going to do in order to take that honor away from Cuba. Perhaps you know, and will find the time to tell us.

PARAMOUNT FILMS DE CUBA, S.A.

Películas HABANA CUBA Paramount

BOULEVARD PALMA 112 CABLE PARAMOUNT

January 15, 1936

Mr. John Hicks Jr., Vice-President, Paramount International Corp., Times Square, New York.

Dear Mr. Hicks:-

I am in receipt of your letter of January 6 and only wish to advise you that our present salary list is Add to this the \$750 which will be coming to Fratebott and I would appreciate your permitting to this office since there is absolutely no shadow of doubt in the minds of the employees down here that we will win the Paramount Prosperity Contest. In fact, we feel rather guilty in taking this money because after all, one rather enjoys receiving a prize when there is competition.

From the line-up of the pictures which are coming through, I can see at least five which will be so to speak, "naturals" for us down here. I only hope that we will be able to receive these prints in time to release them so as to get the full benefit of them during the first six months.

Kindest personal regards.

Sincerely,  
Jaeger D. Rapoport

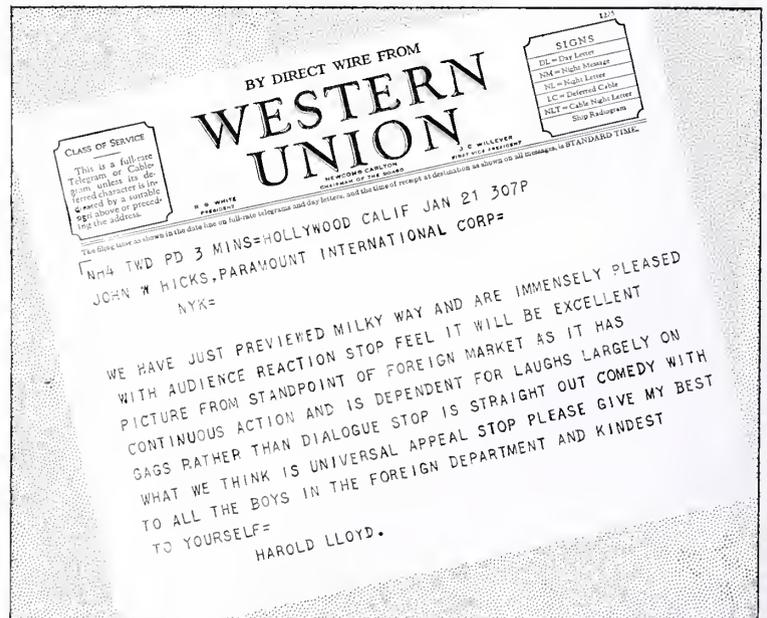
JDR/CB

Signature list including: Oscar S. S. S., Antonio (Guella), Maria Rosado, Lina Rosado, Rosalinda Cruzada, Caridad Pulido, Jose R. Jobrado, Josefina Guiso, Eulalia Perez Jr.

# TOM COCHRANE STAGING A TRADE MARK DRIVE

If there's one thing that Managing Director of the Orient Tom D. Cochrane esteems even more than that famous Irish blood of his, it is the Paramount Trade Mark. He has happened into a couple of spots on the globe where he thinks that it is not being given its true valuation, with the result that he is staging in these

places such concentrated movements for its continued and valued recognition that we are sure his exhortations in its behalf will be remembered for always. Perhaps there are a few other spots around the globe where Tom's marvelous example can be utilized just as effectively.



# A TELEGRAM THAT SPEAKS VOLUMES

You've long wondered about "The Milky Way." Well, the wondering is over: the star of the picture has made one of his very few utterances in connection with one of his own films. In the above telegram to Mr. Hicks we have Harold Lloyd's own personal assurance that "The Milky Way" is an ideal film for world distribution. It is our suggestion that you make widespread publicity use of this telegram, because the film itself will be in your hands almost immediately.

### Already!

What a start!

And what a contest this one promises to be! Already the hills and valleys of the world are re-echoing with threats, pledges, challenges: already the Legionnaires of all lands are girding up their loins and preparing to do battle with their traditional friendly enemies.

Look at what we have in from Australia, Chile, Cuba, Manila and China as the direct result of Mr. Hicks' contest letters.

Young Man Quota is taking it on the chin, the eyeball and the solar plexus so fast he's already groggy.

Paramount's star attractions, both on film and in manpower, are surely making him see optical stars like he never saw them before.

And when the Contest's over his eyes will be in the black—just as the results of the Paramount Legion's Contest will also be very definitely "in the black."

Watch for next month's cartoon. Maybe you'll have a featured spot in it.

*P.S. Chile's cable, in Spanish, says: "Many thanks for your cable. The first prize is definitely ours. We will surpass Quota."*



OTHER DIVISIONS  
WILL NEED BIN-  
OCULARS AND  
COMPASSES TO  
FIND OUR LEAD.  
AT END INTER-  
NATIONAL JUBI-  
LEE DRIVE. WE  
CHALLENGE  
THEM FOR FIRST  
KENNEBECK

VILLAR, FAM-  
FILM, NEWYORK.  
— FELICIMOS  
AGRADECEMOS SU  
CABLE. GRAN PRE-  
MIO ES NUESTRO  
INDEFECTIBLE-  
SAREMOS CUOTA  
VALDES

CUBA NOT WOR-  
RIED ABOUT  
WINNING MONEY.  
AM WORRIED  
ABOUT HOW TO  
SPEND IT  
RAPPORT

CONDUCTING  
DRIVE SHIP-  
PERE AVAILAB-  
LE FOR BEHUTRE  
COCHRANE

LANCERS FIX-  
ALLY PAST  
CENSOR EX-  
PECT RECORD  
GROSSES CHINA  
COCHRANE

BUFORD  
TUNE

# NATHAN'S "GAUCHOS" 1935 "TOPS"

Exceed Quota More Than 1½ Times. Graham's Bulldogs Grand 2nd.

It was a magnificent Contest! But nothing West, East, South or North could stop the Gaucho Juggernaut. Piling energy on energy, thrill on thrill and effort on effort, the Legionnaires of Argentina, Uruguay and Paraguay thundered home with the highest percentage ever recorded in a Contest, thereby climaxing their performance of leading throughout the entire session of the 1935 Manifestation of Honor Contest. J. C. Graham brought his Bulldog Division in in second place, with a tabulation just a tiny mite short of Quota. Benito del Villar was only slightly behind in third place—and the rest of the Divisional finishes are listed below.

1. Nathan
2. Graham
3. Villar
4. Sussman
5. Kennebeck
6. Day
7. Messeri
8. York
9. Aboaf
10. Schaefer
11. Ballance
12. Cochrane
13. Klarsfeld



## THE COUNTRIES

1. Uruguay
2. Argentine
3. Colombia
4. Cuba
5. Chile
6. Great Britain
7. Sweden
8. Hungary
9. Poland
10. Jugo Slavia
11. Peru
12. Puerto Rico
13. Australasia
14. Brazil
15. Spain—Portugal
16. Panama
17. Norway
18. Italy
19. Czecho Slovakia
20. Denmark
21. India
22. Guatemala
23. Austria
24. Holland
25. Philippines
26. Japan
27. Roumania
28. China
29. Germany
30. France
31. Finland

## NOTICIARIO MENSAL DA PARAMOUNT

O nosso "Concurso Paramount de Prosperidade" para 1936, cujas bases publicamos em outra parte desta revista, constitui um memorável acontecimento na história da companhia. Durará seis meses e os prêmios, em dinheiro, serão distribuídos a quaisquer paramuntezes, em qualquer país, que obtiverem os primeiros lugares. O importante, que cada um tem que ter em vista, é que seja parte integrante de sua respectiva organização e neste papel tome parte activa em seu território para o melhor sucesso do dito concurso. As armas de luta são os novos filmes da Paramount, que os nossos estúdios estão preparando, todos de esplêndida qualidade, todos capazes de produzir a melhor renda possível. Nosso é o dever da vitória e nada se oppõe, dispoendo como dispomos de optimos filmes, a que façamos deste anno um anno de Prosperidade e ganhemos assim a confiança e estima de nossos directores.

Já apreciamos em exhibição especial o filme de Gladys Swarthout, "Rosa do Rancho," assim como "Give Us This Night" (Dá-nos esta noite). Miss Swarthout é sem sombra de duvida a mais importante "descoberta" cinematographi-

### GOOD ADVERTISING BROADSIDE

Len Jones, Paramount's Ad Sales Manager in Australia, is a live-wire when it comes to announcing his wares to the exhibitors in that part of the world. We have a sample of

ca destes ultimos tempos. Temos toda a certeza de que ella passará de um triumpho a outro, fazendo-se mais famosa com os filmes da Paramount.

Muito entusiasmados ficamos com a interpretação de Jan Kiepura em "Give Us This Night" e esperamos que o mesmo entusiasmo se manifeste no meio de todos os grupos paramuntezes ao verem este esplêndido trabalho de sua estreia na nossa marca. Kiepura é um nome de inexcêdível valor para a Paramount em 1936.

Publicamos neste edição os lances em que se viu envolto um jovem paramuntez durante a recente revolta militar em Caracas, capital da Venezuela. Referim-nos a Aaron Pines e ao modo como elle, naquella emergência, soube defender a propriedade e o nome da Paramount em seu território. O feito parece-nos merecer uma traducção, para que todos se inteirem de que a cada momento poderá surgir identica necessidade.

Mr. Hicks faz iniciar o nosso Concurso-1936 com uma mensagem especial, em que chama a atenção de todos os paramuntezes para a importancia do concurso e a imperiosa necessidade de manter o nome da Paramount sempre victorioso.

(Continued on Page 12)

this initiative in the form of a large, well-designed and splendidly printed broadside illustrating the pick of the lobby frames which his department has for sale. The broadside carries not only pictorial matter, but also good sales talk and the necessary price details.



### MAGNIFICENT EVIDENCE OF UNFORGETTABLE SEASON

Here's just about the finest exploitation book ever to make its appearance in Home Office. Responsibility for it can be listed—DeMille's "Crusades," the Paramount Theatre, Paris; Manager Rene LeBreton of the Paramount; and the publicity staff of the same theatre. The book is bound in solid antique wood, each of its pages is parchment and beautifully illuminated with scrolls, and the material that the pages contain represents some of the finest publicity and exploitation efforts ever put forth in France in behalf of any film production. As for the actual size of the book, this can best be judged by comparing it with the secretary to Paramount International News, Miss Paula Greenwald.

The book was submitted for competition for the Quigley Award, the exploitation prize offered by Motion Picture Herald each month. We feel just as sanguine of its success as do the resourceful, energetic Paramunteers who inspired its contents as well as the book itself.

### WARSAW'S NOVEL CATALOGUE

Manager M. Czaban's office issued to the exhibitors of Poland a unique catalogue covering the Paramount product for 1936. Its cover was devised like the envelope to

an important document, and on this design there was imprinted the message: "CONFIDENTIAL—In your interests, don't show this to your competition!"

This is but one more instance of the effective ingenuity displayed by the Warsaw publicity department.

Now that you've digested the thrills of that 1935 Contest, give a special thought (a quite selfish

one, if you like) to wondering just who'll head the list in the 1936 Paramount Prosperity Contest.

# NEWS OF THE COMING PRODUCT

## YOUR THANKS TO THE STUDIO

*In this 1936 Contest which has been most appropriately named the Paramount Prosperity Contest you are being lent greater moral and physical help by the Hollywood Studio than in any other contest in the past. This great aid is coming about by no other means than through the medium of the most inspiring array of films that any year of our Company's history has produced.*

*The groundwork for this happy state of affairs was laid with full deliberation and care during the latter half of last year. In the concluding couple of months of 1935 the exhilarating wave of new and glorious product was first glimpsed, and as the old year passed out and the new one irised in, we started seeing a parade of hits which pumped more red corpuscles into our system than any million minutes of sales talks could have done.*

*The grand new pictures are here: they are our insurance for a successful Contest. If we cannot put our sales quotas across the success line with these great celluloid triumphs, then in the words of the classics—we're nuts!*

*And we don't think that we are.*

*So here's our tribute to the Studio for having given us the ammunition. We salute Messrs. Rothacker, Lubitsch, Herzbrun and Bagnall, and the doughty bunch of Paramount workers they represent for a marvelous job.*

*Now watch us translate the films into revenue as fast as the studio can give us the prints and negatives.*



**NEW YOUNG STAR**

Formerly one of the ace youth stars of the radio, Jimmy Allen became a Hollywood star when Paramount bought his radio serial and brought him to the studio to star in "The Sky Parade." It is typical of his good taste that the first star he wanted to meet personally was Gladys Swarthout, with whom he is shown above.

## PRODUCTION FLASHES

So important does "Trail of the Lonesome Pine" loom at this stage of production that Walter Wanger is already planning his second all-Technicolor film. He has bought "Spawn of the North" and intends to technicolorfilm it in Alaska.

Grace Bradley is in the cast of "13 Hours by Air." Others in the film are Fred MacMurray, Joan Bennett, ZaSu Pitts and Ruth Donnelly.

Vina Delmar is at Palm Springs writing an original story for Claudette Colbert.

"The Journey to Mars" will be one of the spectacular highspots of this year's Paramount programme. Arthur Hornblow, Jr. is the producer, and promises some genuine sensations.

Raphael, the "Kreisler of the Concertina," has been signed by Boris Morros for Paramount's production of "Concertina," which will star George Raft and Carole Lombard.

The already-registered success

of Paramount's "Big Broadcast of 1936" has led to the announcement that we will definitely produce "The Big Broadcast of 1937," work on which is starting at once.

Norman Taurog is returning to Paramount to direct W. C. Fields in "Poppy," work on which is expected to begin the first week in February.

The cast of "Preview" now includes Gail Patrick, Reginald Denny, Rod La Rocque, Bryant Washburn, Jack Mulhall, Ian Keith, Chester Conklin, Hank Mann, Philo MacCullough, Lawrence Wheat and Franklyn Farnum. One might even suggest that a new title be "Flashback."

Ray McCarey, placed under Paramount long-term contract because of his directorial work on "Millions in the Air," will next direct "Three Cheers For Love," with Eleanore Whitney, Johnny Downs, Robert Cummings, Olympe Bradna and Jane Rhodes.

Mary Boland and Charlie Ruggles will be teamed again in "Where Am I?"

Jack Oakie will next be in "Florida Special." Then in "Burlesque."

## GREAT CASTING

Walter Wanger is certainly set to give us grand casts from now on in the pictures he produces. This was decidedly the case with "The Trail of the Lonesome Pine," and it's going to be the case with "The Moon's Our Home." Already for this new picture he has signed Margaret Sulavan and Henry Fonda for the leads, and he has signed Charles Butterworth for the chief comedy role. That's casting!

Paramount will make a sequel to "The Notorious Sophie Lang" and call it "The Return of Sophie Lang." A. M. Botsford will produce the film, which will star Gertrude Michael, with Paul Cavanagh also in support.

Mae West has been signed to a Paramount contract for another year. Her new picture has not been selected yet.

Herbert Marshall's next for Paramount will be "Reunion," now in process of filming. Gertrude Michael is leading woman.

Nick Lukats, nationally known wrestler, has been given a Paramount contract, as has also Elizabeth Rus-

## TITLE CHANGES

You are advised officially as follows:

I LOVED A SOLDIER is the new and final title for the Marlene Dietrich-Charles Boyer film hitherto known as "Invitation to Happiness."

KLONDIKE ANNIE is the final title of Mae West's picture which has up till now been known as "Klondike Lou."



**IDA NEARS STARDOM**

What we have seen of Ida Lupino's work in the feminine lead of "Anything Goes" convinces us that this blonde young player's star is definitely in the ascendancy. She is now revealing the promise we have always expected from her and we have no doubt that the coming year will justify all our faith in her.

sell, America's most renowned artist's model. Both of these personalities are Oscar Serlin 'discoveries.'

TWO WORLD FAMOUS OPERA STARS TOGETHER FOR THE FIRST TIME

Jan Kiepura • Gladys Swarthout  
"GIVE US THIS NIGHT"

Paramount's Glorious Melody Masterpiece



**ANOTHER TOWERING RECORD FOR 'THE CRUSADES'**

Tom D. Cochrane, the Paramounteer who attracts film records to him wherever he goes, chronicles a world-beater from Manila, P. I. Last month we told about the sensational opening of "The Crusades" at the Capitol Theatre there; now we have word from Tom to the effect that this season registered an all-time first-run record for the theatre, which incidentally is one of the world's finest houses.

**SCHOSBERG VISITS H.O.**

Eugene Schosberg, assistant manager in the Colon, Canal Zone, office, arrived in New York, January 14th, for his first vacation with his family in two years. His many friends in Home Office, where he worked for several years prior to receiving his Central American assignment, were very happy to see him and gave him a rousing reception. He brought with him the personal pledge of the Central American Division to win the Paramount Prosperity Contest, and seemed a little amazed to think that anybody (such as Cuba!) would have the temerity to think that they could deprive the Caribbean Division of First Place.



**FOUR LEGIONNAIRES IN SESSION**

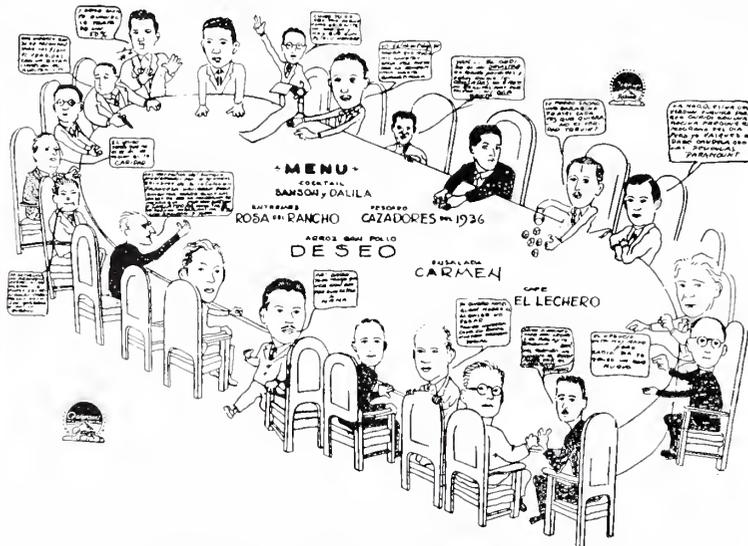
A candid camera snapshot taken during the recent Paramount Pep Club function in New York City at which Eugene J. Zukor was inducted as President of the Club. Eugene is at the left, and with him are George Weltner, Mr. Hicks and Frank LaGrande. Frank is general manager of Paramount's Long Island Laboratory and is known personally to many Paramounteers in Europe through his couple of recent visits across the Atlantic.



**FRANK V. KENNEBECK TENDERED LUNCHEON**

Before leaving Australia, where he has been publicity and exploitation manager of Paramount's Melbourne Capitol Theatre, for service in another section of the Paramount Empire, Frank V. Kennebeck was tendered a complimentary luncheon by

**PERSONALITIES**



**SIDELIGHT ON THE CUBAN LUNCHEON**

Previous issues have carried details of the impressive and unforgettable luncheon staged by Jasper D. Rapoport, manager for Cuba, as a tribute to both Paramount Week and the exhibiting fraternity of the island republic. It was a grand and glorious affair, and incidentally it was recorded for posterity on celluloid. Above we give you a pen-and-ink impressionistic sketch of the proceedings, drawn from life by a noted Cuban cartoonist. Mr. Rapoport is at the left top, both hands on the table, with nothing to say—at the moment of cartooning.

**LEGIONNAIRE LICHTSCHEINDL THRILLED BY "LITTLE AMERICA"**

Gus J. Schaefer, general manager for Germany and Central Europe, recently received the following wire from District Manager A. Lichtscheindl, in charge of Austria, Jugoslavia and Roumania:

**The one hour performance of "Little America" was for me the most sensational event of the year 1935. This unheard of accomplishment must arouse an overwhelming reception from the public. Bravo, Paramount!**

**NOEL GREETINGS**

This is a late comment on Christmas greetings, but the January 1st issue was in the press while the cards were rolling in.

The editor comments with the utmost gratification on the cheery and impressive volume of cards and thanks one and all for their thoughtfulness.

From the standpoint of Paramountness, however, he particularly wishes to pay tribute to the cards from—the Cristobal office (with its brilliant gold Paramount Trade Mark, a true prophecy for 1936), the Havana, Cuba, office which went even further and cartooned the 1936 Prosperity Contest; Harald Frost, Denmark, manager; and the publicity staff at Warsaw, Poland.

the Head Office organization in Sydney. The happy function was held at Tattersall's Club on December 11, 1935, and a very representative gathering of friends wished Frank every success in his new post, which will be announced shortly.

He is shown with Fred MacMurray at the Paramount Studio in Hollywood which he visited en route to Home Office.

**NEW ZEALAND EXPLOITEER**

John E. Kennebeck announces the appointment of Reg. Felton as Paramount's Publicity and Advertising manager in New Zealand to fill the post recently vacated by a resignation. Felton for several years has been a member of Paramount's exploitation and publicity department in Sydney and is thoroughly familiar with every branch of motion picture showmanship.

We extend to him our congratulations on his new appointment and know that he will completely justify the faith that Australia's Managing Director has in him.

**BIRTHDAYS**

*Next month we'll carry the first listing of Foreign Legion birthdays. Everybody is to be included, so make sure your date has been registered with the editor.*

*Our first listing will carry the April birthdays. April 1st we'll carry the May dates, and so on.*

*It is our sincere hope that the lapse of time so designed will allow of exchanges of personal greetings in all parts of the world.*

**JANUARY ISSUE OF "LA PARAMOUNT FRANCAISE"**

Just at press time has arrived a copy of the January issue of the French Division's brilliant house organ. It contains much production news, a Christmas message to the French Division from Mr. Otterson, reproduction of a letter from Managing Director John E. Kennebeck in Sydney thanking Mr. Klarsfeld for

**GLITTERING PARADE OF HOUSE ORGANS**

One by one they march steadily towards us, and the crop of December and early January publications definitely breathe the spirit of the new organization that we find ourselves to be a proud part of in this Perfect '36 year.

Spain's "El Matador" devoted a cover to prophesies for the coming year, had also a fine message of cheer and inspiration from Sr. S. Vidal Batet, General Manager of Distribution; and also a double spread, illustrated, of the wedding of Sr. y Sra. M. J. Messeri. This happy event was one of great rejoicing for the entire Matador Division.

Australia's "Paramount Sales Punch," issues of late November and mid-December, contain prophetic messages from Managing Director John E. Kennebeck and General Sales Manager William Hurworth with respect to the great things the Blue Ribbon Bunch plan for 1936. They also contain records of many merited promotions, which will be found detailed on the general news pages containing items from the Globe's four corners.

France's "La Paramount Francaise" maintains, in its December issue, a standard which is not topped anywhere. Editor Jacques Plunkett certainly knows how to make imperishable records of the fine material of achievement provided him by the indefatigable sales force which functions eternally under Directeur General Henri Klarsfeld's leadership.

Our thanks once again to the ever cooperative staff of "La Paramount Francaise" not only for the irresistible inspiration of their December issue, but also for the material from that issue sent us for possible use in our own publication.

Our good old standby for news items from Poland, "Doradca Filmowy," is on our desk again with representation through three cracker-jack issues. And how those Paramounteers in Poland are waiting for Jan Kiepura's "Give Us This Night." And what a great thrill it is going to provide for them! And how they are going to love not only Kiepura, but also the lovely Gladys Swarthout, his leading lady!

(And let us here interpose a comment with regard to publicity from all offices regarding "The Last Outpost." It has been our inspired comment that not a single part of the organization to date has failed to take cognizance of the fact that a major part of "The Last Outpost" takes place in that portion of Africa where today history is being written. A prominent mention of this fact in Poland's great house organ called the matter to mind at this juncture.)

a cablegram sent to the Australian Convention a couple of months ago, and a splendid New Year message to the French Division from Director General Klarsfeld.

Also it carries an Honor mention of five Paramounteers of the Paris Exchange for their respective shares in a memorable stroke of business in conjunction with the films "La Famille Pont-Biquet" and "Parlez-Moi D'Amour." The Paramounteers so honored are M. Bruno Legrand, Mlle. Marcelle Montrouge and M. M. Louis Santos, James Rochette and Robert Legrier.

# YOUR EXPLOITATION PAGE FOR TELLING THE WORLD



TALL EXPLOITATION

If this isn't the largest guitar in the world, we'll eat four whole pages of this issue, without relish. It was erected across the facade of the Teatro Nacional de Santa Ana, El Salvador, Central America, by the manager of the house. This renowned theatre is one of the circuit known as Del Circuito Teatros Nacional, of which Manuel Vieyetz is General Manager. The exploitation was in behalf of Paramount's Spanish language release, "Tango Bar," and naturally it resulted in terrific business.

## HOUSE ORGAN ALONE IS NOT SUFFICIENT FOR BLUE RIBBON BUNCH

We have been served notice by John E. Kennebeck's Paramounteers of Australia, New Zealand, Straits Settlements and Java that they are going to win this contest. Their notice appears on our cartoon page, and you are expected to nullify it—if you can.

The Australian Paramounteers have their famed organ, "Paramount Sales Punch," but this is not sufficient, dynamic though it be in punch quality. John Kennebeck has decided that additional "punches" are required in order to positively clinch victory: so he has devised a mimeographed letter which goes only to the sales force and which contains a different message each issue devoted to some proverb which can be particularly beneficial in attaining success. Also he has a printed service which goes to the sales force entitled "HERALDING PROSPERITY — Facts and Figures from Newspaper Headlines." On this service, and over the signature of General Sales Manager William Hurworth, go actual clippings from the press telling of the definite advent of prosperity, and the consequent advent of bigger business opportunities.

Saul Jacobs, manager in Guatemala, whose jurisdiction covers also El Salvador, sent us the picture.

The fourth aid to what Australia believes sure victory in the Prosperity Contest is a regular publication entitled "Paramount Silver Jubilee News." This is a four-page newspaper packed with Paramount facts assembled by Advertising Manager Hermann E. Flynn, and designed for film fan reading. The lower half of the last page is left blank for exhibitor imprint. More than half a million copies of this publication have been prepared to date, and its distribution will go on steadily.



DISPLAY DE-LUXE. Here's the exterior of the Teatro Moderno in Havana, Cuba, as decorated for "The Crusades." Note the fine use to which cutouts from the posters have been put. Manager..... of the Moderno is to be congratulated on his excellent sense of display.



COLISEUM, BRUSSELS

Last month we showed you the marvelous exterior of Paramount's Coliseum Theatre in Brussels on the occasion of the presentation of Cecil B. deMille's "The Crusades." Above is portion of the lobby, which truly transformed that part of the theatre into a medieval castle.

## DISTINCTIVE THEATRE PROGRAM

Paramount's China Theatre in Stockholm, Sweden, started the new year off by issuing a new and distinctive program, a sample of which was sent us by Viking Leader Carl P. York. This program will make its appearance in a new edition along with each new picture presented at the China. The inaugural issue carried a very important and extremely well written editorial relating to Paramount's policy throughout the Scandinavian territories, and it also contained a tabulation entitled "WHAT IS PARAMOUNT? A Few Important Facts." This tabulation carried the highlights of the basic structure of our world-wide organization.

The entire production and editing of the booklet was a fine piece of work, and our compliments to those responsible.

## SPECIAL PUBLICITY FOR RADIO STATIONS

Australia's publicity manager, Reg. Kelly, has devised an excellent publicity service for radio stations in that country. It consists of a ready-prepared script, running five minutes in all, with facts concerning Paramount plans, players and pictures culled from the studio publicity material. It is this manner of preparation which commends the service to the attention of Paramount publicity managers the world over. If you'd like a copy of the service, drop a line to Mr. Kennebeck in Sydney, who'll see that it reaches you whenever you want it.



HERE'S A SUPERB PUBLICITY SPLASH FOR YOU!

Nothing is more certain than that Tom D. Cochrane's presence in Manila, P. I., inspired this glitteringly effective bit of publicity on behalf of "The Crusades." Represented here are four magnificent pages for the DeMille epic, with the lead page constituting one of the noblest tributes to a certain symbol that we have ever seen. Just let that line at the top of the Trade Mark burn itself right into your consciousness and see how grand it makes you feel. We know that it's Tom's line, and if he dares to deny it we'll pull a fast one on him, alright.

Meanwhile, as you have elsewhere been advised, "The Crusades" did the greatest record-breaking business the Capitol has ever known.



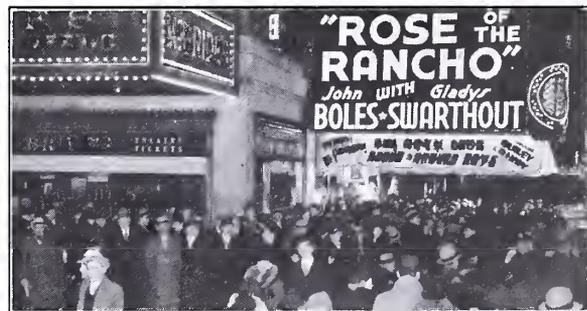
HAVANA WINDOW. One of Cuba Manager Rapoport's best angles in his recent high-powered exploitation campaign on behalf of Paramount Week was his splendid work in securing window cooperation. We have many examples of this cooperation before us, but have selected the above view of the Quintana Store window as being typical. The whole of this important display spot was given over to "The Crusades."

## NEAT ASPIRIN TIE-UP

Managing Director John B. Nathan has sent us from Buenos Aires a batch of very attractive blotters carrying fine likenesses of Paramount stars, with full credit, and advertising Calfaspirina. Mr. Nathan states that this stunt was very effective.

## SUCCESS STORY AT THE NEW YORK PARAMOUNT

Glimpse of the crowd outside the Paramount, waiting to see Miss Swarthout's first film. This same demonstration took place continuously throughout the season of two weeks that "Rose of the Rancho" enjoyed here.



## GIRDLING THE GLOBE WITH

NOTIZIE DELLA  
PARAMOUNT

La "Gara della Prosperita'" della Paramount per l'anno 1936, che e' annunciata in questo numero, e' destinata ad essere la piu' memorabile di tutta la storia della Paramount. La sua durata e' di sei mesi ed i premi per i vincitori sono in contanti ed a disposizione di ogni membro della Paramount in qualsiasi parte del mondo. Il vostro annuncio locale vi dara' i particolari. La cosa piu' importante da considerarsi ora e' che siete parte integrale della vostra organizzazione locale e che parteciperete alle vincite, se farete tutto quanto e' in vostro potere. Lo Studio ci sta fornendo la piu' grande serie di cinematografie che siano state ideate a memoria d'uomo; il mondo e' pronto a riceverle e noi abbiamo la piu' grande organizzazione del mondo per la loro distribuzione. Non vi dovrebbe essere dunque su queste terra alcun ostacolo che potrebbe trattenerci dal rendere la "Gara della Prosperita'" per la Legione Straniera della Paramount la piu' grande dimostrazione individuale di capacita' e di volonta', che si ricordi e qualche cosa da riservare liete sorprese ai capi della compagnia.

Abbiamo visto Gladys Swarthout in "Rosa del Rancho" (Rose of the Rancho) ed abbiamo avuto il piacere di ammirare la primizia di "Dateci questa notte" (Give Us This Night). Noi siamo sicuri che Miss Swarthout e' la piu' spettacolosa scoperta fatta dall'industria cinematografica da parecchi anni a questa parte. Ed e' certo che ella passera' di trionfo in trionfo, prestando la sua opera per la Paramount. Questo e' cio' che noi dovremo fare comprendere al mondo.

Dobbiamo poi dire che abbiamo provato una viva emozione ammirando l'interpretazione di Jan Kiepura in "Dateci questa notte" e noi sappiamo che voi proverete la stessa emozione. Kiepura e' un immenso fattore di successo per la Paramount nel 1936 e noi sappiamo che non lascerete passare occasione per farlo sapere a tutti.

In questo numero facciamo un racconto delle indimenticabili avventure vissute da un giovane impiegato della Paramount nella recente rivoluzione del Venezuela. Vi spieghiamo anche il modo con cui egli riusci' a proteggere la proprieta' della Compagnia, tenendo alto nello stesso tempo il prestigio della Paramount in quella terra. Il giovane e' Aaron Pines e speriamo fermamente che riuscirete a farvi tradurre quel racconto. Certo e' che non sapete mai quale impressionante esperienza vi attenda da un momento all'altro.

Mr. Hicks dedica questa gara del 1936 con un breve ma pungente messaggio. La sua principale caratteristica e' costituita dal fatto che egli ha una grande fiducia in voi e nel vostro sempre vivo interesse affinché la Paramount sia in ogni momento ed in ogni modo alla testa di tutte le industrie cinematografiche.

Abbiamo tre disegni molto importanti in questo numero. Uno

rivela il fatto che la figura della quota e' gia' barcollante sotto i colpi inferti da parecchie divisioni. Un secondo disegno raffigura per vostra informazione alcuni dei benefici che possono essere vostri, se vi meriterete una parte dei premi in contanti. Il terzo disegno rivela che, in seguito alla Gara d'Onore del 1935, la Divisione del Gaucho si e' meritata la supremazia assoluta nel mondo e che restera' in cima al mondo fino a quan-

## GRANDES NOTICIAS DEL MES PARAMOUNT

—El Concurso de Prosperidad que anunciamos en esta edicion está llamado a ser el más memorable de la historia de la Paramount. Su duracion será de seis meses. Los premios en efectivo que se ofrecen, están al alcance de los paramountistas de cualquier país. El anuncio que se publique en cada uno de ellos dará cuantos pormenores hagan al caso. Lo que más importa por el momento es que cada lector se penetre de que forma parte de su respectiva organización; de que participará en las ganancias de ella, si contribuye con todo empeño a lograrlas. Los Estudios nos están suministrando el mejor conjunto de películas de que hay memoria, el público mundial se halla pronto a recibirlas, contamos con la mejor organiza-

## THE BRITISH BULLDOG DIVISION

The Trade have taken to PETER IBBETSON wholeheartedly, and describe it as one of the most beautiful productions of the season. Margaret Sullavan has captivated the critics with her exquisite interpretation of her role.

According to Trade critics, MARY BURNS is very definitely a showman's picture and is considered here as one of the most dramatic films of the gangster cycle.

Concurrently with these three great Trade Shows, HANDS ACROSS THE TABLE had its pre-release at the Plaza. Here is a picture that is certainly a winner for England—grabbing top place in nearly all the film columns. 'The Star' described it as the best film of the week, and considered the teaming of Carole Lombard and Fred MacMurray as inspirational.

By the time this appears in print the British Company will have started on the release of THE CRUSADES, and great things are expected from this DeMille classic. Judging from the success of its several pre-releases in the Paramount provincial theatres, there seems to be no doubt that it will be a clean-up.

J. C. Graham, Paramount chief, was one of the principal guests at the annual dinner of the British Kinematograph Society attended by members of the Government and three hundred people from all parts of the country.

Following the success of cooperative advertising schemes effected with the publishers of the novel "Private Worlds" when the film was released recently we have arranged extensive tie-ups on three further films. This form of exploitation plays top here.

The recent South Pole expedition of Admiral Richard E. Byrd has attracted great public attention.

do saranno annunciati i risultati della gara 1936.

Abbiamo avuto una prima visione della cinematografia "Desiderio" (Desire) che ha per interpreti la Dietrich e Cooper. E' magnifica. Non si puo' dire di piu'. Potremmo andare in cerca di tanti altri aggettivi per definirla, ma si tratterebbe di dipingere il sole. E vi renderete conto del nostro entusiasmo, quando voi stessi vedrete questa cinematografia.

ción que puede haber en el mundo para distribuirlas: nada debe, pues, impedir que el Concurso de Prosperidad de la Legión Extranjera de la Paramount resulte la mayor demostración de esfuerzo individual, y algo que llene de positiva satisfacción a los jefes.

—Hemos visto a Gladys Swarthout en "La Rosa del Rancho" ("Rose of the Rancho"), y también una exhibición previa de "Esta noche es nuestra" ("Give Us This Night"). No nos cabe duda de que la Swarthout es el hallazgo mayor del cine durante los últimos años. Que cada película que haga para la Paramount será nuevo triunfo, es hecho indudable, y que debemos llevar de continuo a conocimiento de todos.

—Muy entusiasmados hemos que-

Paramount's film of the expedition "At the Bottom of the World" will be released here soon and it has been arranged with Putnam's, who are publishing a book by Admiral Byrd on his experiences during the Antarctic expedition, that this will make its appearance on the bookstands to synchronize with the film's release.

"Peter Ibbetson" will be published with a special wrapper to tie-up with Paramount's film version of Du Maurier's famous story. The publishers report that since the advance publicity on the film has appeared, the demand for the book has appreciably increased.

The Prince of Wales (now King Edward VIII) celebrated New Year with a visit to the Plaza theatre. Nothing unusual in this, of course, as he is a frequent visitor. It is, however, a compliment to our theatre that he should choose the Plaza to open 1936. He saw MARY BURNS, FUGITIVE. Lord Beaverbrook was another distinguished Sylvia Sidney fan and paid tribute to the picture's excellence in a gracious letter of thanks.

Oswald Brooks, of Paramount News, has returned after three months in Abyssinia. All the time he was there he lived on tinned food owing to the difficulty of obtaining fresh vegetables. He said he enjoyed the trip—but you know these Paramount News men!

The latest Colbert-MacMurray picture, THE BRIDE COMES HOME, has been a sensation in London. The Plaza had S.R.O. at every performance during last week-end, and the picture is being held for a further week's run. Attendance figures exceeded the record set two years ago by THREE CORNERED MOON, singularly another Claudette winner. Miss

Colbert is absolutely "tops" in London now; both press and public agree that she is the screen's most brilliant artist and excels in the romantic comedy story.

Having thrown off the (somewhat) demoralizing and feverish spirit of gaiety with which Christmas and New Year is invested, British Paramounteers are now settled down to a year full of promise. This correspondent can assure you that England is looking forward eagerly to those great pictures in store for us. To mention a mere handful on which we have an eye: DESIRE, with those two unbeatable, Marlene Dietrich and Gary Cooper; THE MILKY WAY (this sounds great); Jan Kiepura and Gladys Swarthout should be a glorious feast for eye and ear and, believe me, Walter Wanger's first colour epic, THE TRIAL OF THE LONESOME PINE, is eagerly awaited.

—Publicamos en esta edición el relato de los lances en que se vió un joven paramountista durante la reciente revuelta ocurrida en Venezuela, y del modo como resguardó él la propiedad de la Paramount y mantuvo el prestigio de la Paramount en dicha república. El joven es Aaron Pines. Confiamos en que habrán de hacerse traducciones de ese relato, punto principal del cual es que nunca sabe uno cuando ha de tocarle hacer frente a lo extraordinario.

—El señor Hicks envía breve pero elocuente mensaje a propósito del Concurso para 1936. Nota característica de él es la convicción de que todos y cada uno de los paramountistas se hallan animados del más vivo deseo de lograr que la Paramount marche siempre a la cabeza del desfile cinematográfico.

—Aparecen en este número tres importantes dibujos. Uno pone de manifiesto que la Cuota empieza ya a tambalear bajo los recios golpes de varias divisiones. Se indican en otro, para información del lector, las ganancias que pueden resultarle de su participación en los premios en efectivo. El tercer dibujo revela que corresponde el primer puesto de la Campaña de Gloria a los Gauchos... mientras otra cosa no digan los resultados del Concurso de 1936, acerca de los cuales publicaremos los primeros datos el próximo mes.

—En el número de marzo aparecerán las primeras listas de los cumpleaños de los paramountistas. En obsequio a las damas, indicaremos sólo el día, y no el año, del nacimiento.

—Hemos visto en exhibición previa a "Deseo" ("Desire"), la película Dietrich-Cooper. Es magnífica, no cabe decirlo de otro modo: magnífica. Todos cuantos la vean, convendrán con nosotros en que es éste uno de aquellos casos en que todo elogio es poco.

## NEWS OF ALL NATIONS

## NOUVELLES DU MOIS

Le Concours Paramount de la Prospérité pour 1936 que nous annonçons dans ce numéro est certainement destiné à devenir le plus mémorable dans toute l'histoire de Paramount. Sa durée sera de six mois, et les prix pour les meilleures performances sont en espèces et peuvent être gagnés par chacun des Paramountais dans n'importe quelle partie du monde. Les bureaux locaux vous donneront les détails du concours. Ce que vous devez surtout considérer, c'est que vous faites intégralement partie de votre organisation locale, et que vous participerez aux bénéfices si vous accomplissez votre fonction aussi magnifiquement qu'il est en votre pouvoir de la faire. Le studio nous donne la plus belle collection de films de mémoire

d'homme, le monde est prêt pour ces films, et nous possédons la plus grande organisation du monde pour la distribution de ces films. Rien au monde ne devrait nous empêcher de faire du Concours Paramount de la Prospérité pour la Légion Etrangère, le plus magnifique exemple d'efficacité individuelle possible à la plus grande satisfaction de nos Directeurs.

Nous avons vu Gladys Swarthout dans "Rose of the Rancho," et une avant-première de "Give Us this Night." Nous sommes maintenant sûrs sans le moindre doute que Mlle Swarthout est la plus grande "trouvaille" que la cinématographie ait faite en ces dernières années. Qu'elle ira d'un triomphe Paramount à l'autre, c'est absolument certain, et c'est aussi un fait que nous devons proclamer au monde.

## THE BLUE RIBBON BUNCH

Promotions throughout the Australian organization's ranks have been many these past few months. Neil Ackland, of the legal department, has been promoted to the Sydney sales force. Drew Nelson, of Home Office Ad Sales, has gone to Brisbane to replace Roy Lyons, who has been transferred to Sydney. Owen Goodland, of Head Office Store, goes to Head Office Ad Sales. Harold Trahan of the latter department, goes to Sydney Ad Sales. Harold Pike has been made Exploitation Representative under Reg. Kelly's direction. John Laycock replaces Pike as assistant to Advertising Manager Hermann E. Flynn. Doug. Connell, of the Mail Department, has joined Mr. Flynn's staff. Eric Walquist has been appointed Publicity Manager of Paramount's Capitol Theatre in Melbourne, replacing Frank Kennebeck who has returned to New York preparatory to being assigned another post in a distant land.

William Blood has been appointed Paramount's manager in Adelaide, South Australia. He has

been with Paramount for ten years, during which time he has served as booker, salesman and special representative in Brisbane.

Frank V. Kennebeck was tendered a complimentary luncheon in Sydney prior to his departure for the United States. John E. Kennebeck presided, and thirty members of the organization attended. He was made the recipient of several gifts, and Artist George Lawrence contributed several very effective souvenir cartoons.

John A. Groves, Paramount's General Manager in Java, Straits Settlements and Siam, was a recent visitor to Sydney Home Office where he received a royal welcome from his legion of friends and co-workers in that part of the Paramount Empire. This was his first visit to Sydney in 3 years.

Baden Abotomey, salesman in the Brisbane (Australia) office, recently became the proud father of a son. "All concerned fine" was the last report we had from Brisbane. Our echo is "Congratulations!"

## HET DOOR PARAMOUNT VOOR 1936 UITGESCHREVEN "WELVAARTS"

(Prosperity) Concours, belooft het heuglijkste te worden in de geschiedenis van onze maatschappij. Het concours loopt gedurende de eerste zes maanden van het jaar en de uitgelooftde geldprijzen zijn beschikbaar voor elken Paramountter. Uw plaatselijk orgaan zal U hieromtrent nadere bijzonderheden geven. De hoofdzaak op 't oogmerk voor U is goed te beseffen, dat U een nuttig onderdeel bent van Uw eigen Paramount kantoor en dat U door Uw uiterste best te doen, eventueel in den verworven prijs zult deelen. Ons studio geeft ons de monumentaalste films in Paramount heugenis, de wereldmarkt is gereed voor deze films gedistribueerd door de machtigste film organisatie ter wereld. Er is dus niets om U tegen te houden. Alle factoren zijn aanwezig om het succes van dit Concours te verzekeren.

Wij hebben onlangs Gladys Swarthout gezien in haar debut voor Paramount met "Rose of the Rancho," alsmede een speciaal vervaardigde copie van "Give Us This Night." We durven met bestiltheid te zeggen, dat Miss Swarthout tot de "vondsten" der laatste jaren behoort en dat zij in de eene Paramount film na de andere zal schitteren. Hetgeen niets wegneemt van het unieke spel van Jan Kiepura in "Give Us This Night." Kiepura is een geweldige aanwinst voor Paramount.

In deze editie vindt U een verhaal van de wederwaardigheden van een jongen Paramountter, tijdens de jongste revolutie in Venezuela en hoe hij de eigendommen en het prestige van Paramount wist te beschermen gedurende de onlusten. Zijn naam is Aaron Pines en wij hopen, dat U dit verhaal voor U wilt laten vertalen. Men kan er van leeren.

De Heer Hicks heeft een kort maar kraehtig openingswoord geschreven voor het Concours 1936., waarin hij zijn vertrouwen bevestigt in zijn Paramounters en in

De même, nous sommes absolument enchantés par les accomplissements de Jan Kiepura dans "Give Us This Night" et nous savons que vous le serez aussi. Kiepura est bien à "l'actif" pour Paramount en cette année de 1936, et nous savons que vous ne manquerez pas de passer la nouvelle dans votre milieu.

Dans ce numéro, vous trouverez le récit des émouvantes aventures d'un jeune Paramountais au cours de la récente révolution au Venezuela. Vous y lirez comment il a protégé les propriétés de Paramount et soutenu le prestige de notre compagnie dans ce pays. Le jeune homme s'appelle Aaron Pines, et nous espérons que son histoire sera traduite en français à votre profit. La morale de l'histoire est que l'on ne sait jamais on va s'engager inopinément.

M. Hicks lance le nouveau Concours de 1936 avec un message bref mais vigoureux. Le point principal en est sa foi en vous, et la constation de votre désir toujours présent de voir Paramount toujours, et en toute manière, à la tête du cortège cinématographique.

Nous avons dans ce numéro trois caricatures. L'une révèle que le Quota (contingentement) titube déjà sous les coups que lui donnent les divisions diverses. Une deuxième caricature vous montre divers avantages que vous pourrez vous procurer avec votre part des profits de la bourse des gagnants. La troisième caricature montre que comme conséquence des résultats de la Manifestation d'Honneur de 1935, les Gauchos sont au sommet du monde—au moins jusqu'au moment où les résultats du concours de 1936 seront proclamés. Les premiers résultats du nouveau concours seront publiés le mois prochain.

Nous avons vu l'avant-première de "Desire," le film Dietrich-Cooper. Simplement magnifique. Simplement cela. Nous pourrions en filer de nombreux adjectifs sur ce film, mais ce ne serait que "dorer un lys." Vous comprendrez notre enthousiasme lorsque vous-même vous verrez le film.

Uw verlangen en streven om Paramount aan het hoofd der film parade te zien gaan.

In deze editie hebben wij drie karikaturen opgenomen. Een ervan is "Quota" reeds aan het wankelen gebracht door de heftige slagen van verschillende Divisies. De tweede geeft U een idee van de geldprijzen, die zijn uitgelooft, terwijl de derde karikatuur voorstelt, de Gaucho Divisie boven op de wereld. tot de resultaten van 1936 aan het daglicht komen. Het eerste staatje zal in ons volgende nummer gepubliceerd worden.

In ons Maart nummer zullen wij de geboortedagen van Paramounters-rond-de-wereld opnemen, met veglating van de jaartallen ter wille van de dames.

Wij hebben zoojuist gezien "Desire," de nieuwste Dietrich-Cooper film. In een woord magnifiek! Wij zouden ellenlange kolommen kunnen schrijven alleen over deze film, doch laten de beoordeeling liever geheel aan Uzelf over.

## PARAMOUNT-NYHETER

Ar 1936s "Paramount Prosperity Contest," som är annonserad i detta häfte, kommer att bli den mest minnesrika i Paramounts historia. Den kommer att vara i sex hela månader och priserna äro kontanta pengar, som kunna vinnas av vilken Paramountär som helst världen rundt av den, som kommer först i denna tävling. Var och en får veta detaljerna på ort och ställe. Det viktigaste för var och en är, att var och en av eder är en viktig kugge i det stora hjulet, och att var och en, som gör sitt bästa på alla sätt, kommer att få en del av vinsten. Vår ateljé kommer att giva oss den mest storartade samling filmer i mannaminne; världen är nu mogen för dessa filmer, och vi ha den mest storartade organisation på jorden för att värdigt kunna distribuera dessa filmer. Det bör ej finnas något här på jorden, som kan hindra oss från att göra denna pristävling bland de utländska legionerna, denna Prosperitytävling, det mest storartade bevis på manlig kraft i mannaminne, och något, som kommer att glädja bolagets högsta chefer mer än något annat.

Vi ha nu sett Gladys Swarthout i "Rose of the Rancho" och en särskild preview av "Give Us This Night." Vi äro därför övertygade om, att Miss Swarthout är den mest storartade personlighet, som filmen haft under de sista åren. Att hon kommer att höjas från en Paramounttriumf till en annan, är säkert, och det är ett faktum, som vi alla skola delgiva världen.

Vi äro också stormförtjusta i Jan Kiepuras framställning av den manliga huvudrollen i "Give Us This Night" och vi veta, att ni alla komma att bli förtjusta med. Kiepura är en av de stora namnen för år 1936 för Paramount, och vi veta också, att ni ej kommer att förlora ett enda tillfälle att omtala detta för alla, ni komma i kontakt med.

För all del läs en historia i detta häfte, en historia, som beskriver en ung Paramountärs hemiska upplevelser i den sista, stora revolutionen i Venezuela, och hur han försvarade Paramounts ägdomar och uppehöll dess värdighet i det landet. Den unga mannens namn är Aaron Pines, och vi hoppas verkligen, att någon kommer att översätta denna historia för eder. Denna historias största värde ligger i, att man aldrig vet, vad sorts äventyr kan hända en, när som helst.

Mr. Hicks dedikerar denna nya 1936 pristävling med ett kort, men kraftigt budskap. Det viktigaste han vill omtala för eder alla är, hur övertygad han är om, att ni alla ha en stor, gemensam tanke och önskan, och det är, att för alltid se Paramount i spetsen för alla de andra bolagen.

Vi ha tre utmärkta karikatyrer i detta häfte. En av dem visar figuren QUOTA böjd under den tunga bördan av de bakslag den fått från flera håll. Den andra visar eder alla, allt det underbara, som kan komma i eder väg, om ni

(Continued on Page 12)



# N *Paramount's* INTERNATIONAL NEWS

Vol. 3.

March 1, 1936

No. 3



STILL THE GRANDEST  
SHOW SIGN IN  
THE WORLD!

## YORK'S VIKINGS LEAD!

Story on Page 3



**JOY BEACON.** A radiant blaze of light is the gay neon sign atop the Capitol Theatre in Manila, Philippine Islands, where Paramount's DeMille production "The Crusades," chalked up records.



**LEADS.** Carl P. York, head man of the Valiant Vikings, tops both columns of standings in 1936 Contest. Claims he will hold his Division in lead throughout the Contest.



**GLORIOUS VOICES.** Gladys Swarthout and Jan Kiepura lift their voices in heavenly song in "Give Us This Night."



**"DESIRE."** Marlene Dietrich and Gary Cooper, plus the magical Lubitsch touch, make this glamorous film a rememberable romantic treat.



**JUDGMENT BAR.** Most novel of all Paramount Convention touches was the Court-room setting of the London Sales Meet last month, presided over by "Chief Justice" Montague Goldman in the absence abroad of Managing Director John Cecil Graham. On the bench with him are "Justices" Harold Walker, S. Karuth, Edward Ayres.



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Vol. 3 March, 1936 No. 3

## COLOR SENSATION

Seeing "The Trail of the Lonesome Pine" screened has been one of the most thrilling experiences we have ever had. Not alone is the film a miracle of color, it is likewise a miracle of action and romance, with every star and featured player in it giving the outstanding performance of his, or her, career.

"Lonesome Pine" is a rich prize to be proud, and jealous, of. It is a property to be not dealt with lightly, for it represents not only a great investment in Company time, money and experience, but a piece of merchandise saleable wherever motion pictures are screened for profit. Treat it as such! Give it time, thought and consideration. Regard it as the greatest film in natural colors ever given to the world. Know it to be the greatest starring vehicle of Sylvia Sydney, the picture that will definitely lift Fred MacMurray to stardom, a film that will permanently establish Henry Fonda with the front rank of world favorites. And when you consider its terrific actionful qualities, know that Director Henry Hathaway made it just as much for action as he made "Lives of a Bengal Lancer."

## CHALLENGES

We are certainly at this early date getting into our Paramount 1936 Prosperity Contest that very desirable quality known in the vulgar 'argot' as "Guts." We have, as a result, every expectation of the Contest being the most grimly exciting in the long, colorful history of such events. And that's something that won't make us mad: us wot 'as to scratch around for column material from one year's end to th'other. It doesn't make us in the least bit disconcerted to see Uruguay popping back at Cuba for one of last year's remarks, or Venezuela taking a pot shot at Argentina. Bless your dear hearts—that's flesh and blood to us. It's more: it's the writing on the wall for more pyrotechnics to follow.

## WATCH YOUR LIFE!

There's nothing in the world quite so valuable to you as your life. Usually it is doubly valuable because on it depends not only your own existence but the livelihood of a wife and children. In your own home you seek in every way to preserve your life against accident and sickness. When abroad from home you seek to preserve it against street accidents and other dangers. Precisely the same caution should carry along to your place of work.

In your exchange, wherever there is film stored or being handled, exercise every possible human caution against accident. Wherever light be needed, remember that there is only one form of light permitted by reason or sanity, and that light is incandescent—electric light enclosed in glass and wire. In your place of work useless rubbish should not be permitted to assemble, any more than it would be permitted in your home. Rubbish breeds pestilence, and it can swiftly be transformed into a torch in the event of fire.

Remember, too, that these precautions must be observed relentlessly, for fire comes from without as well as within. The building next door might not have the same precautions as you have, and every unguarded mound of film, as well as every useless rubbish help, can be a target for sparks.

The one who would leave firetraps for his, or her, fellow workers is as much a criminal as the one who would unwittingly leave poison within the reach of innocent children. And there can be no more palsy horror than a life taking fire which a human being realizes his carelessness has been responsible for.

Mark our words. This Contest is going to result in much more than the publication of some sets of standings. Company history in the matter of business achievements will be written; and Company history in the matter of new business careers carved will also be recorded. In other words — it's much more than Paramount's Prosperity Contest; the human element is likewise going to score very heavily from it.

## EXPLOITATION

There's a new business courage abroad in our Legion. Right along we've had the manpower for it; now we've got the pictures — so the sale and exploitation, through publicity and advertising, of these pictures is reaching new heights of daring accomplishment. We call your attention, in our most pugnacious fashion,

to the magnificent showing in this issue made by District Manager Rudolf Jelinek and his Paramounteers of Prague. There's a line-up of cooperative advertising that we think is quite without precedent. That's selling our pictures with purposeful punch, if we ever saw it! There's something to be truly proud of. And our panegyric doesn't stop there. Look at what Tom Cochrane has done with his wrestling exploitation in Japan! And at Charles Ballance's great advertising campaign in Burma. Look at the magnificent front-of-house display that Louis Foldes secured for "The Crusades" in Budapest. And that's still not all! Our paean of praise could go on and on from now until next issue. What we do want to get across, however, is the certainty that vigorous exploitation of our pictures is going to be a mighty factor for success in this Contest. If it's something that you have not counted on heavily, then recognize right now that you have not only to overcome the salesmanship of our competitor comrades, but also their exploitation as well.

## SILVER PLACQUE

It is with a tremendous amount of pleasure that we record in this issue the fact that for the second time in less than a year, the Silver Plaque of Motion Picture Herald (U.S.A.) is awarded to an overseas showman. The recipient of this highest award in the American motion picture exploitation field is Manager Rene Lebreton of the Paramount Theatre, Paris. It was awarded to him for a magnificent campaign on Cecil B. DeMille's production, "The Crusades." Publicity Manager Andre Agramon, who participated in the preparation of the campaign, has also been made the recipient of the Silver Certificate. We are delighted to see Rene Lebreton join with John Armstrong, of Paramount's English circuit of theatres, to become the only two overseas managers to win the highest exploitation award that the American film industry can offer. Twice only has the award gone overseas, and both times to Paramount.

## YORK-IDS TO CARL

Our first salute of the new Contest is to effervescent, beaming Carl P. York, fighting leader of the Valiant Vikings, and first leader in this 1936 Pageant of Prosperity. Just how long Carl will keep this lead is a matter that is in the laps of the Norse gods. But we do call you to witness the fact that when John B. Nathan took the lead in the Contest of the last half of 1935 he vowed to keep that lead throughout the Contest—and he did. Maybe Carl P. York has the same idea. It's a pretty good notion, you know, and Carl likes good notions.

## LONDON'S PARAMOUNT

Our new theatre in London, the Paramount, opened in a blaze of glory February 10th. Story and pictures next month.

# GIANT RACE IS ON!

## HOW STAND THE DIVISIONS

YORK	1
MESSERI	2
COCHRANE	3
KALRSFELD	4
GRAHAM	5
Kennebeck	6
Aboaf	7
Day	8
Schaefer	9
Sussman	10
Ballance	11
Del Villar	12
Nathan	13
*Over Quota	

## RENE LEBRETON WINS QUIGLEY AWARD SILVER MEDAL FOR JANUARY



Last June, Rene Lebreton, manager of Le Paramount, Paris, won an Honorable Mention for his "Bengal Laneer" campaign when it was entered in the Quigley Award Contest of "Motion Picture Herald" (U.S.A.). Six months later, in competition with the whole world, he has been adjudged the winner of the Silver Plaque, highest of the awards, for his truly astounding campaign of publicity and exploitation on "The Crusades." Many phases of his campaign have been pictured in these columns, and all will agree that Lebreton has done a marvelous job.

Sharing honors with him, and himself the winner of the Silver Certificate, is Andre Agramon, publicity manager of the Paramount. Such extensive credit was given Agramon by Lebreton, that the editors of the "Herald" decided that for only the second time in the history of the award, an aide in a campaign was to be honored with a Silver Certificate.

Both awards have already been despatched to Paris and next month it is our hope to picture their colorful presentation to the winners.

Meanwhile it is our delight to convey your congratulations to the winners; and to report also that the Quigley Award has been awarded overseas on only two occasions—both times to Paramount men. These men are John Armstrong, of Paramount's British Theatres; and Rene Lebreton.

## York Leads Vikings to Divisional, Country Tops. 5 Divisions, 7 Countries Over Quota

"They're Off!" That most glamorous of international yells is still reverberating around the earth, even though the racers sped from their starting mark a full two months ago. On this page are published the first results of relative positions, and because there are not prior lists for comparison purposes, it is our sole comment on this occasion to point out that the Vikings have both leads, that there are 5 Divisions and 7 Countries over Quota, and that it looks like being a terrific contest.

Aye, there is something else that we can say! Remember last month—we said something about prizes? We meant it, alright. The sum of Seven Thousand Five Hundred Dollars (\$7,500) is available for this purpose, and it will be allocated as follows:

The Members of the Winning Branch in the Winning Division will each receive a bonus of 2 Weeks' Additional Salary. The Paramounteers of the Winning Branch in the Division that finishes Second, will each receive a bonus of One Week's Salary in addition. The staff of the Winning Branch in the Division that comes in Third will each receive a bonus of One-half Week's Salary in addition.

Furthermore, the Manager of the Winning Division will receive \$750, the Manager of the Division finishing Second will receive \$500, and the Manager of the Division finishing Third will receive \$300.

## RELATIVE PLACES BY COUNTRIES

1st	SWEDEN*
2nd	ROUMANIA*
3rd	PHILLIPINES*
4th	JAPAN*
5th	SPAIN-PORTUGAL*
6th	FRANCE*
7th	GREAT BRITAIN*
8th	Hungary
9th	Czecho-Slovakia
10th	Australasia
11th	Chile
12th	Italy
13th	Jugo-Slavia
14th	Brazil
15th	Germany
16th	China
17th	India
18th	Cuba
19th	Poland
20th	Holland
21st	Denmark
22nd	Porto Rico
23rd	Norway
24th	Guatemala
25th	Panama
26th	Austria
27th	Peru
28th	Colombia
29th	Finland
30th	Argentina
31st	Uruguay
*Over Quota.	

## ANNUAL LONDON CONVENTION HAILS GREAT PRODUCT

### Delegates Hear Stirring Messages Delivered in Novel Setting

By Our Special Reporter

The Banquet held February 16th in the Trocadero Restaurant, at which over one hundred Paramounteers and distinguished guests were present, marked the conclusion of one of the most successful British Sales Conventions ever held. An inspiring note of novelty marked the three days business—a factor undoubtedly contributing largely to its success.

The first day probably represented the highlight of the Convention programme, when as a result of a novel idea conceived by Mr. Montague Goldman, General Manager, the Convention room was converted into a Court Room and 'trials' of individual Paramounteers were held.

Branch Managers, Supervisors and Theatre Managers were put into the "Dock" and subjected to rigorous cross examinations by Paramount's "Prosecuting Counsels," the "prisoners" undergoing trial being closely examined as to their shortcomings and misdemeanours of the previous years.

The whole object of these examinations was, of course, to bring out points which it was hoped would be a guide to them and others in their future activities.

In this objective the idea proved eminently successful and special praise must go to Mr. Goldman, who presided as Chief Justice, for his masterly summing up of each case and to the prosecuting Counsels for their very pointed and shrewd ques-

tioning. Branch Managers came under the fire of "Counsels" Harold Walker, Assistant Sales Manager and C. J. Dickinson, Sales Supervisor, whilst Theatre Managers were likewise questioned by Charles Penley, General Manager Paramount Astoria Theatres, and Leslie Holderness, Supervisor of Provincial Theatres. Altogether eighteen cases were tried in this way.

On Saturday everything reverted to normal and the day was devoted to a review of product for the coming six months, opening with an address by Mr. Goldman, who was followed up by a review in detail of new material from Mr. Walker.

Earl St. John in a spirited talk stressed to his theatre personnel the value of maintaining Paramount's high standard of theatre service, expressing the hope too that operating costs should be carefully watched and be kept on an economic basis consistent with efficient working.

Mr. Edward Ayres, Secretary, then took the floor and addressed the assembly on points of procedure where

enquiries had been instituted by the Kinematograph Renters' Society.

There followed a short address by Mr. F. L. C. Thomas, Director of Advertising and Publicity, when he appealed to Branch and Theatre Managers for a freer exchange of information and ideas with a view to improving the dissemination of Paramount film news to all papers throughout the country.

Came a truly inspired talk from Mr. Goldman. In summing up the business of the Conference he stressed the value of the two days' discussions and pointed to the many pitfalls and obstacles that must be expected and avoided in the business of film selling.

"The problems of selling today," he said, "differ greatly from those of twenty years ago. Then, competition was not nearly so keen and it was only necessary to bring a film under notice in suitable quarters. During the last two decades advances have been made in many directions—the novelty of one film has been superseded by the superiority of one over many. Competition has changed its ground. The salesman's knowledge must not only relate to his own commodity but it must embrace those which are offered by competing firms and he must find a means of convincing his customer that his article is the most acceptable even after all

(Continued on Page 11)



Delegates entering Paramount's Carlton Theatre for a screening of "The Milky Way" and excerpts from several other forthcoming productions.

# SHOWMANSHIP SPEAKS AN INTERNATIONAL LANGUAGE

## EXPLOITATION NOTES

Prague's publicity staff merits a fine bouquet for the excellent issue of "Kino Revue" which they produced a few weeks ago. This absorbing magazine, with a colorful cover and four pages devoted to DeMille's "The Crusades," and the balance of the issue to the other great Paramount pictures soon to be seen, is one of the most completely satisfying pieces of worth while publicity that we have ever seen. The copies received in New York have had wide distribution in Home Office as well as in the Studio. We sincerely trust that District Manager Jellinek will transmit our congratulations to all members of the Czecho-Slovakia staff directly concerned.

Cuba's Manager, Jasper D. Rapoport merits a bouquet for his excellent envelope imprint for "Rose of the Rancho." The imprint features a flashing picture of the lovely Gladys Swarthout. (It was of Miss Swarthout that The New York Times said: "She is lovely to look at and heaven to hear." That line should truly be her trade mark.)

Argentine's Managing Director, John B. Nathan, has sent us a page from the Buenos Aires "La Prensa" listing all of the major releases of all major companies for 1935-36. It seems that "The Lives of a Bengal Lancer" copped the headline honors, being the only film mentioned in the heading. Incidentally, this story would seem to bear out Mr. Nathan's contention that his Gaucho Division is going to carry their winning streak across the line between last year and this.

"The Big Broadcast of 1936" got an excellent publicity campaign in Melbourne, Australia, due principally to the efforts of the Capitol Theatre's new publicity manager, Eric Wahlquist. We have before us an enticing full page from "The Star," important evening paper, and can understand how it sent the crowds scurrying to the Capitol. Mr. Wahlquist recently succeeded Frank V. Kennebeck, who is now en route from New York to India where he will be assistant to General Manager Charles Ballance.

Australia put out some splendid local posters on "The Big Broadcast of 1936," designed especially to feature the Tauber, Vienna Boys Choir and other items which were incorporated in the local edition. The posters contained a great deal of pictorial material, which was missing in the American posters.

Especially worthy of attention is a campaign of advertising done by Harold Pike of the Sydney exploitation staff, on behalf of "The Last Outpost." Concentrating on Gertrude Michael, of the picture's cast, Harold worked a cooperative tie-up with the Australian Gas Company whereby photographs of Miss Michael in cooking poses were used in a large advertising campaign. Life-size cutouts of Miss Michael were also used in the many windows of the Gas Company's stores. Harold (who at one time was ye editor's office boy in Sydney), has just been promoted to the exploitation staff, and we are hugely delighted to see him succeed so admirably with his first assignment.



(1) Book tie-up with "Dr. Jekyll and Mr. Hyde." (2) Huge head of Marlene Dietrich on Alfa Theatre for "Song of Songs." (3) Svetozor Theatre's statue of Dietrich for "The Blonde Venus." (4) Gary Cooper tie-up with important Czech hatters. (5) Sylvia Sidney shoe display for "Thirty Day Princess." (6) Mary Ellis shoe tie-up for "All the King's Horses." (7) Loretta Young's photo boosting "The Crusades." (9) Dietrich enlargement with furs for "Scarlet Empress." (9) Striking photo of Fredric March aided tie display. (10) Brunner Theatre's live lancers for "Bengal Lancer." (11) Alfa Theatre decorated for Dietrich's "Devil is a Woman." (12) Fred MacMurray and Paramount trademark aided "Car 99" shoe display. (13) Beautiful portrait aided Dietrich shoe display for "Devil is a Woman." (14) Mary Ellis' portrait helped "All the King's Horses." (15) Japanese front of Brunner Theatre for "Madame Butterfly." (16) Front of Brunner for "Bengal Lancer." (17) Dietrich scene aided shoe tie-up.

## PRAGUE SMASHES ALL EXPLOITATION RECORDS

Accustomed as we are to seeing marvelous displays of Paramount exploitation from time to time, nevertheless we were considerably knocked off our feet when a barrage of exploitation evidence arrived from Prague recently. Accompanying it was a modest little note from District Manager Rudolf Jellinek, just two and a quarter lines in length, and extremely formal at that. All that there was left for us to do was to make a selection from the photos, prepare a layout, and then allow the ex-

tensiveness, completeness and ingenuity of the whole campaign be its own splendid compliment to the indefatigable work of the Prague publicity staff.

It begins to look as though Prague is going to supply the next overseas winner of a Quigley Award presented by America's Motion Picture Herald.

### JOSE TREVIN IS THE NAME

In last month's issue, due to a mechanical defect, the name of the manager of the Moderno Theatre, Cuba, was omitted. We hasten to remedy this by announcing that Sr. Jose Trevin is the Moderno's empressario, and was responsible for the fine front-of-house display for "The Crusades."

### POLAND'S FINE MAGAZINE

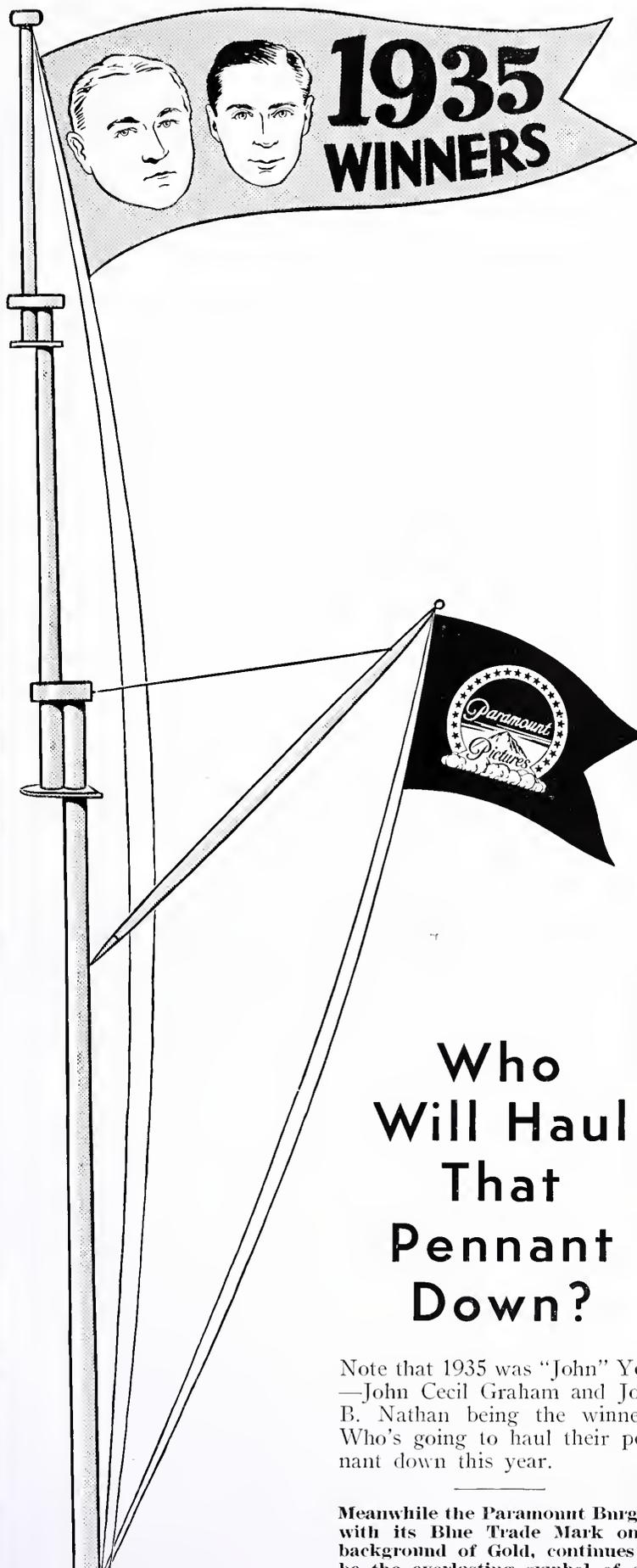
Congratulations once again to the excellent editorship of Warsaw's extremely readable "Doradca Filmowy," six issues of which have recently reached us. Among other things we like particularly the "teaser" advertisements for Sylvia Sidney's "Osaczona," ("Mary Burns, Fugitive").

# DIETRICH, KIEPURA FILMS SUPERB!

Don't by any means fall into the habit of thinking that because we have bestowed such a large slab of space on the many and spectacular merits of "The Trail of the Lonesome Pine" in this issue, that that film is the only great one we have to talk about. It isn't!

We are thrilled right up to the top of our hair polish by the magnificence of Marlene Dietrich's and Gary Cooper's "Desire," while the musical magic of the Kiepura-Swarthout film, "Give Us This Night" will keep your pulses racing for many a long month.

And then there is that other One-and-Six-Zeros Special — Mae West as "Klondike Annie." This is the picture in which Mae starts the Gold-hair Rush to Alaska, and what's left of the place up there



## Who Will Haul That Pennant Down?

Note that 1935 was "John" Year — John Cecil Graham and John B. Nathan being the winners. Who's going to haul their pennant down this year.

Meanwhile the Paramount Burgee, with its Blue Trade Mark on a background of Gold, continues to be the everlasting symbol of our international Supremacy.

after she gets through with it, the wolves are welcome to.

And if you're not satisfied with that trio—a quartette if you count "The Trail of the Lonesome Pine"—there's always Harold Lloyd's "The Milky Way."

### TOM COCHRANE REPORTS MORE SMASHED RECORDS

Far from inaccurate was our recent statement that wherever you find Tom Cochrane, there also you find crashed and splintered film records. Take for instance the following Manila cable that Mr. Hicks received from the leader of the Orient Division:

"CRUSADES" BREAKING RECORDS WHEREVER SHOWN IN PHILIPPINES. "LANCERS" IN SHANGHAI BROKE ALL RECORDS FOR LENGTH OF RUN AND GROSS BUSINESS ESTABLISHING AN ALL-TIME TOPS.

Tom's back in Tokyo now, so watch the crackling cables from there.

### SPAIN'S TERRIFIC DRIVE

The Standings on Page 3 show Spain to be in Second Place, by Divisions, as at February 1st. But at that very time Spain was in the throes of a tremendous sales drive, "La Gran Quincena Paramount" (The Great Paramount Fortnight), running from January 26th to February 9th.

We have illustrated the punch of this event on a cover of "El Mator," on page 12. The two succeeding pages carried vigorous messages from Managing Director M. J. Messeri and General Manager of Distribution S. Vidal Batet. Then followed two graphic pages devoted to "Historial de la Casa Paramount Films, S.A." (A History of the House of Paramount in Spain), which story is to be continued in the next issue. Then a page devoted to a message from Mr. Hicks, and two more pages carrying production news and the relative standings of the branch offices and salesmen in Spain.

An issue to be really proud of.



CHARLES BALLANCE

General Manager of the far-flung territory of India, whose advertising challenge while on a visit to Burma should stimulate violent competition among other divisions.

### HAPPY BIRTHDAY, ALL

#### April Celebrations

- 1 Mr. Rudd ..... London
- 2 Miss M. Szenkier..... Warsaw
- 2 Miss Purkiss ..... London
- 2 Miss R. Rowe..... Manchester
- 3 Miss Dafter ..... London
- 4 Mr. G. P. Valler..... Berlin
- 4 Mr. J. Beck..... Amsterdam
- 4 Mr. E. Vecchioni..... Naples
- 5 Mr. F. King..... London
- 5 Mr. J. M. Ritchie..... Dublin
- 5 Mr. J. White..... Glasgow
- 6 Miss A. Banaszkiwicz..... Warsaw
- 6 Miss A. Lohar..... Panama
- 6 G. H. Hawkins..... London
- 6 Mrs. O. G. Belgordere..... Florence
- 7 A. Soloova ..... Prague
- 7 Mr. B. Simmons..... Manchester
- 8 E. Mohan Paraiaru..... Bucharest
- 8 H. Ornova ..... Prague
- 8 Miss Jordan ..... London
- 9 G. Koszegi ..... Budapest
- 9 Miss Higgins ..... London
- 9 Mr. W. Savage..... London
- 9 Mrs. Phillips ..... Cardiff
- 9 Miss E. Grote..... Manchester
- 10 Mr. M. Rosenfeld..... Home Office
- 10 Mr. Harbinson ..... London
- 10 B. Thomson ..... Newcastle
- 10 Mr. A. Ronci..... Rome
- 11 Miss White ..... London
- 13 Mrs. Smith ..... London
- 14 Mr. J. Sachs..... Amsterdam
- 14 A. Persson ..... Copenhagen
- 14 O. Radl ..... Prague
- 14 Mrs. F. LaSpina..... Catania, Italy
- 14 Mr. G. Bernazzani..... Milan
- 15 Mr. Z. Lapinski..... Warsaw
- 15 Mr. S. Daniel..... Warsaw
- 15 Mr. Maxfield ..... London
- 15 Miss P. Blum..... Leeds
- 15 Miss A. Montanari..... Rome
- 16 Miss E. Lockerbie..... Glasgow
- 17 Mr. F. Kant ..... Berlin
- 17 J. P. Cummins..... Dublin
- 17 Miss I. Neil..... Glasgow
- 17 Mr. W. Craven..... Leeds
- 18 Miss C. Bergmann..... Berlin
- 18 Miss Gall ..... London
- 18 G. Selen ..... Helsingfors
- 19 Mr. R. Baumbach..... Dusseldorf
- 18 Mr. Amezaga ..... Home Office
- 19 Mr. R. Frier..... London
- 20 H. J. Rimmelenkamp, Amsterdam
- 20 A. Ehrlichova ..... Prague
- 20 Mr. S. Paris ..... Glasgow
- 20 Miss M. Tebb..... Manchester
- 21 Miss G. Lohmann..... Frankfurt
- 21 Miss Nolan ..... London
- 21 Miss Martin ..... Glasgow
- 22 Mr. W. Mertiens..... Dusseldorf
- 22 Mr. T. Morera ..... Havana
- 22 Mr. Grahame ..... London
- 22 Miss M. Brighthouse..... Liverpool
- 24 Miss E. Bohnke..... Berlin
- 24 Miss M. Baron..... Liverpool
- 25 Mr. W. C. Philips..... Berlin
- 26 Miss Bennett ..... London
- 27 Mr. Syer ..... London
- 28 Mr. Carl P. York..... Stockholm
- 28 Mr. T. Kerr..... London
- 28 Miss Ellison ..... London
- 28 Miss B. Hardy..... Manchester
- 29 P. Flodin ..... Stockholm
- 29 A. Bisgaard ..... Copenhagen
- 30 Miss S. Lorenz..... Berlin
- 30 Miss N. Tasker..... Liverpool

## YOU'VE GOT THE PRODUCT

## PRODUCTION NOTES

E. A. Du Pont, world famed for his direction of "Variety," has been signed by Paramount to direct the new Gertrude Michael starring picture, "Something to Live For."

"Valiant Is the Word for Carrie," a best-selling novel for many months, and a property that every major studio was bidding for, has become the property of Paramount. Barry Benfield wrote the book, and Wesley Ruggles will bring it to the screen with a noted star cast.

Rod LaRocque is definitely coming back. His work in "The Preview Murder Mystery," formerly known simply as "Preview," has been so widely acclaimed that Paramount has given him a role in "Reunion," with Herbert Marshall, Gertrude Michael and Lionel Atwill.

King Vidor's next Paramount assignment will be "The Texas Rangers," which will star Gary Cooper.

Edward Sutherland is presently directing W. C. Fields, who is starring in "Poppy."

Joan Bennett has been signed to a personal contract by Walter Wanger. The paper calls for four pictures, of which at least two will be made for Paramount release. The first of these will be "Big Brown Eyes," which Miss Bennett commences immediately work is concluded on "Thirteen Hours By Air."

Sam Jaffee, who had a sensational role in Marlene Dietrich's "The Scarlet Empress," is with the star again in "I Loved a Soldier."

Julia Faye, star of many Cecil B. DeMille productions in the past, has been given a role in "Reunion," starring Herbert Marshall and Gertrude Michael.

Anton Litvak, director of many successful pictures in Continental Europe and in England, has arrived in Hollywood to direct "Sahara" for Walter Wanger. Charles Boyer will

(Continued in 4th Column.)

## MINUTE REVIEWS OF RECENT FILMS

*DESIRE*

Everything that you could possibly desire is in this one. Dietrich is magnificent—warm, affectionate, passionate, beguiling—and Gary Cooper reveals once again that whimsical, lovable comicality which was so much a highlight of "Morocco." The supervision of Ernst Lubitsch is very much in evidence, and the musical scoring is a treat for the ears.

*PREVIEW MURDER MYSTERY*

One of the greatest novelty films of this or any other year. Tells you more about the workings of a studio than any film ever made. No sets were used, the whole film being shot against actual studio backgrounds. You'll enjoy seeing again such old-time favorites as Rod La Rocque, Bryant Washburn and Reginald Denny.

*CALL OF THE PRAIRIE*

Just about the best of the Hopalong Cassidy series to date. Bill Boyd and Jimmy Ellison continue to grow in popularity.

*DESERT GOLD*

A regular whoop-'er-up Western, done in that better-than average style that only Paramount seems to be capable of. Tom Keene, Robert Cummings, Monte Blue and Marsha Hunt head the cast, and it's rip-roaring excitement from start to finish.

*F. MAN*

A regular comedy surprise. Paramount's smart satire on the activities of the G. Men, done purely and simply for the laughs that it cannot help but collect. Jack Haley, the personification of a "dumb cluck," was never better, and the comedy-chase sequences at the picture's end are reminiscent of many Lloyd pictures.

*GIVE US THIS NIGHT*

Long awaited, and well worth waiting many years for. It is many times over the greatest Kiepura ever made, from the standpoints of story appeal, dramatic value, music, recording and general technical excellence. Kiepura, one of the greatest international favorites of all time, is here revealed in more magnificent voice than any of his past pictures have produced. His voice is a vibrant thrill, a pulsing excitement, and he has the acting ability to go with it. The music is enchanting, and the same word can also encompass the personal and vocal beauty of Gladys Swarthout. In short, a magnificent film, and a potential grosser without an equal in those scores of countries that have long clamored for a Paramount-Kiepura film.

be the star of this picturization of a romance of the French Foreign Legion.

Forced from the cast through non-compliance with the terms of his contract, George Raft has been succeeded in the cast of "The Princess Comes Across" by the growingly-popular Fred MacMurray. This is the picture formerly known as "Concertina," in which Carole Lombard is leading woman, and Arthur Hornblow producer.

Sally Eilers is leading lady in "Florida Special." Jack Oakie, Kent Taylor and Frances Drake are also in the cast.

Cary Grant, newly returned from a film assignment in London, has been cast opposite Joan Bennett in the Paramount-Wanger production, "Big Brown Eyes."

## NEW CONTRACT FOR MORROS

As a mark of recognition on the completion of his 12th year with Paramount, Boris Morros has been given a new long-term contract as general director of music and in addition has been made a producer of musical pictures. Morros joined Paramount a year after arriving in this country from Europe. He was transferred from the New York office to head the music department in Hollywood last year.

## NOTED EUROPEAN DIRECTOR ARRIVES

Anton Litvak, one of the most important Continental directors of today, has arrived in Hollywood under contract to Walter Wanger. Mr. Litvak's first assignment will be "Sahara," starring Charles Boyer.

Perhaps the most significant feature of this announcement is the fact that Mr. Litvak's direction of pictures is characterized by a preponderance of action over dialogue.

## "THE TRAIL OF THE LONESOME PINE"



T O W I N T H E C O N T E S T !

**FLASH!**

The picture hitherto known as "Concertina" will be given the final title of "The Princess Comes Across." It stars Fred MacMurray and Carole Lombard, under the direction of William K. Howard, who made "Mary Burns, Fugitive."

Walter Wanger has arrayed a real star cast for his Mary Ellis picture. In addition to the glamorous, singing star, the picture will have John Halliday, Norman Foster, Alan Mowbray and Walter Pidgeon in the cast.

W. C. Fields is completely recovered from his recent illness, and two days before this issue went to press he started work in "Poppy." Rochelle Hudson and Richard Cromwell are in the cast.

Herbert Marshall and Gertrude Michael have completed work in "Remion" and are again together opposite the same camera lens in "Something to Live For." E. A. Dupont, famous Continental director, is making the picture.



TUNING UP FOR HIS NEXT PICTURE

Bing Crosby, getting set for "Rhythm on the Range." With him, Jimmy Dorsey, radio orchestra leader; Cork O'Keefe, radio manager; Eddie Janis, studio music exploitation manager; Boris Morros, general director of Par. music dept.; and Evelyn Winters, rights expert.



KIEPURA'S RADIO SENSATION IN U.S.A.

Jan Kiepura scored a phenomenal success over the radio in the U.S.A. on the evening of February 9th, when he appeared as guest star on the Paul Whiteman program. He was, as usual, in magnificent voice, and his inspired rendition of three songs from his new Paramount picture, "Give Us This Night" earned him thunderous applause.



YESTERDAY'S STARS STILL POPULAR TODAY

Gail Patrick, Paramount featured player in "The Preview Murder Mystery," is shown with four of her leading men in the picture, all of whom have seen long and honorable service in Filmland. They are, left to right: Ian Keith, Rod La Rocque, Reginald Denny and Bryant Washburn.

**PREPARING FOR "THE COUNT OF LUXEMBOURG"**

Preparing for his Hollywood screen debut, Frank Forest, American born tenor, has been notified

by Paramount to at once start tests for "The Count of Luxembourg."

Forest, who studied and sang in Europe for 10 years, will play the title role in the operetta which

took a year of investigation and negotiation by Paramount to corner.

Gladys Swarthout, now in New York preparing for her season with the Metropolitan Opera Company, will return to Hollywood next spring to join Forest in the production.

Forest has rented a home which he is convinced is lucky, having been occupied by Charlie Ruggles, Maurice Chevalier, Leslie Howard and Somerset Maugham.

**The Technicolor Thrill of the Century!**



# PERSONAL TOUCHES MAKE

## IN JAPAN, PARAMOUNT'S TRADE MARK APRON IS NATIONAL WRESTLING SENSATION

A few months ago we reported the bestowal of a decorative apron on Japan's wrestling champion by General Manager of the Orient, Tom D. Cochrane. We told then that the apron would be publicly worn throughout the country during January, but that unfortunately Tom would be in the Philippines on business at that time. Well, the apron was worn, received a truly colossal amount of publicity, and brought fame to its wearer. But—we'd sooner have Mr. J. W. Piper tell you the story as he wrote it to Mr. Hicks—

Dear Mr. Hicks:

Enclosed are a couple of pages from the current issue of ASAHI-GRAPH, a pictorial magazine published by the Asahi Newspaper. The pictures are of the opening day of the wrestling matches January 10th.

I attended that day, together with our publicity man and several others, and I can assure you it was a thrill to see the amphitheatre absolutely packed by some 30,000 wild fans. Oshio wore the Paramount "apron" during the "march of the champions," a ceremony in which all the ranking wrestlers parade through the ring. It was certainly distinctive. The photo shows him stepping down from the ring after the formal salutation. It was a pity Mr. Cochrane could not be present, after having conceived the idea.

The evening papers that day carried a picture of the apron, with an



Oshio, wrestling champion, in the ring at Tokyo wearing the sensational Paramount Trade Mark apron. Portion of the huge audience of 30,000 is visible.

article describing it—also a statement by the recipient expressing his pride and pleasure at wearing the first one, in the 1500 years' history of the sport, presented by foreigners.

It was worn on seven occasions during the eleven day season. It will be carried by him in his coming tour, which will take him throughout Japan, till he returns to Tokyo for the May matches.

The publicity value of the interest and curiosity aroused by it is incalculable. Oshio told me that he has had more enquiries from friends and fans about this apron than any of the others he has ever received.

(Sgd.) J. W. PIPER

Our sole comment is to add a hearty measure of very warm congratulations to Tom for the splendid quality of his stunt. He certainly brought honor and glory to the Trade Mark that time, as he has done time and again.

### Honors!

February has been a great month as regards national and international honors conferred on members of Paramount's International organization. In addition to the great honor conferred on John E. Kennebeck, managing director of the Australian organization, we have to record a signal distinction paid Ike Blumenthal, executive in charge of Paramount's Joinville Studio, Paris.

Mr. Blumenthal has been created a Chevalier of the Legion of Honor of France in recognition of his great contributions to French film production.

### "BENGAL LANCER" TAKES CZECH HONOR



R. Jellinek

According to Mr. Jellinek's advice, the eminent Prague film publication, "Filmove listy," has bestowed on the Paramount picture the medal denoting it to be the outstanding motion picture of any country produced during 1935. This is indeed an honor of which we are supremely proud. We feel, moreover, that it is a spur to our studio to create another film which will enable us to hold the honor for two years in succession.

We have been advised by District Manager Rudolf Jellinek, that Paramount's great production, "The Lives of a Bengal Lancer," has been awarded one of the outstanding citations of merit for 1935.

### CHALLENGE EXCHANGE

(RATES. 1 line, free. 2 lines, free. 3 lines, free. And so forth, etc.)

**URUGUAY.** We'd like to take a little thump at Cuba. The Rapoport Bunch think we can't produce as much as they can. We'll match our territory against Cuba for the duration of this contest.

(sgd.) Uruguay Paramounteers.

**VENEZUELA.** We had a letter from John Nathan, managing director of the Gaucho Division. It was a fighting letter, so we replied as follows: "I am very sorry to advise you that once we get started in this new territory, the Argentine office will have to drop from first place to make room for Jerome Sussman and his Caribbean Division. Please don't take this setback too hard, but be content with the thought that second place is also among the leaders."

(Sgd.) Aaron Pines

**AUSTRALIA.** In connection with our Silver Jubilee Drive in behalf of the 1936 Paramount Prosperity Contest, I wish to offer the following pungent branch manager challenges to the world: "My aim is to exceed Quota. I have no recollection of having promised a result we did not obtain, and this reputation will be maintained this year when we will again exceed Quota" (Craig, New Zealand); "My district will return a greater amount of revenue than ever before to make 1936 our peak year" (Gawler, dist. mgr. N. S. W., Q.); "Perth all out to win. Rely on us to do our share." (Foster, Perth); "No effort will be spared in endeavours to secure new and increased revenues and sane selling and handling will be evident throughout our record-breaking Jubilee year" (Blood, Adelaide); "Not one of us will 'let-up' in our efforts to show a substantial increase over last year's business" (Brookes, Brisbane); "Our business increased considerably in 1935. You can look forward to a further increase for Jubilee Year" (Kelly, Melbourne); "For Jubilee Year I pledge an increase over our 1935 business. You can rest assured that this pledge will be honoured" (Nacard, Sydney); "You have my wholehearted cooperation for the Drive. I am confident this branch will show increases in film rentals and ad. sales" (Henderson, Launceston). Will send you further challenges as same are received. (sgd.) John E. Kennebeck.



We are happy to present here Mr. and Mrs. Osvaldo Rocha, who were married in Rio de Janeiro, Brazil, in December last. Mr. Rocha is assistant to Mr. Vasco Abreu, publicity director of the Brazilian Division. Our heartiest congratulations to the happy couple.

### KLARSFELD VISITS ALGERIA



at Alger. Mr. Klarsfeld at the right.

Henri Klarsfeld, Administrateur Delege of the French Division, recently paid a visit to Algeria, which North African country comprises portion of his territory. He is shown with Robert Rochefort, branch manager



### THREE PRETTY WOMEN ENTERTAIN ONE MAN

The man happens to be Fred MacMurray (with whom all other Paramount males would trade places), and the three lovely ladies are Claudette Colbert, Carole Lombard and Joan Bennett. The scene is the exit door of the Paramount commissary in Hollywood, where the three females took Fred to lunch, or maybe it was the other way around. Anyhow, the occasion was to mark Fred's rise to popularity, in which process all three played a part. Miss Lombard was with Fred in "Hands Across the Table," Miss Colbert with him in "The Bride Comes Home," and Miss Bennett is with him in "Thirteen Hours By Air."



Another sensational full-page advertisement for Paramount product from Brazil, this time from Sao Paulo. The ad. appeared in the "Correio Paulistano," and certainly encompassed the Paramount Trade Mark in the happiest fashion possible. Congratulations to you, Mr. Vasco Abreu for this excellent display.

Eugene Schosberg, assistant manager in Colon, Panama, returned to his office on February 22nd, following a visit of several weeks paid to H.O.

# THE WHOLE WORLD KIN

## PAPAL KNIGHTHOOD BESTOWED ON JOHN E. KENNEBECK

His Holiness Pope Pius has seen graciously fit to bestow on John E. Kennebeck, Managing Director of Paramount in Australia and New Zealand, the high order of Knight Commander of St. Gregory. This exalted honor comes to Mr. Kennebeck in recognition of his magnificent personal services in behalf of Catholic missionaries in the South Seas.

## WILLIAM C. PHILLIPS ARRIVES AT HOME OFFICE

Paramount's resident attorney in Berlin, William C. Phillips, is in America for his first visit to Home Office in 8 years. He arrived February 18th in the "Manhattan" and proceeded practically immediately to Hollywood for his first look at the Studios. His many friends here have been delighted to see him again. He returns to Berlin March 11th.

## NATHAN PROMOTES THREE GAUCHOS



Enrique Croce

America Rosenberger

Carlos Navarro

A very happy climax to the Gaucho Division's smashing victory in the Second-half of 1935 Drive—in which event the Gaucho Division's internal drive was won spectacularly by the Cordoba Branch—is revealed in a trio of merited promotions announced by Mr. John B. Nathan.

Enrique Croce, manager of the winning Cordoba Branch, has been elevated to the managership of Santa Fe. America Rosenberger, formerly manager at Santa Fe, goes to the managership of our new branch at Mendoza. Carlos Navarro, formerly chief booker at Buenos Aires office, secures the managership of the Cordoba branch.

Our most cordial congratulations to all three.



## SMASHING ADVERTISING CAMPAIGN FROM BURMA

Charles Ballance is certainly hitting on all twelve cylinders in his campaign of making his entire territory 100% Paramount-conscious. As general manager of India and neighboring territories he spent part of January in Burma, making the internationally-renowned city of Rangoon his headquarters, and while there he had the equally famous Pathe Cinema put out a pair of full-page advertisements that were sensation-sizzlers. We have reproduced them above, both stunning specimens of the attention-attraction art, and particularly call your attention to the one which has given a third of its space to announcing the advent of Walter Wanger's colourful Technicolour production, "The Trail of the Lonesome Pine." Note also the just and liberal use of the Paramount Trade Mark. Great work, Charles!

Flash! Two more ads have come in for "Peter Ibbetson," with footnotes regarding "The Milky Way," "Desire" and "Give Us This Night." Even greater work, Charles!

## HOW ARGENTINA, PARAGUAY AND URUGUAY WON IN 1935

Last month we announced that the Gaucho Division had maintained their initial lead all the way through the Contest of the latter half of 1935 and had emerged undisputed winners. Now comes a letter from Managing Director John B. Nathan giving some sidelights on their internal contest.

It seems that their local contest was won by Cordoba. Second place was won by Montevideo, under the brilliant leadership of Juan Oliver.

Third place was spectacularly copied by Buenos Aires, led by Manager Sigfrido Bauer, for whom special mention is definitely forthcoming. It seems that the business increase in 1935 made by Buenos Aires over the figure of 1934 was, as Mr. Nathan phrases it, "Nothing short of remarkable."

As for Uruguay, the 1935 business set an all-time high for that territory, even including that memorable year when we had "The Love Parade."

It is our tip to the rest of the world that, figures as of this issue notwithstanding, the Gaucho Division



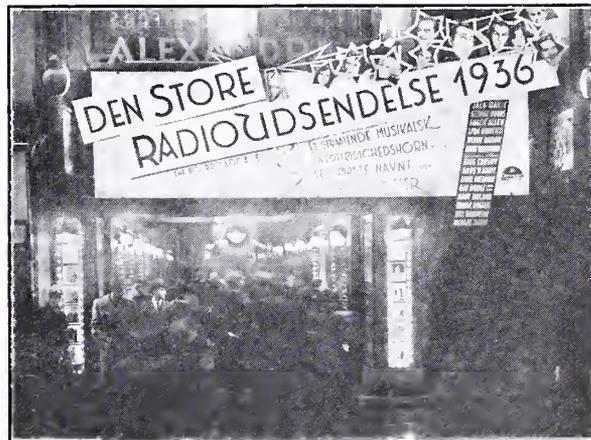
## WITH PARAMOUNT IN CATANIA, ITALY

One of the most impressive, dignified and colorful Paramount offices we've seen photographed, is the sub-branch at Catania, Italy, where Mario Francisci is office manager. We have pictured one angle of the place above, and must comment on the excellent quality of the locally-produced Paramount posters on display.

The Paramounteer caught by the camera lens before the bottom right-hand poster, is Bertello Giuseppe, book-keeper.

is going to provide powerful opposition for all of you to overcome.

COPENHAGEN. This is the flashing exterior of the Alexandra Theatre during the season of "The Big Broadcast of 1936." Exhibitor Hjalmar David- sen devised an arresting display and the heavy receipts rolled up justified his efforts, according to Paramount Manager Harald Frost.



## BUDAPEST THEATRE MASTERPIECE OF EXPLOITATION

Here's a front-of-house display that really beggars description. It was created by the Royal Apollo Theatre in Budapest, Hungary, on behalf of "The Crusades," and was the sensation of the city. Paramount Manager Louis Foldes, in crediting the display to Alexander Fodor, Paramount's publicity manager, described it as extending across the sidewalk to the street, and making the theatre front a castle. The electric lighting was neon, and the size of the Wilcoxon figure can be gauged by comparing it with the street people.



## DIE BEDEUTENDSTEN NEUIGKEITEN DES MONATS

Seit langem sind wir hier in der Zentrale nicht so begeistert gewesen, wie nach der Vorführung von "The Trail of the Lonesome Pine," dem ersten Technicolor Film, welcher vollständig in der Natur gedreht worden ist. Dieser Film ist nicht nur vom Standpunkt der Farbfilmproduktion gesehen eine Sensation, sondern er hat ausserdem kolossales Tempo und, um allem die Krone aufzusetzen gibt ein jeder Star die Höchstleistung seiner Karriere. Die Regie von Henry Hathaway, dem wir — wie Sie ja Alle wissen — auch "Bengali" zu verdanken haben, ist ganz hervorragend, und man sollte eigentlich Herrn Walter Wanger für dieses Werk den ihm gebührenden Tribut zollen, denn nur durch seinen Mut und unerschütterlichen Glauben war es möglich, diesen Film zu produzieren.

Eine andere Vorführung, die uns zum Erlebnis wurde, war die des Films "Desire." Dieser Marlene Dietrich-Gary Cooper Film übertrifft alle in ihm gesetzten Hoffnungen, und wir versichern Ihnen aus diesem Grunde bereits heute, dass "Desire" sich zu einem ganz grossen Welterfolg gestalten wird. Es ist ein Ernst Lubitsch Film und die geniale Hand des Meisters, die dem ganzen Film erst den richtigen Schliff gibt, ist überall fühlbar.

Wollen Sie bitte Mr. Hick's Sonderbericht, der im Redaktionsteil zum Abdruck gelangte, Ihre ungeteilte Aufmerksamkeit schenken? Der Artikel behandelt eingehend die Verhütung von Bränden und wie man Paramount's Eigentum schützen und wahren kann, wie auch eine hygienische Besprechung. Mr. Hicks schneidet hiermit einige äusserst wichtige Themen an, denn mit Menschenleben und fremdem Eigentum kann nie vorsichtig genug umgegangen werden.

Der Wettbewerb für 1936 hat jetzt schon mehr Herausforderungen und Versprechen hervorgerufen, als irgend ein anderer Wettbewerb. Der Wille zum Sieg spricht aus allen Nachrichten, die aus aller Welt hier einlaufen und "Herr Quote" wird aller Voraussicht nach in diesem Jahre ein äusserst beschäftigter Herr sein.

Im Namen aller Paramountler sprechen wir an dieser Stelle dem Filialleiter in Sydney (Australien) Herrn John E. Kennebeck, unsere besten Wünsche anlässlich seiner Ernennung zum Knight Commander des St. Gregory Ordens aus. Diese päpstliche Auszeichnung wurde Herrn Kennedy auf Grund seiner grossen Verdienste um die katholischen Missionare in der Südsee zuteil.

Wir haben uns entschlossen, die augenblickliche Aufmachung unseres Titelblattes auf unbestimmte Zeit beizubehalten, da Bilder oft eine eindrücklichere Sprache sprechen, als es Worte vermögen. Wir werden es Ihnen allerdings nicht allzu leicht machen auf dem Titelblatt zu erscheinen, denn es soll vielmehr eine Art von Ehrenseite werden. Da der neue Wettbewerb schon gleich vom Start aus so viele Ueberraschungen bringt, sollte es aber keinesfalls schwer fallen, geeignete Kandidaten für unsere Ehrenseite zu finden.

Mit dieser Nummer bringen wir

## NOTRE PLUS GRAND MOIS DE NOUVELLES

Bien rarement havons-nous au Bureau Principal éprouvé une aussi grande émotion que celle que nous fit ressentir la projection de "The Trail of the Lonesome Pine," le premier grand film en Technicolor tourné dans les grands espaces extérieurs. Et ce n'est pas seulement par la couleur que ce film est remarquable, car c'est aussi un film merveilleux d'action, et les étoiles qui y jouent y ont donné le meilleur de leur carrière. La mise en scène de Henry Hathaway, qui dirigea "The Lives of a Bengal Lancer" est superlative, et toute la production atteint le haut degré d'excellence de Walter Wanger dont le courage a rendu cette réalisation possible.

Nous avons également été enchantés par la représentation de "Desire." Ce film Marlene Dietrich-Gary Cooper est tout ce que nous avions espéré qu'il serait, et nous n'hésiterons pas à vous dire à l'avance qu'il constituera un événement sensationnel mondial. C'est une production Ernst Lubitsch, et la touche de ce maître de la mise en scène est partout visible.

Nous appelons tout particulièrement votre attention sur le message spécial de M. Hicks à la page éditoriale concernant les dangers d'incendie. Ces dangers cependant ne sont qu'une partie de ce que contient l'article, car il se rapporte aussi à des questions d'hygiène et autres problèmes de même genre. Ce sont là des choses auxquelles nous ne pouvons trop prêter attention, car elles concernent des vies humaines et des façons de vivre.

Déjà le Concours de la Prospérité de 1936 a provoqué plus de défis et de menaces enflammées que n'importe quel autre concours de mémoire de ce rédacteur. Ils éclatent sur tous les points du globe, tous pleins de courage et de force. M. Contingentement aura certainement les mains bien remplies

eine Auslese ganz hervorragender Propaganda- und Reklamaceiden zum Abdruck, welche beweisen, wie viele originelle und geistreiche Köpfe wir unter dem Paramount-Banner versammelt haben. Sehen Sie sich z. B. die originelle Fensterreklame an, die von Herrn Jellinek's Staff in Prag erdacht worden ist; oder aber was Herrn Foldes Leute in Budapest anlässlich der Vorführung von "The Crusades" leisteten; oder aber wieviel Raum die Rangooner Presse Herrn Ballance einräumte — und so weiter. Ideen über Ideen, denen durchschlagende Erfolge auf den Fersen folgen müssen.

Vergessen Sie dabei nicht die vielen Grossfilme, welche Sie in absehbarer Zeit bekommen. Denken Sie an "The Trail of the Lonesome Pine," denken Sie an den Marlene Dietrich und Gary Cooper Film "Desire," an Harold Lloyd in "Milky Way," an Jan Kiepura und Gladys Swarthout in "Give Us This Night," an Mae West in "Klondike Annie" und vergessen Sie nicht Marlene Dietrich und Charles Boyer in "I Loved A Soldier." Ihnen gehört in der Tat die grösste Parade erstklassiger Filme, die einzigartig in der Geschichte unserer Firma dasteht.



## DOMINATES NEW YORK

As evidence of the typical campaign which has launched "Trail of the Lonesome Pine" in New York, we reproduce here a page from The New York Times showing the tremendous amount of space given this great film. As we go to press the picture has completed its second terrific week at the Paramount Theatre.

cette année.

Nous sommes sûrs que les Parisiens du monde entier se joindront à nous pour féliciter le Managing Director John E. Kennebeck, de Sydney, Australie, auquel Sa Sainteté le Pape a conféré le rang de Commandeur dans l'Ordre des Chevaliers de Saint-Grégoire pour les grands services personnels rendus aux missionnaires catholiques dans toutes les mers du Sud.

Nous avons l'intention de nous en tenir au style que nous employons actuellement pour les couvertures de notre publication car nous croyons que l'image raconte une histoire avec plus de force que ne le font les paroles. Mais il ne va pas être bien facile pour vous de décrocher cette première page. En d'autres mots, ce sera la page d'Honneur. Néanmoins de la manière dont vont les choses, dans le Concours, nous croyons qu'il y aura de nombreux candidats pour la couverture d'honneur.

Le présent numéro contient des exemples de quelques-uns des plus grands résultats de publicité et d'exploitation obtenus à notre connaissance. Ceci prouve que nous possédons dans notre organisation la plus forte collection d'esprits originaux dans notre industrie. Tournez la page, et voyez par exemple ce que M. Jellinek et ses collaborateurs ont fait à Prague dans les vitrines; ce que M. Foldes et ses hommes ont fait à Budapest avec les "Croisades"; ce que M. Ballance a pu obtenir en fait de lignes dans les journaux de Rangoon, Burma — et ainsi de suite, de page en page.

Et quand vous réfléchissez là-dessus, gardez à l'esprit la série des grands films que vous allez recevoir. "The Trail of the Lonesome Pine," Marlene Dietrich et Gary Cooper dans "Desire," Harold Lloyd dans "The Milky Way," Jan Kiepura et Gladys Swarthout dans "Give Us This Night," Mae West dans "Klondike Annie," Marlene Dietrich et Charles Boyer dans "I Loved A Soldier." Vraiment le plus grand cortège de grands films dans l'histoire.

## HET BELANGRIJKSTE NIEUWS VAN DE MAAND

Zelden hebben wij zooveel van een film genoten als van "Trail of the Lonesome Pine," de eerste, geheel in het drie-kleuren systeem van Technicolor vervaardigde "buiten" film. Niet alleen het feit, dat de kleuren iets geheel nieuws zijn en daardoor de attractie verhoogden, maar de hoofdrolspelers verheffen deze rolprent tot ver boven het gemiddelde. De regie van Henry Hathaway, die "Lives of a Bengal Lancer" regisseerde is schitterend en de geheele productie is een triomf van Walter Wanger.

"Desire" is eveneens een openbaring. Deze Marlene Dietrich-Gary Cooper film is alles wat wij er van verwachtten en zal ongetwijfeld overal sensatie wekken. Dat Ernst Lubitsch er zijn stempel op heeft gedrukt is te zien aan bijna alle scènes.

Wij vestigen Uw aandacht op een bijzondere boodschap van den Heer Hicks, voorkomend op de pagina gereserveerd voor hoofdartikelen. De Heer Hicks schrijft in dit artikel over diverse onderwerpen betreffende brandgevaar, hygiëne, enz., kortom punten, die Uw gezondheid en veiligheid aangaan.

Het Prosperity Concours 1936 heeft reeds talrijke uitdagingen uitgelokt. Wij herinneren ons niet ooit zoo druk in de weer geweest te zijn met het ontvangen en doorzenden van uitdagingen van en naar alle deelen der aarde.

Het zal onze Paramounters waarschijnlijk verheugen te vernemen, dat Zijn Heiligheid de Paus de Ridderorde van St. Gregorius heeft toegekend aan den Heer John E. Kennebeck, algemeen directeur van onze Australische Divisie, als blijk van erkentelijkheid voor de door hem bewezen diensten aan de Katholieke missionarissen in de Zuidzee.

Het is ons plan de volgende edities van dit orgaan te laten verschijnen met een geïllustreerd voorblad, aangezien photo's o. i. welsprekender zijn, dan woorden. Maar het zal voor niemand gemakkelijker zijn een ecreplaats op het "Eere" Blad te krijgen. Er schijnt evenwel een groot aantal aspiranten te zijn, gezien de geweldige vaart waarmee de verschillende Divisie hoofden het concours begonnen zijn.

De verschillende in dit nummer voorkomende afbeeldingen van vernuftige reclame en propaganda middelen bewijzen, dat Paramount de beste reclamemakers in de industrie heeft. Wij verwijzen U bijvoorbeeld naar de etalage reclame van den Heer Jellinek, in Praag en naar hetgeen de Heer Foldes deed met "Crusades" in Budapest, naar de advertentie van den Heer Ballance in Rangoon enz.

En als ge aan propaganda denkt, schiet U tegelijkertijd de geweldige komende Paramount films te binnen, waarvan wij thans noemen: "The Trail of the Lonesome Pine," Marlene Dietrich en Gary Cooper, in "Desire," vervolgens Harold Lloyd's "The Milky Way," Jan Kiepura en Gladys Swarthout in "Give Us This Night," Mae West in "Klondike Annie," Marlene Dietrich en Charles Boyer in "I Loved A Soldier."

ELKE FILM IN DE PARAMOUNT PARADE IS EEN SCHLAGER.

"Give Us This Night" will give you Kiepura at his very best. It is truly a magical musical film.

**EN MANAD AV STORAR-TADE NYHETER**

Sällan ha vi jublat så här i huvudkontoret, som när vi sågo vår färgfilm, "The Trail of the Lonesome Pine," den första stora färgfilm, som någonsin fotograferats i det fria. Denna film är inte bara sensationell tack vare färgen, ty den är också en underbar film med spännande händelser och ypperligt spel på alla händer, det bästa dessa stjärnor någonsin gjort. Iscensättningen, som är gjord av Henry Hathaway, som också gjorde "The Lives of a Bengal Lancer," är finfin, och hela produktionen är värd lovsånger till Walter Wanger, vars tro på saken har gjort denna film möjlig.

Ett annat oförgätligt ögonblick var åskådandet av "Desire." Denna Marlene Dietrich-Gary Cooper film är allt, vad ni hoppats, den skulle bli, och vi våga verkligen säga på förhand, att denna film kommer att bli en sensation. Den är gjord under Ernst Lubitschs övernakning, och man kan se mästarens hand filmen igenom.

Vi be att få fästa er uppmärksamhet på Mr. Hicks artikel på redaktörens sida i detta häfte, vari han ber er alla, att noga övernaka alla Paramounts egendomar mot eld. Denna artikel har också ett annat budskap, som behandlar hygien och dylika spörsmål. I alla dessa frågor bör ni ta oerhördt intresse, då det gäller både inkomst och mänskligt.

I mannaminne ha vi aldrig haft mera utmaningar och hot, än under denna år 1936s Prosperitytävlan. Varthelst kompassen visar, äro de med med själ och hjärta. Herr Quota kommer att ha ett mycket arbetsamt år.

Det är vår ärliga övertygelse, att Paramountärarna världen över äro ivriga att sluta sig samman för att gratulera avdelningsschefen direktör John E. Kennebeck i Sidney, Australien, som har fått orden Order of Knight Conclander of St. Gregory av Hans Helighet Påven till tack för hans hjälpsamhet mot katolska missionärer i Söderhavsoarna.

Vi äro övertygade om, att vi komma att hålla oss till den typ omslags-sida vi ha, ty vi veta att bilder tala mera än ord. Men vi komma att göra det mycket svårt för er alla att komma på den sidan. Med andra ord: den kommer att bli vår Heders-sida. Trots det, med den fart, som tävlingen framåtskrider, så kommer det att bli många aspiranter.

Detta häfte innehåller åtskilliga bevis på underbar annonsering och exploitering, det bästa i vår tid. Detta är ett säkert bevis på intelligenta affärsmän. Vänd på sidan och se, vad Mr. Jellinek gjorde i Prag med fönsterannonsering; vad Mr. Foldes gjorde med "The Crusades" i Budapest; vad Mr. Ballance lyckades göra med tidningsannonsering i Rangoon, Burma — och ungefär det samma sida efter sida.

Och medan ni tänker på detta, glöm inte bort de storfilmerna, som äro i antågande. "The Trail of the Lonesome Pine," Marlene Dietrich och Gary Cooper i "Desire," Harold Lloyd i "The Milky Way," Jan Kiepura och Gladys Swarthout i "Give Us This Night," Mae West i "Klondike Annie," Marlene Dietrich och Charles Boyer i "I Loved a Soldier." Tvi-velsutän en fin parad av fina filmer, den bästa vi kunna minnas.

**LONDON CONVENTION**

(Continued from Page 3)

lowing for the admitted merit of competitive articles."

Mr. Goldman pointed out the absolute necessity for salesmen to adapt themselves to the ever changing conditions as applied to the show-business particularly.

"Salesmanship," he said, "must change with a changing society. The standard of living is not now so low as it used to be. People are becoming more educated and consequently salesmen today must be well educated if only for the purpose of carrying prestige and making contacts. Where the whole standard of education has risen that of the salesman must be raised accordingly."

He pointed to the danger of underestimating the value of competitive goods. "The man," he said, "who can, of necessity, give his customer the best reasons of buying is not necessarily the most successful salesman."

"Study the customer from all angles," was Mr. Goldman's advice. "The seller and the product are only two factors involved in making the sale—the third is the customer."

In an apt review of present conditions, Mr. Goldman said that theatre management, and with it film salesmanship, was no longer a purely commercial affair, but was tending to become professionalised.

"In future," he said, "professional qualifications based upon a high standard of education will be required of people seeking admission to our ranks."

His concluding remarks emphasised the necessity of taking a broad and generous view of things and the importance of "cultivating an evenly balanced judgment upon all matters."

So ended the two days of discussions.

On Sunday afternoon the delegates repaired to the Carlton Theatre, where excerpts from the new films were shown including, DESIRE, TRAIL OF THE LONESOME PINE, and these were followed by the screening of Harold Lloyd's latest, THE MILKY WAY. We hardly need

to state here that if any evidence were needed that this is the finest Lloyd film to date, we have only to put on record its reception by Paramounteers on this occasion. Continuous roars of enthusiastic laughter marked the showing.

At the Banquet, which followed in the evening, speeches were contributed by Mr. Goldman, Mr. Ayres and on behalf of the guests present, by Mr. Arthur Segal. Before the presentation of the Cabaret the chair was temporarily handed over to Mr. St. John, who proceeded to fine numbers of those present for various misdemeanours, imaginary and otherwise. This resulted in the handsome sum of over £70 being collected and handed to Mr. Ayres as a contribution for The Cinematograph Trade Benevolent Fund.

Members of the Convention were presented with Scrolls, on which were reproduced everybody's signature and the evening ended with a most excellent Cabaret arranged by Mr. Charles Penley.

And so a Paramount year of successful achievement is concluded and a new year of great promise is opened up.

There is no doubt that underlying their terrific enthusiasm for the new product there is a grim determination on the part of the British force to place this company in the number one World Sales position—where we, naturally, feel it rightfully belongs.

**EL MES DE LAS GRANDES NOTICIAS DE PARAMOUNT**

—Pocas veces había reinado en esta Oficina Central entusiasmo igual al suscitado por "Herencia de muerte" ("The Trail of the Lonesome Pine"), la primera gran película en tecnicolor tomada en campo abierto. No es solamente el colorido lo que la hace notable: son la acción y los actores principales que, al sobrepasarse a sí propios, culminan en la mejor interpreta-

vae ser das mais rijas e disputadas.

—Confiamos que todos os paramonteizes se associarão aos cumprimentos que daqui enviamos a Mr. John E. Kennebeck, gerente geral da Australia, que acaba de ser agraciado pelo Japa com a commenda da Ordem dos Cavalleiros de São Gregorio, em premio pelo auxilios que Mr. Kennebeck tem prestado aos missionarios catholicos naquellas longinquas regiões.

—E' nosso intento manter doravante aquelle mesmo feito da nossa pagina exterior, porque acreditamos que uma photographia diz mais do que centenas de palavras. Mas será tão facil a entrada naquella pagina... Quer isto dizer que della faremos a nossa "galeria de honra." Não obstante, a julgar pelo entusiasmo já existente sobre o novo concurso, muitos serão os aspirantes á gloria de nella figurarem.

—Neste numero damos reproducção photographica de esplendidas campanhas de publicidade em varias partes, o que prova que os paramonteizes sempre se distinguem pelo numero de suas admiraveis ideias. Notem, por exemplo, a publicidade feita por Mr. Jellinek em Praga, Checoslovaquia; outrosim, a propaganda feita por Mr. Foldes, em Budapest, sobre as "Cruzadas," como tambem o uso do bom anuncio em Ranguna, Burma, feito por Mr. Ballance, e assim por deante.

—Em conclusão, queremos chamar a attenção dos senhores agentes para o numero de filmes inimitaveis, que breve irão receber, taes como "A Trilha Solitaria" (The Trail of the Lonesome Pine), "Desejo," com Marlene Dietrich e Gary Cooper, "Give Us this Night" (Esta Noite é Nossa) com Jan Kiepura e Gladys Swarthout e "Amo um Soldado" (I Love a Sol-

**WEDDING BELLS**

*Heartiest congratulations to Mr. and Mrs. Albert J. Richard, whose marriage was solemnized in Paris on February 12. Mr. Richard is editor of Paramount News.*

ción de su carrera. La dirección, encomendada a Henry Hathaway, a quien debemos "Tres Lanceros de Bengala" ("The Lives of A Bengal Lancer"), es maravillosa. Tomada en conjunto, la producción hace acreedor a los más cumplidos elogios a Walter Wanger, cuya determinación la hizo posible.

—Otro momento memorable fué el de la exhibición de "Deseo." Esta película de Marlene Dietrich y Gary Cooper es cuanto se había esperado que fuese; no vacilamos en asegurar desde ahora que resultará un acontecimiento mundial. La mano magistral del gran director Ernst Lubitsch está manifiesta en toda ella.

—Recomendamos encarecidamente a la atención de nuestros lectores el mensaje especial que el señor Hicks publica en la página editorial, acerca del riguroso cuidado con que ha de atenderse a todo lo relacionado con riesgos de incendio de las pertenencias de la Paramount. A más de este punto, trata el expresado mensaje otros referentes a precauciones sanitarias y asuntos afines. Todo esto es negocio en el cual no será excesivo ningún cuidado, puesto que atañe tanto al bienestar cuanto a los medios de lograrlo.

—Nuestro Concurso de Prosperidad para 1936 ha provocado ya más emulaciones y entusiastas retos que ningún otro semejante del cual hagamos memoria. Así lo evidencian las noticias que se reciben de todas partes del mundo. No hay una donde no alienten la decisión y el ánimo más vigoroso. Bien puede asegurarse que a Doña Cuota le será difícil decidir cuál haya de ser, entre tantos bizarros paladinos, el más acreedor al galardón.

—No dudamos que los paramonteistas de todos los países concurrirán con nosotros en felicitar a don John E. Kennebeck, administrador gerente de Sidney, Australia, por la distinción que le ha conferido Su Santidad el Papa al concederle la orden de San Gregorio, en reconocimiento a sus grandes servicios en pro de las misiones católicas del Mar del Sur.

—Aparecen en este número testimonios de algunas de las mayores muestras de habilidad que en lo tocante al arte del anuncio y del reclamo han llegado a nuestra noticia. Prueba evidente son, sin duda, de que contamos con los ingenios más originales que hay en el ramo. Vease, por ejemplo, lo que la plana mayor del señor Jellinek hizo en Praga en materia de reclamo en los escaparates de los comercios; lo que la del señor Foldes llevó a cabo en Budapest con "Las Cruzadas"; el modo como el señor Ballance logró publicidad en los diarios de Rangún, Burma... y tantos testimonios más que engalanan otras páginas de este número.

dier) com Marlene Dietrich e Charles Boyer. E' com effeito, a grande parada dos grandes filmes!

**IL MASSIMO NOSTRO MESE DI NOVITÀ**

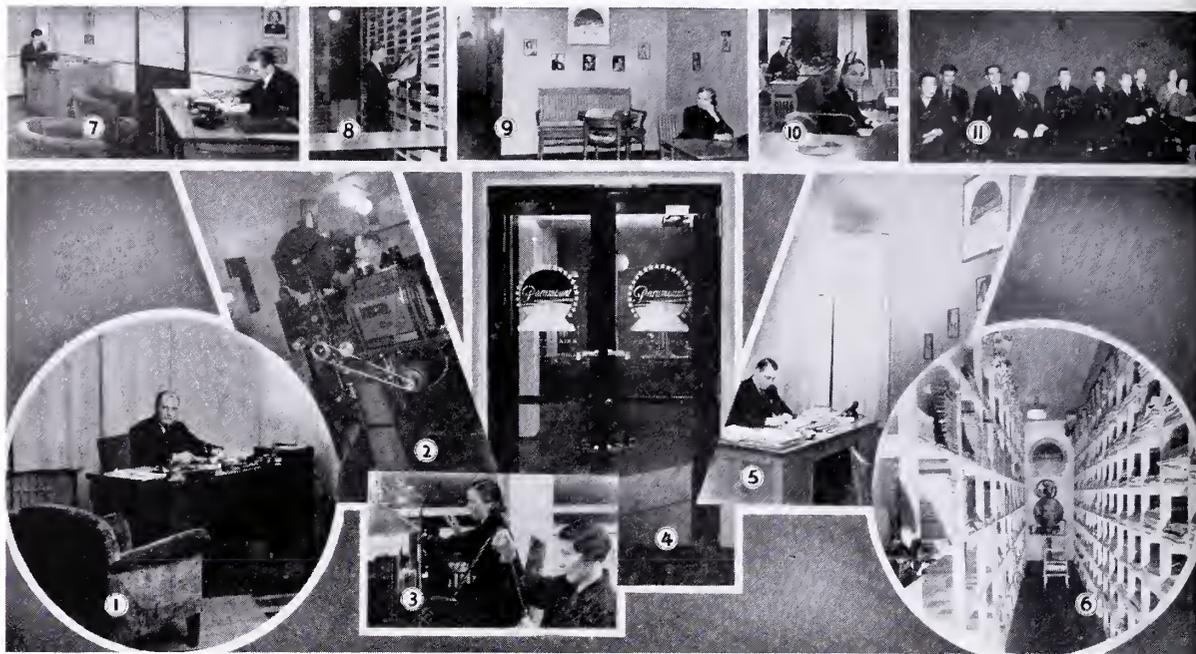
Raramente ci e' occorso di essere nel nostro Ufficio Centrale così emozionati come lo fummo alla visione della "Via del Pino Solitario" la prima grande film "Technicolor" girata all'aria aperta. Perché non soltanto esse e' sensazionale dal punto di vista del colore, ma e' anche meravigliosa come azione ed i grandi artisti che vi prendono parte danno in essa la prova artistica piu' brillante della loro carriera. La direzione di Enrico Hathaway che ha prodotto "La Vita di un lanciere del Bengala" e' semplicemente meravigliosa, e l'intera produzione da' diritto ai piu' alti elogi a Walter Wanger, al cui coraggio essa e' interamente dovuta.

Un altro memorando momento lo passamo quando fu girato "Desiderio." Questo "film" di Marlene Dietrich e di Gary Cooper e' certo quanto avete mai potuto desiderare di meglio e non abbiamo la menoma esitazione affermandovi che essa produrra' la piu' viva impressione in tutto il mondo. Il "film" fu prodotto da Ernst Lubitsch e la sua mano maestra appare ovunque. Vogliamo anche vivamente richiamare la vostra attenzione allo speciale messaggio pubblicato in questo numero nella pagina editoriale del Sig. Hicks a proposito della grandissima attenzione che deve aversi per ogni proprieta' della Paramount nei luoghi dove v'e' possibilita' di incendi. La possibilita' di tali eventi e' ad ogni modo oggetto solamente di una parte del Messaggio che si occupa anche dell'igiene e di argomenti affini. Tutte queste sono cose per le quali ogni cura non e' mai soverchia poiche' esse involgono insieme e vite e tenore di vita.

Il nostro "Concorso della Prosperita'" del 1936 ha gia' prodotto piu' sfide e piu' animate gare che ogni altro simile concorso a memoria di questa sede editoriale. Da



**HELSINGFORS.** This is the impressive entrance to the Finland Paramount headquarters pictured elsewhere on this page. Is there any doubt left in your mind as to whether or not this is the Paramount office? (The sign's lighting system is that of the inexpensive neon.)



**PARAMOUNT GOES MODERN IN FINLAND**

We received a note from Carl P. York, general manager of Scandinavia, accompanying the above group of photos of Paramount's new office in Helsingfors, Finland. He says, "This exchange is without question the most modern and up-to-date in Finland. The exhibitors are simply overjoyed at the very excellent Paramount service given them in these quarters. I have just been in Helsingfors and was very much impressed with the whole lay-out. The exchange is located in a new building and has been constructed in accordance

with our own specifications. Mr. Lange in Paris, has also been to see this new office and was very much enthused."

We just don't know if the boys and girls in the Helsingfors office know Mr. York's and Mr. Lange's feelings but we are sure they will be glad to know. The photos show (1) Harry Hammar, branch manager, at his desk. (2) Oskar Lindström, operator in projection booth. (3) Examination room with Mrs. Martha Linstedt and Edith Lindström. (4) Front en-

trance. (5) Erkki Waltassari, title editor. (6) Store room. (7) Helge Rostedt, asst. booker; Gunnar Selén, chief booker. (8) Ad sales dept. with Aarne Lehti, shipping clerk. (9) Reception room; Borje Soderholm, office boy at the switch board. (10) Cash and Bookkeeping dept. Aune Hentilä, cashier and accountant in foreground and Einar Lindström, billing clerk in rear. (11) Staff in projection room. Note how our trademark gets prominent display throughout the office.

tutti i punti della bussola tutti accorrono pieni di vigore e di entusiasmo. Madama Quota sara' certo molto occupata quest'anno.

Sinceramente crediamo poi che i membri della "Paramount" in tutto il mondo si uniranno a noi nelle congratulazioni al Direttore John E. Kennebeck di Sydney, Australia, il quale da S. S. il Pontefice e' stato nominato Commendatore dell'Ordine di S. Gregorio Magno per la sua personale opera a favore dei Missionari Cattolici nei Mari del Sud.

Così anche crediamo che continueremo a mantenerci fedeli al nostro attuale sistema della pagina frontale perché riteniamo che la illustrazione esprima meglio e piu' efficacemente delle parole. Ma renderemo piu' difficile per voi di entrare in tale pagina. In altri termini essa sara' la nostra Pagina di Onore. Nondimeno, dato l'andamento gia' preso dal Concorso, crediamo che di aspiranti ve ne saranno a sufficienza.

Questo numero fornisce le

**MAGNIFICENT ISSUES OF SPAIN'S "ACTUALIDADES PARAMOUNT"**

For several months we have been missing this tremendously inspiring publication from Barcelona, and now three issues have come to hand and they are so powerfully arresting that we feel incapable of adequately describing them.

"Actualidades Paramount" is a publication devised by Paramount to carry practical messages of aid and instruction to the exhibitors of Spain

and Portugal. It is edited from the viewpoint of informativeness, and in the three issues under review it succeeds admirably.

Issue No. 5 is devoted exclusively to "The Crusades" and tells in pictures and prose of the magnificence of the picture's season at Paramount's Coliseum Theatre in Barcelona, where an audience of 27,000 persons saw the film during its first week. All of the exciting exploitation campaigns and stunts devised for the picture are illustrated in this issue and this material must have been extremely help-

ful for Spain's exhibitors.

One of the other issues has been dedicated to "Lives of a Bengal Lancer" and has been devoted principally to printing special reviews on the picture contributed by the most eminent film critics of the land. The other issue is partly a review of Paramount's greatness in the past, illustrated by scenes from memorable pictures, and partly a review by announcement of the great Paramount pictures coming to hand in 1936.

In the absence of credit lines, it is our assumption that "Actualidades Paramount" is a product of Spain's fine publicity department, presided over by Mr. A. Perez Zamora. Our heartiest congratulations to all.



SEE STORY ON PAGE 5

# N

# Paramount's

# INTERNATIONAL

# NEWS



STILL THE GRANDEST  
SHOW SIGN IN  
THE WORLD!

Vol. 3.

April 1, 1936

No. 4



**CONTRACT.** Gaucho Division Leader John B. Nathan closes important deal for Paramount first release in Buenos Aires. In the group, left to right: Sigfriedo Bauer, manager for Argentina; Carlos M. Franco, impresario of Astor Theatre; Mr. Nathan, and Aurelio Marin, Astor, manager.



**LEADER.** This month it's Henri Klarsfeld, whose brilliant sales coup makes him the current best bet to win.



**WELL AGAIN.** Newest picture of beloved W. C. Fields, recovered from desperately severe illness, and back in studio working on "Poppy."

**SVELTE.** That's our word of the month to describe Carole Lombard, who makes most of her picture appearances for Paramount. Her newest is "The Princess Comes Across."



**OVER QUOTA.** Also over the famous dividing-line this month, in order of achievement, are: Tom D. Cochrane, Carl P. York, John Cecil Graham, Americo Aboaf and M. J. Messeri. With the other racers not far behind, it looks like an even better showing next month.



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. 3 April, 1936 No. 4

### "DESIRE"

Carl York's cable on "Desire," printed elsewhere in this issue, is a very significant exhibit. Mr. York views the film as one of the greatest ever produced by Paramount. We share this belief: we think that almost all of you do, also. Even when viewed dispassionately "Desire" incorporates more real saleable qualities, from the foreign standpoint, than any picture that we can think of right now. Regard them: (a) The first co-starring of Dietrich and Cooper since "Morocco." (b) The directorial hand of Borzage and over it the master-touch of Lubitsch. (c) An action picture with locales in Paris and Spain. (d) Magnificent settings and glittering decorations. (e) An accompanying musical score that is a gem in itself. (f) a throaty, magnetic song by Dietrich, rendered in her imitable manner. Never have we tabulated so many irresistible attributes to one picture.

### CONTEST

Fortunes of our Contest War have given us a new leader. Henri Klarsfeld leads the bandwagon now, and Carl York, our cover star of last month, has his Vikings back to third place with the Divisions, even though his Sweden is still tops among the individual Countries. We are thus assured that the Contest is not going to be won by any division in a straight heat, as it was in the latter half of last year. We can, in this contingency, offer but one word of advice and help to those who want to be leader next month: find out what it was that Henri Klarsfeld did—and go thou and do likewise!

### CONTRIBUTIONS

Over a span of more years than even the hardest of us care to remember there has been waged a ceaseless campaign for more territorial contributions to this magazine of yours. Sometimes our pleas have borne fruit for a month or two, and then the offerings have fallen away to oblivion

again. We can nominate several divisions that have had representation for as long as four consecutive months, but whose writers have then withdrawn to their burrows again for another hibernation. This issue we welcome to the fold Eugene Schosberg as contributor for the Caribbean Division of Central America. Our plea was put personally when Gene was in New York recently, with the result that the airmail couldn't bring his offering to us quickly enough once he returned. Next month, and the month after, and the one following that are of course different matters. We shall see.

### SWARTHOUT

Home Office recently was graced by a visit from one of the loveliest ladies ever to become a star in Paramount Pictures. Gladys Swarthout took time off from her radio and operatic tasks (prior to returning to the Paramount Studio on April 18th) to visit Mr. Hicks. She is charm personified and was deeply and definitely interested in the world-wide reports on her first two pictures. Also in the publicity which is already being given her film efforts. We recall that once we had a lovely star who was named Florence Vidor, the very essence of a gentlewoman. Miss Swarthout is again our loveliest of stars, with a voice to enthral the world. We merely thought you should know that we of Home Office, privileged by geographical facilities to meet her in person, are quite enthusiastic about Gladys Swarthout.

### THEATRE MEN!

Even before the announcement of John Armstrong's triumph—and coincident with the news of Rene Lebreton's success in capturing the January Quigley Award—it became evident that more and more of our theatre managers and publicity managers should seek these grand prizes. Plenty of evidence of good work has come into Home Office during the past couple of years, but the senders have been content to send in fragmentary pieces of campaign evidence rather than full campaigns. It was the case of complete campaigns that won for Armstrong and Lebreton.

What is more: we should not stop with our own theatres. Where we perceive that an exhibitor customer has produced a remarkable campaign for a Paramount Picture, we should urge that his whole campaign be collected and submitted to Motion Picture Herald. Every assistance that we can render in preparing this campaign should be given. If he is still modest about submitting it, we should do this for him with his permission.

Paramount prestige is thereby benefitted; and if the man secures a major prize, or even an Honorable Mention, we accomplish a real stroke of lasting friendship.

John W. Hicks, Jr.

### SUPREMACY

President John E. Otterson, speaking informally at a luncheon which he tendered on Friday, March 13th, to the financial editors of New York City's chief newspapers in his private dining room in the Paramount Building, stated that Paramount's financial position is today better and more secure than at any time during the past several years. Because of the informality of the luncheon, no actual figures were given out for publication, but our President viewed the immediate and distant future in terms that were decidedly rosy.

### QUOTA

Supremacy of another order is viewed in the columns of results on the 1936 Prosperity Contest. There we find that six Division Leaders—Messrs. Klarsfeld, Cochran, York, Graham, Aboaf and Messeri—are definitely over Quota. And in the column devoted to the individual countries it is announced that ten in all are over Quota. These are, in order of achievement also, Sweden, Philippines, Hungary, France, Japan, Roumania, Great Britain, Italy, Spain (with Portugal) and China. Reduced to percentages this is 46.1% of Divisions; 32.25% of Countries.

### EXPLOI-TRIUMPH

We salute, with all the pride that we can muster, the towering achievement of John Armstrong in winning the Quigley Grand Award for 1935 in competition with the very best publicity and exploitation brains of the United States and the rest of the world. This is the first time that the Motion Picture Herald's grand annual prize has been awarded, and it is significant that it went to an overseas country, and to a Paramourteer at that. It is also significant at this juncture to call your attention to a special message from Mr. Hicks published on this page.

### CONGRATULATIONS

Tributes to Paramount salesmanship paid by executives of nations and countries are always gladdening exhibitions of the high esteem in which our organization is held. For this reason we point with pride to the fact that Saul Jacobs, our Manager in Guatemala, has been felicitated by President Maximiliano H. Martinez of San Salvador on the occasion of having closed a contract to supply Paramount Pictures to that republic's circuit of National Cinemas. Sr. Martinez expressed himself as being highly gratified over such a contract, which calls for the supplying of the finest grade of film entertainment for these important theatres.

### LLOYD

At the precise moment of going to press, March 25th, Harold Lloyd's "The Milky Way" is a towering triumph at the Paramount Theatre, New York City. The sensational opening this morning saw hundreds of people storming the theatre for a look at this crowning comedy of Harold's career.

# JOHN ARMSTRONG, ADVERTISING DIRECTOR OF PARAMOUNT'S BRITISH THEATRES, ACCLAIMED GRAND CHAMPION EXPLOITEER

## Representative American Executives Give Him Palm for 1935 Over Spirited Competition of Best U.S. Publicists



JOHN ARMSTRONG

Not only was John Armstrong successful in winning the Quigley Award Silver Plaque for the month of June, 1935, but in a recapitulation of all the 1935 winners held in New York City, in which all of the exhibits were judged by high executives from every one of the major companies, Mr. Armstrong's campaign on "The Lives of a Bengal Lancer" was adjudged the Grand Champion Winner of the year. This means that our British Paramounteer's efforts stood in contest with the very best that America and other parts of the world had to offer, and triumphed completely. The judges, high executives from Metro, Radio, Twentieth Century-Fox, Warners and every other major company, voted unanimously for Armstrong's work, every man present being cognizant of the fact that in London, where civic and other regulations make accomplishments in the way of outdoor publicity more difficult than in America, the

London "Lancer" campaign constituted a tremendous achievement.

This grand Quigley Award prize, donated by "Motion Picture Herald," and inspired by A. Mike Vogel, exploitation editor of Motion Picture Herald, consists of a round-trip air journey to Hollywood from New York, and a series of festivities in the film colony of California. Obviously this calls for Armstrong's travelling from London to New York—a fine reward for a job of work well done. This trip is expected to be made in May next.

### LONDON'S TECHNICOLOR-HUED TRIBUTE TO "THE TRAIL OF THE LONESOME PINE"

In answer to a special inquiry made by Walter Wanger, producer of "The Trail of the Lonesome Pine," Mr. Hicks heard from Mr. Montague Goldman (who was shown on our cover last month as a most able judge) by cable to the following glowing effect:

WISH HEARTILY TO CONGRATULATE WALTER WANGER AND PRODUCTION DEPARTMENT ON SUPERB PRODUCTION "LONESOME PINE." FILM WILL PROVE HISTORIC AND REVOLUTIONARY BY REASON OF AMAZING FIDELITY OF COLOURS TO NATURE WHICH REPRESENT CONTINUAL FEAST TO THE EYE. SUBJECT AND ACTING BOTH OUTSTANDING AND ENTIRE PRODUCTION IS AN ASSURED BOX OFFICE TRIUMPH (sgd.) GOLDMAN.

### "THE MILKY WAY" IS BOX OFFICE CREAM IN SWEDEN AND ENGLAND

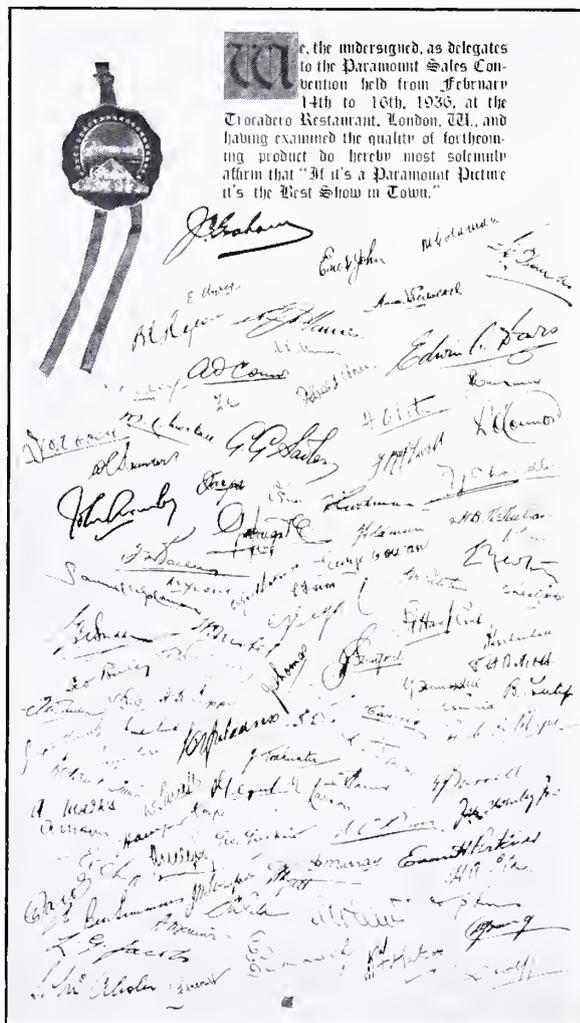
A couple of stirring cables ploughed their way to the Tenth Floor of New York's Paramount Building early in the month, in spite of the elevator strike there, and spread before pleased eyes the news that Harold Lloyd's "The Milky Way" looks like being the real builder of Bonny Boxoffice Grosses that we have all felt it would be.

Came first a cable from that Vimful Viking, Carl P. York, in which he said: "MILKY WAY" OPENED CHINA LAST NIGHT (March 6th) TO BIG BUSINESS. PRESS UNANIMOUS IN DECLARING PRODUCTION ONE OF HAROLD'S BEST.

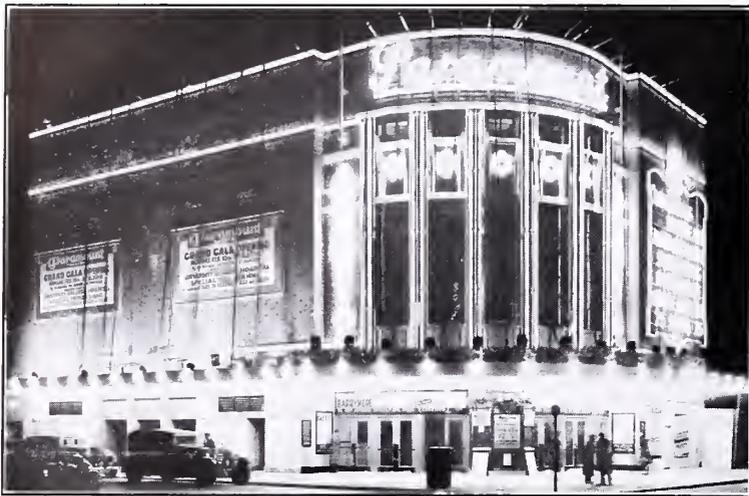
And then another message from the Bulldog Division's Super Salesman, Montague Goldman, stating that the trade show of the picture was exceptionally good, a capacity audience acknowledging it to be the best Harold Lloyd film to date. The trade press lavished great praise on the film, "The Cinema" taking from its editorial files such adjectives and superlatives as are seldom used in London.

All in all, it looks as though Harold is going to be hugely elated over the super-successful handling that Paramount's Foreign Department is giving, and will continue to give, his newest picture.

### THE SIGNIFICANT PLEDGE OF THE BRITISH ORGANIZATION



One of the score or more highspots of the recent Bulldog Division Convention, held in London in mid-February and reported last month, was a pledge made by every delegate affirming that "If it's a Paramount Picture it's the Best Show in Town." We are happy to reproduce here the pledge, and to add to such fact the belief that the Division that most steadfastly adheres to this crystallization of all that the Paramount Trade Mark stands for, will most surely be the division to emerge on top in the 1936 Prosperity Contest. At the present moment, judging by the evidence in hand, that Division appears to be John Cecil Graham's Bulldog division, which is travelling The Trail of the Prosperity Prizes, we think.



**THE SHOW IS ON.** "House Full" sign outside the new Paramount Theatre, London, on opening night, is sparkling angry for continued success of the house.

**NEW PARAMOUNT'S BRILLIANT PREMIERE**

London Theatre, First to Carry Famous Name, Attracts Britain's Socially Elect

An outstanding event of the new London season was the opening on Monday, February 10th, of the Paramount Theatre, Tottenham Court Road. A brilliant audience attended this first night including many of London's leading socialites and the proceeds of the opening performance were devoted to the funds of the University College Hospital, one of London's most deserving causes.

The official opening ceremony was performed by His Worship, the Mayor of St Pancras, Alderman R.S.W. Fincham, F.C.A., J.P. and in his address to the audience he paid a tribute to the directors of the theatre for their munificence on this occasion.

Paramount's "Millions in the Air" was selected to open the theatre and its showing here marked the European premiere of this delightful musical. The picture had already an excellent reception by the press and it was received by the audience on the opening night with unbounded enthusiasm, the screening being punctuated throughout by bursts of applause. Eleanor Whitney and Willie Howard coming in for special plaudits. Besides the film, "Dazzle" an elaborate stage presentation was arranged by Charles Penley and this included the Paramount Symphony Orchestra of 50 players under the joint direction of Anton and Harry Fryer; the 16 Paramount Tiller Girls; Leon and Lucette, adagio dancers; the 3 Jades and the Great Magyar Troupe.

Greetings were sent by Claudette Colbert, Gary Cooper and Mary Ellis, through the medium of a special film, which the Studios had prepared and needless to say this was one of the highlights of the evening.

At the conclusion of the performance a number of celebrities made personal appearances on the stage

**POPEYE-LARITY**

According to "El Sol," of Madrid, Spain, the Paramount cartoon figure, "Pop-Eye the Sailor" is the most popular animated figure in the world today.

**STARS THERE IN PERSON**



Pictured here are Tullio Carminati and Anna Neagle at the opening of the new Paramount Theatre in London. Also in attendance were Helen Vinson, Maurice Chevalier and Mary Carlisle. The premiere was one of the most brilliant ever seen in London.

amongst whom were Tullio Carminati, Anna Neagle, Maurice Chevalier, Helen Vinson, Mary Carlisle and the famous British Band leader, Henry Hall. This was followed by a spectacular tableau in which the curtain rose on the entire theatre staff, mounted on a stage reproduction of the familiar Paramount sign.

**ITALY'S HOUSE ORGAN REAPPEARS**

It is with very real delight that we hail the return of Italy's long-absent publication, "Paramount." The new issue is dated March 6, 1936-XIV, the last symbols denoting the 14th year of the Fascist State.

The issue contains glowing messages from Messrs. Americo Aboaf, Joseph Souhami, P. Pandolfi and Pier Luigi Melani. Also a message expressing joy at joining Paramount and a desire to cooperate to the fullest with every Paramounteer, from Godwin Spani, the new di-

**FINE TRIBUTE PAID PARAMOUNT IN SWEDEN**

From Stockholm comes word that General Manager Carl P. York has received from Dr. Börje Brilioth, of the Swedish-International Press Bureau, one of the most complimentary letters ever received by our organization anywhere. We think it so admirable that we are printing Dr. Brilioth's letter in full:

My dear Mr. York:

I have long felt an urge to write you a few lines to compliment you on the excellent work your company is doing here in Sweden under your able guidance. I would like to emphasize especially the programs and the technical and decorative arrangements at your principal theatre "China." Both I and numerous members of the Swedish-American Society, of which I have the honor to be the president, have enjoyed our frequent visits at the "China" more than I can say, and I hear fine comments on your shows from various quarters.

The magnificent films produced by your company as well as the select and interesting "shorts" do not only give a passing pleasure and pastime but they often give—what is still more important—impressions and inspiration of lasting beauty and of art in its highest sense. The artistic arrangements, decorations and lighting effects which you supply as fitting frames for the main features are works of art in themselves, displaying originality, beauty and refined taste, which greatly heighten the general impression of the performance as a whole.

I feel, dear Mr. York, that you render important service in refining and cultivating the taste of the Stockholm public and I heartily congratulate your great corporation and yourself on your well-deserved success and popularity.

Very sincerely yours,  
BORJE BRILIOTH.

**GODWIN SPANI Newly appointed director of publicity and advertising for Italy.**



rector of publicity and advertising of the Italian Division.

**DESIRE, AND "DESIRE," WILL AID VIKINGS REGAIN LEAD**

Chronicled on the cover, and elsewhere in this issue, is the news that Carl P. York's Vikings have been deprived of the Contest lead. One can readily believe their assurance that this predicament is but momentary; especially when one reads the following cable concerning the latest Marlene Dietrich film:—

HAVE SEEN "DESIRE." CONSIDER IT ONE OF THE GREATEST PARAMOUNT PRODUCTIONS EVER RECEIVED. IS A CERTAIN RECORD-BREAKER FOR SCANDINAVIA. OUR COMPLIMENTS TO THE PRODUCTION DEPARTMENT. (sgd.) YORK

That's the sort of spirit that you can't down. Are there any other Divisions that intend breaking records with "Desire," and thereby helping themselves to a very desirable share of that \$7,500 Prize Money?

**MAY BIRTHDAYS**

Many Happy Returns To You All

- 1 Miss W. Van den Berg, Amsterdam  
B. Just ..... Prague  
Mr. L. Esdra ..... Rome  
Mr. D. Leoni ..... Rome  
Mr. G. Costantini ..... Florence  
Mr. C. Weber ..... Strasbourg  
Mr. H. Gattermann ..... Marseilles
- 2 Miss Louise Eckhardt, Home Office  
Miss L. Butler ..... Cardiff  
Mr. G. Kaspar ..... Dusseldorf  
Miss A. Dandine ..... Toulouse  
Mr. M. Karnas ..... Bruxelles  
Mr. E. Coquard ..... Paris  
Mrs. L. Labarrere ..... Bordeaux
- 3 Mrs. R. Marchant ..... Bruxelles
- 4 Mr. P. Vermand ..... Paris  
Mr. J. Plunkett ..... Paris
- 5 Miss Rodd ..... London  
Mr. Wiltshire ..... Cardiff  
Mr. J. Hamson ..... Glasgow  
Miss E. M. Sealey ..... Liverpool  
Mr. J. L. Thornley ..... Manchester  
Mr. F. Wisman ..... Amsterdam  
Mr. H. Chr. Lund ..... Oslo  
A. Mika ..... Prague  
Mr. T. Kurosu ..... Osaka  
Mr. E. Dupard ..... Paris  
Mr. W. Guelman ..... Paris
- 6 Mr. M. Francis ..... Rome  
Miss Rogers ..... London  
Mr. H. Fournet ..... Paris  
Mr. M. Widy ..... Bruxelles  
Mrs. S. Thonon ..... Paris
- 7 Mr. Jose Ross ..... Havana  
Miss Dyson ..... London  
Miss Price ..... London  
Miss A. Aitken ..... Cardiff  
E. Kelly ..... Newcastle  
H. Bubik ..... Budapest  
Miss R. Rossi ..... Naples  
Mr. R. I. Aguilopez ..... Madrid
- 8 Mr. S. Sjostedt ..... Stockholm  
Miss D. Jeffery ..... Glasgow  
Mr. G. Barreto ..... Lima
- 9 Miss Robson ..... London  
Mr. E. Frier ..... London  
Miss M. Delafontaine ..... Paris  
Mrs. G. Rolland ..... Marseilles
- 10 Miss M. Ljung ..... Stockholm
- 11 Miss Y. Singer ..... Paris  
Miss D. Guinier ..... Marseilles
- 12 Mr. C. Peereboom ..... Amsterdam  
Mr. A. P. Zamora ..... Barcelona
- 13 Miss Cotten ..... London  
Mr. E. Maillet ..... Lyon
- 14 Mr. G. Reinhardt ..... Dusseldorf  
Mr. P. Barre ..... Paris  
Mrs. S. Lebatard ..... Paris  
Miss G. Lesvignes ..... Lyon
- 15 Mr. L. Buschiazzo ..... Genoa  
Mr. A. R. Carrillo ..... Sevilla  
Mrs. R. Leveaux ..... Lille  
Mr. E. Bernardini ..... Marseilles
- 16 Miss I. Giove ..... Rome  
Mr. P. Poulard ..... Paris
- 17 Miss Fullilove ..... London  
Miss Cook ..... London  
Miss Nickels ..... London  
Miss L. Baker ..... Frankfort
- 18 Mr. J. Lopez ..... Cristobal  
Miss J. Ruddock ..... Leeds  
Mr. S. Davies ..... Manchester  
Miss R. Lamb ..... Manchester  
Mr. S. Fujikura ..... Tokyo  
Mr. M. Yot ..... Lyon
- 19 Miss E. Salzberger ..... Home Office  
Mr. Frank Kennebeck ..... Calcutta  
Mr. E. Waitasaari ..... Helsingfors  
P. Bennett ..... Newcastle  
Miss K. Takai ..... Toyko  
Mr. J. L. Sahuquillo ..... Madrid  
T. Karp ..... Lemberg  
Miss M. Lasechet ..... Dusseldorf  
Mr. R. Bernard ..... Lyon
- 20 Mr. L. P. Melani ..... Rome  
Miss Flowerday ..... London  
Miss G. Weil ..... Barcelona  
Mrs. M. Denis ..... Paris
- 21 Miss Cecil ..... London  
H. Nakand ..... Fukuoka  
Mrs. Y. Laharie ..... Bordeaux
- 22 Miss E. Moir ..... Glasgow  
Miss S. English ..... Leeds

(Continued on Page 11)

**CHALLENGE EXCHANGE**

(Rates: As many lines as you want free of charge)

**AUSTRALIA.** I will buy a new hat for the Division Manager who takes first place away from me in the 1936 Prosperity Contest. And at the same time I respectfully request challenges from those Division Managers who will buy me a new hat if my Division wins the Contest. Any taker-ups? (sgd.) John E. Kennebeck.

**CHILE.** I have brought back with me very pleasant memories of my visit to New York, and carloads of enthusiasm and pep to win First Place in the 1936 Prosperity Contest. Just watch us! (sgd.) Benito del Villar.

**JAPAN.** (By cable from Shanghai.) Naturally my three branches are over Quota at end of February. All three look good for repeating achievement during March. (sgd.) Cochrane.

**AUSTRALIAN PARAMOUNT NEWS SCORED SOME FINE "SCOOPS"**

Advices from Australia tell of two major developments in connection with Paramount News which not only proved to be fine strokes of business, but which also added materially to Paramount's prestige in that part of the world.

At the moment when the whole world was saddened by the passing of the British Empire's King George V, an Australian Paramount News containing scenes from the life of the



**CHARLES E. GATWARD**

late ruler had already been assembled by Charles E. Gatward, manager of the customs and censorship department. This special issue of the News thus became a memorial number and when submitted for censorship it not only secured the desired certificate, but was praised by the Chief Censor as being the finest and most dignified reel of its kind that he had ever seen. This was a most gratifying tribute, in that the Company which produced the reel was not British by fact, although very much so by sentiment.

Second of the Paramount News triumphs by Mr. Gatward was the issuance of a Special in connection with the finding of the American aviators, Lincoln Elsworth and Holliek-Kenyon. When the S.S. "Discovery" arrived back with footage showing the finding of the aviators, Gatward took this footage and added to it some from the Byrd pictures. This footage carried the reel to the length required by a Special, and the reel found instant favour with progressive exhibitors.

**MESSRS. LANGE & KLARSFELD HAVE VISITED THE EAST**

According to La Paramount Francaise, Messrs. Fred W. Lange and Henri Klarsfeld recently paid an official visit of inspection to Egypt. In Cairo they conferred with Paramount Manager Maurice Faraud on matters relating to distribution of our product in Egypt and surrounding territories.

Thereafter, Mr. Lange returned rapidly to Paris by way of Rome, while Mr. Klarsfeld visited Palestine and Syria before returning to Paris.

**STOP PRESS NEWS ABOUT LA PARAMOUNT FRANCAISE**

As is now the custom, this glowingly satisfying publication has shown up just in time to get a brief mention as we go to press. The March issue is in, and there's no doubt about how thoroughly this Plunket-produced periodical manages to get every item of news possible before its readers. Chief of the items in the March issue is a stirring editorial message from Administrateur Delegeur Henri Klarsfeld in which he tells all French Paramounteers that they are the ones shouldering the responsibility for where the French organization of today will be tomorrow.

**A STUNNINGLY FINE NATIONAL ADVERTISEMENT**

Here's Paramount national advertising at the very zenith of perfection. The sample comes from Mexico where it was created and executed under the guidance of Manager A. L. Pratchett (whose re-entry into the 1936 Contest is one of this month's really dramatic events). We commend this fine ad. to your attention with the hope that it may have many counterparts around the world, but counterparts which have hitherto escaped our attention.



**JAPAN EXPLOITED "BIG BROADCAST" WITH A WALLOP**

A large envelope from Tokyo staggered into Home Office during the month — and when the flap was opened, there poured out from within, four and twenty clippings, to set before the King.

Our pitiful attempt to nursery rhyme is done merely to try and create a new spirit in which to praise the grand campaign of pub-

licity that the publicity staff of Japan put across for "The Big Broadcast of 1936." The clippings to hand, forwarded by Manager J. W. Piper of the entire Japanese organization, are eloquent tribute to the tremendous amount of newspaper space grabbed by the picture.

And in addition to this, on January 31st, Paramount had a 35-minute broadcast on a national hook-up, featuring songs from the picture. The title of the picture and Paramount's name were liberally mentioned, but there could be no mention of the theatre as Japan's radio is 100% government-owned, and therefore cannot carry advertising.

**AUSTRALIA MARCHES ON**

The February 5th issue of "Silver Jubilee Sales Punch" came back with an even more punchful assertion of the plans of the Blue Ribbon Bunch to triumph in the 1936 Contest. The issue headed off with a front cover reprint of President John Otterson's message to the Paramount Sales Force of the world, and then the inside pages revealed, by actual accomplishment, just what the Australian and New Zealand sales members are doing to back up the faith instanced by Mr. Otterson.

Additionally, we have received from Australia another sample of "Listening In On Hollywood," the specially prepared broadcasting script supplied to 36 Australian radio stations every week for enacting over the air. Preparation of the script is in the hands of Publicity Manager Reg. Kelly, and from the sample before us he does a swell piece of work.

Still another exploitation sample from Australia consists of a Laetone Transfer of the Paramount Trade Mark, which transfers our world-famous insignia, in colors, to the glass windows of motion picture theatre box-offices. Mr. Kennebeck sent us a few of these transfers and we have distributed them to the Home Office departments most interested. If you would like a sample, please write Mr. Kennebeck, who will gladly oblige.

Frances Farmer has been named leading woman to Bing Crosby in his current film, "Rhythm On the Range."

The Virginia Weidler picture now in work has been definitely titled "The Good For Nothing."

**Seen by the Radio Eye**



John Cecil Graham, vacation cruising in the South Atlantic, puts in at Buenos Aires and drinks a toast to the Gaucho Division that his Bulldog Division beat in the first half of last year, that beat him in the second half, and that he threatens to beat again in the 1936 Prosperity Contest.

# PERSONAL TOUCHES MAKE

## SYDNEY O. HERBERT REGAINING HEALTH

We rejoice in news from Sydney, Australia, that Sydney O. Herbert, Head Office executive there, is back to health following a second serious illness.

Televisionally we view the past illness as a direct result of zealous overwork, and sincerely trust that Syd will take things easy from now on.

## PERSONALITIES

Robert Graham, who has been assistant manager of the Mexico City office for the past two years has returned to Home Office in New York to await his next assignment.

Gus J. Schaefer, general manager for Germany and Central Europe, is in New York on important business connected with his territory. This business has necessitated continued daily conferences with representatives of other film organizations for the past three weeks, and it is not expected that Mr. Schaefer will return to his territory until early in April.

Jerome P. Sussman, general manager for Central America and the northern republics of South America, is at Home Office for his first visit in almost two years. He has been extremely busy during that period and has personally visited every nethermost corner of the many countries comprising his territory.

Arthur L. Pratchett (fist-shaking below) is proud of the new Teatro Alameda which recently became an addition to Mexico City's beautiful buildings. He has sent some souvenir books of the theatre to us, and we are so glad about it, and about the fact that it opens with Paramount's "Hands Across the Table," that we are featuring next month.

Tom D. Cochrane, the fiery leader of the Irish Brigade of the Orient, is already en route to Home Office for conferences with Mr. Hicks. We'll report his arrival here next month.

## RELATIVE PLACES BY COUNTRIES

As of March 1st, 1935

This Month	Last Month
1. SWEDEN*	1.
2. PHILIPPINES*	3.
3. HUNGARY*	8.
4. FRANCE*	6.
5. JAPAN*	4.
6. ROUMANIA*	2.
7. GREAT BRITAIN*	7.
8. ITALY*	12.
9. SPAIN-PORTUGAL*	5.
10. CHINA*	16.
11. Australasia	10.
12. Jugo Slavia	13.
13. Czecho Slovakia	9.
14. Chile	11.
15. Brazil	14.
16. Poland	19.
17. India	17.
18. Cuba	18.
19. Denmark	21.
20. Austria	26.
21. Holland	20.
22. Germany	15.
23. Norway	23.
24. Puerto Rico	22.
25. Guatemala	24.
26. Colombia	28.
27. Feru	27.
28. Panama	25.
29. Argentina	30.
30. Finland	29.
31. Uruguay	31.

\*Over Quota.

## NOTES FROM THE CARRIBEAN DIVISION

Contributed by  
Engene L. Schosberg

Jerome P. Sussman, General Manager, has left for a New York vacation accompanied by Mrs. Sussman.

— o —

Samuel E. Pierpoint, Manager, recently returned from a trip to Caracas, Venezuela, where he closed a deal with Senor Salvador Carcel to distribute Paramount pictures in that territory for 1936. While in Caracas Mr. Pierpoint had the company of Aaron Pines, Paramount's representative in Venezuela.

— o —

Miss Ida Gonzalez, who has been with the company since November 1932 in the capacity of Spanish

stenographer and billing clerk, was recently promoted to the position of accountant.

— o —

Miss Vida Levy, stenographer and assistant in booking department, recently returned from a month's vacation in Kingston.

— o —

The staff of the company was recently augmented by the addition of Mrs. Eleanora Rivas, who joins us in the capacity of Spanish stenographer and billing clerk, succeeding Miss Gonzalez, promoted as above mentioned.

— o —

George Worrell, Shipper and one of the Panama office's oldest employees who has been with the company since 1927, is now enjoying a well earned vacation in Panama City, across the Isthmus.

— o —

Julio Lopez has joined the staff as errand boy, replacing Bruce DeFreitas, resigned.

— o —



NORWAY'S PARAMOUNT H. O.

Here's the Paramount Building at Oslo where Paramounter Erling Eriksen devises the operations which have placed our organization so steadfastly in the front in that country. The huge sign across the top of the building, at the left-top, says just one mighty thing—"Paramount."

## DIVISIONAL TABULATION

For the benefit of those unaccustomed to the pictorial device shown on the opposite page, we tabulate the Divisional Standings, this month as of March 1st and last month as follows:

This Month	Last Month
1. Klarsfeld*	4.
2. Cochrane*	3.
3. York*	1.
4. Graham*	5.
5. Aboaf*	7.
6. Messeri*	2.
7. Kennebeck	6.
8. Day	8.
9. Schaefer	9.
10. Ballance	11.
11. Villar	12.
12. Sussman	10.
13. Nathan	13.

\*Over Quota.

Among the better-class product announcement books just to hand is a fine one from Mexico. There's no doubt but that Mr. Pratchett, now that the course of business is running smoothly in that country, is out not only for the scalps of the rest of the world, but is also determined to make up for that time lost by circumstances over which he had no control.

## DE MILLE'S THANKS

In connection with the winning of the January Quigley Award by Rene Lebreton, Manager of the Paramount Theatre, Paris, we are happy to quote herewith portion of a letter sent Mr. Lebreton by Cecil B. deMille, producer of the picture which inspired the campaign that took the award to Paris:—

"I wish to express my appreciation of the splendid showmanship displayed by yourself and Mr. Andre Agramon.

"It means a great deal to us to know of the enthusiastic exploitation given our production to which countless numbers devoted their efforts and in which our company invested so large a sum. Such co-operation gives us the courage to continue the production of great subjects that will be well exploited and we hope well received.

"Will you kindly express my appreciation and thanks to Mr. Agramon?"

(sgd.) Cecil B. deMille

## PARAMOUNT NOT ONLY "IN THE SWIM" — BUT THE LEADERS THEREOF

Reproduced herewith is a swimming diploma from Stockholm. It has been sent, with considerable pride, by Viking Leader Carl P. York, who said:

"This diploma has been given our Swedish company for the great performance made by the personnel of the Swedish Paramount organization in the corporation swimming contest here in Stockholm. All of the film companies took part in the contest and I am happy to state that Paramount made the best showing, of which I am very proud."

We also are delighted at this success, knowing full well that Sweden has produced many world's champion swimmers in the past, notably one of the name of Arne Borg, some of whose records still are unbeaten.

## USEFUL ADAPTATION OF A WELL KNOWN MESSAGE

Jasper D. Rapoport, seeking around for some manner of telling the world that the Pratchett Division of Mexico and Cuba will win the Contest, took one of our letterheads and adapted it in the fashion shown above. The well-known gesture of Pratchett derision, wherein he scorns the Argentine Division's victory of last year, may yet come to mean something, now that he has brought his Mexicanos back into the Contest. Let's wait and see where he lands them in the May 1st issue, when his Division will rejoin the Staudings.

# THE WHOLE WORLD KIN

## PRATCHETT THE PRODIGAL RETURNS TO THE FOLD

You will recall that the December issue last year announced the withdrawal from the Contest of the Division led by Manager A. L. Pratchett of Mexico. The withdrawal was for reasons beyond Paramount's control.

The situation has now been adjusted within Mexico, so that Mr. Pratchett swings his territory back into the Contest, as of March 1st. Since, however, the results of his March business will not be known until after the current issue has gone to press, the Mexico-Cuba Division will not appear in the Standings as a Division until the May 1st issue.

Meanwhile, let us record here our very sincere delight at seeing the territory of Los Mexicanos back in the running. We have a shrewd idea that they are going to make it pretty tough for the Cochrane-Kennebeck-Nathan bunch that are so fresh with challenges.

## WHERE THEY ARE—AND WHERE THEY WERE!

With two graphic sets of Standings in our hands to juggle

— this month's and last month's — we're all set for some verbal high - jinks. In other words, we have some comparative facts into which we can sink our editorial teeth. Not without good cause, either, for it has been a month of Contest sensations. Such as for sensational instance, the socking of the Vikings from the place of leadership by both the French and Orient Divisions . . . One



GLIMPSED AT AUSTRALIANS' ANNUAL PICNIC

The annual outing of the Australian organization was held inland this year at Lapstone Hill, about 40 miles from Sydney. Shown above are several glimpses of the event taken by John E. Kennebeck's camera. (a) Tom Bowden, Miss Enid Eastmuir, Dan Carroll (managing director of Prince Edward Theatre) and District Manager Fred Gawler. (b) District Manager Claude Henderson, with arms upraised, Charles Donaghy, to his left; Frank Deane, third from picture's left. (c) General view of swimming pool, with General Sales Manager William Hurworth in foreground. (d) Mr. and Mrs. George Nacard. (e) Roy Howard, centre, playing deck tennis. A marvelous time was had by all.

cannot help but admire the quiet persistency of Henri Klarsfeld, sweeping that French Division of his along in smooth, irresistible fashion—and then, all of a sudden, Leadership. It's going to take a tremendous battle to dislodge him, and already we can hear Tom Cochrane rumbling his heavy artillery along for the big battle . . . To say nothing of the Bulldog Division's plans which have already swept them from a Fifth of last month to a grand Fourth of this. John Cecil Graham, refreshed by a marvelous vacation, must have definite plans to better Fourth . . . Plaudits are also definitely in order for Americo Aboaf's Legion of Steel, who have upped the Italian Division to Fifth Place from a Seventh of last month. That's a grand and significant advance . . . Of course Charles Ballance couldn't leave his territory for that European spa which needs his presence every second year, without advancing the India Division by at least a notch, so he lifted it from Eleventh to Tenth, thereby donating Eleventh to Benito del Villar, who had preferred it greatly to Twelfth . . . The actual, factual Standings will be found, in all of their significant glory, on the pari-mutuel board pictured below.

JOCKEYS			JOCKEYS			TICKETS PAY		
NO.	APP. ODDS	JOCKEY	NO.	APP. ODDS	JOCKEY	OFFICIAL	PLACE	RACE NO. 3
1	5 to 4 *	KLARSFELD	8	40 to 1 †	Day	STR'T	1	SHOW
2	3 to 1 §	COCHRANE	9	43 to 1 *	Schaefer	2	1	1/2
3	4 to 1 †	YORK	10	63 to 1 †	Ballance	WEEK'S	WEEK'S	WEEK'S
4	6 to 1 †	GRAHAM	11	75 to 1 ‡	Del Villar	SALARY	SALARY	SALARY
5	8 to 1 †	ABOAF	12	89 to 1 †	Sussman			
6	9 to 1 ‡	MESSERI	13	99 to 1 §	Nathan			
7	33 to 1 †	Kennebeck	14					

KEY TO SYMBOLS AGAINST ODDS

- \* Obtainable in Paris
- † Obtainable in Stockholm
- ‡ Obtainable in Barcelona
- § Obtainable in Tokyo
- ¶ Obtainable in Rome
- || Obtainable in London



**STUDIO SPARKLES**

**TICKER-TAPE FLASHES:** With the definite teaming of Herbert Marshall and Gertrude Michael, following a preview of "Till We Meet Again," the couple have started work again in "Something To Live For," with E. A. DuPont directing . . . Those two titles tie together very significantly and pleasantly . . . Henry Hathaway and Mitchell Leisen, a couple of Paramount's ace directors, will continue making The Best Shows in Town as a result of recent contractual arrangements . . . Richard Arthur Hould, a bright little eleven-year-old actor from New Zealand, gathered a Paramount acting contract unto himself the day he hit Hollywood . . . Olympe Bradna, sparkling young actress-dancer from France, completing her first year's apprenticeship in Hollywood, gets her screen start in "Three Cheers for Love" . . . When he gets through with "Rhythm On the Range" Bing Crosby will tackle "The Beach of Dreams," a South Seas musical. . . George Archainbaud, veteran director, joins the Paramount directorial roster by virtue of a contract signed recently in New York with President John Otterson . . . Ben Hecht and Charles MacArthur have again signed Lee Garmes as chief cameraman and associate director of their new Paramount untitled picture, to be made in the Astoria Studio in the very near future.

"Three on the Trail" has been set as the title of the fifth Hopalong Cassidy film . . . Great plans are being made to insure the success of Robert Cummings, Paramount juvenile seen in "The Virginia Judge" and "Desert Gold." He will have prominent roles in "Something to Live For" and "Three Cheers For Love" . . . Jane Rhodes, one of the new Paramount 'finds' who has been undergoing studio training for the past seven months, will finally get her 'break' also in "Something To Live For." She was a radio singer prior to being found by Paramount talent scouts in Hollywood . . . Paramount is definitely scheduling "A Son Comes Home," "The End of the World" and "The Old Timer" for future production. These pictures have been announced at various times during the past two years as possibilities, but are now definitely on the schedule.

Richard Rowland, veteran film executive, has been signed by President Otterson to a contract calling for two independent pictures to be made for Paramount distribution. No details are available as to the cast and titles of these productions, which will probably be included in the 1936-37 program. . . . The title of the production hitherto known as "Something To Live For" has been changed to "Forgotten Faces" . . . We commend to your memory file the name of Veda Ann Borg, a newcomer to pictures and an Oscar Serlin 'discovery,' who landed in Hollywood, March 12th, to commence a film career. We have every reason for believing Miss Borg will be a definite Paramount star of a couple of years hence.

**ABOUT THE PRODUCT**

**NEW PARAMOUNT PICTURES PASS IN REVIEW**

**TOO MANY PARENTS**

One of the most appealing, warm, heart-interest pictures Paramount has ever made. Produced by Robert McGowan, the man who made the "Our Gang" comedies, with a cast almost entirely composed of young boys. You'll see several stars of the future in this picture, with our choice narrowing down to Billy Lee, who has that same personal appeal that characterized Shirley Temple in her early Paramount pictures.

**THE SKY PARADE**

Built primarily to exploit the radio fame of Jimmy Allen, the idol of millions of American boys, this picture emerges as a thoroughly entertaining aviation romance, with a thrill sequence at the end to breathless-ify even the most hardened picture-seer. William Gargan, Grant Withers, Kent Taylor and Katherine deMille head the cast.

**THIRTEEN HOURS BY AIR**

A very swell action melodrama, with thrills aplenty in a transcontinental aeroplane crossing the United States. Definitely lifts Fred MacMurray to stardom, and there are also thoroughly memorable performances by Alan Baxter and Brian Donlevey, both of "Mary Burns, Fugitive"; and Adrienne Marden, ZaSu Pitts, Fred Keating, Bennie Bartlett and Joan Bennett. Because of its action, a cinch film for overseas audiences. Hope it is the forerunner of many more of its kind.

**GLADYS SWARTHOUT'S THIRD PAR. FILM**

Gladys Swarthout's next production for Paramount will be "The New Divorce." Herbert Marshall and Cary Grant will appear opposite her in the piece, which Mitchell Leisen will direct. The story is an adaptation of Sardou's "Divorcions."

**FRANCIS LEDERER BORROWED BY PARAMOUNT**

Francis Lederer has been borrowed from the Pickford-Lasky Productions for the leading role in Paramount's "The Old Timer" which Al Lewis will produce. The picture has a part-European, part-America background, plus a story rather resembling "The Big Pond."



**THRILLING "TILL WE MEET AGAIN"**

We sincerely believe that one of the dramatic highlights of this year will be Paramount's high-speed spy film, "Till We Meet Again." We give you above a prerelease of the production's most glamorous scenes featuring Herbert Marshall and Gertrude Michael as the co-stars, and Lionel Atwill in the chief supporting role.

**BEAUTIFUL STAR**



One of England's noblest beauties, Madeleine Carroll, is completing her first Paramount picture, "The Case Against Mrs. Ames," and will shortly be co-starred with Fred MacMurray in "The General Died At Dawn." "Mrs. Ames" is a Walter Wanger production, but the other picture—which we who have read the story, hail in advance as one of the greatest melodramas in years—will be made in the Paramount studio.

**THREE A YEAR FROM IRENE DUNNE**

Irene Dunne, beautiful singing and dramatic star, has been signed to a Paramount contract. She will make three films a year for us.

**FRANK FOREST, NEW PARAMOUNT TENOR**

Look for one of the greatest of all Paramount tune-films when Frank Forest is heard for the first time in a Paramount picture. He is now in Hollywood being readied for his first production, which is expected to be "The Count of Luxembourg," with Gladys Swarthout



**FRANK LLOYD SIGNED FOR THREE YEARS**

Frank Lloyd, veteran film director, and producer of "Mutiny on the Bounty," has been signed to a three-year Paramount contract by President John E. Otterson. Lloyd will have his own production unit in the Paramount Studio and will produce four pictures during each of the three years. Several of these films he will personally direct.

# EXPLOITATION

## ADMIRABLE EXHIBITS RECEIVED AT H. O.

The mails have delivered to our desk during the past couple of weeks a veritable avalanche of samples of fine Paramount work in various parts of the world.

There was, for instance, the spectacular and finely wrought announcement book produced by the Argentina-Uruguay-Paraguay Division. Managing Director John B. Nathan, who inspired the book, and Publicity Manager Guillermo Fox, whose skilled staff executed it, are certainly to be highly congratulated on so effective a piece of colorful propaganda.

Then there was received a massive, well-bound book from France, devoted solely to an exposition of the widespread popularity enjoyed by Popeye the Sailor in that part of the world. In this instance we believe that Jack Plunkett and his Paris Publicity staff are the ones meriting congratulation.

And speaking of M. Plunkett reminds us that we must once again go on record with our tribute to the continued excellence of the French Division's house organ, "La Paramount Francaise." It continues to be filled with original touches, with breezy news about Paramounters in all sections of Henri Klarsfeld's Division, and also with some original cartoons from the facile pen of Plunkett himself, an artist of distinct merit.

Moreover, speaking of house organs brings us face to face with the unceasing appeal made manifest in the publications of Messrs. Messeri and Kennebeck's respective divisions. A tribute to the former's publication will be found elsewhere in a special feature story. Kennebeck's "Paramount's Silver Jubilee Punch of 1936," issue of January 22nd, is vibrantly alive with the plans that the Blue Ribbon Bunch have for winning the Prosperity Contest. The full advertising and publicity campaign is outlined, and the great, tireless drive for "200 MORE" contracts is set down in type that none can miss.

We go back to the French Division for some vital moments in order to chronicle the receipt of

some stunningly attractive posters and a batch of exceptionally useful campaign books, all of these exhibits having been produced for use with "The Crusades," "Mary Burns, Fugitive," "Annapolis Farewell" and "Without Regret." It is everlastingly evident that the French Paramounters leave no publicity stone unturned in their efforts to be of definite assistance to the exhibitors of France.

"Doradca Filmowy," the spirit of Poland, is one of our constant companions of each and every week. Even though we cannot read Polish we cannot help but feel the tremendous enthusiasm and sales vi-



FINE ITALIAN LOBBY

Pictured here is a most compelling lobby at the Cinema Savoia, Bologna, Italy. Cecil B. deMille's production of "The Crusades" inspired this work.

tality which exudes from every page of this very grand house organ.

## CLOSE-UP OF PHILIPPINE CAPITOL'S GIANT SIGN



Last month's cover had a night long-shot of the huge Paramount trade mark sign atop the Capitol Theatre, Manila. Here's a close-up of the neon sign, 25 feet wide, one of the mightiest advertising beacons in the whole Orient.

## THIS IS BRILLIANT HOUSE ORGAN ANNOUNCEMENT

During the past year we have noted a tremendous advancement in both the quality and the numbers of our overseas house organs. One of the most sparkling of the newcomers has been Romania's "Gazeta Paramount," and so far as this publication itself is concerned, its most brilliant issue is the one most recently received, the cover of which is reproduced at right. This particular issue, enlarged to six huge pages, was literally jammed with information concerning the alluring array of new Paramount pictures which have been listed as "gems" on the cover. We are sure that with or without a knowledge of the Roumanian language you can figure out the films strung on this rope of jewels. The skilled advertising hand of Manager N. G. Palugay is back of this brilliant idea.



SHANGHAI POSTER

This is one of the very effective and striking posters devised and executed locally by Paul Verdayne, Paramount manager in Singapore, Malaya. Paul reported that this Walter Wanger picture, "Shanghai," met with a very popular local reception, due principally to a faultless handling of an absorbing subject by the film's producer.



WARSAW MAGNET

One of Poland's best known theatres, the Rialto, continues to attract the picturegoers of Warsaw as much because of the excellence of its display as because of the excellence of the pictures which inspire the display. Above we show you the exterior of this famous cinema with its display on behalf of "Ruggles of Red Gap." The Polish title of "Arcylokaj" means "Arch-Butler," which, you will recall, is just what "Ruggles" was.

## COPENHAGEN'S FRONT-OF-THEATRE THRILL-SIGN

Once before we pictured for you the exterior of Exhibitor Neilsen's distinctive World Cinema (known as the Cirkus Cinema) in Copenhagen, Denmark. Now we show it again, this time by night, with an amazingly effective sign created for "The Last Outpost." The size of the sign can readily be gauged by comparison with the people in the street.



## DAS NEUESTE DES MONATS.

Der Wettbewerb wird plötzlich sehr aufregend. Dass eine und dieselbe Filiale die Führung auf längere Zeit beibehält, wie es im vergangenen Jahre geschah, wird wohl kaum ein zweites Mal passieren. Henri Klarsfeld's berühmten "französischen Kämpfer" haben es bereits bewiesen, indem sie Carl York und seinen Skandinaviern den Rang abgelaufen haben.

Alle möglichen Herausforderungen laufen in grosser Zahl ein. John Kennebeck von der australischen Abteilung z. B. ist seiner Sache so sicher, dass er demjenigen Filialleiter, der ihn vom ersten Platz verdrängen sollte, einen neuen Hut verspricht.

Anlässlich eines Festessens, zu dem alle Redakteure der finanziellen Abteilungen New Yorker Zeitungen geladen waren, verlas unser Präsident, Herr John Otterson, ein Protokoll betreffs der finanziellen Lage Paramounts, aus dem klar hervorgeht, dass sich unsere Firma finanziell seit Jahre nicht so gut gestanden hat wie jetzt.

Und wenn man anlässlich dieser erfreulichen Verkündung an die fünf grossen Paramountfilme denkt, die in den letzten Monaten hergestellt worden sind und zwar "The Trail of the Lonesome Pine," "Give Us This Night," "Desire," "The Milky Way" und "Klondike Annie," da wird man sich unwillkürlich bewusst, dass dieses erst ein ganz kleiner Beginn in der neuen Ära grosser Paramouterfolge ist.

Wir kommen nochmals auf den Wettbewerb zurück und sprechen hiermit sechs Abteilungen und zehn Ländern, welche am 1. März die Quote überschritten haben, unsere Anerkennung aus. Die Abteilungen stehen unter der Direktion der Herren Klarsfeld, Cochrane, York, Graham, Aboaf und Messeri. Die Länder sind Schweden, Philippinen, Ungarn, Frankreich, Japan, Rumänien, Grossbritannien, Italien, Spanien, Portugal und China.

Der Paramountfilm "Klondike Annie" warf während seiner Ausführung im New Yorker Paramount Theater, eine Menge bedeutender Kassenrekorde über den Haufen.

Paramount hat Frank Lloyd, den Regisseur von "Mutiny on the Bounty" und diversen anderen Grossfilmen, zu einem dreijährigen Kontrakt verpflichtet. Lloyd soll in diesem Zeitraum für uns zwölf Filme inszenieren.

## LAS NOTICIAS DEL MES

—Nuestro Concurso lleva trazas de ser reñidísimo. Salta a la vista que, contra lo ocurrido el año pasado, no le será dable a ninguna de las divisiones mantenerse constantemente en el primer puesto. Por lo pronto, tenemos ya que Carl York, jefe de la División Escandinava, ha tenido que batirse en retirada ante el empuje de la División Francesa acaudillada por Henri Klarsfeld.

—A todo esto, los carteles de desafío están a la orden del día. Dígalo el que ha enviado John Kennebeck, de la División Australiana, ofreciéndole un cubrecabeza nuevo-cito al divisionario que logre quitarle el primer puesto.

—Según lo manifestado por el presidente John Otterson durante un



## "BREEDER" RUGGLES

Few people know that the inimitable Charlie Ruggles does not confine all of his activities to screen acting. Among other things, he has a very successful farm and market garden on Long Island, New York. And out in Hollywood, several miles distant from the studio, he has the "See Are Farm and Kennels." The first two words of this name are simply amplifications of his initials. Charlie is shown above putting the finishing touches to a highway sign outside of his kennels.

banquete ofrecido a los redactores comerciales de la prensa neoyorquina, la solidez de la Paramount es hoy mucho mayor que en estos últimos años.

—Al considerar esta excelente noticia, no han de echarse en olvido las cinco grandes películas con que la Paramount ha aumentado el programa durante los dos meses pasados: "Herencia de muerte" ("The Trail of the Lonesome Pine"), "Esta noche es nuestra" ("Give Us This Night"), "Deseo" ("Desire"), "La Vía Láctea" ("The Milky Way") y "Llama de Alaska" ("Klondike Annie").

—Volviendo a nuestro Concurso: es en extremo satisfactorio advertir que, según se desprende de los partes recibidos hasta el 1° de marzo, hay seis divisiones que han pasado de cuota. Las divisiones son las de Suecia, las Filipinas, Hungría, Francia, el Japón, Rumania, la Gran Bretaña, Italia, la Península Ibérica y China. Los divisionarios, los señores Klarsfeld, Cochrane, York, Graham, Aboaf y Messeri.

—"Llama de Alaska" ("Klondike Annie") dejó atrás todos los triunfos de taquilla alcanzados desde hacía mucho tiempo en el teatro Paramount de Nueva York.

—La Paramount ha contratado por tres años, con carácter de exclusividad, a Frank Lloyd, el director de "Motín a bordo" ("Mutiny on the Bounty") y otras grandes películas. Durante estos tres años, Lloyd actuará como director o como productor en doce películas.

## NOTIZIE DEL MESE

La Gara ha improvvisamente acquistato un nuovo e piu' vivo interesse. E' evidente che non si ripetera' il fatto verificatosi l'anno scorso, quando alla testa della Gara stava sempre la stessa Divisione. Il primato e' gia' stato strappato a Carl York della Divisione Scandinava dalla Divisione

francese di Henri Klarsfeld, famosa per il suo spirito combattivo.

Le sfide si vanno rapidamente moltiplicando. John Kennebeck della Divisione Australiana ha offerto un cappello nuovo fiammante al Capo Divisione, che lo superera', raggiungendo il primo posto.

La situazione finanziaria della Paramount, secondo un rendiconto dato dal Presidente John Otterson durante una colazione recentemente offerta ai redattori finanziari dei giornali new-yorkesi, e' ora migliore di quello che sia mai stata negli ultimi anni.

E quando voi pensate a questa splendida notizia, ricordate sempre quelle cinque grandi cinematografie della Paramount, che ci sono venute nei soli due ultimi mesi: "La Strada del Pino Solitario" (The Trail of the Lonesome Pine), "La Via Lattea" (The Milky Way) e "Anna del Klondike" (Klondike Annie).

E per ritornare alla gara, e' enormemente confortante constatare che i risultati, come quelli al primo marzo, mostrano sei Divisioni e dieci Paesi al di sopra delle quote loro assegnate. Le Divisioni sono quelle dirette dai Signori Klarsfeld, Cochrane, York, Graham, Aboaf e Messeri. I Paesi sono la Svezia, le Filippine, l'Ungheria, la Francia, il Giappone, la Rumania, la Gran Bretagna, l'Italia, la Spagna e il Portogallo, e la Cina.

"Anna del Klondike" ha di gran lunga battuto tutti i records di questa stagione al Teatro Paramount di New York City.

La Paramount ha firmato un contratto con Frank Lloyd, direttore di "Mutiny on the Bounty" e di parecchie altre grandi cinematografie, per un contratto esclusivo di tre anni. Durante questo tempo Lloyd produrrà o dirigerà dodici cinematografie.

## HET NIEUWS VAN DE MAAND

Het concours is plotseling opwindend geworden. Het staat vast, dat wij geen herhaling zullen zien van een enkele Divisie, die gedurende het geheele concours, de leiding behoudt. Henri Klarsfeld's Fransche Strijders hebben reeds de leiding ontroofd aan de Scandinaviërs van Carl York.

Het blijft uitdagingen regenen. John Kennebeck, van de Australische Divisie, heeft een nieuwe hoed uitgelooft voor den Divisie leider, die hem van de leiding berooft.

De financieele positie van Paramount, is, volgens een tijdens een luncheon door den President, John Otterson, gemaakte verklaring, thans beter dan in de afgelopen jaren.

En denk, bij het lezen van dit goede nieuws, aan de vijf voornaamste films, die door ons in de laatste maanden gedistribueerd zijn: The Trail of the Lonesome Pine... Give Us This Night... Desire... The Milky Way... Klondike Annie.

Om nog eens op het concours terug te komen. Het is zeer bevredigend te zien, dat zes Divisies en tien verschillende landen hun quota overschreden hebben. De bedoelde Divisies staan onder leiding van de Heeren Klarsfeld, Cochrane, York, Graham, Aboaf en Messeri. De tien landen zijn: Zweden, de Philippijnen, Hongarije, Frankrijk, Japan, Boemenië, Engeland, Italië, Spanje-Portugal en China.

"Klondike Annie" verbeterde ver-



## INTERNATIONAL WATCH

Cecil B. DeMille exhibits the true international spirit in watches. This interesting timepiece, which he secured in Mexico City, tells simultaneously the time in London, New York, Paris, Mexico City, Berlin and Madrid. The inevitable watch on his left wrist tells him the time in Hollywood—the time now being almost time for him to start active work on his next film, title to be announced.

scheidene uthoudings records, tijdens de vertooning in het Paramount Theater, te New York.

Paramount heeft een contract gesloten met Frank Lloyd, den regisseur van "Muiterij op de Bounty" en menige andere beroemde films. De duur van dit contract is drie jaar, waarin de Heer Lloyd 12 films zal regisseeren.

## NYHETERNA FOR DENNA MANAD

Tävlan har plötsligt blivit mycket livlig. Det är allaredan ganska tydligt, att vad som hände förra året, ej kommer att upprepas denna gång: att en division var i täten hela tiden. Allaredan nu har Henri Klarsfelds berömda franska division kommit i kapp Carl Yorks skandinavier.

Utmaningar komma från alla håll. John Kennebeck, ledaren av den australiska divisionen, har utlovat en alldeles ny hatt till ledaren av den division, som kommer före hans.

Att döma av de ord, som yttrades av vår chef, John Otterson, på den lunch han gav för finansredaktörerna av New Yorks dagliga tidningar, så är Paramounts finansiella ställning bättre, än den varit under de senare åren.

Och medan ni tänker på dessa glädjande nyheter, glöm inte då att också tänka på de fem stora Paramountfilmerna, som just nu blivit utsläppta i marknaden—"The Trail of the Lonesome Pine," "Give Us This Night," "Desire," "The Milky Way" och "Klondike Annie."

För att återkomma till tävlan, är det verkligen uppmuntrande att se nu i början av mars, att sex divisioner och tio land allaredan ha överstigit Quotan. Dessa divisioner äro under ledningen av herrar Klarsfeld, Cochrane, York, Graham, Aboaf och Messeri. Länderna äro Sverige, Filippinerna, Ungern, Frankrike, Japan, Rumänien, Storbritannien, Italien, Spanien, Portugal och Kina.

(Continued on next column)



**RUNNING TRUE TO FORM**

Our model to fit the above caption—and also to fit the irresistible picture above—is Paramount's featured player, Grace Bradley. You saw her in a grand role in "Anything Goes," and in several preceding films. You can see her in the above setting if you call at her home in Beverley Hills, Hollywood, next time you are there.

kord på Paramountteatern i New York City.

Paramount har skrivit ett treårigt kontrakt med Frank Lloyd, regissören, som gjorde "Mutiny on the Bounty" och andra storfilmerna. Under dessa tre år kommer Lloyd att göra åtminstone tolv filmer.

**NOUVELLES DU MOIS**

Le Concours a soudainement pris une tournure des plus intéressantes. Il est évident que nous ne nous trouverons pas en présence du succès constant d'une seule Division occupant la première classe pendant toute la durée de l'épreuve, comme ce fut le cas l'année dernière. Déjà la Fameuse Division de Combat Française a déplacé la Division Scandinave de Carl York.

Les défis nous arrivent d'ailleurs avec célérité. John Kennebeck, de la Division Australienne, a offert un chapeau neuf au chef de division qui le battera pour la première place.

La situation financière de Paramount, d'après une déclaration faite par M. John Otterson, notre président, à un déjeuner qu'il a offert récemment aux rédacteurs financiers des journaux de New-York, est meilleure aujourd'hui qu'elle ne l'a été pendant toutes ces dernières années.

Et quand vous réfléchissez sur cette excellente nouvelle, n'oubliez pas les cinq grands films Paramount qui nous ont été donnés pendant ces deux derniers mois, "The Trail of the Lonesome Pine," "Give Us This Night," "Desire," "The Milky Way," et "Klondike Annie."

Revenant au Concours, il est extrêmement agréable de constater que les résultats, au 1er mars, indiquent que six Divisions et dix pays ont définitivement dépassé leur contingent.

tement. Les divisions en question sont celles qui se trouvent sous la direction de Messieurs Klarsfeld, Cochrane, York, Graham, Aboaf et Messeri. Les pays sont: Suède, Philippines, Hongrie, France, Japon, Roumanie, Grande Bretagne, Italie, Espagne-Portugal, et Chine.

"Klondike Annie" a battu pas mal le vieux records de durée de saisons au Theatre Paramount à New York.

"Paramount a engagé Frank Lloyd, directeur de "Mutiny on the Bounty" et plusieurs autres grands films, par contrat exclusif pour trois ans. Pendant cette période de temps, M. Lloyd produira ou mettra en scène douze films.

**NOTICIARIO MENSAL**

O nosso concurso internacional muito tem crescido de interesse nestas ultimas semanas. Ao que parece vamos ter uma repetição do que se deu no concurso passado, em que uma Divisão se arvorou em campeã do jogo e levou a bola ao "goal" através de todas as etapas. Já agora temos o caso da Divisão Franceza de Mr. Henri Klarsfeld que arrebatou o primeiro lugar à Divisão da Escandinava, dirigida por Mr. Carl York. Os desafios se seguem com grande intensidade. Da Australia, por exemplo, vem o grito de Mr. John Kennebeck, que ofereceu um doce a quem lhe tome o primeiro lugar no concurso...

—A situação financeira de Paramount é hoje melhor do que em qualquer dos ultimos annos, segundo afirmou ha pouco o nosso presidente, Mr. John Otterson num banquete por elle offerecido aos jornalistas de Nova York, afirmação que foi recebida com applausos.

—A verdadeira significação dessa noticia está na qualidade sobrellente dos nossos photofilmes. Será bastante considerarmos o valor artistico das cinco ultimas produções.

We present a glimpse of the highly artistic Chinese Gardens, an open-air motion picture theatre in the suburbs of Adelaide, South Australia. The owners are Waterman Brothers, and their Paramount film supplies come from the exchange ably managed by William Blood, newly assigned Paramount manager in that important Blue Ribbon territory.

**ARTISTIC TOUCH OF CHINA IN AUSTRALIA**



ducções—"The Trail of the Lonesome Pine," "Give Us This Night" (Esta noite é nossa), "Desire" (Desejo), "The Milky Way" (Haroldo Tapa-ôlho) e "Klondike Annie" (A Sereia do Alaska).

—Voltando a falar do nosso Concurso, é deversos motivo de contentamento o vemos que segundo as entradas até 1 de Março, seis Divisões e dez paizes estavam acima da quota. As Divisões são as dos senhores Klarsfeld, Cochrane, York, Graham, Aboaf e Messeri. Os paizes são a Suecia, as Philippinas, a Hungria, o Japão, a Rumania, a Inglaterra, a Italia, Espanha-Portugal e a China.

—Neste momento corre com grande exito, no Theatro Paramount de Nova York, o filme, "A Sereia do Alaska," que, como acima se viu, é de autoria de Mae West.

—A Paramount acaba de contractar o director Frank Lloyd, realizador da grande produção "Mutiny on the Bounty," o qual durante tres annos trabalhará para a nossa marca e nesse periodo de tempo Mr. Lloyd dirigirá doze produções.

**GEORGE HAYES OF "HOPALONG" SERIES A FIXTURE**

If you have seen all the "Hopalong Cassidy" series of Paramount Western releases, you must have gained great sympathy for George Hayes, who always plays the bearded old miner. He will now be a fixture in these pictures because he has been signed for the entire series.

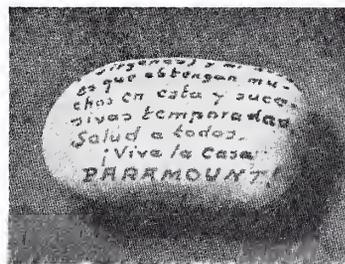
**MAY BIRTHDAYS**

Many Happy Returns To You All

(Continued from Page 4)

- Mr. Richard Levy.....Madrid
- Mr. P. Durand.....Reims
- Miss P. Dubson.....Paris
- Mr. A. Girard.....Paris
- Mr. E. Decock.....Bruxelles
- 23 Miss J. R. deMarin.....Havana
- Miss V. Bianchi.....Rome
- Mr. H. Walker.....London
- 24 W. Bem.....Warsaw
- Mr. H. Fink.....Manchester
- Mr. Y. Sarrazy.....Paris
- Mr. A. Polis.....Bruxelles
- 25 Mr. J. Goldman.....Leeds
- Mr. R. A. Oltra.....Valencia
- Mr. E. Lanier.....Paris
- Mr. M. Donners.....Bruxelles
- Mr. A. Schmitz.....Basel
- Mr. J. Hennemann.....Paris
- 26 F. Leffer.....Prague
- Mr. M. Poirier.....Paris
- 27 A. Marks.....Newcastle
- 28 S. Gindelevics.....Warsaw
- Miss Alice Eriksson.....Stockholm
- Mrs. M. Bardi.....Rome
- Miss V. Caste'azzi.....Milan
- Mr. A. Drion.....Paris
- 29 Mr. V. D'Orso.....Naples
- Mr. P. Bescond.....Lille
- Mr. L. Boire.....Paris
- Mr. M. Collin.....Strasbourg
- 30 Miss E. Cruusberg.....Copenhagen
- C. Corr.....Dublin
- Mrs. J. Lacolla.....Turin
- Mr. M. Artigas.....Barcelona
- Mr. L. A. Garcia.....Valencia
- S. Tyktin.....Lemberg
- Mr. L. Terrentroy.....Paris
- 31 Miss M. Natali.....Milan
- Mr. Garrod.....London
- Miss M. Rosalo.....Havana
- Mr. I. Stenius.....Stockholm
- Mrs. O. Peridis.....Cairo

**AN ORIGINAL SPANISH COMPLIMENT**



We reproduce here portion of a page which appeared in the early February issue of "El Matador" of Spain. The objects depicted are French beans, and on them was inscribed a message told in the following story.



Through our Madrid Manager and excellent friend Mr. E. Flaquer, we received a pair of real beans, upon which Manager Hermua has had the patience of writing, with microscopic letters, a double and cordial felicitation. We advise the Matadors who wish to put their patience to the test, and above all their visual powers, to amuse themselves by deciphering the writing on the French beans, in the picture which presents them in their natural size. For the impatient or near-sighted ones, we show enlarged photographs of the same, and for the lazy ones, we save them work by transcribing said felicitations:

Tomás S. Hermua cordially greets Mr. Flaquer, Managing Director of Paramount in Madrid, and all the personnel of same, and congratulates them for the success of the picture LEGONG (The dance of the virgins) and my wish is that they have many successes this and successive seasons. Greetings

to all. Long Live Paramount!

Tomás S. de Hermua wishes a Happy New Year to his friend Mr. Flaquer and his distinguished family and wishes him wealth and prosperity in his business.

Madrid, January 1, 1936.

On our part we congratulate Mr. Hermua for his patience, his perfect microscopic penmanship and his attachment and sympathy for Paramount.

**SCREEN IS ENTITLED TO GOOD MUSIC, SAYS NOTED COMPOSER**

Songs in Paramount's new feature, "Give Us This Night," are described by Erich Wolfgang Korngold, noted European composer, as "probably the most advanced musically speaking, ever written for the screen."

Korngold, who is now in Hollywood under contract to Paramount, expressed confidence that the music in the picture, which stars Jan Kiepura and Gladys Swarthout, operatic singers, will not be too advanced for the theatregoers. To the contrary, Korngold believes the film public all over the world is waiting for such music and will enjoy it.

"Why should all good music go



**FAME MARKS HIM AS 1 IN 8,000,000**

In a recent issue of The Literary Digest, Oscar Serlin, Paramount's most prolific and successful finder of new talent, was written up at great length and labelled "Hollywood's Star Finder of Stars." As a result of this, and other magazine publicity, he has received a barrage of letters from "screen possibilities." The most interesting letter of this barrage, from an external news standpoint, came in the envelope pictured above. This carried merely Oscar Serlin's photo, with a caption, and the address "New York City." Such is the power of fame, it was delivered immediately and unerringly to Oscar at Home Office.

**PARAMOUNT HAS THE BEST PICTURES**  
**PATHE**  
 HAS THE FINEST PROGRAMMES  
 FOLLOWING "THE CRUSADES" & "THE LAST OUTPOST"  
 WITH STILL ANOTHER GREAT PARAMOUNT HIT  
**THE DUKE AND DUCHESS OF YORK**  
**THE BIG BROADCAST OF 1936**  
**"PETER IBBETSON"** CARY CUMPER  
 ANN HARDING

**BALANCE-AD**

Here's another of the splendid full-page Paramount advertisements that India's general manager, Charles Balance, secured on his recent trip to Burma. This is from the "Rangoon Gazette." Note the Trade Marks.

"I, James Lewis," by the celebrated New York stage critic, Gilbert Gabriel, have been bought as starring material for Claudette Colbert.



**WE VISIT ALGIERS.** These are glimpses of the Paramount office in the principal city of Algiers North Africa, with Manager Robert Rochefort in the second view. Other scenes show the outdoor film vault, the chief projectionist, and the despatch and booking department.

into the opera first? Why cannot the screen have its own share?" Asking these questions Korngold answered them. "We feel the music in 'Give Us This Night' should provide us with the verdict."

Korngold has been composing for 25 years. He completed his first opera when he was only sixteen.

Speaking of singers in motion pictures, Korngold said: "I put great faith in the ability of singers of operatic calibre to improve the quality of motion picture music. The amount of improvement, of course, depends upon the singers themselves and the type of music they are given to sing."

**NEWS ITEMS FROM AUSTRALIA AND N. ZEALAND**

"200 More!" is the slogan of Australia, New Zealand and Far East for the Paramount Prosperity Drive. Two hundred unsold possibilities are to be cleaned up before July. Should the fighters from "down under" reach that goal the Division will have over 90 per cent Distribution.

Following their creditable second place in last year's Quota Drive, every member of the Blue Ribbon Bunch has pledged to Managing Director John E. Kennebeck to "deliver the goods," in the shape of First Place.

Quota Standings of individual Branches at the end of February show Perth leading the field, closely pressed by Stan Craig's bunch of Maori fighters in New Zealand. Wellington Branch won the Australasian Division Drive last year. Figures issued by Head Office Statistician A. W. L. Naylor, show that five Branches have made definite increases in Quota percentages. This has been evident almost every week and will increase Australia's position in the International Prosperity Drive.

Morrie Foster, Manager of Perth Branch, has a very little part to play in the Drive for "200 MORE!" His office is in the unique position of having only two unsold possibilities.

George Nacard, Sydney Branch Manager, has taken unto himself a wife. The happy couple were presented with a canteen of cutlery by the staffs of the Sydney Branch and Head Office.

District Manager Claude Henderson, whose headquarters are in Melbourne, with Bert Kelly, Melbourne Manager; Gordon Brookes, Brisbane Manager; and James L. Thornley, General Manager of our own Capitol Theatre, Melbourne, were recent visitors to Head Office for the bi-annual Branch Managers' conference. At the conclave, Mr. Kennebeck made the announcement that "Rose of the Rancho" would

**SCANDINAVIAN RAVES FOR "THE MILKY WAY"**

Supplementing the London raves on the Harold Lloyd picture, found on another page, we have a barrage of fine things to hand from Stockholm, where the famous newspaper "Dagens Nyheter" says that the film looks like being 'a terrific success.' The newspaper "Social Demokraten" said of it that "It is entitled 'The People's Cheers,' an excellent title on an amusing picture, almost entirely devoted to the task of rousing the people's cheers and laughter." Taking a different but just as effective tack, the paper "Arbetaren" said: "In the advance publicity for Harold Lloyd's latest picture two laughs a minute were promised. This promise was kept, the audience laughed continuously. There was almost no pause in the laughter."

In all of the other reviews it was noted that Lloyd's excellent gags helped tremendously over the fact of the film having dialogue in it. All reviewers hoped that Lloyd will, as time goes on, depend less and less on dialogue and more and more on action and gags.



**BRAZIL PRESIDENT'S DAUGHTER VISITS STUDIO**

Paramount's Hollywood Studio is the world's lodestone for important people of all races and stations. Among the most important visitors of March was Senorita Alzira Vargas, daughter of the President of Brazil, Sr. Getulio Vargas. She is shown here (centre) with Carole Lombard and Alison Skipworth on the set of the Arthur Hornblow production, "The Princess Comes Across."

he the first Road Show for the Silver Jubilee Year. Mr. Kennebeck is personally supervising a mammoth advertising and publicity campaign being put behind "Rose of the Rancho" to pre-sell it to the public.

Pop-Eye Clubs are gaining favour throughout Australia and New Zealand. Harold Pike, Head Office Exploitation Representative and Reg. Felton, New Zealand Publicity Manager, are sponsoring the stunt with national tie-ups and press publicity.

Paramount Westerns are topping box-office grosses everywhere. The

Hopalong Cassidy series are in keen demand by showmen, whilst the Zane Grey stories such as "Nevada" and "Wanderer of the Wastland," are breaking records. For the first time in the history of the theatre, the Sydney Prince Edward, Australia's ace extended season house, recently screened "Nevada" in answer to the public demand for outdoor stories.

Bill Blood, recently promoted from the New South Wales sales force to Branch Manager of Adelaide, is putting in great work in his new job. He is figuring prominently in the Blue Ribbon Bunch drive for "200 MORE!"

# NT Paramount's INTERNATIONAL NEWS



STILL THE GRANDEST  
SHOW SIGN IN  
THE WORLD!

Vol. 3.

MAY 1, 1936

No. 5



JAPAN

REMAKING A WINNER. Any Paramourteer without glowing memories of the silent "BEAU GESTE" is missing some great thrill. This will be made up with Paramount's new sound version in Technicolor, with Gary Cooper and many others. To be started in June.



HIGH HONOUR is paid Quigley Award winners in France. Foreign Minister Pierre Etienne-Flandin makes presentations to Messrs. Lebreton and Agramon. Left to right: Messieurs Etienne-Flandin, Lebreton, Ullmann, Blumenthal, Agramon, Lange.

PHILIPPINE ISLANDS

LEADER. Tom D. Cochrane said he'd put his "Irish Brigade" of the Orient on top. That's where his Division is this month, with plenty of their vows to stay there.

LLOYD CONQUERS JAPAN. Queues unlike any in history greeted "The Milky Way" at the Hibiya Gekijo in Tokyo. Note that at 2 p.m. the waiting throngs extended in both directions. Full story on Page 4.





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. 3 May, 1936 No. 5

## PRODUCT

All doubts as to the supremacy of the Paramount product for 1936-37 are dispelled by the tremendous news coming from Hollywood as a result of the impressive and searching conference held there early this month under the direction of Messrs Otterson and Zukor. Without exception, this has been the most significant production conference in Paramount history, and decisions made there, as well as plans laid, will directly and immediately affect our product in such a way that Paramount pictures will be international in appeal, will have resounding casts for sales and appeal purposes, will be budget-controlled in practical fashion, and will above all else truly epitomize our world-renowned slogan of "If It's a Paramount Picture It's the Best Show in Town."

## "DESIRE"

Once again we are impelled to call your attention to the grand manner in which "Desire" is exciting those world-wide audiences so far privileged to see it. Marlene Dietrich has been pretty much of a pendulum so far as international appreciation of her artistic capabilities has been concerned, but right now she is at the zenith of an upswing. This success is indeed a repetition of the old show-world adage—"There's always an audience for a damned good picture."

## MacMURRAY

Although his contract still had some time to run, we have clinched the services of Fred MacMurray for the next seven years. In that time our Studio is confident of building him up into one of the ace outstanding screen personalities. The fellow has manly ruggedness, a definite sense of humor, great personal charm and the faculty for working at a fast tempo. But that is not all. Before MacMurray was picked up by Paramount's ace talent scout, he was a musician. He still is. He plays several musical instruments and he sings. He is versatility personified;

and in our present herculean task of building up the greatest array of talent under one trade mark that the motion picture business has ever known, Mr. MacMurray bulks largely and importantly. You can do your share by seeing that at all times he is adequately publicized in your territory in connection with the Paramount pictures in which he is appearing, or in which he will appear.

## COCHRANE

Tom D. Cochrane, the challenger-par-excellence, has made good his pledge to hit the top spot in the Contest. What is even more important: the effervescent Tom is in New York City as these lines go to press, and since we could not help but slip the word to him in advance of publication, he has vowed, pledged and otherwise undertaken to stay in that spot throughout the remainder of the Contest. Who knows, perhaps New York's shining stores have already lured him into spending part or whole of that enticing \$750 prize for the leader of the Division coming in first.

## MENTIONS

Occasionally the private papers of this reporter carry mild personal queries as to why So-and-So is so frequently mentioned in the paper's columns. The answer now, as always, is that we, who are anchored to a chair high above the city's swirling noise, are in one spot at the ends of long lines of cables and postal routes stretching out over the world's face, and that we merely report what we read or are told about one way or another. Nothing gives us greater pleasure than talking about *your* accomplishments: but in some way or another we have to hear about them. In other words, the space is yours for the telling.

## "BEAU GESTE"

Definitely exciting news for Paramounters everywhere throughout the world is the announcement that our Studio will this

### Mr. Hicks is Vice President of Paramount Pictures, Inc.

At the April 23rd meeting of the Board of Directors of Paramount Pictures, Inc., Mr. John W. Hicks, Jr., was unanimously elected a Vice-President of the Corporation, in charge of all Foreign Activities.

This news must be extremely gratifying to Paramount Legionnaires the world over.

year produce "Beau Geste" again, this time with dialogue and in the new three-process Technicolor. No cast has yet been selected, but the importance of the picture and the great tradition the silent film built up and has maintained, will be insurance enough to give us a cast worthy not only of the subject itself, but worthy of the great business that we will do with a real dialogue-colored version of "Beau Geste."

## PARAGRAPHS

Mention of the name of this new official designation of the Paramount short features hitherto known as Paramount Varieties, brings to mind the incontrovertible fact that Paramount featurettes are unequalled for entertainment value, and merit every ounce of sales effort that you can put back of them.

## KIEPURA

By the time these lines reach you our first Kiepura picture, "Give Us This Night" should be going into active release in many countries. It goes without saying that we are going to give this vitally important production every ounce of sales ability that we have. This is important from three angles: The film is a high calibre one into which has gone much Company money, a great deal of effort, and a great many plans; the picture is definitely a standard-bearer for the type of musical film that we want the Studio to continue making; and in addition to Kiepura (one of the world's outstanding musical artistes), it also co-features Gladys Swarthout, for whom Paramount has great plans.

## HONOURED

On the cover this month we have portent of the high esteem in which Paramount is held by the foremost citizens of the land. For here we see France's Foreign Minister, Pierre Etienne-Flandin presenting the Quigley Award Plaque and Honour Scroll to Messrs. Rene Lebreton and Andre Agramon of the Paramount Theatre, Paris, for their tremendously effective exploitation of "The Crusades." That so important a man as M. Flandin, one of the four most notable figures in the world's political sphere today, should take time to make this presentation, is indeed a fine gesture towards Paramount and an indication of the French nation's proven friendliness towards our Company.

## POSTERITY

On April 23rd the statement of Paramount's activities for 1935 was presented to the Board of Directors. It revealed a very substantial profit for last year. It also revealed one other striking fact, namely that according to the statement of Mr. John E. Otterson, President, the Paramount organization has acquired a rental lease in the Paramount Building that runs until 1955, almost twenty years hence. And twenty years in this swiftly-moving motion picture business of ours is the equivalent of a lifetime in any other business.

# FLOOD OF GOOD NEWS

Month Conspicuous for Sensational Facts  
Concerning Current and Coming Product

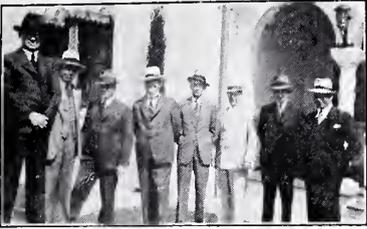
April has been truly a marvelous month for sensational news relating to Paramount product. All of it points to the unquestioned supremacy of Paramount now and on into the future; and we are sure that the reception of this news will add new vigor to the closing weeks of our 1936 Prosperity Contest. The highlights of the news will follow now:

**DIETRICH** Everyone who has seen "Desire" will whoop for joy over the announced fact that Marlene Dietrich has been definitely signed to a new Paramount contract calling for a minimum of three pictures. Two of these will be made for the 1936-37 season, and the third one for the season beyond that. No subjects have yet been chosen, but the contract was signed April 15th, and the news given out that Ernst Lubitsch will direct one of the pictures, and Frank Lloyd one.

**"BEAU GESTE"** "One of the great milestones in Paramount history was Beau Geste." That film became a Paramount tradition. It had marvelous production, a great cast, and everything else that designated it as a miraculous box-office attraction. In remaking it, Paramount will uphold all of its traditions, but in addition will give it two tremendous attributes—dialogue and color. The picture will be Gary Cooper's next assignment following "The General Died At Dawn," and the tentative cast already lined up to support Gary includes Irene Dunne, Sir Guy Standing, Franchot Tone, John Howard, Lynne Overman and Roscoe Karns. It is also believed that Henry "Bengal Lancer" Hathaway will direct. So with Hathaway, three principals from the "Lancers," the tradition of "Beau Geste," dialogue, music and colour, is it any wonder that we are already prophesying that the new "Beau Geste" will be an incredibly fine attraction for the whole world.

**"DESIRE"** From all countries the word is flowing in that the Dietrich-Cooper-Lubitsch-Borzage film, "Desire" is doing terrific business. The London story is elsewhere in this issue. Carl York has cabled from Stockholm in like vein. Amsterdam, Vienna, Budapest, Bombay, Manila, Berlin, are all singing the film's praises. The Paramount Theatre in New York will do the greatest week's business in more than a year, and the film will stay a minimum of three weeks.

The Paramount trumpets are certainly blowing. More than ever before our Paramount Trade Mark is the standard of the world's finest in film entertainment.



A BUNCH OF AUSSIES

Recently Managing Director John E. Kennebeck held a state convention in Sydney. Photographed above are those who attended. They are, left to right: Branch Manager Bert Kelly (Melbourne), District Manager Fred Gawler (N.S.W. and Q'land), James L. Thornlcy (Gen. Mgr. Capitol Theatre, Melbourne), Claude E. Henderson (Dist. Mgr., Victoria, S.A., W.A., and Tasmania), Branch Manager Gordon Brookes (Brisbane), Mr. Kennebeck, Secretary-Treasurer James A. Sixsmith, Gen. Sales Manager William Hurworth.

**"DESIRE" HITS SPAIN**

We tried to keep all of the "Desire" news in one spot in this issue, but it just came rolling in on us from all quarters of the globe. That's why every page is tattooed with tidings about the tremendous success of the film.

Newest of the flashes is from Spain, from whence Chief Matador M. J. Messeri has packed all of the enthusiasm possible into the following cable to Mr. Hicks:

**RELEASED "DESIRE" AT COLISEUM TREMENDOUS SUCCESS. HUNDREDS TURNED AWAY. ENTIRE ORGANIZATION THRILLED AT FIRST GLIMPSE OF NEW ERA OF RENEWED PARAMOUNT SPLENDOR.**

(sgd.) MESSERI

**IMPORTANT CAST NOTE**

Final flash on Gary Cooper and Fred MacMurray is as follows: Cooper has the lead in "The General Died At Dawn," and will follow this with the lead in "Beau Geste." MacMurray is in "The Texas Rangers," and will be with Claudette Colbert in her next film.

**ASSEMBLY OF PRODUCERS ENGAGED IN PREPARING THE 1936-1937 PARAMOUNT PROGRAM**



Most of April was occupied by Paramount's production staff, under the guidance of Mr. Otterson and Mr. Zukor, in preparing the array of entertainment which is to bear the celebrated Trade Mark during the forthcoming season. Our roving cameramen has caught many of the actors in this great drama in the scene, at left, in which we recognize, reading from the inescapable left to right: Lewis E. Gensler ("Ship Cafe," "It's A Great Life," "Millions In the Air"), William LeBaron (now General Manager of Production), Henry Henigson (newly appointed Associate Producer), Benjamin Glazer ("Story of Temple Drake," "Enter Madame," "Big Broadcast of 1936," "Paris In Spring," "Love In Bloom," "Bolero," "Anything Goes.") Fred Leahy (Assistant to Mr. LeBaron), Harlau Thompson (newly appointed Associate Producer), Russell Holman (New York production department manager), Chandler Sprague (Assistant to Watterson Rothacker), A. M. Botsford ("Too Many Parents" and a number of pictures now in work), Arthur Hornblow, Jr. ("Ruggles of Red Gap," "Pursuit of Happiness," "Limchouse Blues," "Wings in the Dark," "Mississippi," and now producing "The Princess Comes Across."), Sam Frey (Assistant to Chandler Sprague), and Al Lewis ("Till We Meet Again").

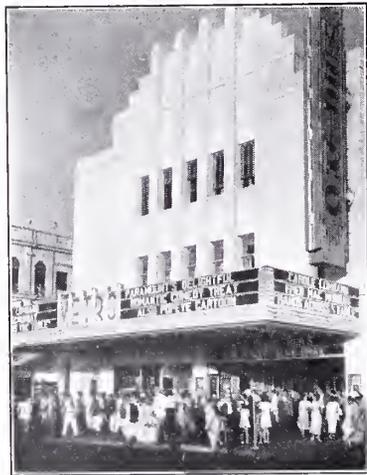
**THAT "MILKY WAY" SCENE ON THE COVER**

The scene is Japan: the city, Tokyo; the film, Harold Lloyd's "Milky Way"; the occasion, the second day of the film's run at the Hibiya Gekijo: the time, two o'clock in the afternoon.

That should give you an idea of just how popular this Lloyd fellow is in Japan, especially in a film that is so understandable as "The Milky Way." It is also our private opinion that if Lloyd had been a wrestler instead of a boxer, it would have been the most successful film ever to have release in Nippon.

Manager J. W. Piper, in reporting the success of the film, stated that "Records were hung up every day, and the gross for the week was so far ahead of any previous figures (not ever barring New Year holidays) that there was no comparison whatever."

After the Hibiya run concluded, the picture went immediately to the Nippon Gekijo, where it was continuing to terrific success at the time Mr. Piper's letter was mailed.



**"DESIRE" IS TREMENDOUS HIT IN BERLIN**  
Presented above is the scene outside the Capitol Theatre in Berlin, Germany, when the Dietrich-Cooper-Lubitsch-Borzage picture, "Desire," opened early in April. According to Manager G. P. Vallar, the picture will do business in Germany equalling at least that of the best Dietrich business done in the past. Which is particularly good news in view of the fact of Miss Dietrich having been signed for three more pictures.

**"DESIRE" AN ALL-WAY LONDON SENSATION**

This "Desire" picture is doing tremendous things for Paramount in many parts of the world. Take for example the case of London.

The Dietrich-Cooper-Lubitsch-Borzage Paramount picture opened for a run at the Plaza Theatre. From the outset it was an immediate sensation. Foreign Ministers Anthony Eden of England, and Dino Grandi of Italy, rushed to see it, knowing in advance that it was a film of outstanding world importance. The critics lavished such superlatives on it as linotype machines had not seen in decades, mentioning chiefly that the film was the re-birth of Marlene Dietrich, and pronouncing Ernst Lubitsch a miracle-worker for the incredibly fine performances he extracted from both stars.

The first week sped by, the house registering terrific business. Then a second week also chalked up equally sensational figures. A third week was impossible at the Plaza because of an unbreakable commitment. So Managing Director John Cecil Graham set aside all precedent at Paramount's Carlton Theatre by transferring "Desire" to that house for an indefinite run. It is still there doing positively sensational business as we go to press.

Oh, Gods of the Studio—give us more pictures like "Desire"!

**CABLES ABOUT THE PARAMOUNT PRODUCT TELL THEIR OWN POWERFUL STORIES**

One of the most potent pulses of Paramount progress and prosperity that we know of is the humble cable. It's a little slip of paper, and the letters that it carries typed on its face are simply the manifestations of electrical impulses that have travelled under the ocean; but those impulses in turn are the true pulse on how things are going with Paramount in all of the overseas lands of the world. Quite a few of them have sizzled into Home Office during the past couple of weeks. Among them were the following:—

**FROM STOCKHOLM**

"Desire" had big opening at China Theatre last night (April 2). Press and audience delighted. A natural for this territory. Regards.

**FROM LONDON**

"Desire" breaks six-year record at Paramount's Plaza Theatre. Previous best "Bean Geste." Anthony Eden amongst audience notabilities.

**FROM BOMBAY**

"Milky Way" had splendid opening at Pathe Cinema. Previews on "Desire" marvelous, and on "Anything Goes" excellent. These real Paramount pictures tremendous asset our territory. Many Thanks.

The signers of the messages were of course Carl P. York for the Stockholm despatch; Publicity Director F. L. C. Thomas for the news from London; and Charles Ballance for Bombay's cable.

**STOP PRESS ABOUT NEXT MONTH'S ISSUE**

If you think that there's a tremendous amount of important news in this issue, just wait until next month's copy sizzles in your hands. It will have product news to make you whoop with joy.

**JUNE BIRTHDAYS**

It might be a nice idea to write to someone whose birthday happens on the same day as yours.

- 1 Mr. J. Jellinek.....Prague  
Miss S. Rainisio.....Bordeaux  
Mr. H. E. Flynn.....Sydney
- 2 Mr. C. Dubois.....Paris  
Mr. M. Dehais.....Paris  
Mr. V. Diligence.....Paris  
Miss S. Grant.....Wellington
- 3 Mrs. Mr. Allondeau.....Lille  
Mrs. A. Gladieux.....Reims  
Mr. D. Mayne.....London  
Mr. A. Saunders.....Wellington  
Mr. R. Lehman.....Buenos Aires
- 4 Miss D. Van Geene.....Amsterdam  
Mr. M. Chevallier.....Paris  
Miss L. A. Marull.....Barcelona  
Miss I. Davoren.....Sydney  
Mr. J. Laycock.....Sydney  
Mr. A. Leite Cezar  
Porto Alegre
- 5 Mrs. Y. Fragnaud.....Lille  
Mr. C. Vavasseur.....Paris  
Miss L. Linguet.....Paris  
Mr. D. Abbey.....London  
Mr. N. Wild.....Manchester  
Mr. John B. Nathan,  
Buenos Aires
- 6 Mr. E. Olsen.....Oslo  
Miss R. Sandstedt Home Office  
Mrs. M. Boulanger.....Reims  
Mrs. G. Coste.....Paris  
Miss Bridgman.....London
- 7 Mr. H. Eriksen.....Oslo  
Mr. C. Morlet.....Paris  
Mr. P. Heering.....Bruxelles  
Mr. G. Jeandot.....Paris  
Mr. A. Gallois.....Lyon  
Mr. R. Omita.....Tokyo  
Miss P. Esquerra.....Barcelona  
Mr. H. D. Nisbet.....Liverpool  
Miss E. Headifen.....Wellington  
Mr. E. Hillon.....Melbourne  
Mr. F. Lyons.....Sydney
- 8 Miss S. Brissaud.....Amsterdam  
Miss P. Hostachy.....Lyon  
Mr. T. Chikami.....Osaka  
Miss A. Boati.....Milan  
Mr. J. Gillick.....Liverpool  
Miss E. Ralfs.....Sydney
- 9 A. Krizek.....Prague  
Mr. M. Arditi.....Paris  
Mr. R. Rosenthal.....Basel  
Mr. Kurt Herr.....Berlin  
Mr. Fritz Lang.....Berlin  
Mr. L. Pettrossi.....Rome  
Mrs. J. D. Maney.....Leeds  
Mr. S. Bennett.....Liverpool  
Mr. V. L. Butler.....Melbourne  
Mr. J. Leitman.....Buenos Aires
- 10 Miss B. Vanderheyden  
Bruxelles  
Mr. N. Francois.....Strasbourg  
Mrs. A. Southern.....Manchester  
I. May.....Newcastle  
Mr. E. Garcia.....Rosario
- 11 Mr. A. Mavilla.....Havana  
M. Tsuchida.....Tokyo  
Mr. P. Sauret.....Barcelona  
Mr. A. Nelson.....Brisbane
- 12 Miss P. Halpern.....Home Office  
Mr. J. Fabregas.....Barcelona  
L. Burianova.....Prague  
J. Kouril.....Prague
- 13 T. Widerszal.....Warsaw  
Mr. R. Jellinek.....Prague  
D. Herrnittova.....Prague  
Mr. M. Biermann.....Bruxelles  
L. Marques.....Lisbon  
Miss A. Muller.....Berlin  
Mr. A. Bate.....London  
Miss Weissel.....London  
Miss K. Kinnell.....Glasgow  
Miss J. Mardell.....Melbourne  
Mr. L. J. Pueleve.....Sourabia
- 14 Mrs. E. Fastre.....Lille  
Miss Fisher.....London  
Mr. G. F. Lawrence.....Sydney  
Mr. J. H. Thornley Melbourne  
Mr. A. E. Olsen.....Batavia
- 15 Mr. W. Aparicio.....Havana  
Mr. G. Chapelle.....Paris  
Mr. E. Blakeman.....Paris  
Miss L. Blazquez.....Madrid  
Miss White.....London
- 16 Mrs. M. Rocher.....Reims  
Miss J. Gueudre.....Paris  
Mr. G. Imura.....Tokyo  
Miss G. Casigli.....Naples  
Miss Lowden.....London  
Mr. S. Saunders.....Cardiff  
Mr. S. O. Herbert.....Sydney
- 17 Mr. B. Repton.....London  
Mr. Lewis.....London  
Miss M. Hendrie.....Sydney
- 18 Mr. J. W. Piper.....Tokyo  
Mr. P. Robinson.....London  
Mr. A. A. Morton.....Melbourne  
G. Szentivanyi.....Budapest
- 19 Mr. R. Massot.....Paris  
Mrs. L. Taglang.....Strasbourg  
Mr. M. Ogasawara.....Tokyo  
Mr. R. Coulson.....London  
Mr. R. McDowell.....Liverpool  
Mr. J. Rosser.....Liverpool

(Continued on Page 12)

**PARAMOUNT IN INDIA**

The Lombard - MacMurray film, "Hands Across the Table" got a splendid send-off at the sumptuous new Metro Theatre in Calcutta, India. This scene was snapped just before General Manager Charles Ballance left for his health vacation in Europe.



**STARTLING LOBBY**

A most diverting lobby display for "Without Regret" at the Cinema Teatro Medica, Bologna, Italy. It has been work of this fine type that has swooped Managing Director Aboaf's division to their present high standing.

# Once Again We Have 14 Divisions

## WHERE THEY ARE AND WHAT THEY PLAN TO DO ABOUT IT

THAT Cochrane juggernaut just wouldn't be stopped. Second last month, First this. Home Office has seen Tom, and at a most propitious time: he was radiant, positively radiant, and he has since whizzed back to Tokyo determined to keep his "Irish Brigade" in the vantage point of leadership . . . But what about Italy? If Americo Aboaf's progress to date is any indication of the path the fates have set him to travel, his Seventh of March, Fifth of April and Second of the current month should have him at least in first spot next time. . . . Meanwhile, Henri Klarsfeld is still with the leaders, as is also Carl York, and next month may spin the wheel in their favor again. . . . Messeri is up to Fifth from last month's Sixth. . . . Kennebeck is still playing Sevens, which he believes is a lucky number, but not quite as lucky as One. . . . Day and Schaefer retain their faiths in Eighth and Ninth respectively,

but are about to switch to lower numerals. . . . Del Villar is already doing this, moving to Tenth from an Eleventh of last month. . . . Ballance has taken Eleventh instead. . . . Nathan is up a notch to Twelfth from Thirteenth. . . . Pratchett's re-entry into the

Contest is at the Thirteenth mark, which will add all the more lustre to his achievement when he finishes First, as is planned by him. . . . And then there are the Countries! . . . Sweden, Philippines and Hungary maintain their last month's First, Second and Third respectively. . . . But Roumania is a Fourth from a Sixth of last month. . . . Italy is up to Fifth from last month's Eighth. . . . Czecho-Slovakia does a nice piece of advancing by going to Eighth from last month's Thirteenth. . . . China is up one notch to Ninth. . . . Chile is Tenth from Fourteenth, a swell upswing. . . . Jugo-Slavia is up one point to Eleventh. . . . Holland's advancement is a full five points, to Sixteenth. . . . Austria is Eighteenth after last month's Twentieth. . . . Guatemala has a fine three point advance, to Twenty-second. . . . Panama is up a point, to Twenty-seventh, and Argentina is likewise up a point to Twenty-eighth. . . . Mexico's re-entry into the list of countries is at the mark of Thirty-first which, in view of the earlier remark, is just Thirteenth with the numerals reversed. Let's hope that it's going to be a case of dropping the "3" in both instances. . . . Another item that we want to call your attention to is the fact that no Division Leader has yet remained at the top of the list for two consecutive months. Also, we have had four publications of standings, and four different leaders. However, the name of Sweden has remained at the head of the Countries list for more than a month: it has been there for the past two months. We hold no brief for signs, symbols or portents, but——. . . . You'll remember what that British chappie who wrote what all the world can understand, and whose name was Shakespeare, said about there being "A tide in the affairs of man which if taken at the flood leads on to fortune." Perhaps it's flood tide in Sweden right now. We couldn't be sure: all we know is what we read in our paper.



**NOTE.** About that pari-mutuel board below, all that we want to add editorially is an instruction to the effect that the names appearing in all-capital letters indicate the Division Leaders over the Quota mark; the large numbers indicate the relative standing of these Leaders as of April 1st; and we caution you that the Division appearing opposite the Number 1 in the issue of August 1st will be the Contest Winner.

JOCKEYS		JOCKEYS	
NO.	APP. ODDS	NO.	APP. ODDS
1	7 to 9 §	8	38 to 1 *
2	2 to 1 †	9	39 to 1 †
3	3 to 1 *	10	50 to 1 ‡
4	7 to 2 †	11	54 to 1 †
5	5 to 1 ‡	12	60 to 1 ‡
6	8 to 1 †	13	68 to 1 *
7	21 to 2 §	14	90 to 1 *

TICKETS PAY		
OFFICIAL	RACE NO. 3	
STR'T	PLACE	SHOW
2	1	1/2
WEEK'S SALARY	WEEK'S SALARY	WEEK'S SALARY

**ADDITIONAL PRIZES**  
 Winning Div. Mgr. \$750. 2nd Div. Mgr. \$500. 3rd Div. Mgr. \$300.  
**KEY TO SYMBOLS AGAINST ODDS**  
 \* Obtainable in Paris † Obtainable in Stockholm  
 ‡ Obtainable in Barcelona † Obtainable in Rome  
 § Obtainable in Tokyo † Obtainable in London



# PERSONAL TOUCHES MAKE

## J. L. THORNLEY HEADS FOR ENGLAND

James L. Thornley, general manager of Paramount's Capitol Theatre in Melbourne, Australia, is en route to England for his first visit with his mother in many years. He expects to return to Melbourne some time in July.

## FINE ENGLISH AD. FOR "LONESOME PINE"

London's Advertising Manager F. L. C. Thomas has been doing nice advertising of late for the major Paramount attractions. Particularly noteworthy have been his spreads for "Trail of the Lonesome Pine" and "Give Us This Night."

For the All-Technicolour Walter Wagner film he took lower right hand corner cover space, using a two column space over ten inches for a black-and-white regular announcement, and then tipped over it a multi-coloured scene from the picture, the scene bearing simply the announcement "It's a Paramount Picture." A corner of this tipped piece invited its raising to read the full announcement beneath.

## CHALLENGES ARE WHIPPING THE CONTEST TO FRENZY

Over the land and over the sea the lads and the lassies of farflung countries are giving voice to threats of supremacy in this Prosperity Contest that is so characteristically the property of the Foreign Department. We'll give you the challenges just as they reach us, sans editorial comment, and allow your own reactions to them to provide us with fuel for future issues. Here they are:—

### AUSTRALIA

"Our activities in the 1936 Paramount Prosperity Drive are still rapid and full of enthusiasm, as we are extremely anxious to win First Prize, not only for the money, but to show Mr. Hicks that 'It Can Be Done.'" (sgd.) John E. Kennebeck.

### JAPAN

"Just a note to the entire Foreign Legion to the effect that I have already cabled John E. Kennebeck my head size for that hat he is wagering. It had better be the best that Australia has to offer." (sgd.) Tom D. Cochrane.

### CZECHO-SLOVAKIA

(Excerpt of a fighting letter sent to all his offices by District Manager R. Jellinek): "The Schaefer Division must and will win this Contest!" (sgd.) R. Jellinek.

### AUST. "JUBILEE NEWS"

We had word from Managing Director John E. Kennebeck to the effect that throughout Australia and New Zealand there has already been effected the distribution of more than 150,000 copies of the 4-page newspaper, "Paramount Silver Jubilee News." This looks like powerful aid for the Blue Ribbon Bunch in the 1936 Prosperity Contest.

### COCHRANE CABLED! PIPER PLEDGED!

As related elsewhere, as soon as the Leader of the "Irish Brigade" of the Orient, Tom D. Cochrane, arrived in New York, we sprang on him the news that his Division had assumed the lead in the Contest. He promptly splintered three pencils trying to get the news on a cable blank as quickly as possible, but the fourth did the trick, and a few hours later Manager J. W. Piper was appraised of Japan's leadership.

He didn't smash any pencils, as far as we know, but he got a message off in record time, and a few hours later, Tom in New York was reading the following expression of the sentiments of the Paramourteers of Japan, China and the Philippines:

**GREAT NEWS. WE WILL STAY UP THERE ON TOP OF THE CONTEST.**

BY COUNTRY		
This Month		Last Month
1.	SWEDEN*	1.
2.	PHILIPPINES*	2.
3.	HUNGARY*	3.
4.	ROUMANIA*	6.
5.	ITALY*	8.
6.	FRANCE*	4.
7.	JAPAN*	5.
8.	CZECHO-SLOVAKIA*	13.
9.	CHINA*	10.
10.	Chile	14.
11.	Jugo Slavia	12.
12.	Spain-Portugal	9.
13.	Great Britain	7.
14.	Australasia	11.
15.	Brazil	15.
16.	Holland	21.
17.	Poland	16.
18.	Austria	20.
19.	India	17.
20.	Cuba	18.
21.	Denmark	19.
22.	Guatemala	25.
23.	Norway	23.
24.	Germany	22.
25.	Puerto Rico	24.
26.	Columbia	26.
27.	Panama	28.
28.	Argentine	29.
29.	Peru	27.
30.	Finland	30.
31.	Mexico	31.
32.	Uruguay	31.

\*Over Quota.

### WHOOPED FOR DIETRICH

When the news about Marlene Dietrich being signed for three more Paramount pictures became official, we wrote to the main offices concerning it. Here's one typical answer: "No greater news ever reached the eyes of this poor struggling film salesman than the announcement of Marlene Dietrich to make 3 more for Paramount. Marvelous! Too bad I can't find another word in the English dictionary to best express my feelings. Herewith find enclosed one tear drop of joy." (sgd.) Jasper D. Rapoport, Havana.

### PREVIEWING THE NEW PARAMOUNT PICTURES

#### THREE ON THE TRAIL

A fine, exciting and many times thrilling member of the "Hopalong Cassidy" series. William Boyd and Jimmy Ellison are more diverting than even their best performances have shown them to be in the previous four films of the series, and Muriel Evans makes an attractive heroine. Highly recommended for audiences everywhere that rip-snorting Westerns are liked.

#### THE MOON'S OUR HOME

After just two minutes of this picture we sat bolt upright in our seats and just knew that we were seeing one of the ace comedies of the year. Looking back on its hilarious funniness we realize that in its make-up there were mixed the ingredients of film perfection. A story that was a 'natural' for popular appeal, a couple of stars (Margaret Sullivan and Henry Fonda) who had been gyrating around the film firmament just waiting to come together as the most perfect team of players in film history; a great cast that included Charles Butterworth, in support; and William Seiter's direction. The resultant film proves a Leap Year joy for film audiences anywhere, and in any country.

#### TILL WE MEET AGAIN

A thrilling, timely spy drama that will have you at seat's edge for the full hour and a quarter of its unfolding. The picture builds climax on climax and has at least four powerful denouements. You'll relish the teaming of Herbert Marshall and Gertrude Michael, just as you'll enjoy being let in on a score or more of espionage secrets.

#### FLORIDA SPECIAL

A mile-a-minute thrillodrama about jewel thieves aboard one of the crack American trains. Jack Oakie, Kent Taylor, Sally Eilers, Frances Drake and Claude Gillingwater keep the fun and action moving.

#### FORGOTTEN FACES

Another excellent teaming of Herbert Marshall and Gertrude Michael. The absorbing drama of a father's love in which no sacrifice was too great if it meant his daughter's happiness.

## Seen by the Radio Eye



"No stone must be left unturned!" announces South America's General Manager John L. Day, Jr., as he ventures forth in the helliest kind of weather to urge his Legionnaires on to victory in the Great Drive of 1936. Our Radio Eye was particularly fortunate in being tuned in on this striking event as it had a number of other important events throughout the world pressing for its attention at the time. However, John Day, in his BVD (Brazil's Very Determined) pose won a lens victory, as seen above.

# THE WHOLE WORLD KIN

## HOUSE ORGANS RECEIVED

The Publications Parade goes on and on, and on, and every month it seems that our international house organs are getting better and better and livelier and more in the spirit of the great 1936 Prosperity Contest.

Issues 2 and 3 of the lately resumed "Paramount" of Rome, Italy, arrived just too late to catch last month's issue of this magazine. But now they're before us telling of the great things expected throughout America Aboaf's territory from Harold Lloyd's "The Milky Way." There is also, in issue No. 3, a powerful letter to the editor from Manager V. De Semo of Turin, telling of the great successes he expects with "The Milky Way," "Desire" and "Mary Burns, Fugitive."

All three of these pictures also appear to have been the motivating impulses back of the March 5th issue of Jugo-Slavia's "Paramountov glasnik," the publication which seems to us to make Zagreb an extremely nice place to want to visit.

The early March issue of Australia's Paramount Sales Punch was even more brilliant than ordinarily. Possibly it was because Perth still has the lead so far as Film Rentals were concerned, while Wellington led in the Ad. Sales division. Or maybe it was for any one of the reasons that will be found in Australia's contributed column of news elsewhere.

Then our days have also been brightened by the simultaneous appearance of copies of three issues of Poland's "Doradca Filmowy." It seems from the columns of this always diverting publication, that "The Milky Way," "Desire" and "Give Us This Night" are slated to be sensations throughout Poland. We find, also, that the evergreen "Car 99" still continues to be an outstanding favorite in that part of the world.

And the parade of Paramount publications is never complete without magnificent representation by Spain's sparkling "El Matador," two gem-like issues of which are before us now. They surely reflect Managing Director Messeri's determination to have his Division win.

## PAUL VERDAYNE GOING TO SEE HIS FAMILY

Separated from them for 20 years by pressure of his duties in the Orient, Paul Verdayne, Paramount manager in Singapore, leaves that city May 20th for a visit to his native England. He will return to Singapore via New York and Hollywood.

## STILL ANOTHER CABLE ABOUT "DESIRE"

The Scandinavian audiences are falling for "Desire" with a fervour that is nothing short of exciting. Carl York has just cabled Mr. Hicks about the premieres of the picture in Copenhagen and Helsingfors. He says:

"Desire" opened Palads Theatre, Copenhagen, last night (April 16) to a house outsold in advance. Press, public and we jubilant. Picture will run for several weeks. Opening in Helsingfors equally big. (sgd.) York.

Pretty soon the cables on "Give Us This Night" will start whizzing in. Then "Trail of the Lonesome Pine."

## PARAGRAPHS

The Paramount short features hitherto known as Paramount Varieties, will hereafter be referred to officially as Paragraphs. This name was selected in an American contest and was considered the most apt of all submitted by a committee comprising several of the Company's chief executives.

## BOB GRAHAM TO AUSTRALIA

With almost two years of stalwart service in Mexico back of him, Robert Graham is heading for Australia where he will occupy the post of Special Representative in Managing Director John E. Kennebeck's organization. While in Mexico Bob served as assistant to Manager A. L. Pratchett, one of the ablest mentors in the film business of any country, and we know that he will carry to Australia a wealth of experience as a result of his stay in Mexico City.

## PANAMA PARS

On May 13th Miss Elaine Grant of the Panama Office celebrates her tenth anniversary with this company. Miss Grant began work with Paramount Films, S. A. of Panama in May 13th, 1926 and has been with the company uninterruptedly ever since. In her long term of service Miss Grant held successively the positions of stenographer, bookkeeper and booker. At present Miss Grant is secretary to Messrs. Sussman and Pierpoint Partly to celebrate this event she is spending a month's vacation in San Jose, Costa Rica. Rosita Moreno who has appeared in many Paramount releases in both Spanish and English arrived at Balboa, Canal Zone on April 19th enroute to South America, through which countries she will make a personal appearance tour. Samuel E. Pierpoint, manager of the Panama office, welcomed Miss Moreno on behalf of the Company.

専務監督トム・コラン氏の発意に成る区域策動が此の素敵な吾界の契約競争に於て其の圖に當つたのを見ることは実に興味津々たるものがあります。で私共は茲に全関係者諸君を祝し併マコラン氏は諸君の技量に期待を持たれて居ると云ふことを認識して頂きたいのであります

## 2 THEATRES NEEDED TO HOLD "DESIRE" IN BUDAPEST



What a record-beater we have in "Desire." Manager N. G. Palugyay, reporting from his Hungarian territory, states that the picture was too



terrific for one theatre alone, so it had simultaneous national release in the City and Omnia Theatres of Budapest. We have reproduced the scene outside the City Theatre on the opening night, and also a memorable piece of street publicity, a gigantic banner high over the busiest street intersection in the city. This latter was a radical exploitation for Budapest and was a sensation. Mr. Palugyay praises his Chief of Publicity, Alexander Fodor, for this work.

New York's Capitol Theatre is giving first release to the Wanger-Paramount production, "Big Brown Eyes." "Till We Meet Again" will follow.

## CUBA'S PRESIDENT-ELECT PAYS EXTENSIVE VISIT TO PARAMOUNT STUDIO



One of the year's most honored guests at the Paramount Studio in Hollywood was Sr. Miguel Mariano Gomez, President-elect of Cuba. Accompanied by members of his family and important Cuban officials and attaches, Sr. Gomez spent an entire day in the early part of April visiting every section of the mammoth film plant. He met the important stars and directors, was shown several pictures actually in work, and was the guest of honor at a luncheon arranged by Mr. John E. Otterson, President of Paramount. He is shown above with Mr. Otterson. In this scene, reading from left to right, are: Miss Graziella Gomez, Kent Taylor, Miss Nina Gomez, Mr. Otterson, President-elect Gomez and Carole Lombard.



FINE JUNGLE LOBBY

Mr. Van der Cappelle, manager of Paramount's luxurious Coliseum Theatre in Brussels, Belgium, turned the lobby of the house into a veritable jungle for atmosphere when he presented "The Last Outpost."

"MILKY WAY" STICKER

This is a miniature reproduction of a sticker, in red and also in blue and green, which adorned all mail received in Home Office from the Scandinavian offices. Another ingenious Viking idea.



FINE ADVANCE BILLBOARD CAMPAIGN IN AUSTRALIA



Shown here is one of a hundred billboards used in Sydney, Australia to sheet the advent of Gladys Swarthout in "Rose of the Rancho," Paramount's first Australian road show attraction in many months. Advertising Manager Herman E. Flynn devised the local poster.

EXPLOITATION ITEMS

Cuba's manager, Jasper D. Rapoport, doesn't miss a bet, it seems to us. "Cazadores de Estrellas" ("Big Broadcast of 1936") is a mighty attraction for his territory principally because of the Carlos Gardel sequence that it contains. So he overprints his company envelopes with a big Gardel announcement, linking the star with the picture.

Another fine sample of printed propaganda to come our way was a full page advertisement from "Film and Fashion," of Sydney, Australia. This consisted of an institutional advertisement entitled "Adventure," devised by Hermann E. Flynn, illustrated by George Lawrence. It carried enticing copy and a boxed list of forthcoming attractions. We understand that future listings of forthcoming Paramount Pictures will also carry the names of the stars and leading players in the films, which fact will prove additionally informative.

Another advertising gem from Australia is a Paramount publication entitled "It Pays to Play a Paramount Picture." This booklet, highly artistic and packed with Paramount information, was mailed to every exhibitor in Australia and New Zealand, whether or not he is presently a Paramount customer. Credit for this creation goes also to the combined talents of Hermann Flynn, Reg. Kelly and George Lawrence.

EXPLOITATION

CUTE COUTOUTS ENLIVEN STOCKHOLM "MILKY WAY" DISPLAY



By this time you surely recognize the famous exterior of the famous Paramount China Theatre in Stockholm. The white substance on the ground and elsewhere is not whipped cream for exploiting "The Milky Way," but Swedish snow. The public and press raved over Mr. Lloyd's picture.

AUSTRALIA'S WHIZ CAMPAIGN ON "ROSE OF THE RANCHO"

Managing Director of the Blue Ribbon Bunch, John E. Kennebeck, certainly went for "Rose of the Rancho" with zest and zeal. He had had his

weather eye open for a Road-Show-calibre production for a long while and grabbed "Rancho" just as soon as it finished its long cruise across the Pacific. Then he started the publicity-pressure boys on the job; and lo and behold, Messrs. Flynn, Kelly, Pike and Jones laid before his eyes a mighty array of propoganda.

Powerful letters and inter-office communications, teaser one-sheets, snipes, photographs, souvenirs, heralds, and a barrage of special twenty-four-sheet posters which plugged Miss Swarthout and her world-famed Operatic voice. Paramount trade paper advertisements ballyhooed "Rose of the Rancho" and its lovely star; Reg. Kelly's specially prepared radio script gave over whole issues to the nightingale-throated Gladys; the various women's magazines and newspapers were sold on the idea of using plenty of Swarthout material; and the whole truth of the matter is that "Rose of the Rancho," which opened at the Prince Edward, Sydney, and Capitol, Melbourne, was magnificently presold to the Australian public.



"POP-EYE" IS ABLAZE

Down in Argentina, where "Spaghetti" is his name among the locals, "Pop-Eye" is a rip-roaring favorite. So much so that during the recent Carnival in Buenos Aires an electrically illuminated reproduction of him, twenty feet high, was placed on the avenue along which the great festival held sway. John B. Nathan has sent us the photograph which we have reproduced above, and told us that the short features in which "Spaghetti" stars have benefitted greatly through this marvelous publicity.

BELOW. Samples of the very splendid newspaper advertisements prepared for the Australian campaign on Gladys Swarthout.



Carl P. York also adds to the "Pop-eye the Sailor" lore by sending this photo of a music store window in Stockholm devoted to a recording of the Pop-eye song, "I'm Pop-eye the Sailor Man." Many other stores in Stockholm and throughout Sweden have these displays, and all of them have been devoted to Paramount without any expense whatsoever to Paramount. Such of course is true publicity.

100% ADVERTISING

It must be SEEN  
It must be READ  
It must be UNDERSTOOD  
It must be BELIEVED  
It must be DESIRED  
IF AN ADVERTISEMENT FAILS IN ANY ONE OF THOSE POINTS, THE AD IS PARTIALLY OR WHOLLY USELESS . . .

Arthur Brisbane





REAL HEART INTEREST IN NEW MARSHALL FILM

A touching scene from "Forgotten Faces," the new Paramount production which teams Herbert Marshall and Gertrude Michael. The film has an amazing baby, an extraordinarily sympathetic Irish cop, Miss Michael playing a "chienne" type of role, and a fine Irish slogan (visible in the illustration if your sight is good), for extra good measure.

PRODUCTION FLASHES

"Hotel Haywire," perhaps inspired by the ironic incidents connected with the production of "Hotel Imperial," is to be made as a Paramount farce with Burns and Allen and Ruggles (Charles) and Boland (Mary)... The cast of "Three Cheers For Love," headed by Eleanore Whitney, will include Grace Bradley, Roscoe Karns, John Halliday, Robert Cummings and Elizabeth Patterson... Veda Ann Borg, newest Oscar Serlin "find," will retain her very attractive name instead of having it changed.

Those excellent production suggestions which are often lost in a production conference because another and more insistent voice overrides their maker, will be preserved for posterity and perhaps use in Cecil B. deMille's new Paramount picture, "This Breed of Men." DeMille has devised a machine which will record on aluminum discs every word spoken at every one of his story and production conferences... John Howard, Tom Brown and Lynne Overman have been cast in three of the principal roles of "A Son Comes Home," which Howard Young will direct... Jean Parker secures the prize feminine role in "Texas Rangers," which King Vidor is making with Fred MacMurray and Jack Oakie... Melville A. Shauer's first Paramount production, "Three Cheers For Love," will likewise be the first Paramount picture to extensively feature the currently popular type of music known as 'swing' music. 'Swing' music consists of having the song's theme picked up alternately by individual instruments, and being passed along from one to another, while the orchestra proper maintains the background to the tune. The picture's east is headed by Eleanore Whitney, with Robert Cummings, William Frawley, John Halliday, Roscoe Karns, Elizabeth Patterson, Grace Bradley, Louis da Pron, Veda Ann Borg, Olympe Bradna and Billy Lee

PRODUCT NEWS

GLENN ALLVINE HEADS STUDIO STORY BOARD

A success story of more than usual merit is woven around the appointment of Glenn Allvine to head the story board of Paramount's Hollywood Studio. Many years ago Glenn was an humble scribbler in Paramount's domestic publicity department, in the halcyon days when the Head Office

PARAMOUNT HAS FRED FOR 7 MORE YEARS

Any doubt as to where Fred MacMurray will be hanging his hat for the next several years has been dissipated by a contract signature which assures Mr. MacMurray of a hat hook at the Paramount Studio for the next seven years. After his celebrated performance in "The Trail of the Lonesome Pine," Fred made "Thirteen Hours By Air" and then "The Princess Comes Across," going next to "Texas Rangers" and later a great outdoor epic that Paramount plans to make. We've got a great asset in Fred. He's a star in less than two years.

TITLE CHANGES

"Girl of the Ozarks" in the final title for the picture hitherto known as "Good For Nothing." The picture stars little Virginia Weidler and advance reports state that this promising little juvenile is turning in a performance little short of sensational.

"Killer Plane" is the new and final title for "The Duster." Strangely enough it bears no relationship to 'plane crashes.

"The Arizona Raiders" has been definitely set as the title for the picture previously known as "Raiders of Spanish Peaks."

in support... Lloyd Nolan and Benjie Bartlett have been added to the cast of "Texas Rangers."

Henry "Lancers" Hathaway will definitely direct "Beau Geste" . . . . William K. Howard, director of "The Princess Comes Across," has gone to England to make a picture. Advance reports tell us that the "Princess" film is swell entertainment . . . . Dolores Costello Barrymore has

BORIS MAKES MUSIC GO ROUND AND ROUND THE WORLD

Foreign Department hats went high in the air when Boris Morros went to the Studio in charge of the Music Department. We were glad to see him go, for he was the ideal man for filling a niche that we had wanted to see filled by the ideal man. Year after year we had begged for more and more music in our films, for music that is not characteristic of one nation alone, but music understood by the whole world at large. That's why we are so elated over the appointment of Boris Morros to this post. What is more, Boris is also an associate producer and will make his own musical productions. You can readily understand the type of picture that he'll give us. Here's three cheers for it in advance.

was at 485 Fifth Avenue. Then he went to other parts of this giant industry, being most recently an associate producer at Radio Pictures. Now he's at that vital spot in our Studio from which the siftings of the world's best story materials are made available to those deft moulders of film for entertainment purposes, the producers.

Congratulations and best wishes, Glenn!

PARAMOUNT'S KINGDOM FOR A HORSE

Far more intense than any mere search for feminine beauty will be the hunt for a talented horse which Chester Franklin, producer of last season's "Scquoia" plans to get under way soon to find a leading steed for the starring role in his forthcoming dramatic story which he will do for Paramount. Franklin has already written the story, which will be called either "Wilderness" or "Sundown" and which has been developed into a screen play by him in collaboration with Garnett Weston.

The horse needed should not be more than eight years old, stand 16 hands high, weigh about 1,000 pounds. It could be a bay, roan or black, but must have a long flowing mane, uncropped tail and lone forelock. It must be a smart horse and respond to instructions, but a gaited horse or trick riding horse is not desired. Franklin declares his best bet will probably be a wild horse straight from the range. He wants a dog too, but anticipates no trouble finding plenty of canine talent right in Hollywood.

signed a long term Paramount contract. Her first film under this deal will be with George Raft in "Yours For the Asking." Paramount sure stands aces when it comes to picking slogan titles. Go back over your release schedules and see the scores of compelling ones we've used in the past couple of years . . . . Mary Brian will complete the trio of featured names of Walter Wanger's new production, "Spendthrift." The others are Henry Fonda and Pat Patterson, Miss Patterson being the wife of Charles Boyer . . . . The next production on Wanger's schedule is "Sahara," a story of the Foreign Legion. Anatol Litvak will direct, but no cast announcement has yet been made... Billie Burke and Ketti Gallian will support Francis Lederer in "Gentleman's Choice."



BLONDE OPERA STAR

Mary Ellis is a blonde singer in many of her operatic sequences in "Fatal Lady," formerly known as "Brazen." She sings at least nine times in this Walter Wanger production, and as these lines go to press Hollywood despatches seem to hint that here is one of the most suitable films for our use that the past several months have delivered.



"I MUST HAVE HAD ONE SARSAPARILLA TOO MANY!"

Thus spake W. C. Fields to Ida Mac Moore, snake charmer in one of the circus sequences in the comedy star's new Paramount picture, "Poppy." But the snake lady assured the ebullient Mr. Fields that this snake was real, and that if it came out of a bottle she'd like to see a bottle that big. "Poppy," we are told by our studio spy No. XLL89, is a right riotous comedy, full of the stuff of which laugh-tears are made. Rochelle Hudson and Richard Cromwell are in it also.

NEW HECHT-MacARTHUR FILM

Production of "The Monster," newest of the Ben Hecht-Charles MacArthur films, will get under way in the Astoria Studio this week. Present plans call for either Edward G. Robinson or John Barrymore to play the title role.



## AND NEW ZEALAND

"Rose of the Rancho," which has been classified as a Road Show Attraction for Australia and New Zealand, had its premiere at the Prince Edward Theatre, Sydney, March 28th.

Backed by one of the most extensive advance campaigns in years, the picture opened to a brilliant audience. Society turned out in full force. Business for the day was S.R.O. and advance bookings indicate a long season. Word-of-mouth comment is boosting the show, whilst press criticisms are giving Gladys Swarthout a star's welcome.

Working under the personal supervision of John E. Kennebeck, the Advertising Council comprising Reg. Kelly, Publicity Manager; Herman Flynn, Advertising Manager; Harold Pike, Exploitation Rep.; Len Jones, Ad Sales Manager; and George Lawrence, Art Department; was responsible for pre-selling Miss Swarthout.

The newspaper campaign commenced with big spaces three weeks prior to the opening, whilst a new note was struck in local advertising circles when 150 teaser 24-sheet stands appeared on the main highways. No mention was made of the picture. This is the first time in the history of local showmanship that such a quantity of full size paper has been used to build up a new star.

Another highlight was a full-page, 4-color ad. in the "Australian Women's Weekly." This is the first time that a newspaper has carried a four-color film ad. The paper has a national circulation of nearly half a million.

Harold Pike was responsible for several tie-ups of national importance. R. C. Henderson, Ltd., the biggest hat manufacturers in Australia, produced a "Rancho Rose" hat and backed it with extensive advertising.

Another highlight of the Australian campaign in selling "Rose of the Rancho" and Gladys Swarthout was a radio hook-up in which excerpts from the film were broadcast. This radio show received tremendous advance publicity. The broadcast was made from Station 2 GB Sydney and 2 KO Newcastle on March 15th and 22nd. Melbourne heard the show from 3 AW on March 29th. Brisbane, Adelaide and Perth will broadcast to coincide with the release of the picture locally.

Reg Felton, working under the direction of General Manager Stan Craig, has made arrangements with the New Zealand Broadcasting Commission to broadcast, at no cost, musical excerpts from the film. This radio show, something new for New Zealand, will be broadcast simultaneously over four stations — 1 YA, Auckland, 2 YA Wellington, 3 YA, Christchurch and 4 YA Dunedin.

The slogan of the Blue Ribbon Bunch celebrating the Silver Jubilee Quota Drive is "200 MORE." This is a quest to clean up 200 unsold possibilities in the territory. At this time Stan Craig of Wellington, who is leading in the Quota Standings, has made the best showing. Up to the end of February he had contracted for 17 of his quota of 40 unsold accounts.

Jack Groves and his able assistants, Len Peuleve, Andre Olsen and Paul Verdayne, are keeping the Paramount flag flying in the Far East. The percentages to hand for the Far Eastern Branches in the Quota Drive show Singapore as 91.08%, Java 88.39%.

Mr. Kennebeck has announced that Paramount Week will be celebrated during the period of August 29 to



No issue is complete without our customary "allure" item. This month our subject is Eleanore Whitney, and if you have seen "Millions in the Air" and "Timothy's Quest" you know that Miss Whitney has more than her physical charms for the world to be interested in. We forecast a greater personal triumph for this young star in "Three Cheers For Love," first Hollywood production completely produced and supervised by Melville A. Shauer.

September 4, inclusive. As in previous years, Exhibitors will be assisted in their individual campaigns by specially prepared Ad Sales material. The Advertising appropriation set aside this year will be far in excess of previous years, with practically every provincial and metropolitan paper sharing in the campaign. Every member of the Sales Force is endeavouring to make this Paramount Week a truly Jubilee celebration.

**JOTTINGS:** We have just learned with surprise that Cedric Cartledge, of the Sydney office, has been a married man with a family these past several years. Some fellows carry their secrets well . . . . Reg. Felton is already stirring up plenty of good Paramount publicity in New Zealand. The right fellow in an important post . . . . Wilson Milligan, who motored Mr. Hicks over many thousands of miles of Australia, is now about to secure his pilot's license. We wonder if Mr. Hicks would like to fly with Wilson at the controls. . . . Charlie Donaghey's accountancy wizardry certainly has the Sydney Branch in an enviable position so far as outstanding accounts are concerned. . . . The Ad. Sales boys have been doing splendid work. Vic. Butler of Melbourne turned in some remarkable results on posters and lobby frames for "The Big Broadcast of 1936" and "The Last Outpost." Bouquets for similar fine work are in order for Max Lovett of Sydney, Roy Slade of Adelaide, and William Smeaton of Auckland. All three fellows were responsible for ad. sales business far above the average mark.

NOTIZIE DELLA  
PARAMOUNT

In questo mese la Divisione dell'Oriente, sotto la guida di Tom. D. Cochrane figura a capolista. Mesi or sono il Sig. Cochrane solennemente promise che avrebbe preso e mantenuto il primo posto. Ora egli ha tenuto fede ad una parte della sua promessa: il mese venturo proverà se alcuno di voi sarà stato forte abbastanza di togliergli il primato.

La film "Desiderio" sta dando prova di essere un magnifico successo ovunque e' stata presentata. A Londra un grande teatro della Paramount non fu per essa vasto abbastanza: si fu obbligati ad inviare la film Dietrich-Cooper al Carlton dopo un lunga stagione al Plaza. Ad Amsterdam a Stoccolma ed in altre città' il successo fu ovunque strepitoso.

Relativamente al programma di films per la nuova stagione sono stati fatti ad Hollywood importantissimi passi nelle scorse settimane. Molti dettagli che li riguardano sono contenuti in altre parti di questo numero e indubbiamente ve ne sarà data ampia comunicazione. Frattanto potete esser certi che il massimo programma nella storia della Paramount e' già tracciato e sarà ancora migliorato nelle venture settimane.

I risultati della Gara resi pubblici in questo mese mostrano la stessa posizione esistente al 1.º di Aprile. Ciò dimostra che quando i risultati pervennero, i tre mesi ultimi costituivano già una storia passata. Quando questo numero sarà pubblicato, il mese di Aprile apparterra' anch'esso alla storia. Parecchie settimane trascorreranno prima che questa pubblicazione prima che questa pubblicazione vi pervenga; quindi, allorché leggerete queste righe, non vi sarà che un mese di sforzi che vi separi dalla fine delle Gara e dai suoi ricchi ambiti premi.

Durante questo poco spazio di tempo che ancora vi rimane sarebbe grande il nostro compiacimento nel vedere qualche altra sfida individuale del tipo di quella fatta dal Sig. John E. Kennebeck di Australia. Egli ha scommesso di regalare un cappello ad ogni capo di Divisione che sarà innanzi a lui nella graduatoria finale della Gara. Fateci registrare qualche altra sfida del genere!

Sarà per tutti voi certo importante di sapere che il nostro Studio annuncia di voler porre tra breve al lavoro la storia del "Bel-Gesto" la cui riproduzione a colori sarà corredata di un vivo dialogo.

Ancora un'altra interessantissima notizia: Marlene Dietrich ha firmato con la Paramount un nuovo contratto che assicura la sua partecipazione ad almeno tre "films," una delle quali sarà diretta da Ernesto Lubitsch.

## PARAMOUNTNYHETER

Den orientaliska divisionen leder denna månad tack vare Tom D. Cochranes säkra ledarskap. För några månader sedan svor Herr Cochrane, att han skulle vinna och hålla första platsen. Han är först allaredan nu: nästa månad kommer att visa, om det är någon annan stark nog att slå honom ur brädet.

"Desire" är en oerhörd succes, var helst den har blivit visad. En av de största Paramountteatern i London var ej stor nog för den; Dietrich-Cooperfilmen fick lov att spela Carltoateatern efter en storartad säsong på Plazateatern. I Amsterdam och

Stockholm och flera andra städer har filmen gjort lika stor succes.

Oerhörd viktiga förberedelser ha gjorts angående den kommande säsongens program—särskilt i vår Hollywoodateljé. Många detaljer äro insatta på ett annat ställe i detta häfte, och komma att meddelas eder alla mera utförligt senare. Under tiden kunna ni alla vara övertygade om, att det mest storartade Paramountprogram i mannaminne är utarbetat, och kommer att bli bättre och bättre för var vecka.

Resultaten av denna månads tävlan visar, hur alla stå den första April. Detta menas, att resultatet då voro fakta- och att årets tre första månader alla redan äro "historia". När detta häfte utkommer, är månaden april också "historia". Flera veckor ha allaredan förflutit, när ni alla få detta häfte. Därför, när detta häfte når eder, så ha ni alla inte mycket mer än en månads tid, innan tävlan är slut—och glöm ej dessa härliga, saftiga priser.

Under den korta tid, som är kvar, vänta vi ivrigt på flera utmaningar av den sort, som gjordes av John E. Kennebeck i Australien. Han har lovat en fin hatt till varje divisionsledare, som kommer före honom i tävlan. Giv oss flera utmaningar av detta slag!

Det bör vara underbara nyheter för er alla, att inspelningen av "Beau Geste" mycket snart kommer att påbörjas som tal- och färgfilm.

En annan viktig nyhet är, att Marlene Dietrich just har skrivitt ett nytt kontrakt med Paramount, under vilket hon förbundit sig att göra minst tre filmer, av vilka en kommer att bli iscensatt av Ernst Lubitsch.

NOUVELLES  
PARAMOUNT

La Division Orientale qui se trouve sous la direction de M. Tom D. Cochrane, est en tête de liste ce mois-ci. Il y a quelque temps, M. Cochrane se promit d'arriver à l'avant-garde et d'y rester. Déjà il est en tête, et les résultats du mois prochain montreront si vous êtes capable de le battre ou non.

"Desire" obtient un énorme succès partout où ce film est déroulé. A Londres, un des grands théâtres Paramount n'était pas suffisamment grand pour recevoir la foule; le film Dietrich-Cooper a dû être envoyé au Carlton après une belle saison au Plaza. A Amsterdam et Stockholm et dans d'autres villes, le film a emporté un succès tout aussi bien marqué.

Des décisions d'une importance considérable pour le succès du programme des films de la nouvelle saison ont été prises à Hollywood pendant ces dernières semaines. Vous en trouverez les détails dans d'autres parties de ce numéro, et sans doute vous en serez plus amplement informé. Toutefois vous pouvez tenir pour certain que le plus grand programme dans l'histoire de Paramount est déjà prévu, et que ce programme sera encore amélioré à mesure que les semaines avancent.

Les résultats du Concours publiés ce mois-ci nous amènent au 1er avril. Ce qui signifie que sont connus maintenant les résultats du premier trimestre, et qu'ils ont été inscrits aux annales de l'histoire. Au moment où ce numéro va sous presse, le mois d'avril aussi fait partie de l'histoire. Il se passera encore plusieurs semaines avant que ce numéro vous parvienne. C'est pourquoi, quand vous lirez ces lignes, il n'y aura pas beaucoup plus

PARAMOUNT NIEUWS

Aan het hoofd van het concours staat deze maand de Orient Divisie, onder leiding van Tom D. Cochrane. Maanden geleden zwoer de Heer Cochrane, dat hij bovenaan zou komen en daar zou blijven. De volgende maand zal het blijken of anderen sterk genoeg zijn om hem uit de eerste plaats te verdringen.

"Desire" oogst geweldig succes waar het vertoond wordt. In London was een van de Paramount Theaters niet groot genoeg en de Dietrich-Cooper film kwam te draaien in het Carlton Theater na het enorme succes in het Plaza Theater. In Amsterdam en Stockholm en andere steden werd dit succes geëvenaard.

In Hollywood is reeds een belangrijk begin gemaakt met de productie voor het komende film seizoen. Elders in deze editie vindt U nadere bijzonderheden hierover. Intusschen kunt U er verzekerd van zijn dat de nieuwe films de beste zullen zijn in de geschiedenis van onze maatschappij.

De stand der divisies in het lopende concours in dit nummer gepubliceerd is van 1 April, hetgeen wil zeggen, dat reeds drie maanden van het concours achter de rug zijn en bij het lezen van dit blad zijn we al ver in April. Dientengevolge is er niet veel tijd meer om met een laatste formidabele krachtsinspanning de hand te leggen of een prijs. We zouden evenwel gaarne nog eenige uitdagingen ontvangen zoals die van den Heer Kennebeck, der Australiërs, die een hoed heeft beloofd aan alle Divisie leiders wier namen bij het einde van het concours boven den zijne staan. Zulke 'weddenschappen' hebben we noodig.

Het zal U allen verheugen te vernemen dat binnenkort een geluid- en kleurenfilm wordt vervaardigd van 'Beau Geste'.

Een tijding van het allerhoogste belang bereikt ons juist bij het ter perse gaan, nl. dat Marlene Dietrich een contract heeft geteekend met Paramount voor drie films, waarvan althans één geregisseerd zal worden door Ernst Lubitsch.

Gus J. Schaefer is wederom in Uw midden na een bezoek aan het Hoofdkantoor, te New York, hetwelk hij te baat nam om zich in ondubbelzinnige loftuigen uit te laten over de onder hem staande Paramounters. Hij zei dat zijn divisie niet kon missen het concours te winnen... maar hoe het moet met de andere dertien divisie leiders, die ons hetzelfde beloofd hebben, weten we niet. Een probleem dat alleen door Vader Tijd beslist kan worden.

LAS NOTICIAS DEL MES

—La unidad que ocupa este mes el primer puesto es la División de Oriente. Su jefe, don Tom D. Cochrane, había asegurado hace meses que no sólo tomaría la delantera, sino que se mantendría en ella. Ha logrado ya lo primero; que logre igualmente lo segundo dependerá del brío de que hagan gala las divisiones rivales durante el próximo mes.

—Estupendo ha sido el éxito de "Deseo" en cuantas ciudades se ha presentado. En Londres no bastó un sólo de los grandes teatros de la Paramount, y fué preciso exhibir la película de la Dietrich y Gary Cooper en el Carlton después de su prolongado triunfo en el Plaza. En Amsterdam, Estocolmo y otras capitales alcanzó asimismo éxitos señalados. (Con. on P. 12)



Projection booth of the Paramount Theatre, Paris, with the Chief Operator and his three projectionists. The Paramount's booth is acclaimed the most perfectly equipped and managed in France.

wieder diesseits des 'grossen Teiches' zu haben und aus seinem eigenen Munde zu hören, dass er eine ganz prächtige Gruppe Paramountler in seiner Filiale versammelt hat. Herr Schaefer garantierte uns noch kurz vor seiner Abreise, dass seine Filiale unbedingt den Sieg davontragen wird. Darauf konnten wir ihm nur antworten, dass dreizehn andere Filialleiter den gleichen Vorsatz haben und genau so überzeugt sind, dass ihre und

keine andere Filiale den Sieg davontragen wird. Bei einem derartig zähen Kampf, wie beim diesjährigen Wettbewerb, lässt es sich schwer sagen, welche Filiale als Sieger hervorgehen wird. Es heisst: Abwarten!

Eine weitere Nachricht von grosser Bedeutung ist die Tatsache, dass Marlene Dietrich soeben von uns für drei weitere Filme verpflichtet worden ist; einer davon wird von Ernst Lubitsch inszeniert.

PARAMOUNT-NACHRICHTEN

Den Wettbewerb führt in diesem Monat die Orientabteilung, unter der bewährten Leitung von Tom D. Cochrane, der schon vor einigen Monaten ankündigte, dass er nicht nur die Führung im Wettbewerb übernehmen, sondern auch beibehalten würde. Sein erstes Versprechen hat er in die Tat umgesetzt; und der nächste Monat wird bewisen, ob Sie stark genug sind ihm den Rang abzulaufen.

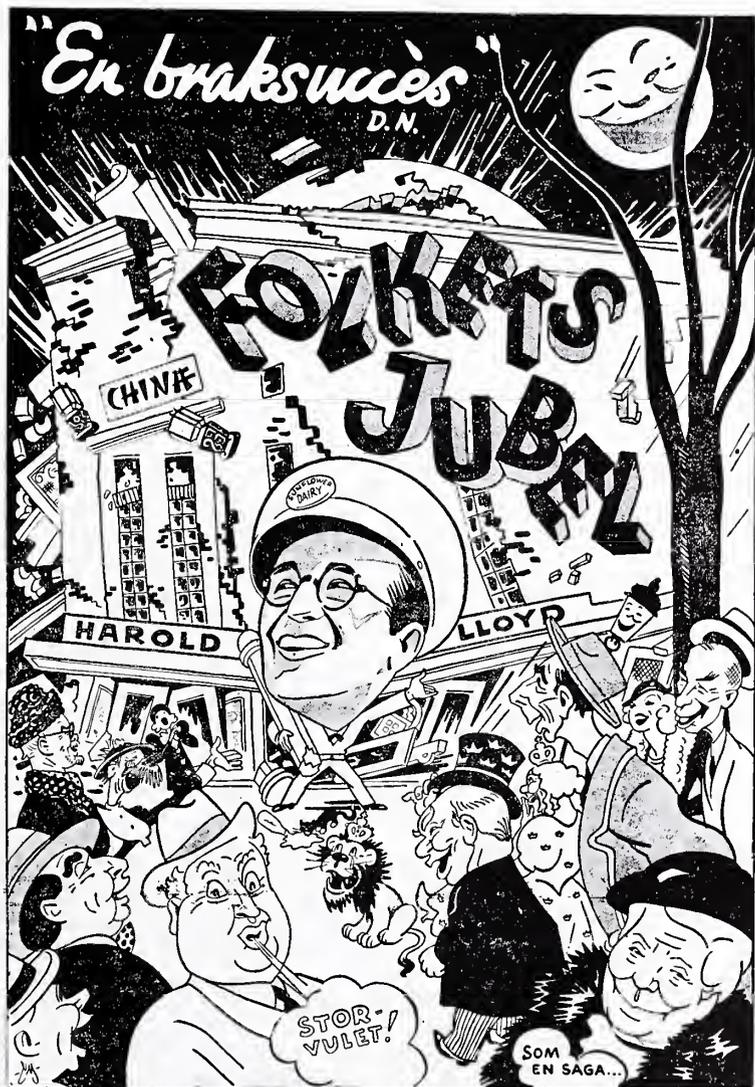
In Hollywood sind in den letzten Wochen diverse enorm wichtige Schritte für das Filmprogramm der neuen Paramount Saison unternommen worden. Wir bringen mit dieser Ausgabe eine Menge Einzelheiten hierüber zum Abdruck, die Ihnen sicherlich bekanntgegeben werden, und wir möchten Ihnen an dieser Stelle nur noch einmal versichern, dass es sich tatsächlich um das bedeutendste Paramount Programm handelt, und dass es noch weiter ausgearbeitet wird.

Die in diesem Monat zum Abdruck gelangten Filialstände zeigen die Ziffern per 1. April 1936. Die ersten drei Monate gehören, mit anderen Worten, bereits der Vergangenheit an. Während sich diese Ausgabe im Druck befindet, geht der Monat April zur Neige, und bis Sie diese Ausgabe erhalten und lesen, vergeht ein weiterer Monat, sodass Sie nicht mehr viel über einen Monat bis zum Ende des Wettbewerbes noch haben. Die verlockenden Preise sind beinahe schon in Reichweite. Wenn Sie also nicht bald Dampf hinter Ihren Stand im Wettbewerb setzen, dann nützt Ihnen der allerbeste Vorsatz nichts mehr. Hals- und Beinbruch!

Für die kurze Zeit, die noch bis zur Finale des Wettbewerbes nachbleibt, hätten wir noch gern ein paar persönliche Herausforderungen wie z. B. die von John E. Kennebeck aus Australien, der bekanntlich einem jeden Abteilungsleiter, welcher ihn besiegt, einen neuen Hut versprochen hat. Herausforderungen dieser Art machen den Wettbewerb erst richtig interessant. Was wetten Sie?

Aus unserem Hollywood Atelier kommt die Nachricht, dass "Beau Geste" in absehbarer Zeit als farbiger Sprechfilm herausgebracht wird. Diese Nachricht wird sicherlich bei allen Paramountlern grosse Begeisterung auslösen.

Inzwischen ist Gus J. Schaefer von seiner Amerikareise wieder in heimatische Gefilde zurückgekehrt. Wir alle haben uns herzlich gefreut, ihn einmal



TOPPLES "THE CHINA"

Metaphorically speaking only, we are happy to say; because much as the Stockholm audiences raved about "The Milky Way," the Paramount organization does require the famous China Theatre for the many other

important Paramount pictures to come. Nevertheless, it was nice to see the above eye-compelling advertisement occupying four columns of space in a recent Stockholm newspaper, and we liked it so much that we sent the whole page right along to Harold Lloyd himself.



**COLOMBIA'S CONTRIBUTION TO THE PARAMOUNT EMPIRE**

Here's the Paramount office in Bogota, Colombia, managed by Sr. Alvaro Reyes. Left to right, at top: by an outside view. The American Embassy occupies the adjoining building; booking department with Asst. Mgr. Arana and Asst. Booker Leonor Chaparro at their desks. Across the center: Teresa Santos, typist and receptionist; Manager Reyes seated at his desk conversing with A. Arana, his assistant; Inspection room with R. Vera and

E. Mora on the job. Across the bottom: Accounting department showing G. Pilonieta, accountant; T. Santos, telephone and typist; E. Perez, office boy and Sofia Lamoureux, bookkeeper. The full office staff is grouped in the last photo. They are: (seated) G. Pilonieta, accountant; A. Arana, assistant manager; Alvaro Reyes, Manager; L. Chaparro, secretary; (standing) R. Vera, inspector; S. Lamoureux, bookkeeper; T. Santos, typist; E. Perez.

(Continued from Page 11)

—Muy importantes son las medidas que se han tomado recientemente en Hollywood con respecto al programa de la nueva temporada. Tocante a ellas damos en otro lugar de este número informaciones que, por lo demás, recibirán sin duda nuestros lectores en forma más completa y amplia. Básteles por el momento con la seguridad de que este programa, en el cual han de introducirse aún algunas mejoras, es el más brillante de todos los de la Paramount.

—Los resultados del Concurso que aparecen en este número corresponden a las posiciones hasta el 1º de abril, o sea, después de tres meses de reñida contienda. Al entrar en prensa la presente edición, el mes de abril pertenecerá ya a la historia. Y como quiera que han de transcurrir algunas semanas antes de que nuestros lectores reciban este número, será solamente un mes lo que falte entonces para la terminación del Concurso y la subsiguiente adjudicación de los codiciables premios ofrecidos.

—Nunca es tarde si la dicha es buena. Y en el ya breve espacio que falta para que el Concurso quede cerrado, desearíamos ver más carteles de desafío como aquel en que don John E. Kennebeck, de la División Australiana, ofreció obsequiar con sendos sombreros nuevecitos a los divisionarios que lograran llevarle la ventaja al cerrarse el Concurso.

—Noticia magnífica será para todos la de que en nuestros Estudios de Hollywood empezarán a trabajar próximamente en una nueva versión de "Beau Geste," la cual ha de ser

hablada y con todas sus escenas en colores.

—Corre parejas con la anterior la noticia de que Marlene Dietrich ha firmado con la Paramount nuevo contrato, de acuerdo con el cual filmará no menos de tres películas al año, una de ellas dirigida por Ernst Lubitsch.

**NOTICIARIO DA PARAMOUNT**

A Divisão do Oriente, sob a chefia de Mr. Tom D. Cochrane, tomou a dianteira, no corrente mez, no nosso Concurso internacional. Mr. Cochrane tinha prometido, no mez passado, que iria passar á frente e manter-se até o fim naquella posição. Até agora o homem está cumprindo a sua promessa; se se manterá á frente, até a victoria final, isso não sabemos; — depende da sua pujança e vontade de vencer.

—O filme "Desejo" está obtendo franco exito em todos os lugares onde já foi exhibido. Em Londres, por exemplo, não bastou um dos theatros Paramount para conter o grande publico; o filme de Marlene-Gary Cooper passou á tela do "Carlton" depois de sua temporada no "Plaza." Em Amsterdão, Estocolmo e outras cidades europeias o filme obteve iguaes resultados.

—Medidas de maxima importancia foram tomadas em Hollywood com referencia ao nosso novo programma de filmes. Os principaes pormenores vão mencionados no correr deste numero e os nossos leitores podem a

respeito dos mesmos se informar. Por elles verão que a Paramount dispõe este anno de um programma sem precedentes, e o que é mais, pode ser ainda melhorado com o correr dos mezes.

—O nosso quadro de apreciação do Concurso revela o numero de entradas até o primeiro de Abril. Quer isto dizer que o que ali fica são tres mezes já transcorridos, com o de Abril inclusive. Como varias semanas decorrerão até que o presente numero chegue aos varios territorios do exterior, os dados agora inscriptos são esforços passados, convido notar que a esse tempo pouco mais restará que um mez para o fechamento do Concurso — com os premios aos victoriosos.

—Embora o tempo que falta seja relativamente curto, quizeramos ver mais alguns desafios, como o de Mr. Kennebeck, da Australia. Como é sabido, aquelle nosso legionario prometeu um chepeu de premio a todo o chefe de divisão que chegasse á meta deante da sua. Vejamos quem de novo atrá á luva do desafio!

—Noticia de importante, que a todos ha de alegrar, é a que nos vem do estudio, em Hollywood, concernente á produçao para muito breve do magnifico filme "Beau Geste," sendo que esta nova versao falada será toda em cores.

—Outra noticia de magna importancia é a que acabamos de receber com referencia a Marlene Dietrich, que já assignou novo contracto com a Paramount para mais tres produções, pelo menos, uma das quaes será dirigida por Ernst Lubitsch.

- 20 Miss J. Barry.....Melbourne
- Mr. A. W. Powis.....Melbourne
- Miss E. Lujan.....Rosario
- Mr. E. J. Croce.....Santa Fe
- 21 V. Gasparovic.....Zagreb
- Mr. G. Van de Capelle  
Bruxelles
- Mr. A. Bernstein.....Paris
- Mr. L. Tetua.....Barcelona
- Mr. Erich Hinz.....Berlin
- Miss Worby.....London
- A. Corr.....Dublin
- Mr. R. B. Barnewall  
Melbourne
- Miss I. Herbert.....Sydney
- Mr. W. Peck.....Sydney
- Mr. E. Wahlquist.....Melbourne
- 22 A. Prosek.....Prague
- Mr. A. Klein.....Paris
- Miss M. Rick.....Strasbourg
- Miss E. Piest.....Berlin
- Mr. J. Souhami.....Rome
- Mr. Wyndham Lewis.....London
- Mr. R. Broomhall.....Melbourne
- Mr. L. V. Jones.....Sydney
- Miss L. Stewart.....Melbourne
- 23 Mr. J. M. Loret.....Barcelona
- Miss M. Esquerra.....Barcelona
- Miss Tagliavini.....London
- Mrs. M. Sothorn.....Manchester
- Mr. J. H. Fleming.....Adelaide
- 24 Miss J. Rosado.....Havana
- Mr. R. Lenglet.....Marselles
- Miss H. Vulpus.....Frankfort
- Miss Welch.....London
- Mrs. S. Waters.....Melbourne
- 25 Z. Grunberg.....Budapest
- Mrs. L. Monin.....Lyon
- Mrs. G. Lombard.....Lyon
- Mr. G. Saraco.....Naples
- Mr. Burland.....London
- Mr. P. Germano.....Sao Paulo
- 26 Miss G. Morias.....Lisboa
- Miss Wigham.....London
- Mr. Pablo Cano.....Sante Fe
- 27 P. Krolak.....Warsaw
- Mr. E. Debrais.....Paris
- Mr. M. Takeyama.....Tokyo
- Miss Smith.....London
- E. Kuhn.....Budapest
- 28 Miss S. Lejeune.....Reims
- Mr. E. Tomita.....Tokyo
- Mr. A. Aleman.....Barcelona
- Mr. A. L. Rodriguez.....Bilbao
- Moestapa bin Misar.....Batavia
- 29 Miss S. Singerman Home Office
- Mr. R. Bordes.....Paris
- Miss J. Moreau.....Sydney
- Miss I. Talbot.....Sydney
- 30 H. Filipin.....Warsaw
- Mr. R. J. Bloomfield  
Melbourne
- Miss R. Rudge.....Auckland



**TIME ROLLS BACKWARD**

On the merry-go-round set of his newest Paramount picture, "Poppy," we find W. C. Fields being greeted by two stars of yesterday—Gloria Swanson and Bobby Vernon. Gloria is getting ready for a thunderous screen comeback; Bobby Vernon now eschews acting and is kept extremely busy in all studios either as script writer or comedy director. He has written much of the script of "Poppy."



# Paramount's

**INTERNATIONAL NEWS**  
Vol. 3. No. 6.  
June First, 1936



"BIG BROADCAST OF 1937"

DeMille's 'PLAINSMEN'

MacMurray, Oakie, Nolan "TEXAS RANGERS"

"SIMOON" Walter Wanger production

"CHAMPAGNE WALTZ" Starring Gladys Swarthout

Claudette COLBERT in Frank Lloyd Production "MAID OF SALEM"

"MY AMERICAN WIFE" Francis Lederer, Ann Sothorn, Billie Burke, Fred Stone

"THE OLD MAID" Star Cast

"VALIANT IS THE WORD FOR CARRIE" Starring GLADYS GEORGE

1st of 3 MARLENE DIETRICH pictures directed by ERNST LUBITSCH

Gary COOPER MADELEINE CARROLL Lewis Milestone production "THE GENERAL DIED AT DAWN"





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. 3 June, 1936 No. 6

## DIGESTION

Last month, following one of those perverse quirks which show up in all human nature, and particularly in ours, we went on record with the statement that "No division had led in the Contest for two consecutive months." Of course our statement was correct—but not for long. This month Tom Cochrane's "Fighting Irish" Division of the Orient is again the leader, just as they were last month. Tom got word of this state of affairs just before he sailed back to Tokyo and flashed us a note saying that if what he heard was the truth, we would have to "eat our words." Here and now we do this with unrestrained relish. The words weren't

so tough in the first place and our digestion has come unscathed through worse crises than this one. Now—if we were to make a prophecy concerning just which Division we think will win the Contest. . . . .

## NEWSREELS

Our hats are off, and we've raised yours also, to Paramount's current ace of news-scoop gatherers—John Dored. John goes



J. W. Piper J. E. Perkins F. C. Henry

## TOM'S ABLE LIEUTENANTS

One of the most glowing memories we have of Tom Cochrane's visit to Home Office recently was his personally delivered pledge to be the first of the Division Leaders to be a Contest Leader on more than one occasion during the Contest. "But," he said, "when I am (and I know that my Division will maintain the lead for more than a month!), I want all credit for this to go to my three grand country leaders, and through them to the men and women of their countries who are the ones really responsible for such success as we achieve!"

So now we're honoring that wish by showing above J. W. Piper, manager for Japan, Korea and Manchuko; J. E. Perkins, manager for China; and F. C. Henry, manager for the Philippines Commonwealth.

down in history as the sole cinematographer to remain in historic Addis Ababa when the Ethiopian capital crumbled before the destructive forces contained within itself before the victorious forces of the Italian army could enter the city in triumph. Dored's patience (he was in Ethiopia before the War commenced) was magnificently rewarded with the securing of some of the most heart-palsying film footage ever camera-ed. He climaxed this with a remarkable succession of pictures of the Italian army, and earned further distinction by being the only cameraman foreign to the Italian forces to secure these pictures.

And while we are on the subject of Paramount News, it is our strong hint that you later read General Manager Carl P. York's report from Stockholm on the remarkable campaign of Paramount News sales that Manager Harry Hammar has made in Finland. It is truly an achievement these days to increase any good business by 100%. That's what Mr. Hammar did, and he did not copyright the process. It can be used in practically any part of the world.

## PROMOTIONS

The announcement concerning the promotional advances made by Messrs. Lichtschiendl, Foldes, Palugyay and Siter, which is to be found on another page, is something of singular importance. It is singular from the standpoint of showing that despite every condition existing today in this volatile film business, Paramount continues the vital and ever commendable policy of making its promotions from within the ranks of its Foreign Legion.



## GLIMPSED AT FRENCH DIVISION'S CONVENTION, PARIS, MAY 15, 16

The prompt dispatch of photographs from Paris has brought us the following identifications of the Paramounteers attending this important gathering, and shown in the centre group:—

From left to right, first row: Melle Montrouge, representative of Paris Agency; Messrs. René Lebreton, Manager, Paramount Theatre, Paris; Gourdon, Manager of Belgian Agency; Poirier, Manager of Paris; André Ullmann, General Manager, Paramount Theatres; Henri Klarsfeld, General Manager of Paramount Films; Fred W. Lange General Manager for Continental Europe, John W. Hicks Jr., Vice-President of Paramount Pictures Inc.; I Blumenthal, Administrateur-Délégué of Saint-Maurice Studios and Robert Rosenthal General Agent for Switzerland.

Second row: Messrs. Rochette, representative, Paris; Jean, customer in Strasbourg; Marcel Collin, Head of Strasbourg; Van de Cappelle, Manager, Coliseum Theatre, Brussels; Robert Lenglet, Head of the Marseille; Raissi, one of our best customers in Egypt; Legrand, representative of Paris; Maurice Faraud, Manager of Cairo; Henry Ullmann, associate producer of Paramount; Robert Rochefort Manager for North Africa, and Jean Salomon.

Third row: Messrs. Legrier, representative, Paris; Yot, Manager of

Lyon; Lagneau, Manager of Bordeaux; Bescond, Manager, Familia Theatre, Lille; Drion, assistant to Mr. Klarsfeld; Prudhomme, Manager, Opera Paramount, Reims Diligence, head of the Comptability in Paris; Choissard, Head of the Control Service at the Location Department; Joannin, Manager of Lille; Reimigger, head of the Location Department in Switzerland, Pinte, head of the Edition Department and Chevallier, assistant to the Publicity Manager.

At top left Mr. Hicks is meeting Branch Managers Edmond Langneau, Robert Lenglet, Maurice Poirier and Marcel Col. With them, at right, are Messrs. Klarsfeld and Lange.

At lower left are: Salesman Bruno Legrand (Paris), Branch Manager Marcel Collin (Strasbourg), Branch Manager Robert Lenglet (Marseille), Saleswoman Melle Montrouge (Paris), Branch Manager Maurice Poirier (Paris), Salesman Rochette (Paris), Salesman Robert Leguer (Paris) and Victor Diligerice (Accts. Dept., Paris).

At top right are Messrs. Jack Plunkett, Publicity Director; William R. Horner, Administrateur; Maurice Chevallier, Assistant Publicity Director; Emile Gourdon, Head of Brussels Agency; and an unidentified man.

At lower right, Mr. Hicks and Mr. Lange are in conference, while also seen in the picture are Messrs. Lebreton, Reneigger, Blumenthal, Marty, Ullmann and Rosenthal.

# COCHRANE TOPS DRIVE AGAIN!

Well, it happened! One of the Divisions finally smacked across two home runs in succession! And the Fighting Irish Brigade of Tokyo, Shanghai and Manila at that! It was grand news for doughty Tom Cochrane to hear just before he embarked at San Francisco, and it's grand news to be giving to the waiting world that at the time of writing the Division of the Orient appears to have the best proven-by-latest-results chance of winning the Contest. Of course divulging that comes under the heading of confidential information, so in the same surreptitious spirit permit us to line up for your general edification a survey which we are appropriately labelling.

## A CONFIDENTIAL REPORT ON THE DIVISIONS

Position this month	Position last month	Leader	Report
1	1	COCHRANE	—“My name happens to figure here simply because that marvelous Fighting Irish Brigade of mine repeated last month's stirring performance,” says T.D.C.
2	2	ABOAF	—Aboaf to all intents and purposes has maintained his standing of last month because of adherence to a quota-fast pledge. He believes he can stay above the dividing line throughout Contest.
3	3	Klarsfeld	—Apparances point to a Klarsfeld fondness for No. 3. This belief erroneous as past statistics reveal first and second positions more favored by this Division.
4	4	York	—Personal investigation under way to discover Viking fondness for No. 4. Believed that it has nothing to do with golf—“Fore!” Catch on?
5	7	Kennebeck	—The anti-dice movement is strongly under way to judge by the Kennebeck abandonment of No. 7 in favour of No. 5. Also believed that the status of No. 5 is shaky and likely to tumble much lower. “Lonesome Pine” success is contributing factor.
6	8	Day	—We've never seen it fail: when the Boss hits Home Office the Division standing improves. Best recent example was Tom Cochrane. Now John Day is in New York and his Division awaits 2 places to 6th.
7	5	Messeri	—One of those temporary recessions prior to the big advance. A military stratagem that's good in business as well as to the Matador Division.
8	6	Graham	—A confidential ditto here for the Bulldog Division. Read elsewhere of tremendous exploitation for “The Milky Way” and know definitely why the Bulldoggers will bring home the Cream of the Contest.
9	9	Schaefer	—Status quo as to standings—but the gigantic success of “Desire” is bound to bring realization of Drive Desires.
10	10	Del Villar	—Another of the “status quo” group. But if you know B.delV. as we do you must know that he has absolutely no use for that zero on the end of 10. Watch him chop it off.
11	11	Ballance	—C.B. got his “Desire,” his “Milky Way” and those other film giants he prayed for. The grosses are starting to roll in. Watch him chip one of the Ones from his position.
12	14	Sussman	—Once again we don't see it fail: Jerome Sussman visited Home Office and the Division scooted up a couple of points. He's back again via Los Angeles with tons of dope on the new films. Watch for more advances.
13	12	Nathan	—Los Gauchos stepped back to the famous superstitious stepping-stone number for a springboard leap ahead to one of the highly popular low numerals.
14	13	Pratchett	—A.L.P. believes implicitly that a very good Fourteenth is ever so much better than a loose, straggly Fourteenth. His Fourteenth is probably the best Fourteenth seen in contests hereabouts in many years.

**HOW THE COUNTRIES HAVE SHUFFLED.** While all of these investigations for the Confidential Report on the Divisions have been going on we have had a separate intelligence service investigating the Countries, and just between you and us, this is what they have found out: **SWEDEN** is sticking resolutely to **FIRST** place, **HUNGARY** has zoomed to **SECOND** from **Third**, swapping places with **PHILIPPINES**. **JAPAN**, in line with high Divisional standing, advanced to **FOURTH** from **Seventh**, **ROUMANIA** sacrificing that **Fourth** for this month's **FIFTH**, and **ITALY** giving up that position for this month's **SIXTH**. This month **CHINA** prefers **EIGHTH** to Tenth, but **CZECHO-SLOVAKIA**, for some quixotic reason, prefers **NINTH** to last month's Eighth. That completes the list of Over-Quota Countries.

Then we come in our investigations to France, preferring this month the spot of Tenth to last month's Sixth, whilst we find Jugo-Slavia still completely in love with last month's Eleventh. Twelfth spot this month is embraced by Australia in preference to last month's Fourteenth, Brazil likewise advancing a couple of points in their “Desire” for Thirteenth rather than Fifteenth. Spain-Portugal have switched a couple of points in reverse, preferring Fourteenth this month, a similar move being also attributed to Great Britain. But right here we've got to Hail Colombia! for a marvelous advance of 10 points from Twenty-sixth to Sixteenth. Holland is Seventeenth, a lessening in status of one point, a similar state of affairs prevailing with Poland, but Denmark chooses to be, in Nineteenth spot, a couple of points ahead of last month. Austria and India, in Twentieth and Twenty-first positions are each a couple of points in reverse of last month, but Germany is a couple of points ahead of last month by being in Twenty-second place. Cuba's Twenty-third place is three points in abeyance, and Guatemala's Twenty-fourth is two points behind last month's spot. Puerto Rico's Twenty-fifth is actually status quo, but Argentina's Twenty-sixth is a two-points betterment, as is also Peru's Twenty-seventh of this month. Norway's Twenty-eighth is all of five points in abeyance of last month's showing, and Panama's Twenty-ninth is a couple of points back, but Mexico's Thirtieth is an advance of a point. Finland's Thirty-first is a recession of a point, and Uruguay's Thirty-second is status quo.

**WATCH FOR NEXT MONTH'S SENSATIONAL REPORT ON STANDINGS!**

## NOTES FROM LONDON

Ernst Lubitsch left here a few days ago after having enjoyed an almost regal welcome from the critics and the national press as a whole.

Coinciding with the initial presentation of "Desire" in London, Lubitsch's visit proved to be a good piece of stage-management.

The brilliant Paramount producer is regarded with something like veneration by the press here and his every word and statement is eagerly picked up by them. Lubitsch has only to give the papers a phrase and half-a-dozen feature writers expand it into full-length articles. This time Lubitsch absolutely "cleaned up." Pictures, articles and interviews by the score appeared in all the papers. Nationals, Provincials, Fan and Trade press—all helped in the publicity.

A talk from Ernst Lubitsch was a feature on "In Town To-Night" relayed throughout Great Britain by the British Broadcasting Corporation. Lubitsch was considered to be a personality of first-class interest for this popular radio feature in view of the current presentation of the new Marlene Dietrich film DESIRE which was made under his supervision. Incidentally, Herr Lubitsch gave the picture a good boost in his talk.

"Desire" has been attracting prominent "first-nighters" and regular theatre-goers as well as film public to the Plaza. No difficulty at all is being experienced by the management in disposing of even the most expensively-priced seats; the only problem being where to fit the people in. Royalty, politicians and other notabilities rubbed shoulders with plain Mr. Man to seek admission.

On one evening last week E. Newton, Plaza manager, had the honour of ushering into his theatre two members of the Royal family—the occasion marking, it is believed, the first on which any members of the British Royal house have visited a public place of entertainment since the death of King George.

The distinguished visitors, who sat in the Royal circle, were T.R.H. Princess Victoria and Princess Marie Louise.

The same evening the production was seen by several other people celebrated in various walks of life, the audience including Sir Phillip Sassoon, Mr. Gordon Selfridge, the Duke of Rutland, Lady Millbanke, Lady Horner, Charles Laughton, Robert Donat, Ivor Novello and Tullio Carminati.

Other well-known people who have seen "Desire" since it opened at the Plaza are Mr. Anthony Eden, British Foreign Secretary, Lady Charles Cavendish, Lord Willoughby, the Duchess of Rutland, Noel Coward, the Czechoslovakian Minister, Douglas Fairbanks, Sr., Lady Ashley, Ramon Navarro and Sr. Grandi.

At a meeting last week attended by a large muster of sports enthusiasts, the Paramount Amateur Swimming Club (London) inaugurated a new sub-section.

Mr. Harold E. Walker, assistant sales manager and vice-president of the club, presided in the unavoidable absence of Mr. J. C. Graham, the club's president.

The P.A.S.C. has now had a successful existence of over three years, and it has now decided to form a

## 4 IMPORTANT PROMOTIONS ANNOUNCED

Prior to his departure for the Continent of Europe, Vice President John W. Hicks, Jr. announced the following promotions:

Mr. A. Lichtschendl, in addition to having Divisional Managership of Austria, Jugo-Slavia and Roumania, has now had Hungary added to his territories. His headquarters remain in Vienna.

Mr. Louis Foldes has been advanced from the Managership of Budapest to the Managership of Batavia, Java, Netherlands East Indies.

Dr. N. G. Palugyay, has been given the managership of the Budapest office, succeeding to this from the managership of Bucarest, Roumania.

Mr. Franz Siter has been appointed manager at Bucarest.

It is extremely gratifying to see these promotions made and we heartily congratulate the four Paramounteers concerned.

IF YOU'RE GOING TO BEAT TOM COCHRANE  
YOU'LL HAVE TO DO IT  
THIS MONTH—OR ELSE



ERNST LUBITSCH IN  
BUDAPEST

*That very staunch friend of the Foreign Department, Ernst Lubitsch, was given a grand time by all Paramounteers with whom he came in contact during his recent European tour. He is shown above in Budapest, with Mrs. Lubitsch and Louis Foldes, who was then manager of our Budapest office, but who is now in Batavia, Java, in charge of Paramount's office there.*

table tennis section. Last week's special meeting was necessary because there is no provision in the rules of the club for promoting activities other than those directly connected with swimming. It has now been decided unanimously to endorse the action of the committee and to acquire two table tennis tables for the use of members. Club premises have now been secured and enthusiastic table tennis players are meeting on two nights a week.

During the period when the table tennis section was in its embryo state it enjoyed the hospitality of Mr. Earl St. John who placed one of the board rooms at the Plaza Theatre at the disposal of members. Since the section has now received the sanction of official recognition and adequate funds placed at its disposal its headquarters will now be moved to somewhat more club-like premises with the additional advantage that refreshments, including invigorating cups of tea, sustaining draughts of cocoa and—should there be any desiring them—other beverages will be available.

POSITIVE PRINT COSTS  
DOWN

Once again it is our pleasure to list alphabetically those countries which have materially decreased their print costs while at the same time not impairing distribution:—

Argentina, Australia, Austria, Colombia, Cuba, Guatemala, Germany, Great Britain, Holland, Hungary, India, Italy, Japan, New Zealand, Panama, Peru, Poland, Portugal, Roumania, Spain, Uruguay.

It is also stated, in full fairness to the countries involved, that those territories which receive one print per picture, and one print only, do not enter into this discussion of print cost reduction for obvious reasons. There is no criticism of their *modus operandi* as far as prints are concerned.

PARAMOUNT NEWS-REELING  
AROUND THE WORLD

Paramount News scored an amazing scoop when the Emperor of Ethiopia abdicated and the Italian troops entered Abbis Ababa, by being the only company to have a newsreel man actually on the spot. The hero of this episode was the battle-scarred John Dored, who has been on the blazing spot in Ethiopia ever since hostilities started there and was actually the first cameraman to land in Ethiopia when the war commenced.

We have likewise another piece of advice about Paramount News of which we are inordinately proud. This is a letter from Carl P. York, leader of the Viking Division, who tells us that Harry A. Hammar has reported from Finland regarding the swiftly growing popularity of Paramount News there. The main note of triumph in Finland Manager Hammar's report is the fact that in the course of just one short year he has advanced the number of bookings of Paramount News from 194 to 386—an increase of just 99.98%. He has also sent us translation of an article from a Helsingfors newspaper vindicating the realism which so characterizes newsreels of today, and

HIGH HONOR IN POLAND  
FOR "LIVES OF A BENGAL  
LANCER"

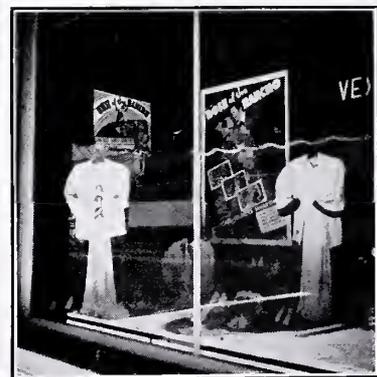
Magnificently inspiring information concerning "The Lives of a Bengal Lancer" in Poland came to us through Mr. G. J. Schaefer in Paris who was advised by Manager M. Czaban concerning the picture. It seems that the top-ranking Warsaw trade paper, "Wiadomosci Filmowa," recently arranged a national poll to decide the 10 best motion pictures of all countries exhibited in Poland during 1935. The result of the poll can best be seen in the following communication from the trade paper to Paramount:

"We have the honour to advise you herewith that our plebiscite for the best 10 pictures which were shown in the Polish theatres during 1935, in which plebiscite many members of the film press took part, the first place has been unanimously awarded to BENGAL LANCER ('Lives of a Bengal Lancer')."



REAL EXPLOITATION  
IN GUATEMALA CITY

Saul Jacobs, Paramount's manager who has done so much towards making Paramount paramount in Guatemala, sends us the above two scenes depicting real exploitation on the part of the Palace Theatre for the Paramount songfilm, "Rose of the Rancho." Above is a scene of the exterior of the house, decorated in unmistakably attractive fashion; below is a window display in the famous Guatemala City department store, La Paquetaria, boosting the film.



urging readers to face the facts.

Mr. York winds up his very informative letter with the slogan he is employing locally in connection with Paramount News: "Every motion picture program should open with a Paramount News reel."

Our applause is heard, we hope, right around the world.



**THE STARS OF OUR TRADE MARK'S TIARA**

(Top Row) : Marlene Dietrich, Gary Cooper, Carole Lombard, Bing Crosby, Claudette Colbert, Mae West.  
(2nd Row) : Fred MacMurray, Ida Lupino, Gladys Swarthout, George Raft, Gertrude Michael, W. C. Fields, Mary Ellis, Irene Dunne. (3rd Row) : Madeleine Carroll, Sir Guy Standing, Eleanore Whitney, Kent Taylor, Frances Drake, Randolph Scott. (4th Row) : William Boyd, Frances Farmer, Larry Crabbe, Gail Patrick, Cary Grant. (5th Row) : John Howard, Virginia Weidler, Frank Forrest.

## Through These Pages Passes The Most



THREE OF THE STARS IN "THE GENERAL DIED AT DAWN"

Because they are involved in the production of what we confidently expect to be one of the outstanding Paramount productions in years, we are proud and happy to present herewith Gary Cooper, Madeleine Carroll and Director Lewis Milestone, all of whom are vitally concerned in the making of "The General Died At Dawn."

FIELDS SAYS THAT FIELDS IN "POPPY" IS A GREAT FIELDS PICTURE

We have had a personal note from that irrepressible, indefatigable, inexhaustible, indomitable soul, Mister W. C. Fields telling us about a screening of a rough cut of his newest Paramount picture, "Poppy."

It seems, from a digest of the very modest budget of bouquets which Mister W. C. Fields included in the text of his letter, as though "Poppy" is one gosh-ding-ed right smart picture, full of wheezes, whimsicalities and wrascality, and that all of the studio is inclined to agree with Mister W. C. Fields on its being a great piece of entertainment.

"THE MILKY WAY" GOES ROUND AND AROUND

One thing about being a correspondent of Jasper D. Rapoport, the man who keeps Cuba Paramount, is that you never know what is the next form one of his communications will take. He's just sent this department a postcard with his message in one of those long lines that goes into a series of circles and leaves you dizzy by the time you get to the end of it. We got there, however, and this is what he had to say: "I've been going loco trying to figure out if it ever stops raining down here. 'The Milky Way' has been going magnificently, but we have had to bring the patrons to the theatres in boats!"

WATCH FOR THIS SHORT FEATURE

Heading towards you is a very intriguing short feature entitled "Lucky Starlets." Its cast includes

(Continued on Column 4)

EXPLAINED!!!

*Swing music is the rage. Everybody talks about it. Every orchestra leader says that it's the thing today.*

*Somebody wanted to know just what swing music is. Ralph Rainger and Leo Robin, Paramount composers who contributed several 'swing' items to Mel Shauer's production, "Three Cheers For Love," volunteered an official explanation.*

*Their conception of 'swing' music is that it has 'sweet-heat.' "By sweet-heat," they disclosed, "we mean 'hot' jazz built on a structure of 'sweet' or melodic music. It's this difference, more than anything else, which sets 'swing' music apart from the jazz of the last decade."*

*That's 'sweet - heat swing' music!  
Jazz as we thought!*

DOLORES COSTELLO BARRYMORE



Dolores Costello Barrymore

This glamorous star of yesterday has made a thrilling screen comeback as leading woman to George Raft in "Yours For the Asking." She has the role of a woman of society who is compelled by circumstances to lease her beautiful home as a gambling resort, but who turns the tables on the gamblers and wins their leader to her point of view on life. Ida Lupino is also in the cast.

FRANK LLOYD DIRECTS COLBERT IN FIRST

Frank Lloyd's first production under his new director-producer contract with Paramount will be "The Maid of Salem," in which Claudette Colbert will have the starring role. Work on the film starts this month.

"The Maid of Salem" is the story of New England during the time of the witchcraft hysteria, about 1692. Miss Colbert will play the role of Piety Clark.

Howard Estabrook, who recently signed as associate producer to Lloyd, will work on this production as his first Paramount job.

"The Maid of Salem" is the second picture in succession which finds Lloyd supervising Miss Colbert. They recently were associated in the making of "Under Two Flags," starring Ronald Colman in the leading male role.

Flash!

ARLINE JUDGE will play the role of "Carrie" in Paramount's highly dramatic production of "Valiant Is the Word for Carrie." This story is regarded as one of the finest property 'buys' in years.

The final title for the picture Lewis Milestone is directing with Gary Cooper and Madeleine Carroll as stars is "THE GENERAL DIED AT DAWN."

With VIRGINIA WEIDLER scoring such a pronounced success in "Girl of the Ozarks," Paramount has purchased all of the famous Elsie Dinsmore stories and will modernize them to fit the marked talents of Miss Weidler.

FRANK LLOYD will visit Salem, Massachusetts, for the purpose of absorbing atmosphere for his forthcoming production, "Maid of Salem," starring Claudette Colbert.



O-O-O-OLYMPE

Elsewhere we've flown the welcome pennant for a young lady in "Three Cheers For Love" known as Eleanore Whitney. Here we run up the pennant again for a charming little enthusiasm of ours, Mademoiselle Olympe Bradna, of France. Olympe was lifted from the Folies Bergere in New York by the eagle Oscar Serlin eye, and later hugged affectionately by Hollywood. The latter lasted for a full year while Olympe became film-climatized, and now she's getting her first cinema 'break.' Our pet spy tells us that she registers magnificently. We'll back this up in a little while when we see the film.

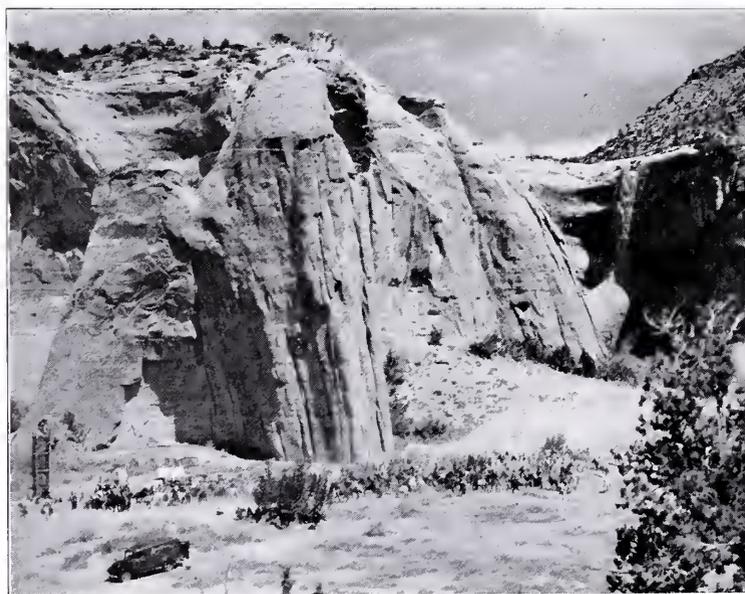
ADD MUSIC ELEMENT TO "THE GENERAL DIED AT DAWN"

Proof of the determination of Boris Morros to add every possible element of music to important Paramount pictures is found in the signing by him of Werner Janssen to write a special musical score for "The General Died At Dawn."

The picture now has marvelous box-office appeal in the star names of Gary Cooper and Madeleine Carroll, tremendous punch from the directorial ability of Lewis Milestone, a punch-powerful story, tremendous spectacular scope, and a musical score by Werner Janssen.

Baby Leroy, Bennie Bartlett, David Holt, Betty Lee, Virginia Weidler and Billy Lee. These are all of the youngsters Paramount has under contract and somewhere in this line-up of talent is the great child star of tomorrow.

Our guess is that the gifted youngster is Virginia Weidler, but you may have other ideas. At all events, be sure and get the utmost out of the subject: it's the sort of thing that audiences everywhere love.



"THE TEXAS RANGERS" WILL HAVE TOWERING SCENES

Dang your eyes if you've ever seen anything more stirring than this! It's the massing for the famous battle scene between the Redskins and "The Texas Rangers" in the mammoth King Vidor film of that name. As you already know, Fred MacMurray, Jack Oakie and Lloyd Nolan play the three Rangers, and there's to be more action in this film than you could shake a thousand sticks at.

# PRACTICAL PRODUCT IN THE WORLD!

## ITEMS FLASHED ON THE TRANSCONTINENTAL TICKET

Cecil B. deMille has bought Ivan Lebedeff's own story, "Legion of Dishonor," and will make it with Lebedeff in the east. It is a fine Foreign Legion tale....Olympe Bradna, the flashing little French star found in the Folies Bergere in New York, is reputed to score something approximating a triumph in the Melville A. Shauer production, "Three Cheers For Love"....Ray Milland, young Britisher, is Gertrude Michael's leading man in "The Return of Sophie Lang." Sir Guy Standing is again east in a sinister role in the picture, and shines out as he did in that unforgettable "Car 99".... Third of the important roles in "The General Died At Dawn," that of the Chinese general, is being played by Akim Tamirov. The other leads are by Gary Cooper and Madeleine Carroll.... Mary Brian is back in a Paramount picture. She has a swell role in the Walter Wanger production, "Spendthrift"....Mary Boland is expected to deliver a grand performance as the mother in "A Son Comes Home." Robert Cummings will be the son....Frances Drake, Benny Baker and Elizabeth Russell have been east in "Murder With Pictures"....Mary Boland and Charlie Ruggles will be starred in "Wives Never Know," which will be directed by Elliott Nugent. Also in the east will be that often famous film couple, Adolphe Menjou and Verree Teasdale.... Paul Sloane will direct "Everything For Sale," which was formerly known as "The Public Must Eat." The picture will be an expose of the Food Raeket....The east of "My American Wife" includes Francis Lederer as star, Fred Stone, Ann Sothern, Billie Burke and Ernest Cossart....Larry Crabbe will have the lead in Benjamin Glazer's production of "Lady Be Careful." The 'Lady' has not been selected at this time....The full cast of Benjamin Glazer's production of Bing Crosby's picture, "Rhythm on the Range," includes Frances Farmer, Bob Burns, Martha Raye, Warren Hymer, George E. Stone, Luella Gleason and Samuel S. Hinds....Howard Estabrook, noted scenarist, has joined the staff of Producer Frank Lloyd....Paramount has bought "Tightwad," a newspaper office story by Paul Gallico, as a starring vehicle for Charlie Ruggles....Tom Brown has the lead in "The Noose" which Richard Rowland is producing independently for Paramount release. Frances Drake will star in the picture....Paramount has bought "Broadway Afternoon," which A. M. Botsford will produce with a cast headed by Akim Tamiroff, Kent Taylor and Terry Walker...."Heart of the West" is set as the title of the sixth of the Hopalong Cassidy series....Marsha Hunt is set as leading woman in Arthur Hornblow's production of "Three Married Men"....Colin Tapley and Paul Harvey have been added to the cast of "The Return of Sophie Lang." The cast is headed by Gertrude Michael, Sir Guy Standing, Ray Milland and Elizabeth Patterson....Dolores

Costello Barrymore is scoring a very neat success as George Raft's leading woman in "Yours For the Asking."

### WITHERS SIGNED

Grant Withers, one of the screen's up-and-coming heavies, of which there are all too few, has been signed to a 7-year Paramount contract.... Paramount has purchased, for production by A. M. Botsford, the English novel, "A Gun For Sale," by Graham Greene. It will be filmed under the title of "This Gun For Hire"....Virginia Weidler and Bennie Bartlett will have prominent roles in Arthur Hornblow's production, "Three Married Men." Roseoe Karns, William Frawley and Lynne Overman have the principal roles.... When he returns to Hollywood after

his famous transatlantic crossing on the dirigible "Hindenburg," Eddie Sutherland will take over the direction of "Champagne Waltz," which hitherto has been known as "Opera vs Jazz." The picture will star Gladys Swarthout and Fred MacMurray, thus ensuring that Miss Swarthout, in her climb to film stardom, will have the widest possible variety of leading men....Ralph Bellamy is the latest important personality belonging to another company to be borrowed by Paramount. He will have a featured role opposite Gail Patrick in "Johnny Get Your Gun," which Paul Sloane will direct. David Holt will play the little boy in the picture.... John Halliday has the leading role in "Hollywood Boulevard," a comedy of the film capital's famous Avenue of Aspirations. The Boulevard and its famous shops will be seen in this picture through the eyes of a once



GLAD GIRL

Eleanore Whitney appears mighty happy at being allowed to wave a greeting to all Paramount Legionnaires. And why shouldn't she be? Isn't she the stellar lead in Melville A. Shauer's production of "Three Cheers For Love," which is swooping along from the studio on the crest of a wave of advance publicity acclaiming the film as one of the snappiest musicals in a long while.

## PRODUCTION HIGHSPTS FROM THE STUDIO WIRE

JOHN BOLES has been signed to make one picture for Paramount. It will definitely go into production this year, and there is the probability that in it he will again co-star with Gladys Swarthout.

BENNIE BARTLETT and VIRGINIA WEIDLER look like being two of Paramount's outstanding juvenile stars of the year. Both will be seen several times in starring spots.

GLADYS SWARTHOUT'S next Paramount picture will definitely be "Champagne Waltz," and not "The New Divorce."

FRANCES DRAKE is the star of "The Noose," being produced independently by Richard A. Rowland for Paramount distribution. Tom Brown is leading man and E. A. Dupont will direct.

MARY BOLAND will have her first dramatic role on the screen in "A Son Comes Home." Lynne Overman and Julie Haydon have been cast so far in the film. It should be remembered that Miss Boland was a celebrated dramatic actress on the New York stage before turning to pictures.

E. LLOYD SHELDON will definitely produce "Queen of the Jungle." Ray Milland, Sir Guy Standing and Akim Tamiroff have featured roles but the leading woman has not yet been selected.

prominent star who is writing his memoirs after the realization that the Hollywood parade has passed him...."Lady Be Careful," the pieturization of Paramount's most important property dealing with the lives and customs of the men of the United States Navy, has commenced production, with Larry Crabbe in the chief role. The leading woman will probably be Terry Walker, who has just completed her part in one of the leading roles of "And Sudden Death"....The production of the Hecht-MacArthur film, "The Monster," scheduled for the Astoria Studio, has been temporarily postponed. One major difficulty encountered was the casting of the chief role....Mrs. Connie Lupino, mother of Ida Lupino, has a prominent role in "Yours For the Asking," in which her daughter appears with George Raft and Dolores Barrymore....Frank Lloyd's first picture under his Paramount contract will be "Maid of Salem," in which Claudette Colbert will have the leading role.

### STOKOWSKI

Leopold Stokowski, celebrated conductor of the Philadelphia Symphony Orchestra, has been signed for "The Big Broadcast of 1937".... Verree Teasdale will join the east of "Wives Never Know," her first picture since "The Milky Way".... Tom Brown has been assigned the juvenile lead in "Hollywood Boulevard".... Cecil B. de Mille's picture will probably be called "The Plainsmen" and is expected to go into production late in July. Gary Cooper is slated for one of the leads.... William LeBaron is working with W. C. Fields on the script of the comedian's next picture, tentatively titled "Need of Change." The title very definitely has a lot of meaning.... Walter Wanger will produce "Simoon" for Paramount release as soon as he completes his present European vacation. David Holt has the title role in



## MR. ZUKOR IS PERSONALLY SUPERVISING PRODUCTION

Here's a very interesting picture of our Chairman of the Board of Directors actually on the set of one of our Hollywood productions. It reveals that Mr. Zukor is definitely giving his personal attention to the films in making. The set is part of Melville A. Shauer's production of "Three Cheers For Love," and the six personalities pictured are, left to right: Roscoe Karns, Elizabeth Patterson, Mr. Zukor, Director Ray McCarey, Melville A. Shauer and William Frawley.

(Continued on Page 8)

# You Have The Stamina; The Product's Coming!



WILLIAM LE BARON

Head of Paramount Production in Hollywood. Mr. LeBaron was the producer of the Mae West films, among others, and has an enviable record as a producer over many years, in addition to the executive capabilities which elected him to his present important Paramount post.



CUTTING IN

Ray Milland uses the good old dancing practice to excellent effect in getting Gertrude Michael away from Sir Guy Standing in "The Return of Sophie Lang," now rapidly approaching completion at the studio.

### VIRGINIA WEIDLER TO BE PARAMOUNT STAR

It is the Studio's definite conviction — a conviction which we most

### TITLES SET

You are advised of the final, definite and official setting of the following titles:

AND SUDDEN DEATH is confirmed as the title of the picture which had borne this title tentatively.

MY AMERICAN WIFE is set as the final title of the production known variously as "Gentleman's Choice," "The Old Timer" and "The Count of Arizona."

### MINUTE REVIEWS OF RECENTLY-SEEN PARAMOUNT FILMS

#### GIRL OF THE OZARKS

One of the finest pieces of simple, homely, sentimental drama filmed in many months. More than this, though, it is a dramatic triumph for a little girl who is definitely going to be a major Paramount star... Virginia Weidler. Make no mistake about this young lady—she is going to be a great Paramount asset. We want to keep her! Your enthusiasm for her will help do this!

#### FATAL LADY

Here is glorious singing—really glorious! — mixed in with an amazing murder mystery. The film has locales in New York, Brazil and Paris, and Mary Ellis was never in better voice. She sings seven or eight grand songs. A film to thrill over.

#### EARLY TO BED

Ruggles and Boland in a risible, riotous comedy—perhaps the finest sample of laughmaking we have had in a year. Made for the world's fun.

#### BORDER FLIGHT

An enthralling winged epic of the ever present warfare against smugglers, this time against smugglers in the air. John Howard's performance outstanding.

#### CASE AGAINST MRS. AMES

The best courtroom murder mystery of them all. Madeleine Carroll and George Brent a perfectly grand team.

#### THE PRINCESS COMES ACROSS

Murder on a giant liner solved ingeniously by a convention of international detectives. Carole Lombard and Fred MacMurray repeat their rollicking performances in an earlier film. A magnificently invested motion picture.

#### FURTHER SIDELIGHTS ON "LONESOME PINE" IN AUSTRALIA

Managing Director John E. Kennebeck has sent us copies of the special contract form produced in connection with "The Trail of the Lonesome Pine," which film enjoyed the reputation of being the Blue Ribbon Division's second Road Show Attraction of 1936. We have also seen copies of the splendid posters and other ad. sales items put out in conjunction with the picture, which at the latest reports was meeting with tremendous success in Sydney and Melbourne.

James L. Thornley, General Manager of the Capitol Theatre in Melbourne, who is at present in New York, forecast an amazing era of business for this magnificent Technicolor production.

enthusiastically share—that this time next year will see Virginia Weidler acclaimed internationally as the screen's foremost juvenile dramatic star. You should bear this in mind as each new Virginia Weidler picture, commencing with "Girl of the Ozarks," comes to hand.



"THE GENERAL DIED AT DAWN"

First actual scene from the picture showing Gary Cooper and Madeleine Carroll.



ARTHUR HORNBLow, Jr.

This astute producer's story is best told in the record of his Paramount achievements. They are, in chronological order: "Pursuit of Happiness," "Limelight Blues," "Wings in the Dark," "Mississippi," "Ruggles of Red Gap," and most recently of all, "The Princess Comes Across," co-starring Carole Lombard and Fred MacMurray.



### MORE ABOUT "THE MILKY WAY" IN JAPAN

We're not content to allow the huge success of the Harold Lloyd picture in Japan to pass with just one story on another page. We've got another item, also contributed by Japan Manager J. W. Piper, who forwarded the material used elsewhere. He has now sent us the picture of the special "Milky Way" milk bottle labels shown above—a grand piece of exploitation. Also he has forwarded the following statement sent to Paramount by the management of the Tokyo Takarazuka Gekijo Company, which statement they have allowed us to use in our paid newspaper advertising:

*"The single feature run of Harold Lloyd's THE MILKY WAY at the Hibiya Eiga Gekijo did tremendous business and broke all records. Number of admissions for the week was 70,000, and the gross receipts for Sunday were astounding. Taking into account the capacity of the theatre and admission price, this is an all-time record. We can sincerely say that such results, which we have not heretofore seen even during the New Year holidays, are due entirely to the wide appeal and tremendous drawing-power of Lloyd's THE MILKY WAY."*

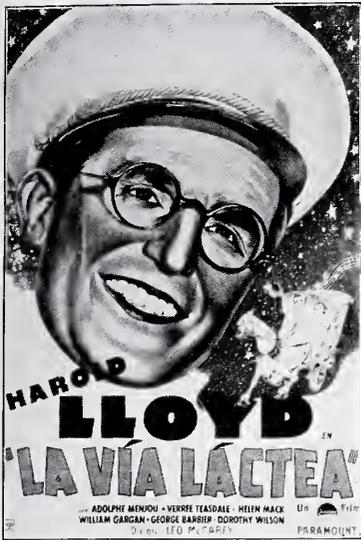
directorial, dance and story-writing team which came to New York for story conferences with him, preceded him to Hollywood by a few days. The picture will get under way later this month and be ready for autumn release.

### MORE TICKETAPE FLASHES

(Continued from Page 7)

"Johnny Gets His Gun," the dramatic story of the manner in which a youngster routed a nest of gangsters... C. Henry Gordon, one of the screen's better and more convincing "heavies," has the role of the publisher in "Hollywood Boulevard." John Halliday is the picture's star, portraying the role of a star of yesterday, slipping from favor, and watching the Hollywood parade pass him by... Frances Drake, and not Barbara Stanwyck, will have the lead in "The Noose," Richard Rowland's first production for Paramount release. Tom Brown is leading man... Paramount has signed a new comedian named Jack Chapin, who hitherto has had comedy flashes in inconspicuous roles. His first big break will come in "Lady Be Careful." Larry Crabbe is the star of the picture, and Benny Baker is also prominently cast... Martha Sleeper has joined the cast of Bing Crosby's "Rhythm on the Range"... Helen Burgess, a blue-eyed blonde weighing one hundred and three pounds, has been discovered in a Hollywood theatre by a Paramount talent scout and been placed under Paramount contract... Robert Cummings has been given the juvenile lead in "Hollywood Boulevard"... Jack Benny has arrived in Hollywood for "The Big Broadcast of 1937." The production,

# EXPLOITATION



APPEALING POSTER

Pictured here is the highly effective poster that Publicity Director Guillermo Fox produced in Buenos Aires for the exploitation of Harold Lloyd's "The Milky Way" throughout Argentina, Paraguay and Uruguay.

## EXPLOITATION BRIEFS

Stacks of good evidence in from Melbourne, Australia. On behalf of the Capitol Theatre publicity manager Eric Wahlquist put across some fine press mentions for Gladys Swarthout in "Rose of the Rancho." His work on "The Milky Way" likewise drew some powerful results, particularly a cooperative newspaper tie-up with "The Star." Part of this campaign consisted of a "Drink More Milk" window-card campaign in hundreds of stores. He also arranged with "The Star" to issue a special newsboy placard announcing the movie section.

The line-up of product that our French organization will release in the immediate future was given most effective announcement through a special and very colorful supplement in "La Cinematographie Francaise," issue of April 25th. The page spreads reflected fine imagination and the art work itself was of a high calibre. Subsequently the supplement was incorporated in the May 1st issue of the scintillating house organ of the Division of France, Belgium, North Africa, Egypt and Palestine — "La Paramount Francaise."

Warsaw, Poland, certainly knew about "The Milky Way" when it came to town. Every bottle of milk delivered in the city carried a sticker with the message "The best milk-products are those of Sigalina. The best film in town is Harold Lloyd in 'The Milky Way' at the Swiatowid." The stunt of course cost Paramount nothing, and it is our pleasure to tell you, Mr. Czaban, and your grand publicity staff, that this sort of thing is exploitation par-excellence.

There was a magnificent Paramount advertising section in "The Movie Times" of Japan, issue of April 1st. Excellent layouts, fine printing and an inspiring use of the Paramount Trade Mark characterized the announcement.

One of the most effective window displays we've seen anywhere was the one put across on behalf of "The Milky Way" in the Woolworth Store windows of London. The main tenor

General Manager Charles Balance, several weeks ago, decided to inform the exhibitors of India of the grand line-up of Paramount product that he would shortly have for distribution. This extremely dignified announcement, well printed and individually addressed to each exhibitor, was the result of his planning. (You will note that in the interim certain casting details have been altered.)

PARAMOUNT FILMS OF INDIA LTD  
*Announce the Early Release of*

**HAROLD LLOYD** in **THE MILKY WAY**. Directed by Leo McCarty  
Screen Debut of **GLADYS SWARTHOUT** (Metropolitan Opera Co.) in **ROSE OF THE RANCHO**.  
**ANYTHING GOES**, famous "musical" with Ethel Merman, Bing Crosby & Charlie Ruggles.  
**SO RED THE ROSE** with **MARGARET SULLAVAN** and Cast of 5000. A King Vidor production.  
**CLAUDETTE COLBERT** in the smashing comedy **THE BRIDE COMES HOME**.  
**CORONAIO**, a musical comedy with Eddie Duchin's Band, Leon Errol & Johnny Downs.  
**MARLENE DIETRICH** and **GARY COOPER** in **DESIRE**. Supervised by Ernst Lubitsch.  
**13 HOURS BY AIR**, an epic of the air with Fred MacMurray and Joan Bennett.  
**TRAIL OF THE LONESOME PINE** in Technicolor. A Walter Wanger production.  
**COLLEGIATE**, a musical comedy of youth featuring **JOE PENNER** and **JACK OAKIE**.  
**JAN KIEPURA** with **GLADYS SWARTHOUT** in **GIVE US THIS NIGHT**, a Romantic Operetta.  
**MARY BURNS**, **FUGITIVE** with **SYLVIA SIONEY**. A Walter Wanger production.  
**THE GENERAL OIES AT OAWN** with **GARY COOPER** and **CAROLE LOMBARO**.  
**MAE WEST** with Victor MacLaglen in **KLONDIKE ANNIE**.  
**POPPY**, a musical comedy starring **W. C. FIELDS**.  
**CONCERTINA** with **GEORGE RAFT** and **CAROLE LOMBARO**.  
**THE COUNT OF LUXEMBURG** featuring **GLADYS SWARTHOUT** and **FRANK FORREST**.  
**SAHARA**, a thrilling drama of the Foreign Legion with **CHARLES BOYER**. A Walter Wanger Production.

174, Dharamala, Calcutta.

of the display was that Milk is Good for Health, and The Milky Way is good for the Humour.

And speaking of London, the participation of Paramount in the "Ideal Homes" exhibition staged by The Daily Mail was one of the most noteworthy exploitation stunts in British cinema history. At this exhibition rooms from the homes of Claudette Colbert, Cecil B. de Mille and Mae West were reproduced down to the minutest detail and were viewed by hundreds of thousands of fascinated visitors.

Harold Pike, of the Sydney, Australia, exploitation staff, engineered a fine tie-up when he arranged with the Henderson Hat people to create a "Rancho Rose" hat. The creation was given tremendous national and

local advertising, and in every instance the exploitation was linked with that famous triumverate—Paramount Pictures, Gladys Swarthout and "Rose of the Rancho."

One of the most sustained campaigns of exploitation that we have ever seen given any one picture was that put over by our galloping French organization in behalf of "Intelligence Service" ("The Last Outpost"). We have illustrated one batch of displays elsewhere on this page, but want you to know that powerful additional evidence is also to hand from the Familia Theatre in Lille, France, where M. Bescond is the manager; and from the Paramount Theatre in Toulouse, where M. Perrot is manager.

Australia's Advertising Manager

## FULL PAGE AD TO KNOCK YOUR EYE OUT

Please pardon our colorful phraseology, but that's how this advertisement from the roto-gravure section of "La Nacion," of Buenos Aires, impressed us. It was created especially for the premiere of the magnificent new Astor Theatre in that city, and it certainly did honor to the new cinema and to Paramount as well. The line-up of stars and players looks fine; and equally attractive is the imposing array of 8 smash pictures, not forgetting the short feature characters, and the ever-present Trade Mark. Managing Director John Nathan and Publicity Director Guillermo Fox merit hearty congratulations.

Hermann E. Flynn continues to produce memorable work. We have a fine batch of his couriers (heralds) before us now; also a copy of the amazing full-page advertisement in color produced for "Rose of the Rancho." It was the first full-color advertisement carried by a newspaper in Australian publishing history and created an absolute sensation.

London's "Paramount Service" issue of May 2nd carried an exceptionally fine advertising splash illustrating all of the pictures to be released by Mr. Graham's division during September, October and November. Clear across the cover of the issue was the streamer announcement saying "Paramount Blazes 'The (1936-37) Trail.'" The line had a direct bearing on "The Trail of the Lonesome Pine," which also was given a great deal of space in the issue.



Two glimpses of the exterior of the theatre in Beyrouth, Syria, which did such amazing business with "Intelligence Service" ("The Last Outpost") and to which reference is made in the adjoining column.

## JACK RAPOPORT MAKING CUBA VERY PARAMOUNT CONSCIOUS

The Havana-New York mail has been heavy these days with irrefutable evidence of the manner in which the entire republic of Cuba is being made to know what a vital factor Paramount is in the entertainment world. We have learned, for instance, of the most effective manner in which Manager Jasper Rapoport has transformed Havana's Parque Central into a virtual television centre for the dissemination of Paramount information. By virtue of an amazing exclusive tie-up with a company operating projection equipment on a screen atop a commercial building overlooking this famous centre, he has arranged for the showing of Paramount shorts and Paramount messages during the promenade hours of each Sunday. No other film company can have space on this screen, and so far as Havana knows, there are no other pictures save Paramount. All of which represents marvelous work.

Of course "The Milky Way" was not overlooked by the enterprising Mr. Rapoport. He tied in with the Ward Milk Company and had men

(Continued on Page 16)

**"DESIRE" SWEEPS THE WORLD!****"DESIRE" IS BOUND TO SWEEP BRAZIL**

Our authority for this statement is none other than our very good friend John L. Day, Jr., general manager for South America, who happens to be with us in New York right now on his first visit in years. Before he sailed from Rio de Janeiro, however, he sent the following cable to Mr. Hicks:

"Screened DESIRE which thrilled a select critical audience. Unanimous opinion is that it is Dietrich's greatest picture. Please give us more of this quality."

Now that he is with us in New York he has substantiated these statements in that colorful phraseology for which he is noted. We take it, also, as one of the reasons for Brazil stepping up to 6th from last month's 8th.

**SPAIN LOVES "DESIRE"**

We repeat our commented-on heading of last month to tell you that Mr. Messeri's publicity department has sent us a clipping from Barcelona in which the critic of "Popular Film" calls the production "The best picture of the year." In the same issue we find the Coliseum Theatre topping its advertisements with the line: "The Two Perfect Lovers in The Perfect Picture."

**CUBA HURRAH-ED OVER "DESIRE"**

There's no halting the enthusiasm from Havana Manager Jasper D. Rapoport has a marvelous picture. (There's no halting it any other time, either.) Consequently you will understand the letter we received from him after he had screened "Desire," and which says in part:

"Today we screened 'Desire' for our exhibitors, and no other film since 'Lives of a Bengal Lancer' has aroused such spontaneous enthusiasm. The general opinion is that it is Dietrich's greatest. We are releasing the film with top prices, Sunday playing time at the Auditorium and Fausto, and after that we will show it for Sunday playing time at the Nacional, Neptuno and Trianon."

**RUDOLF JELLINEK THANKS STUDIO FOR "DESIRE"**

So delighted was Rudolf Jellinek, District Manager for Czecho-Slovakia and Poland, over a screening of "Desire," that he immediately telegraphed Mr. Schaefer in Paris as follows: "Have just screened



Rudolf Jellinek

DESIRE and am really delighted. This picture has no competition and will prove it by box-office records. Is the best Dietrich film since "Morocco." Many thanks to Studio for this super-product."

We've given this whole page over to "Desire." The advent of this joyous picture has been an enervating experience for the entire Foreign Legion and has harkened us back to those days of great sales and exhibitorial accomplishments inspired by "Lives of a Bengal Lancer." The past two months, likewise, has been a period of thrill for Mr. Lubitsch, without whose magical touch "Desire" would not have been the great film that we know it to be. Mr. Lubitsch has been trekking across Europe, visiting city after city, and in many of them it has been his heart-warming experience to see "Desire" stirring the populace as few films have done in the past several years.

**"DESIRE" MAKES GAUCHOS TURN HANDSPRINGS**

We thought that all of the superlatives on record had already rolled into Home Office because of "Desire." But now we find a cable in from Managing Director John B. Nathan telling of how all Argentina has been set agog as a result of the flaming premiere of "Desire" in Buenos Aires. Says Mr. Nathan:—

**"DESIRE" RELEASED WEDNESDAY. A SMASH HIT. NOTHING BUT STANDING ROOM ONLY SO FAR. PUBLIC AND OURSELVES ENTHUSIASTICALLY ACCLAIM IT AS THE PERFECT PICTURE. DIETRICH, COOPER, LUBITSCH, BORZAGE COMBINATION UNBEATABLE.**

For your information, Mr. Nathan, the Studio has received your message, Mr. Lubitsch also personally received it from the Production Department while he was in New York. He is going to make another Dietrich picture, you know. He says that it will make "Desire" look like a mere flirtation by comparison.

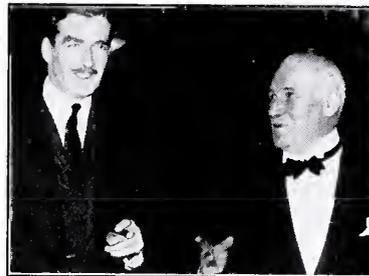
**CARL YORK ADDED TO THE "DESIRE" RAVES**

Since this page has been practically devoted to "Desire," we want to mention here a few words of the enthusiasm-sizzling letter that Carl P. York, field marshal of the Vimful Vikings, sent to Continental Manager Fred W. Lange. Said Carl:—

"'Desire,' which has made such a success throughout the Scandinavian countries, shows plainly that this actress is our greatest trump card... The news that she is to make three more films for us, and that Lubitsch will direct one of them, coming right at the time of many exhibitor conventions throughout our territory, was productive of a sensation—and a sensation wholly in Paramount's favor."

**HOLLAND RAVES OVER "DESIRE" ALSO**

Netherlands Manager C. Peereboom has routed to us through Mr. Schaefer in Paris a batch of newspaper criticisms from Amsterdam printed in the local language. Mr. Peereboom, however, has saved us the business of having these trans-



EDEN AT "DESIRE"

lated by revealing that the reviews are "brilliant," and that they tell also of the press and public being "absolutely delighted" by the picture. Also he tells that "Desire," which ran at the Tuchinski Theatre, did the greatest business that the theatre has known from any picture in the past four months.

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Also he tells that "Desire," which ran at the Tuchinski Theatre, did the greatest business that the theatre has known from any picture in the past four months.

**"DESIRE" BROKE ALL COPENHAGEN RECORDS, TOO**

Here's a picture of the Palads Teatret, Copenhagen, with a milling crowd seeking admission. In forwarding it to Mr. York in Stockholm, Manager Harald Frost said that all Copenhagen records were smashed by the film. Later Mr. York received this wire from Exhibitor Bauder,



owner of the Palads: "Congratulations for big success of DESIRE. Thousand thanks for this marvelous box-office production.—(signed) Bauder."

**TELLING DENMARK**

One of the best of a flock of posters on "Desire" to reach Home Office is this compelling, colorful intimate one from Denmark. Manager Harald Frost who sent it to us reveals that it has aided measurably in selling the picture to the public, which fact in turn reflects much credit on Publicity Director Ingvald C. Oes' department which created it.

**WARSAW HAILED "DESIRE"**

The picturegoers of Poland are also in on the world-wide stampede to see the Dietrich-Cooper-Lubitsch-Borzage film, according to a telegram sent to Mr. Gus Schaefer in Paris by Mr. M. Czaban in Warsaw. Said the Warsaw Manager:—

"Yesterday's premiere DESIRE at Kino Swiatowid an absolute artistic and boxoffice success. Despite heavy rain the receipts were considerably more than those of premiere of that tremendous boxoffice success, BENGAL LANCER. Because of extraordinary crowd police supervision was necessary. A run of several months at the Swiatowid is a certainty."

**COMPLETE WINDOW**

The musical qualities of "Rose of the Rancho" have been an exploitation boon in Australia, where all of the film's musical numbers have been reprinted by a local publisher, Allan and Company. Shown above is one of the windows in Melbourne inspired by the picture. Everything in the window — sheet music, piano rolls, photos, cutouts and signs—is related to "Rose of the Rancho"—"The attraction at the Capitol Theatre." The work here redounds to the credit of the Capitol's publicity manager, Eric Wahlquist.

COMING TO, AND GOING FROM, HOME OFFICE

Tom D. Cochrane, general manager for the entire Orient, and romping, rollicking leader of the "Fighting Irish" Division, sailed from San Francisco for Tokyo on board the "Tatsuta Maru" May 20th. He had the supreme satisfaction, while geographically absent from his territory, of seeing his Division gain and retain the lead in the Prosperity Contest for two consecutive months.

John L. Day, Jr., general manager for South America, arrived in New York City on board the "Western

World," also on May 20th.

James L. Thornley, general manager of Paramount's Capitol Theatre in Melbourne, Australia, arrived in Los Angeles on board the "Monterey" on May 15th, and reached New York May 25th. He sailed for London three days later.

Robert Graham, en route to Australia, sailed from Los Angeles on board the "Monterey" May 27th. He will reach Sydney for his new assignment on the staff of Managing Director John E. Kennebeck June 16th.

THE HOUSE ORGAN PARADE CONTINUES

One seems more than reasonably safe in saying that Paramount at least has the finest array of film house organs of any company in this industry. Every month brings its quota of thrills to us in Home Office in the form of a succession of house organs which emphatically express the true spirit of our organization.

Take for instance the grand May issue of "La Paramount Francaise," augmented on this occasion through the addition of a colored insert of the product that the French Division will release during the next couple of months. The issue itself however reveals that the month of May has been dedicated to Mr. Hicks and in connection with this announcement there is a stirring dedication of the whole French organization to serving our Vice President. Also in this issue was an extensive section devoted to the various exchange offices of the Division, with liberal spaces devoted to Bale (Switzerland), Bordeaux, Lyons, Cairo (Egypt) and Tel-Aviv (Palestine). In connection with the Cairo Office, so ably presided over by M. Maurice Faraud, the following Paramounteers were pictured in "La Paramount Francaise"—Mme. O. Perides, M. G. Thevenet, Mlle. L. Herstein, M. J. Bartolotti, Mlle. Correnty, M. Soravia, M. J. Cambici, Mlle. M. Caruanua, Mlle. G. Miaoulis.

Spain's "El Matador," issued under combined dates of April 11 and 18, is another scintillating issue. Its entire centre spread is devoted to marvelous exploitation launched by our Coliseum Theatre in Barcelona on behalf of "Desire" and "The Milky Way." Also there is a most enthusiastic dedication of the month of April to Mr. Fred W. Lange. We notice also in "El Matador" a most admirable tendency to use more and more space for news about Paramount's production activities. This is the finest type of news for passing along to Paramounteers.

The early April issue of Australia's "Silver Jubilee Punch" carried loads of news about the premiere of "Rose of the Rancho" and advance plans for "The Trail of the Lonesome Pine," second of Australia's Road Show attractions. This same issue also told us the good news of Syd. Herbert's complete recovery from his recent serious illness.

The month of course could not have been complete without a copy of "Paramontov glasnik." The April issue was dedicated almost entirely to "Give Us This Night," which looks in advance like being one of the most successful pictures ever given distribution in Jugo-Slavia. We also find from "Paramontov glasnik" that the three outstanding films distributed in Jugo-Slavia during 1935-36 were

"RUN OF THE CENTURY"

This is the designation that Managing Director John E. Kennebeck has given to the season of "The Trail of the Lonesome Pine" at the Prince Edward Theatre, Sydney, Australia.

Reports which have reached New York since the picture opened on May 2nd indicate that John's phrasing of the occasion has been even better than prophetic.

"The Trail of the Lonesome Pine" is Australia's second road show attraction of this year: "Rose of the Rancho" was the first.



VENEZUELAN HEADQUARTERS

Paramount's office in Caracas is in the establishment of Sr. Salvador Carcel, who is shown at the right in the above glimpse of one of his offices. The gentleman at the left is none other than Aaron Pines, Paramount's representative in that tremendously fertile and important republic of South America, Venezuela.

"Lives of a Bengal Lancer," "The Crusades" and "The Last Outpost."

There's another issue of Australia's "Silver Jubilee Sales Punch" just in and what delights us most about it is the fighting spirit of inter-exchange competition which characterizes the publication from cover to cover. Of course, as a matter of record, Stanley H. Craig's Wellington (New Zealand) office was still the leader then—April 15th.

Australia also is to the fore with a splendid exhibitor publication entitled "Paramount Box Office News." Its planned intent is to keep exhibitors thoroughly acquainted with the great Paramount Pictures coming forward from the studios. It contains excerpts of reviews from American and English trade papers, with many of the reviews photographically reproduced for greater authenticity.

IN MEMORIAM

It is with the deepest regret that we report the passing of Mrs. Charles Gartner, wife of the Home Office Foreign Department's Publicity Manager, on May 24, 1936.



MESSRS. LANGE AND KLARSFELD IN THE FAR EAST

Recently Mr. F. W. Lange and Mr. Henri Klarsfeld traversed the Paramount territories in Egypt, Palestine and Syria, meeting the Paramounteers of that part of the world at first hand and learning of actual conditions. Messrs. Lange (left) and Klarsfeld are shown above as they arrived at Cairo. At the extreme left is M. Christon, Paramount's very good friend and customer of Alexandria. At the right of the picture is M. Maurice Faraud, the Paramomt manager who heads the very capable exchange staff at Cairo and whose territory covers Palestine and Syria.

At Beyronth the man who heads the Paramomt agency is M. Alex. Goldenthal, shown here. M. Goldenthal was lost to Messrs. Lange, Klarsfeld and Faraud when they visited his city recently on their tour of inspection of the Near East.



Alex Goldenthal

WEDDING BELLS

Wedding bells have rung out cheerfully for Ruth Sandstedt (Miss Kass' department in Home Office) and Jack Bone. Ruthie and Jack were married on Sunday, May 10th. The Foreign Legion wishes them both a lifetime of good luck and happiness!

To celebrate the event, seventeen Paramont lassies entertained Ruth at a luncheon a few days in advance of the wedding.

Heartiest congratulations also to Martin Dukat, of Home Office Transportation Department, who joined the ranks of the benedicts on May 31st.

PROJECTION STAFF OF LE PARAMOUNT

Last month we depicted the projection booth of the Paramount Theatre, Paris (reputedly the finest booth in all of Europe), and the members of its staff. We were unable then to name the people in the picture. Now we have the details, and if you will turn to that picture again we will identify them. At the left was Ernest Bechet, Technical Assistant to the Director; and then followed, Jean Aubert, Chief Operator; Andre Chatel and Roland Maurin, operators. We again congratulate all of them on the tremendously high standard of efficiency which their projection booth has attained.



Photo—Ed Sullivan

HOME OFFICE ART DIRECTOR STRONG FOR TRADE MARK

In one of the few photographs ever taken of him we show Vincent Trotta, Home Office Art Director, comparing the sizes of the Paramount Trade Marks he is going to constantly use in Paramount advertisements, and on Paramount posters, with the special Australian transfer trade mark that we described last month. This transfer is one in use in Australia on theatre box offices and identifies theatres showing Paramount Pictures.

Mr. Trotta has been Paramount's Art Director in New York for more than 20 years. He has always made liberal use of the Paramount Trade Mark; but now, with the magnificent new product coming through, he plans to make his use of the symbol lavish rather than liberal.

KELLY TELLS ALL



Reg. Kelly

We might even title this one "I'll Tell You Confidentially," because it depicts Australia's genial Publicity Director, Reg. Kelly at his customary weekly stand beside the microphone of 2CH (Sydney). Over the air Mr. Kelly tells all that he knows about Hollywood, which

is plenty, and the Paramount propaganda that he loses into the ether is scooped up by hundreds of thousands of enthralled listeners. It's a great piece of publicity work that he does, and to prove the efficacy of it as well as to indicate the charm of Mr. Kelly's own mellifluous voice, let us record the fact here that Reg. receives scores of fan letters weekly.

Perhaps you have the facilities for a local publicity broadcasting service. When your own publicity director can direct the flow of material, as Kelly does, this sort of propaganda is well-nigh priceless.

HEAP BIG SPEAK

Cheery paragraph in Hollywood "Daily Variety" says: Luigi Luraschi, not content with speaking six languages, is learning Indian sign language.

## SCIENTIFIC EXPLOITATION BOOMING IN ENGLAND

Recently we detected a tremendous upswing in the scientific advertising, publicising and exploitation of Paramount Pictures in the territories embraced in Mr. J. C. Graham's Division. We urged Director of Advertising and Publicity F. L. C. Thomas to summarize all of this work in a special article for us, and the excellent treatise written under the title of "Paving The Milky Way," and set forth below, is the result. It is our hope that this article will help serve as an inspiration for other campaigns on other Paramount Pictures in various parts of the world.

### PAVING THE MILKY WAY

To herald its initial provincial presentations in Britain's key centres, Paramount Theatre Managers, supervised by Leslie J. Holderness and directed by Earl St. John, organised what is regarded in London as one of the greatest film exploitation schemes of recent times. Newspapers and Contents sheets, Milk Distributors, Dairy Farmers, National Associations, Departmental Stores, Football Games and Patent Food Manufacturers, were all utilized in a national publicity campaign.

To form a nucleus for a national scheme, the Milk Marketing Board of Great Britain (an organization subsidised by the British Government) were co-opted and arrangements were made for Milk Bars to be set up in theatres and stores in all key centres of the country.

Naturally, advertisements of THE MILKY WAY were given great prominence in these locations. Milk Bars, where specially soft drinks could be obtained, are a new innovation in this country, and the Board were persuaded that with the coming of the picture, was a chance to launch the large campaign they had in mind so as to cash in on a title that was obviously going to be widely publicised. At the same time, the

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## PARAMOUNTEERS OF ITALY PROMOTE GIGANTIC PUBLICITY CAMPAIGN

Paramount's participation in the recent Trade Industries' Fair in Milan was one of the mightiest exploitation campaigns ever staged by Paramount in any part of the world. We show you above some of the scenes of this work, and take this opportunity of heartily congratulating Managing Director Americo Aboaf, Publicity Director Godwin Spani, and all other Legionnaires of Italy concerned. One of the major phases of exploitation consisted of a Trackless Train which traversed the Fair distributing Paramount literature, and which suc-

cessively carried displays for "Desire," "Mary Burns, Fugitive" and "The Milky Way." In the lower left hand corner are seen the following officials who showed the Paramount exhibit marked attention—His Excellency Benni, Minister of Communications; His Excellency Serena, Vice Secretary of the Fascisti Party; Rino Parenti, Federal Secretary of Milan. A tremendous amount of Paramount literature was distributed during the Fair and from this standpoint alone the exploitation must be labelled a conspicuous success.



## JAPAN'S TRULY GIGANTIC CAMPAIGN FOR 'MILKY WAY'

Away back in the early part of last year when it was first announced that Harold Lloyd would make "The Milky Way" for Paramount distribution, Tom D. Cochrane, the Irish Film Wizard of the Orient said that if we gave him a great Lloyd picture, and on time, he would show us publicity, exploitation and cash results to make our eyes pop out. Well, as history relates, he got the film, his entire division secured a wrestler's hold on the campaign and quickly threw

all established records for a Lloyd picture so thumpfully that old records were jarred, then cracked, then broken.

It is our very real pleasure to show you above a composite picture of several of the hundreds of phases of advertising, publicity and exploitation that the Japanese Division packed behind this picture. And what results the campaign bore! Intelligent observers will note that for the second month in succession Maestro Cochrane's Fighting Irish are the Contest Leaders. Much of that pre-eminence is due to the wonderful work the publicity and sales force put across on behalf of "The Milky Way." And the picture is still cracking records!

NEWS WRITTEN FOR THE WORLD'S PARAMOUNTTEERS

GRANDI NOTIZIE DELLA PARAMOUNT

Il destino vuole talora che gli eventi, che noi abbiamo dichiarato impossibili, si avverino proprio a breve intervallo dalla nostra dichiarazione. Il mese scorso affermammo che dall'inizio della nostra Gara nessuna Divisione aveva avuto il primato piu' di una volta. Cio' poteva essere vero quando scrivevamo, ma non lo e' piu' ora. Il Giappone ci ha sorpresi, facendo in modo con la Cina e le Filippine di innalzare Tom D. Cochrane al primato per il secondo mese consecutivo. Al primo Maggio la sua Divisione era al primo Posto. Ora noi dobbiamo vedere chi sara' il primo all'inizio ed alla fine di giugno. Egli sara' positivamente e assolutamente il vincitore.

Abbiamo usato uno spazio extra in questo numero per darvi tutti i dettagli a nostra disposizione sulla nuova produzione della Paramount. Il Comitato della Produzione, come vi segnalammo il mese scorso, ha lavorato in modo sovrumano per creare la piu' grande serie di cinematografie che si sia mai avuta in tutti i tempi, e, mentre stiamo scrivendo queste righe, Mr. Adolph Zukor dedica tutto il suo tempo all'impresa erculeica di intonare il nostro Studio al tremendo sforzo necessario per produrre in continuita' cinematografie veramente magnifiche.

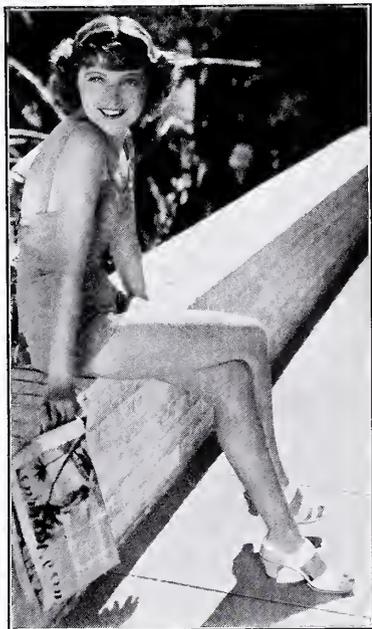
"La Luna e' la Nostra Casa" (The Moon's Our Home) e' stata ricevuta assai bene dalla critica nella sua proiezione al Teatro Paramount di New York.

"Desiderio" (Desire) continua ad avere un enorme successo in ogni Paese. Questa cinematografia ha innalzato Marlene Dietrich alle piu' alte vette a rende ancor piu' importante il fatto che l'attrice fara' altre tre cinematografie per la Paramount, una delle quali sara' diretta da Ernst Lubitsch ed un'altra da Frank Lloyd.

Una delle piu' grandi Campagne di propaganda che ricordiamo e' quella svolta dall'organizzazione Italiana in connessione con la grandiosa Fiera Campionaria di Milano. Presentiamo interessanti informazioni su questo importante lavoro in questo Numero e daremo nuovi dettagli in altre pubblicazioni. Desideriamo pero' esprimere subito il nostro orgoglio che vi siano ancora simili organizzatori della Paramount nel mondo.

"Oro Cinese" (Chinese Gold) e' salutato dal nostro Studio come una delle piu' belle cinematografie internazionali, che siano mai state fatte. Gary Cooper e Madeleine Carroll, che ne sono gli interpreti principali, non hanno bisogno di presentazione. Lewis Milestone e' il suo direttore ed a lui si debbono indimenticabili cinematografie di carattere epico. La vastita' del soggetto la colloca definitivamente nella categoria delle cinematografie spettacolose. Ed ora siano informati che Werner Janssen, direttore d'orchestra famoso nel mondo, ha firmato il contratto per scrivere lo speciale accompagnamento musicale.

Avete pensato a tutti i premi attraenti che saranno assegnati ai vincitori di questa grande nostra Gara Internazionale della Prosperita'? In questa stagione vi debbono essere tante e belle cose che potreste comprare con il danaro che e' a vostra disposizione come parte delle vincite.



BRUNETTE EYEFUL

British picturegoers who remember her as a pronounced blonde will find difficulty in recognizing Pat Patterson (Mrs. Charles Boyer) in this dazzling brunette. Miss Patterson is one of the featured cast of Walter Wanger's production, "Spendthrift," which he is making for Paramount release. Others in the cast are Henry Fonda, Mary Brian and George Barbier.

GRANDES NOUVELLES PARAMOUNT

C'est un des grands traits de la nature humaine de se vanter d'une chose ou de lancer un defi au moment même où les faits vont nous contredire. Le mois dernier nous assurons que depuis le commencement du Concours aucune division n'avait été en tête plus qu'une fois. C'était peut-être vrai au moment où nous écrivions, mais il n'en est plus ainsi aujourd'hui: Le Japon nous a démentés en faisant sa part, ainsi que la Chine et les Philippines, pour lancer à l'avant Tom D. Cochrane pour le deuxième mois consécutif. Au ler mai, sa division se trouvait en tête de liste. Maintenant il nous reste à voir qui sera en tête au ler juin et au 30 juin. Le "leader" à cette dernière date sera inmanquablement le gagnant.

Nous avons augmenté dans ce numéro l'espace réservé aux détails que nous possédons déjà sur la nouvelle production Paramount. Le Comité de Production que nous vous avons montré le mois dernier a accompli des efforts surhumains pour réaliser les plus grands films Paramount de toute notre histoire. Au moment où nous écrivons ces lignes, M. Adolph Zukor consacre tout son temps à la tâche herculéenne de mettre les studios au diapason le plus haut pour tourner une série des film d'une réelle magnificence.

"The Moon's Our Home" a été excellemment accueilli par la critique cinématographique pendant sa présentation au Paramount Theatre à New York.

"Desire" continue a remporter un énorme succès dans tous les pays du

(Continued on Page 14)

GRANDES NOTICIAS DE LA PARAMOUNT

—No hay como estar seguro de algo para que la vida, que gusta de gastarse sus bromas, nos salga con lo opuesto. Dijimos hace dos meses que, contra lo ocurrido el año pasado, no habría en este División que lograra mantenerse constantemente en el primer puesto. Y aquí tenemos ahora a los legionarios del Japon que, juntamente con los de China y las Filipinas, han logrado que su jefe don Tom D. Cochrane continúe a la cabeza del Concurso el 1° de mayo. Falta ahora ver quién será el que ocupe ese puesto cuando llegue el 1° de junio; y quién el que, por hallarse en tal puesto el 30 de junio, quede al fin vencedor.

—Dedicamos en esta edición espacio adicional a cuantos pormenores tenemos a mano acerca de las nuevas películas de la Paramount. La Comisión de Producción que presentamos en el número anterior ha estado trabajando con sobrehumano esfuerzo a fin de dar cima al mayor de cuantos programas ha tenido la Paramount. En momentos en que escribimos estas líneas, don Adolph Zukor consagra todo su tiempo al hercúleo empeño de llevar a los Estudios al grado de actividad conducente a la continua filmación de películas realmente magníficas.

—"Vivir en la luna" ("The Moon's Our Home") ha sido extremadamente bien recibida por los críticos cinematográficos, al presentarla en el teatro Paramount de Nueva York.

—"Deseo" continúa alcanzando éxitos formidables en todos los países. Es indudable que esta película ha elevado a Marlene Dietrich a las cumbres más altas a que puede llegar una estrella. Esto da mayor importancia aún al hecho de que vaya a filmar para la Paramount tres nuevas películas, de las cuales dirigirá una Ernst Lubitsch, y otra, Frank Lloyd.

—Una de las campañas de reclamo más sobresalientes de que tenemos recuerdo ha sido la llevada a cabo por los paramountistas de Italia con motivo de la estupenda Feria de Milán. Presentamos en este número algunas ilustraciones relativas a tan magno esfuerzo, y haremos publicar las restantes en revistas del gremio. Sirva la presente ocasión, además, para manifestar cuánto nos enorgullece que haya paramountistas que entiendan tan bien lo que es hacer reclamo.

—Nuestros Estudios anticipan que "Chinese Gold" (provisionalmente, "Oro de China") será una de las mejores producciones internacionales. Gary Cooper y Madeleine Carroll, sus estrellas, no necesitan ponderaciones, Lewis Milestone, su director, le ha dado a la pantalla películas inolvidables. La índole de ésta la coloca entre las de gran espectáculo. Y según acabamos de saber, se ha contratado a Werner Janssen, director de orquesta de fama mundial, para que escriba el acompañamiento musical.

—¿Se ha detenido usted a pensar durante unos minutos siquiera en los premios que aguardan a los vencedores en nuestro gran Concurso Internacional de Prosperidad? No dejará de haber muchas cosas que le hayan llamado usted la atención, y que podría comprarse con la parte del dinero de los premios que puede ir, y que probablemente irá, a sus manos.

DIENEUESTENPARAMOUNT NACHRICHTEN

Einer nennt es Zufall und der andere nennt es Schicksal, wenn es passiert dass, im Moment wo man eine Behauptung aufstellt oder besser gesagt, im selben Augenblick wo man sie in Worte kleidet, das völlig Unerwartete eintrifft. Im Volksmunde nennt man es "den Teufel an die Wand malen"; aber vom Teufel lässt sich schwerlich reden, wenn es sich um einen Paramountler wie Tom D. Cochrane handelt.

Sie alle erinnern sich sicherlich noch, dass wir erst im vorigen Monat an dieser Stelle die Behauptung aufstellten, dass es bei diesem Wettbewerb keiner einzigen Filiale gelungen sei länger als einen Monat die Führung beizubehalten. Und schon hat Tom D. Cochrane mit seinen Japanern, Chinesen und Philippinen uns vom Gegenteil überzeugt. Jetzt sind nur noch zwei Daten für unseren Wettbewerb ausschlaggebend, nämlich der 1. und der 30. Juni und der Sieger des letzteren Datums ist der Preisträger. Wer es wohl sein wird?

Den grössten Teil der heutigen Ausgabe haben wir für die Bekanntgabe aller Einzelheiten des neuen Produktionsprogrammes benutzt. Das Produktionskomitee, dessen Foto wir in der vorigen Nummer zum Abdruck brachten, hat übermenschliche Arbeit geleistet, um die Serie der kommenden grossen Paramountfilme, die übrigens die hervorragendsten in der Geschichte unserer Firma sein werden, in so kurzer Zeit bis in alle Einzelheiten auszuarbeiten. Und während sich diese Zeilen im Druck befinden steht Herr Adolph Zukor im Hollywood Atelier vor der Riesenaufgabe, ein unerhörtes Tempo anzukurbeln, durch das allein die Produktion einer darartigen Serie von Kassenschlagern nur möglich werden kann.

"Der Mond ist Unsere Heimat" ist anlässlich seiner Uraufführung im Paramount Theater, New York, von der Presse mit grossem Beifall aufgenommen worden.

"Desire" stellt in allen Erdteilen neue grosse Kassenrekorde auf, und Marlene Dietrich verdankt diesem Film den Höhepunkt ihrer Karriere. Es dürfte aus diesem Grunde von ganz besonderer Wichtigkeit sein, dass die blendende Künstlerin drei weitere Filme für uns darstellen wird, von denen einer von Ernst Lubitsch und einer von Frank Lloyd inszeniert wird.

Der grösste Reklamefeldzug, welcher uns je vor Augen gekommen ist, wurde von unserer italienischen Filiale im Zusammenhang mit der Milaner Messe ins Leben gerufen. Näheres über dieses fabelhafte Stück Arbeit finden Sie in einem anderen Teil dieser Ausgabe und in den hiesigen Filmfachzeitschriften. Wir möchten an dieser Stelle unserer grossen Freude darüber Ausdruck verleihen, dass die Mitglieder unserer Weltorganisation immer wieder beweisen, welch hervorragendes Können unter dem Paramountbanner versammelt ist. Eine der bedeutendsten Produktionen von internationalem Einschlag ist, laut Nachrichten aus dem Hollywood Atelier, "The General Died at Dawn." Die Hauptdarsteller dieses Filmes, Gary Cooper und Madeleine Carroll, be-

(Continued on Page 14)

## AS GRANDES NOTÍCIAS DO MEZ

Curioso é o facto de que mal fazemos uma observação com referencia a nossos Concurso Internacional, logo parece que se reunem os fados, afim de que a dada observação nos surja pela inversa. Observámos, no mez passado, que nenhuma das divisões contestantes havia conseguido manter-se no cimo, como vencedora da quota respectiva, por mais de um mez. Pois, mal havíamos feito aquella observação, e eis que o Japão, auxiliado pela China e pelas Philippinas, mantem o chefe de Divisão Tom D. Cochrane no seu logar de destaque pelo segundo mez a dentro. O que dissemos a 1 de Maio estava certo, mas logo os fados mudaram a ordem das coisas. Resta-nos agora ver qual dos contestantes estará na dianteira a 1 de Junho e quem, estando á frente a 30 desse mez, sahirá vencedor.

—Os leitores encontrarão nestas paginas um grande numero de noticias sobre o nosso novo programma. A Comissão de Producção de que tratamos no numero anterior tem estado trabalhando com grande esforço afim de completar o maior de quantos programas já teve a Paramount. Ao escrevermos estas linhas, Mr. Aloph Zukor está empenhado na herculea tarefa, nos Estudios, de manter o grau de actividade na filmação de trabalhos realmente grandiosos.

—“The Moon's Our Home” (“Vivendo na Lua”) foi muito bem recebida pela critica jornalística, na sua estreia, em Nova York.

—“Desejo,” o ultimo filme de Marlene Dietrich, tem obtido grande exito em todos os paizes. Esse facto, que elevou a sua protagonista a tão alto renome, tem para nós maior significação, pois sabemos que Marlene fara tres outras produções pa-

## GEWELDIG PARAMOUNT NIEUWS

Het is een welbekende gril van het noodlot om ons iets pertinent te laten beweren en dan precies het tegenovergestelde te laten gebeuren. Verleden maand verklaarden wij, dat sedert het begin van het concours, geen enkele divisie, tweemaal de leiding had en ziedaar: Japan laat ons een figuur slaan, door met medewerking van China en de Philippijnen, de divisie van den Heer Tom D. Cochrane voor den tweeden, achtereenvolgenden keer de leiding te geven. Dat wil zeggen, op 1 Mei stond zijn Divisie aan het hoofd. Thans volgen nog slechts twee staatjes, nl. op 1 Juni en op 30 Juni. Wie dan de leiding heeft, is absoluut en positief de winner van het concours.

Wij hebben in dit nummer eenige extra ruimte besteed aan het bespreken van het Paramount product voor het komende speelseizoen. Het Paramount Productie Comité heeft koortsachtig gewerkt aan het werkplan voor de serie geweldige Paramount films, die in het komende jaar vervaardigd zullen worden. Bij het ter perse gaan van dit nummer heeft de Heer Zukor zijn schouders gezet onder de schier onmogelijketaak om het tempo der productie van een reeks schitterende films te versnellen.

“The Moon's Our Home,” vond een buitengewoon gunstig onthaal bij de New Yorksche pers, gedurende den draaiduur van de film in het Paramount Theatre.

“Desire” oogst uitbundig succes in alle landen. Deze rolprent heeft zeer



### HOLLAND LOVES POPEYE

Manager C. Peereboom likes the word “Popeye-larity” in connection with our famous cartoon character and sent us the above rollicking cartoon to prove how popular Mr. Popeye is in Holland. The cartoon was done by a film fan in several colors and covered with cellophane for protection. It was sent to Mr. Peereboom as the anonymous fan's testimony to the popularity in Holland of Popeye and Paramount. And you don't have to understand the language of the Netherlands to know the message the cartoon conveys.

ra a Paramount, uma das quaes será dirigida por Ernst Lubitsch.

—Uma das mais intensas campanhas de propaganda de que já tivemos noticia, foi a que desenvolveu a Divisão Italiana na Feira Commercial de Milão. Reproduzimos neste

zeker Marlene Dietrich op het hoogste niveau van roem geplaatst een feit des te belangrijker daar de vermaarde actrice nog drie films voor Paramount zal maken, waarvan een te regisseeren door Ernst Lubitsch en een door Frank Lloyd.

Een der meest omvangrijke exploitatie campagnes in onze herinnering, was de Italiaansche, gehouden in verband met de Jaarmarkt, te Milaan. In dit nummer publiceeren wij er eenige afbeeldingen van en voor verder bizonderheden verwijzen wij U naar de vakbladen, waarin wij met nadere details en afbeeldingen over deze campagne verschijnen. In deze regelen wenschen wij evenwel met trots te constateeren, dat er toch nog Paramount showmen in de wereld zijn.

“The General Died At Dawn” is volgens een verklaring van de productie afdeling een der fraaiste internationale films ooit vervaardigd. Gary Cooper en Madeleine Carroll, de hoofdrolspelers vereischen geen nadere introductie. Lewis Milestone, de regisseur van een serie onvergetelijke films, heeft er een monumentaal schouwspel van gemaakt, terwijl wij zoojuist bericht ontvingen, dat de bekende componistdirigent, Werner Janssen, er speciale muziek voor zal schrijven.

Hebt ge onder 't lezen van dit nieuws onwillekeurig gedacht aan de prijzen, die den winnaars van het concours wachten? Iedereen kan een extraatje gebruiken. Zorgt dan, dat althans een gedeelte der geldprijzen in Uw zak terecht komt.

## STORARTADE PARAMOUNTNYHETER

En av de saker, som ofta händer till oss vanliga dödliga är, att när vi slå vad om något, tvåra motsatsen inträffar. Till exempel detta: förra månaden påstodo vi, att ingen division hade varit den ledande mer en en enda gång i taget. Samma dag, som vi skrevo detta och tryckt det, funno vi till vår förvåning, att vi misstagit oss: Japan, Kina och Phillipinerna ha alla hjälpt att få Tom D. Cochrane i främsta ledet för andra gången i följd. Hans division är i täten, precis som den var den första maj. Allt vi vänta på nu är att finna ut, vem som kommer i främsta ledet den första och den trettonde juni. Den, som vinner på dessa två förutnämnda dagar, kommer att bli den slutliga vinnaren.

Vi ha givit ett flertal sidor i detta häfte till en detaljerad beskrivning på de filmer, som nu göras i Paramounts ateljé. Den staff, vars olika medlemsnamn vi nämnde förra månaden, och som står för inspelningarna, arbetar nu med övermänniskliga krafter för att göra de finaste Paramountfilmer, som någonsin gjorts: och just i detta ögonblick ger Mr. Adolph Zukor varje timma till det oerhörda arbete, som fodras att sätta i gång det storartade maskineri, som är nödvändigt för en rad av underbara filmer gjorda så gott som på en gång.

“Månen är vårt hem” har fått finfin kritik i alla tidningar här och spelade för fulla hus på Paramountteatern i New York.

“Desire” är fortfarande en av de mest populära filmerna i alla land. Denna film har flyttat Marlene Dietrich till höjden av stjärnhimlen igen. Och därför är det av oerhört intresse, att hon skall göra åtminstone tre mer filmer för Paramount. En av dem skall personligen göras av Ernst Lubitsch och en av Frank Lloyd.

En av de mest storartade exploitationsaker vi sett, åtminstone så långt som vi kunna minnas, var gjort av den italienska avdelningen i samband med den stora utställningen i Milano. Vi framvisa några saker i samband med detta storartade arbete i detta häfte och komma att visa andra detaljer i somliga av de stora film-trade journalerna. Vi vilja härmed statera det faktum, att vi äro oerhört stolta över våra Paramountledare, som visa oss och världen, vad de verkligen kunna åstadkomma.

numero alguns dos anuncios ali usados e outros serão estampados nas revistas cinematographicas americanas. Deixamos aqui os nossos louvores á Divisão italiana e desejamos venha o seu gesto servir de incentivo a outros chefes de territorio, noutros paizes.

Segundo noticias recibidas do Estudio, a filme “The General Died at Dawn” é uma produção de grande valor internacional. Gary Cooper e Madeleine Carroll são as figuras principaes do filme, que foi dirigido por Lewis Milestone. A musica do entreocho, tambem de sabor internacional, foi escripta Werner Janssen, mestre de banda e conhecedor das musicas de muitos paizes.

—Mais uma vez chamamos a atenção dos interessados para os gordos e mui appeteciveis premios do nosso Concurso Internacional. Os tempos estão melhorando, mas, seja qual for a bonança que exista nos paizes da nossa organização estrangeira, um premio a mais não fará mal a ninguem.

“The General Died at Dawn” säges vara en av de mest storartade internationella filmer, som någonsin gjorts. Gary Cooper och Madeleine Carroll, som spela stjärnrollerna, behöva ej ens beskrivas. Lewis Milestone sköter megafonen, och han har ju gjort många underbara filmer, som vi alla veta. Naturligtvis förstå ni alla också, att tack vare ämnet, denna film kommer att bli en storfilm. Och just nu kom budet, att den välkända dirigenten, Werner Janssen, som bland annat nyligen fick Sibeliusmedaljen, har skrivit kontrakt att göra musiken för denna film.

Ni har väl inte glömt dessa underbara priser, som komma att utdelas till de lyckliga vinnarna i den stora internationella Prosperitytävlan, som just nu pågår? Under denna härliga årtid är det ju så mycket vi alla önska att köpa, särskildt med de pengar, som kommer så där som en oväntad vinst till de lyckliga pristagarna i denna tävlan.

## GRANDES NOUVELLES PARAMOUNT

(Continued from Page 13)

monde. Ce film a certainement porté Marlene Dietrich au zénith des étoiles et cela ajoute de l'importance à la nouvelle qu'elle va jouer dans trois autres films de Paramount, dont l'un sera dirigé par Ernst Lubitsch et un par Frank Lloyd.

Une des plus grandes campagnes d'exploitation que nous puissions nous rappeler est celle de notre division italienne à l'occasion de la fameuse Foire de Milan. Nous vous offrons quelques aspects de cette grande réalisation dans ce présent numéro et passerons la reste dans des publications techniques de la cinématographie. Nous désirons cependant exprimer ici notre fierté du fait qu'il y a encore des impresarios Paramount à l'oeuvre dans ce monde.

“The General Died At Dawn” passe au studio pour le meilleure production internationale jamais exécutée. Gary Cooper et Madeleine Carroll, les deux étoiles, n'ont pas besoin d'être présentés. Lewis Milestone est le metteur en scène et il a produit des épiques inoubliables. L'envergure de ce film le place définitivement dans la classe spectaculaire. Et maintenant on nous informe que Werner Janssen, chef d'orchestra universellement connu, a été choisi pour écrire la musique spéciale du film.

Avez-vous arrêté votre pensée pendant ces dernier instants aux prix désirables que recevront les gagants de ce Grand Concours International de la Prospérité qu'est le nôtre? Il doit y avoir à ce moment de l'année tant de choses merveilleuses que vous pourriez vous acheter avec cet argent qui peut, et probablement sera, votre part du prix.

## DIE NEUESTEN PARAMOUNT NACHRICHTEN

(Continued from Page 13)

dürfen weiter keiner Einführung. Lewis Milestone, dem Regisseur, verdanken wir schon manchen unvergesslichen Spitzenfilm; und die sensationellen Aufnahmen dieses Filmes räumen ihm einen führenden Platz in derjenigen Kategorie von Filmen ein, die dem Theaterbesucher zum unvergesslichen Erlebnis werden. Und um allem die Krone aufzusetzen wird, wie wir soeben hören, der bekannte Dirigent Werner Janssen die Begleitmusik komponieren.

**THE BLUE RIBBON BUNCH**  
(By Reg Kelly)

Sydney, April 25.

The stage is set for the auspicious opening of "The Trail of the Lonesome Pine" at the Prince Edward Theatre, Sydney, on May 2. Everyone is unanimous that the picture is one of the finest pieces of theatrical property ever handled since Sound, and a great season is expected at Sydney's Ace Long-Run house and the subsequent releases.

A great campaign has been put behind the Sydney opening with special emphasis on the color angle. Last week a special preview was held for the Press, and for the first time in the writer's experience the Sydney journalists stood up and applauded the picture. There is no doubt that this picture will receive Press notices unprecedented in the history of the business.

James L. Thornley, General Manager of Paramount's Capitol Theatre, Melbourne, who sailed April 29 on the Mariposa for U.S.A. and England, is particularly enthusiastic regarding the possibilities at the box-office of "The Trail of the Lonesome Pine." Before leaving his desk on four months' leave of absence to visit his aged parents in England, he has lined up with Mr. Kennebeck a schedule of releases for the Capitol Theatre which will keep the cash registers in the box-offices of that house busy during his absence.

With Publicity Manager Eric Wahlquist, Mr. Thornley has outlined a campaign for "The Trail of the Lonesome Pine" which will no doubt make history in motion picture showmanship in Melbourne.

As an answer to Sales Manager Hurworth's call for more action in the Paramount Prosperity Contest, every Branch, for the week ending April 25th, recorded an increase on its individual Quota standing. This is perhaps the first time that every Branch has participated in an increase of percentages.

A great tussle is being waged for first place. Stan Craig and his New Zealanders, who forged to the front several weeks ago, are still holding that position but are being closely pressed by Melbourne, and Perth, who are just a few decimal points behind the leaders. Brisbane, too, is handy, and there is no doubt that before the final numbers go up there will be an interesting fight for leadership.

Reg. Felton is now handling the job of Publicity and Exploitation in New Zealand and put over a great radio hook-up when he arranged with the New Zealand Government stations to broadcast excerpts from "Rose of the Rancho" over a four-station network. Incidentally, this is the first time in New Zealand that the Government stations, which operate on a strictly non-advertising policy, have given a play to any motion picture.

Wilson Milligan, of the New South Wales Ad Sales Department, has made the grade in aviation and now holds an "A" Pilot certificate. Opening simultaneously at the Civic and Cameo Theatres, Sydney, Harold Lloyd's "The Milky Way" gave Easter holiday crowds the laugh of a lifetime. At both houses, many records went by the board with the result that the picture has been held over for a further two weeks at the Cameo Theatre.

(Continued Bottom of Column 4)



**WELCOMING ERNST LUBITSCH TO WARSAW**

When Paramount's beloved director and his wife arrived in Poland on their recent trip through Europe they were met by a grand welcoming committee at Warsaw airport. Later on, as shown in the above picture, Mr. and Mrs. Lubitsch met an even more representative committee of cheer at the Paramount office in Warsaw. In the picture, shown from left to right, are: Miss M. Kornblum, Miss M. Szlenkier, Mr. L. Goldfluss, Mr. H. Peznanski (owner of Rialto Theatre), Salesman K. S. Poplawski, Mr. H. Patron (owner of Stylowy Theatre), Mr. R. Ordynski, President of the Polish Council of Film Producers; Mrs. Lubitsch, Ernest Lubitsch, Manager M. Czaban, Salesman S. Daniel, Mr. S. Gindleritz, Salesman M. Silberstein, Mr. G. Lejman (owner of the Apollo Theatre).



**A ROMAN GREETING TO TRAVELLING LEGIONNAIRES**

Recently when Messrs. Fred W. Lange, Frank Farley and Peter Dixon went from Paris to Rome, a party of Paramounteers from the Rome Head office met them at the railroad station. Here are all of the Paramounteers concerned (with the exception of Frank Farley, who paid the absentee penalty of being photographer). They are, left to right:—Messrs. P. Pandolfi (Rome Branch Manager), Americo Aboaf (Managing Director for Italy), Fred W. Lange (Administrateur Delegue), C. Dixon, G. Della Fornace (General Sales Manager), Miss E. Tagliacozzo, Messrs. M. Francis, P. L. Melani and Godwin Spani (Director of Publicity).

**SCIENTIFIC EXPLOITATION BOOMING IN ENGLAND**

(Continued from Page 12)

Paramount picture obtained no little value from their advertising announcements where were made nationally.

Branching from this each town—where Paramount were represented theatrically — was given a plan of campaign and the results of the individual efforts are well summed up in the following details given in respect of each situation.

**MANCHESTER**

Prior to its three weeks' run at the Paramount Theatre, Manager H. Murray arranged a special children's matinee, which was held on the Saturday morning and was sponsored by Miss Eleanor Dunbar-Hall, well known novelist and local celebrity. On the same day the theatre Milk Bar was officially opened by a civic dignitary. Over 3,000 children, members of the "Daily Dispatch" Jenkock Club attended the theatre, payment of an egg being the charge for

admission. Provender so collected was presented to the local hospital. Miss Dunbar's association with the venture resulted in extensive local press publicity.

By arrangement with a large Milk Distributor, over one-and-a-half million milk bottle tops carried on advertisement of THE MILKY WAY 800,000 were distributed a fortnight before the film's arrival, 400,000 the week preceding and the same number on its current run.

Lewis's Departmental store, the largest in the North country, opened a special Milk Bar to tie-in with the picture and this was used during its three weeks' run by over 31,000 people. Over fifty shops carried special MILKY WAY displays.

For four football games at the Manchester United ground—one of the leading teams of this country—a banner advertising the film was carried. This was seen by a min-

**A BLUE RIBBON BLAST**

The fighting spirit of John E. Kennebeck's Australian and New Zealand contingent is rather punchfully summed up in the following excerpt from one of his letters:

"We have eight crucial weeks remaining (this was written April 27th), and Bill Hurworth and I are doing everything short of military commands to get in every pound of business that we possibly can before the end of June."

Then, of course, we received the cable about the sensational success of "The Trail of the Lonesome Pine" at the Melbourne Capitol.

imum of 140,000 people.

During the picture's run over 200 cars and market floats operated by a local milk company, carried posters advertising the picture, and round its neck, each horse carried a special cut-out in the shape of a shield, bearing the words "Always first . . . follow me to THE MILKY WAY to Health at the Paramount Theatre." In addition, of course, the theatre foyer and staff were suitably dressed to tie-in with the picture.

**GLASGOW**

In this town Mr. Charles Young estimates that in press space alone, 1,200 single column inches were obtained through the stunts devised.

The "Glasgow Evening News" ran a competition in conjunction with the picture. This competition was opened in the editorial column four days before the film's opening.

Likewise the Scottish "Daily Express" ran a special MILKY WAY competition for their children's club and this tied-in with a visit to the theatre of several thousand juniors. By arrangement with the Scottish Milk Marketing Board, a Milk Bar was installed in the theatre and officially opened by Thomas Johnston, local M.P. This gave prominent press publicity.

Local Milk Distributors carried bold ads of THE MILKY WAY on all their lorries, horse and hand trucks. Likewise the tops of bottles delivered to their thousands of customers each day for a week in advance and during the week's run of the film. Again the local football ground was used to display enormous banners. Composite pages were run in the daily papers and for the competitions previously mentioned, Contents Bills were distributed lavishly. In addition, all important stores displayed bold advertising material and the

(Continued on Page 16)

(Continued from First Column.)

Without a single exception, Sydney journalists praised the picture to the very limit and there is no doubt that "The Milky Way" will strengthen Australasia's position in the Foreign Legion Quota Drive.

Members of the Staff of Head Office and New South Wales Branch are working assiduously for the Paramount "Desire" Ball which will be held in June to augment the funds of the Motion Picture Benevolent Society. Incidentally, the Ball will be a great boost for the release of "Desire" which has been booked to follow "The Trail of the Lonesome Pine" at the Sydney Prince Edward Theatre.

## "LONESOME PINE" IS SMASHING AUSSIE RECORDS

It was a thrill for James J. Thornley, Melbourne Capitol's general manager, to receive while he was in New York a cable from Managing Director John E. Kennebeck which said, among other things:

"LONESOME PINE" BEATING "BENGAL LANCER'S" RECORD AT MELBOURNE CAPITOL.

## SCIENTIFIC EXPLOITATION

(Continued from Page 15)

theatre foyer and staff were dressed appropriately.

### NEWCASTLE

For Newcastle Mr. George Sadler cashed in on a special Milk Week arranged by the local authorities. For this event's opening a mammoth procession was organised, employing hundreds of vans and thousands of marchers dressed as milkmen and heading the procession was Paramount's own entry consisting of enormous Harold Lloyd cut-outs and banners mounted on a motor van.

Advertisements on milk bottle tops were distributed to the tune of 750,000. 250 milk delivery vans were suitably inscribed to draw attention to the local Paramount attraction. Composite pages in the two leading dailies were features of the campaign, including prominent window displays and a suitably dressed foyer.

### LIVERPOOL

Mr. T. Reddin of Liverpool ran as his keynote an eight-page special supplement featuring THE MILKY WAY in the Liverpool "Evening Express," the leading paper of the district which has a circulation of over 250,000. Accompanying this, thou-

## ARGENTINE THEATRE BUILDS GRAND LOBBY DISPLAY

One of the most striking lobby displays we have seen in ever so many months came about as the direct result of grand work by our manager in Argentina. This man is Romeo Bianchi, and he certainly has fine showmanship sense. His lobby display materialized at the Cine Monumental, Rosario, and was for the Paramount Wanger film, "Shanghai." As you will see, the entire lobby was turned into a street scene in Shanghai, and the exhibitors, Gutierrez and Co., were mighty pleased with the box-office result.



sands of Contents Bills were distributed throughout the city. A Milk Bar was also featured in the theatre and opened by the Ex-Lord Mayor of Liverpool. Likewise thousands of milk bottle tops told Paramount's story of THE MILKY WAY. A special trailer, paid for by prominent local advertisers was exploited on the Paramount Theatre screen.

### CARDIFF

Milk Bars were also a prominent feature of Manager Guthrie's campaign in Cardiff. Prominent window displays in leading stores were arranged—Messrs. Woolworth's display meriting special mention. This store also had a Milk Bar.

For the two weeks of the Welsh Industries Fair, one of the most prominent attractions of South Wales, enormous show cards were shown in many towns. In Cafes suitable messages were printed on the Menus.

### LEEDS

Again in Leeds, Manager Harris

centred his campaign on a country-wide circulation of suitable slips placed on milk bottles. It is estimated that over 500,000 consumers were reached in this way. Dairy shops, delivery vans and milkmen were all used as publicity mediums.

In addition a Milk Bar was installed in the theatre.

### BIRMINGHAM

For Birmingham, one of our leading provincial centres, Mr. O'Connor ran special composite pages in the local papers and thousands of hand bills tied up with local food manufacturers were distributed. In addition 750,000 tops of milk bottles invited householders to see Harold Lloyd. Likewise 250 vans on their daily deliveries throughout the area carried suitable messages. The theatre staff were suitably dressed to impersonate Harold Lloyd in the film and large stores cooperated.

It is difficult to gauge in terms of actual money the value of the cam-

## RAPOPORT MAKING CUBA PARAMOUNT CONSCIOUS

(Continued from Page 9)

dressed as Harold Lloyd leading cows around the main streets.

And then there was another stunt of major importance that he engineered in conjunction with a Government owned paper, "Comunicaciones," which circulates to every government employee in the republic. By arrangement he was allowed to bind right into the centre of this magazine another publication of eight pages entitled "El Paramount Caribe." This smaller magazine was chock full of Paramount information and each issue carries its own Paramount cover. Furthermore, Paramount is supplied with 350 copies additionally. These are bound and distributed in those places where their information can do the most good.

paigned put over throughout the country, but there is no doubt that for a nominal figure of well under one hundred pounds, which was spent on over-printing programmes and slips, the value to Paramount ran well into the five figure mark.

The tieups so arranged were, of course, in addition to our regular paid publicity in the way of display posters, press ads and the like.

At its best exploitation in this country is a difficult proposition, due mainly to the conservative and retiring disposition of its people and I think Paramount Theatre Managers, Messrs. St. John and Holderness, may well be proud of their efforts.

I would impress upon you the fact that these campaigns were run for first provincial runs of the picture, and that those hundreds of exhibitors running it subsequently will embark on similar schemes, the ideas for which have been supplied them in the Paramount Press Campaign Book.

## THE FOREIGN LEGION'S JULY BIRTHDATES

Send Congratulations to Those Having the Same Anniversary as You!

- |                                     |                                 |                                 |                                |                                    |
|-------------------------------------|---------------------------------|---------------------------------|--------------------------------|------------------------------------|
| 1 Mr. J. Hanikenne...Bruxelles      | Miss Johnston...Birmingham      | 14 Miss M. Bless...Berlin       | Mr. H. Uehira...Tokyo          | 25 Mr. G. Silvestre...Toulouse     |
| Mr. P. B. Ruiz...Bilboa             | Miss Campbell...Cardiff         | Miss V. Nobili...Milan          | Mr. L. Coll...Barcelona        | Mr. C. Kinoshita...Korea           |
| Mr. H. Sullivan...London            | 8 E. Rosenhlum...Warsaw         | Mr. H. Hastie...Melbourne       | Mr. A. F. Gomez...Seville      | Moehamad Yasin bin Raenan, Batavia |
| Mr. T. L. Richards...Sydney         | Mr. R. Lacombrade...Paris       | Miss Crittall...London          | Miss Boyce...London            | Mr. White...London                 |
| Miss S. Sheehan...Melbourne         | Mr. H. Lindner...Berlin         | Mr. Howell...London             | Miss Carter...London           | Mr. N. Kearsay...London            |
| Mr. D. Samuel...Melbourne           | Mr. H. Cheli...Botucatu         | Mr. Ely...London                | Mr. H. Quaif...London          | Miss A. Carr...Liverpool           |
| Mr. Alam...London                   | Miss E. Gallini...B. Aires      | Miss D. Jones...Leeds           | Miss Edwards...London          | Miss Lane...Cardiff                |
| Miss I. Barker...Leeds              | Mr. Ward...London               | 15 Mr. M. Mezziane...Algiers    | Mrs. A. McQuire...Glasgow      | D. McConkey...Cardiff              |
| 2 Mrs. E. Ottenburg-Best...Basel    | Mr. R. Fonmarty...Bordeaux      | Mr. C. Andreoli...Basel         | Miss Stanton...Birmingham      |                                    |
| Miss A. Lewis...Melbourne           | Mrs. Waters...London            | Mr. A. Converso...Turin         |                                |                                    |
| Miss Hagley...London                | Miss Richards...London          | Mr. G. Cowan...Glasgow          | 20 T. Roller...Bucarest        | 26 Miss C. S. Rambo...Madrid       |
| Miss Woodbridge...London            | K. Solzman-Roger...Bucarest     | Mr. H. Marshall...Leeds         | Miss Brown...London            | Miss Moss...London                 |
| Mr. W. Henderson...London           | Mrs. J. Vincent...Lyon          | Mrs. N. Pitchford...Liverpool   | Miss Robinson...London         | Mr. D. S. Lloyd...London           |
| M. Samuel...Cardiff                 | E. Sutton...Newcastle           | Mr. S. Lanari...Rosario         | Mr. J. Ortiz...San Juan        | E. Brookes...Cardiff               |
| 3 Mr. G. Malbecq...Bruxelles        | Miss E. Barras...Sydney         | Miss Cole...London              | Mr. A. Viglione...B. Aires     | 27 Mr. R. Powers...Home Office     |
| Miss C. Wessolowski...Berlin        | Mr. L. Channanvitaya, Singapore | Mr. P. Hulme...Leeds            | Mr. J. Colomer...Rosario       | E. Denes...Budapest                |
| Miss Thompson...London              | Miss G. Goyer...Paris           | Miss D. Ball...Leeds            | Mr. E. Solomon...Melbourne     | Mr. I. C. Oes...Copenhagen         |
| Miss S. Grubb...Glasgow             | 11 Mr. I. Gonzalez...Cristobal  | Miss A. Thompson...Leeds        | Mr. Beaumont...Leeds           | Mr. G. de Torquat...Lille          |
| Mr. A. Geddo...Cruzeiro             | Mr. H. H. Ronge...Berlin        | 16 V. Levy...Cristobal          | Miss Nutchey...Liverpool       | Mr. E. Graves...Lille              |
| Mr. C. E. Gatward...Sydney          | Miss Cross...London             | Mr. K. Lund...Copenhagen        | 21 Mr. A. Tiggegan...Amsterdam | Mr. F. Richardson...London         |
| Miss J. Rosevear...Perth            | Mr. F. Bartlett...London        | Mrs. M. Franqueville...Paris    | Mr. R. Pelissier...Paris       | Miss K. Mahon...Leeds              |
| Mr. Barnhy...London                 | Mr. J. C. Edwards...Melbourne   | Mrs. G. Phillipin...Bruxelles   | Mr. H. Klarsfeld...Paris       | Mr. S. A. Goldman...London         |
| Mr. Fyffe...London                  | Mr. Gordon...London             | Mr. T. Ise...Tokyo              | Mr. A. Choubat...Paris         | Mr. R. Purvis...London             |
| Mr. Pye...Newcastle                 | Miss Barnfather...Newcastle     | Mr. J. Ferrando...Valencia      | Mr. M. Diaz...Madrid           | Mr. Poat...London                  |
| Mr. Guthrie...Cardiff               | Miss G. M. Pitt...Leeds         | Mr. E. Paulun...Berlin          | Miss E. Schmidt...Berlin       | Mr. Cook...London                  |
| 4 Mr. G. Maydaganz...Havana         | Mr. F. Marin...Prague           | Mr. P. Spolaore...Bologna       | Miss Hazlehurst...London       | 28 Mr. M. Woitequand...Paris       |
| Mr. R. Pruvot...Reims               | M. Koudejkova...Havana          | Mr. J. Robertson...Liverpool    | Mr. V. Frier...London          | Mr. J. Sprengers...Bruxelles       |
| Mr. Beverton...London               | Mr. P. Dreyfus...Reims          | Mr. F. Yates...Liverpool        | Mr. H. T. Pike...Sydney        | Miss G. J. Fryer...Melbourne       |
| Mr. W. Bray...Leeds                 | Mr. H. Lienau...Marselles       | Miss M. Lezie...Lille           | Mr. Constantine...London       | Mr. M. D. Nally...Melbourne        |
| D. Hall...Cardiff                   | Miss C. Martins...Lishon        | Mr. J. E. Carroll...Sydney      | Mr. Colburn...London           | Mr. H. N. Beer...Batavia           |
| 5 Mr. G. Allenet...Paris            | Miss G. Pecchiar...Trieste      | Miss Ottone...London            | Mr. Meadows...London           | Mr. Parrington...London            |
| Mr. Dawson...London                 | Mr. J. O'Connor...London        | Mr. Lamb...London               | Mr. M. Meier...London          | Miss M. Stockdale...Leeds          |
| Mr. W. Ainger...Leeds               | Mr. A. Miller...Glasgow         | 17 Mr. P. Thiollet...Lille      | Mr. D. McCormish...Glasgow     | 29 Mrs. R. Odent...Lille           |
| 6 Mr. G. Allard...Paris             | Mr. Merton...London             | Miss A. Durr...Basel            | B. Parry...Cardiff             | Mr. Leather...Manchester           |
| Mr. E. LaForest...Paris             | Mr. Naylor...Manchester         | Mr. V. B. Daras...Valencia      | 22 J. Psarudis...Bucarest      | Miss Wilson...Newcastle            |
| Mr. E. Micheroux de Dillon, Trieste | Mr. H. Rigby...Leeds            | Miss L. Sawodny...Berlin        | Miss G. Dreyfus...Paris        | D. Sleep...Cardiff                 |
| Mr. A. Fanetti...Buenos Aires       | 13 Miss Y. Labbe...Paris        | Miss Thaine...London            | Mr. J. Baur...Strasbourg       | 30 Mr. N. Kohn...Home Office       |
| Koh Giok Hoen...Batavia             | Mr. A. Meynard...Bordeaux       | 18 Mr. H. Charlot...Reims       | Mr. Hall...London              | Mr. F. Colin...Reims               |
| Mr. N. Byers...Manchester           | Miss G. Caprani...Rome          | Mr. G. Maxes...Paris            | Mr. Harland...Newcastle        | Mrs. M. Dillen...Bruxelles         |
| Miss Randall...Birmingham           | Mr. J. Sintas...B. Aires        | Mrs. M. Mayeur...Bruxelles      | Mr. Purvis...Newcastle         | O. Ronnfeld...Frankfort            |
| 7 Mr. A. Neuman...Paris             | Mr. J. Cosa...Cordoba           | Mr. H. Baumrueck...Frankfort    | Mr. T. Webb, Sr...Liverpool    | Mr. R. D. Parry...London           |
| Mr. A. Abella...Madrid              | Miss B. Carroll...Melbourne     | Mrs. L. Cain...Leeds            | 23 C. Classen...Berlin         | J. Todhunter...Newcastle           |
| Mr. O. Rocha...Rio de Janiero       | Mr. A. Breton...London          | J. Cowen...Newcastle            | L. Goldfuss...Warsaw           | R. McAlister...Newcastle           |
| Mr. Powell...London                 | Mr. Herriott...London           | Miss Bentley...London           | Mrs. I. Ducoin...Reims         | Miss White...London                |
| Miss Durrant...London               | Miss Taylor...London            | Mr. G. Wilson...London          | Mr. R. Dumont...Paris          | Mr. Thompson...Newcastle           |
| Mr. Jones...London                  | Mr. J. Brawley...Glasgow        | Mrs. Simons...Manchester        | Mr. M. Faraud...Cairo          | 31 Mr. L. Hirzer...Bruxelles       |
| Mr. W. Snell...Glasgow              | Mr. T. Lister...Manchester      | Miss Lisle...Newcastle          | Mr. U. Scotti...Rome           | Mr. T. Perez...Barcelona           |
| Mr. A. Salmon...Manchester          | Miss Bairstow...Newcastle       | Mr. E. Metcalf...Leeds          | Mr. E. Chipp...London          | Miss N. Thomas...Cardiff           |
| Mr. A. Foulkes...Manchester         | Miss F. Lythe...Leeds           | Miss Hughes...Birmingham        | Mr. R. S. Cartledge, Melbourne | Mr. F. A. Smith...Melbourne        |
|                                     | Miss M. Sephton...Liverpool     | 19 Mr. O. McClave...Home Office | Mr. C. O'Doherty...Liverpool   | Miss Tiller...London               |

 *Paramount's* **INTERNATIONAL NEWS** Vol. 3 No. 7 July First, 1936



Americo Aboaf

*The Leader* **1<sup>st</sup>**

*as of*

1936		JUNE					1936
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30					

**Next Month's Issue Will Have The Prize Winning Story**

# ABOAF LIFTS ITALY TO LEAD!

## THE DIVISIONS

FIRST, and the New Leader, is Americo Aboaf, vaulting to that spot from a Second of last month. SECOND is Tom Cochrane, who has switched places with Italy's leader. THIRD is Henri Klarsfeld, continuing his wooing of Number Three, FOURTH is John L. Day, Jr., newest member of the Over-Quota Club, relinquishing his Sixth of last month for the lower number.

Fifth, again, is John Kennebeck, topper of those nearing quota. Sixth is Carl P. York, Seventh is John Cecil Graham, topping his Eighth of last month by a point. M. J. Messeri switched with the Bulldog Leader. Gus. J. Schaefer still prefers Ninth. And Benito del Villar again exercises his penchant for Tenth. A similar failing for Eleventh is attributable to Charles Ballance. But A. L. Pratchett's new amour is Twelfth rather than Fourteenth, for which we don't blame him. John B. Nathan's espousal of Thirteenth is his own concern. As is also Jerome P. Sussman's preference of Fourteenth for Twelfth.

NEXT MONTH BRINGS FINAL CHAPTER IN DISPOSAL OF **\$7,500**

## Italy's "Double A" Threat Materializes in Spurt That May Mean Victory

## THE COUNTRIES

ELEVEN of the Countries are over Quota as of June 1st. And this month we see some of the most spectacular switches of the Contest.

SWEDEN is again TOPS. But since ITALY is now New Leader among the Divisions, they accomplished this by soaring to SECOND from Sixth. HUNGARY is back a point to THIRD, but ROUMANIA has advanced one point to FOURTH. CHILE has gone ahead three full points to FIFTH, but JAPAN has relinquished Fourth for SIXTH. Four points back to SEVENTH is PHILIPPINES, while CHINA is likewise back a point to EIGHTH place. NINTH is still the favorite spot of CZECHO-SLOVAKIA, but BRAZIL this month prefers ELEVENTH to Thirteenth.

Topper of those nearing Quota is Austria, which soared magnificently to Twelfth from last month's Twentieth. Jugo-Slavia, however has swapped last month's Eleventh for Thirteenth, Australasia has swapped a nice Twelfth for two higher, but Great Britain hangs gripfully onto Fifteenth. Not so with Germany, which is now Sixteenth rather than Twenty-second of last month. Denmark's Seventeenth is a two-point betterment, but Holland's Eighteenth is a one-point retrogression, as is also Poland's Nineteenth. India's Twentieth is a one-point improvement, but Colombia's Twenty-first moves back five points over last month's spot. Argentine is soaring, going to Twenty-second from four points lower. Spain-Portugal's Twenty-third is not so good as last month's by nine points, but Porto Rico's Twenty-fourth is a one-point gain, as is also Cuba's Twenty-fifth, whilst Norway's Twenty-sixth is a two-point improvement. Peru's Twenty-seventh is status quo, Panama's Twenty-eighth a gain of a point, but Guatemala's Twenty-ninth is less by five points than last month's figure. Mexico stands staunchly by Thirtieth, and Finland and Uruguay remain immobile by Thirty-first and Thirty-second, respectively.

**THE MEN YOU MEET AT Paramount**

1. J. C. Graham, Managing Director  
2. J. C. Graham, Managing Director  
3. J. C. Graham, Managing Director  
4. J. C. Graham, Managing Director  
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28. J. C. Graham, Managing Director  
29. J. C. Graham, Managing Director  
30. J. C. Graham, Managing Director

### INDUSTRY MEETS BRITAIN'S PARAMOUNTEERS

One thing the film exhibitors of England, Scotland, Wales and the Irish Free State are certain of, and that is they know all of the Paramount executives with whom they do business. One fine fashion in which this was accomplished was the publication of the

insert reproduced above. This appeared as a supplement to the weekly film publication of the British Division, "Paramount Service," the issue of May 30. The line says "THE MEN YOU MEET AT PARAMOUNT:"

(1) J. C. Graham, Managing Direc-

tor, (2) Montague Goldman, General Sales Manager, (3) Earl St. John, Director of Theatres, (4) E. Ayres, Director and Secretary, (5) Harold Walker, Asst. General Sales Manager. (6) F. L. C. Thomas, Director of Publicity and Adv., (7) Oswald Cohen, Head Office Sales Rep., (8) C. G. Dickinson, Branch Supervisor, (9) G. P. Byatt, Ad. Sales Dept., London, (10) J. M. Ritchie, Branch Mgr., Dublin, (11) D. Gilpin, Branch Mgr., Leeds, (12) C. Coles, Branch Mgr., Cardiff, (13) N. Wild, Branch Mgr., Manchester, (14) Ben Simmons, District Mgr., (15) Douglas W. Abbey, Branch Mgr., London, (16) I. Collins, Dist. Mgr., (17) T. Ledger, Branch Mgr., Newcastle, (18) J. Hamson, Branch Mgr., Glasgow, (19) H. D. Nisbet, Branch Mgr., Liverpool, (20) J. Corper, Branch Mgr., Birmingham, (21) G. H. Hawkins, Ad. Sales Mgr., (22) E. Harris, Ad. Sales Mgr., Birmingham, (23) W. Saunders, Ad. Sales Dept., Cardiff, (24) M. Fitzsimons, Ad. Sales Dept., Dublin, (25) A. W. Miller, Ad. Sales Dept., Glasgow, (26) W. Craven, Ad. Sales Dept., Leeds, (27) F. McDowell, Ad. Sales Dept., Liverpool, (28) H. Class, Ad. Sales Dept., Manches-

## A BOX-OFFICE REPEATER!

### "THE TRAIL OF THE LONESOME PINE"

Paramount's Big Technicolor Smash Is Going Big Guns on Its Second Tour Around the Country. The Rialto Theatre in Chattanooga reports a return of "Trail" grossing 75% above the house average for four days. Knoxville's Riviera reports second run of "Trail" as 32% above average. At Akron's Palace "Trail" equalled average of first run pictures. So get in on the gravy train, boys, use "Trail" to battle the old hot weather slump!

"Trail" has hit its jumping down here in Australia doing fine work at Paramount's Capital Theatre Melbourne and a minimum of four weeks at the Prince Edward in Sydney

SYLVIA SIDNEY • FRED MacMURRAY • HENRY FONDA  
"THE TRAIL OF THE LONESOME PINE"  
with FRED STONE • NICKIE BRUCE • BILLYAN BONDI • ROBERT BARNEY • SPARKY McBRAND • FEZZY WRIGHT. Edited by Gordon in the Boulevard. A Walter Wanger Production. All rights reserved. Distributed by Famous Players-Lasker Corporation.

Note the prominence given Australia's achievement with "Trail of the Lonesome Pine" in this full page advertisement in America's trade papers.

ter, (29) J. Todhunter, Ad. Sales Dept., Newcastle.



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. 3 July, 1936 No. 7

**SUMMARY**

As you can well imagine, this page has been reedited from its customary appearance to carry the magnificent news told here beside this column. Many subjects, meritorious to the highest degree, had been expatiated on at length: now they must become mere mentions . . . There was first of all the news of Mr. Hicks' return from his series of inspiring conventions, with many words of praise on our Legion Leader's part for the fine spirit he found everywhere displayed, and with his thanks for the innumerable kindnesses shown him. . . And Italy's accession to the lead of the Contest, as of June First, was not without a mention which included the best superlatives at our command for such a grand showing. . . Also editorially mentioned was Tibor Rombauer, manager of the Brazil organization, John L. Day's tireless first lieutenant in that territory, for his grand leadership in bringing Brazil up to fourth place from sixth . . . We also found it fitting and expedient to dwell on the subject of cameras, since Cuba manager Jasper D. Rapoport had recently completed a personal survey of his entire territory, taking his trusty kodak with him, and winning enduring goodwill from the scores of exhibitors he photographed for the pages of our Spanish publication. . . Occasion was also taken to welcome into the fold of our many house organs throughout the world the new publication of the British Division, "The Paramgram" . . . Still another editorial dealt with the fact of our expanded edition last month wherein we dealt at length with the new product, and mention was there made that the biggest product news in our history was expected within a few days. We were wrong! It's here now—right in the next column! The news that Mr. Zukor has been re-elected Chairman of the Board of Directors and placed in permanent charge of production in Hollywood; Mr. Barney Balaban has been elected President of the Company. So now we will have Mr. Zukor on the creative job in Hollywood, and Mr. Balaban, who is as close to Mr. Zukor in understanding, in sympathy and in affection, as it is possible for any man to be, will direct the Company as President from New York. . . All of which we feel is the biggest, finest and most enthusiasm-arousing news that we have carried in many a long year.

Mr. Barney Balaban



Mr. Adolph Zukor



**MR. BARNEY BALABAN ELECTED PARAMOUNT PRESIDENT.  
MR. ADOLPH ZUKOR CHAIRMAN OF BOARD OF DIRECTORS  
IN CHARGE OF PRODUCTION**

*Announcements of Profound and Happy Significance  
to All World Paramounteers*

On July 2nd one of the most momentous meetings in all Paramount history produced the following official announcement to the press of the world:

Mr. Barney Balaban was today elected President of Paramount Pictures Inc. Mr. Balaban is President of Balaban & Katz Corporation, and is one of the oldest and largest security holders of Paramount Pictures Inc. Balaban & Katz Corporation is one of the largest and most successful motion picture theatre chains in the world. Mr. Balaban has been associated with Balaban & Katz Corporation since he organized the company in 1908.

In 1926 Balaban & Katz became a subsidiary of Paramount, and Mr. Balaban has been associated with Paramount as head of Balaban & Katz since that time.

In addition to Mr. Balaban's long and varied experience in the motion picture industry he was, between 1921 and 1927, one of the owners of First National Products, a very successful producing company in Hollywood, Calif.

Mr. Adolph Zukor, founder of Paramount, was re-elected Chairman of the Board, and will devote his entire time to production in the Hollywood Studio where he has been in charge for the past two months.

Mr. Stanton Griffis remains as Chairman of the Executive Committee.

*Paramount Pictures Inc., issued the following statement:*

"I am very proud and happy at the confidence placed in me by the Board of Directors in electing me to the presidency of the Company. I regard the Paramount organization as one of the finest in the industry and I am confident that with the co-operation and help of the executives and loyal employees throughout the world, Paramount will be able to successfully solve all its problems and go forward steadily in playing a distinguished part in the industry. It is a source of comfort and confidence to find the stockholders and the Board of Directors giving due recognition to the necessity of having experienced men in the industry and from the organization upon the Board and in important positions in the management."

*Mr. Adolph Zukor, Chairman of the Board of Paramount Pictures Inc. issued the following statement:*

"I am very happy over the selection of officers of the Corporation made by the Board of Directors at today's meeting. It augurs well for the future of the Company that the Board has selected as the President of the Company a man who has been so long and intimately associated with the organization and is so well and favorably known within the industry itself.

"I intend to devote the major portion of my time to the production activities of the Company and will continue in active charge over our Hollywood Studio. The problems involved in creating a successful program of pictures are many and intricate but I feel confident that the ground work has been thoroughly laid for the solution of these problems and that important progress has already been made toward the successful administration of the Studio. The organization is experienced, loyal and effective. I contemplate making no changes in personnel at the Studio but I intend to build upon the solid structure which is now there. I am personally enthusiastic about the future of the Company."

**The other officers elected are:**

- Vice Presidents . . . Neil F. Agnew**
- R. Earle Anderson**
- Y. Frank Freeman**
- John W. Hicks, Jr.**
- Austin C. Keough**
- Treasurer . . . . . Walter B. Cokell**
- Secretary . . . . . Austin C. Keough**
- Comptroller . . . . . Fred Mohrhardt**
- Asst. Secretary . . . Norman Collyer**

The Corporation announced that Mr. Joseph P. Kennedy has completed the study of the affairs of the Corporation which he undertook at the request of the Board, and the Board has expressed to Mr. Kennedy its deep appreciation of his valuable services.

*Mr. Barney Balaban, newly elected President of*



HIGHLIGHTS OF ITALY'S 1936 CONVENTION

May 22-25 in Rome witnessed the staging of a magnificent convention by the Italian Division. It was held under the Chairmanship of Managing Director Americo Aboaf, with Messrs. John W. Hicks, Jr., Fred W. Lange and Roger Clement as guests of honor. We are pleased indeed to be able to give you the above camera highlights of this most enthusiastic and impressive event. (Top left) The Speaker's Table, at the time that Mr. Hicks, centre, was about to deliver his address. To Mr. Hicks' right is Mr. Aboaf, to his left is Mr. Lange. (Top right) is a general view of the attending delegates. FRONT ROW, left to right: Miss Tagliacozzo, General Secretary; Cav. Arrigo Bocchi, Naples Branch Manager; Mr. Scotti, Technical Dept.; Mr. Cav. Della Fornace, Chief Accountant; Comte Micheronx de Dillon, Trieste Branch Manager; SECOND ROW: Mr. Messor, Padova Office Manager; Mr. Giacomo Fresia, Bologna Branch Manager; Dr. Mario Palladini, Genoa Branch Manager; Mr. Tesoro, Accounts Dept.; Mr. Cav. Pio Pandolfi, Rome Branch Manager; Mr. Francis, Home Office Sales Dept.; Mr. Fernando Eleanori, Rome Salesman; Mr. Mario Francisci, Catania Branch Manager; Mr. Ciacci, Rome Contract Control Dept.; Mr. D'Amelia, Florence Salesman. TOP

ROW: Mr. Geri, Office Manager, Rome; Mr. Melani, Dubbing Dept.; Mr. Godwin Spani, Publicity Director; Mr. Mannucci, Turin Salesman; Mr. Falangola, Rome Accounts Dept.; Mr. Guglielmo Saraco, Naples Salesman.

Lower left are shown what Managing Director Aboaf has labelled "The Old Roman Guard," since all of these men have had at least 11 years of service with the Italian organization. They are, left to right; Mr. Vittorio de Semo, Turin Branch Manager; Mr. Cesare Aboaf, Milan Branch Manager; Cav. Arrigo Bocchi, Naples Branch Manager; Cav. Mr. Della Fornace, Chief Accountant; Comte Edorardo Micheronx de Dillon, Trieste Branch Manager; Mr. Scotti, Technical Department; Mr. Francis, Sales Department. Inset: Managing Director A. Aboaf.

The remaining photo shows the assembled delegates at the Banquet held at the Hotel Quirinale, Rome. Mr. Hicks is at the head of the table, flanked on his right by Mr. Lange and on his left by Mr. Aboaf.

It is a significant fact that throughout the staging of this convention the Italian organization was piling up its efforts to bring forth the cover of this month's Paramount's International News.

3 PARAMOUNTEERS BRING MORE QUIGLEY AWARD HONORS TO THE FOREIGN LEGION

Once more Paramount has triumphed in the bestowal of exploitation awards by America's "Motion Picture Herald" in the contest known as The Quigley Award. The awards for May have recently been published and in them we find that one Paramourteer has received top ranking in the First Mentions, while two others have received Honorable Mentions.

All three of the Paramourteers are managers of Paramount Theatres in Great Britain; and all three of the campaigns submitted on their behalf dealt with the same picture, "The Milky Way."

The winner of the First Mention is Tony Reddin, manager of the Paramount Theatre at Liverpool, England. The Honorable Mentions went to Harry Murray, Manager of the Paramount Theatre, Manchester; and Charles R. Young, manager of the Paramount Theatre, Glasgow.

We outlined rather comprehensively all of these "Milky Way" campaigns last month, and we have further news regarding them in this issue. But chiefly we have unbounded admiration for the fine work performed by these three men—and also by all of the other Paramourteer managers who did such noble work on behalf of "The Milky Way"—and we hope that these successes will inspire other Paramourteers to compete for a Quigley Award.



TIBOR ROMBAUER

Paramount's Manager for Brazil to whom tribute is paid in an editorial on Page 2 of this issue.

CABLES HAIL "LONESOME PINE" AS REAL HIT

Early in June a couple of rousing cables thundered their way into Home Office in praise of the successful qualities of "The Trail of the Lonesome Pine." Here they are:

**INDIA**  
 Previewed 'Lonesome Pine.' Truly a magnificent production. Prospects excellent. Scheduled for simultaneous release Calcutta, Bombay early July. Regards. (sgd.) Ganguli.

**AUSTRALIA**  
 'Lonesome Pine' doing marvelous business Melbourne Capitol after an opening week that was bigger than Easter business. Picture will do minimum five weeks Melbourne and minimum four weeks Prince Edward Theatre, Sydney. (sgd.) Kennebeck.

"POPPY" RECEIVED HILARIOUSLY BY NEW YORK CRITICS

The *Daily News*, with its famous star rating system, gives the picture 3½ stars and says that "if you are not a Fields devotee you should have your head examined," and proclaims that "Poppy" has made the Paramount Theatre "the brightest spot on Broadway."

Miss Regina Crewe of *The New York American* says that "Time cannot blunt the Fieldsian wit, dim the humor of the comic master, nor still the Olympian laughter which his divine nonsense inspires."

*The New York Times* says that "Mr. Fields triumphs, and it is a glorious victory for him, and for comedy."

In the *New York Herald-Tribune* we find the sentiment: "It goes without saying that 'Poppy' is the funniest and most completely diverting comedy that has come to local screens for a long time."

In the *Daily Mirror* is this: "The unique, the only, the inspired W. C. Fields contributes his exquisite fun—to 'Poppy'."

*The World-Telegram* said "The news is that 'Poppy' represents the funniest of all comedians in the funniest film of his career."

*The Evening Journal* offered this flowery tribute: "The incomparable W. C. Fields is back on the screen again, with his twangy voice, his flowery verbiage, his acrobatic silk hat, and all those tricks of pantomime and dialogue that make him the head man among the comics."

*The Evening Post's* encomium was "Poppy" offers him a highly suitable role, and its dialogue is rich in typically Fieldian humor."



QUANDO SI SA CIÒ CHE SI VUOLE  
 — Qual'è il vostro ultimo desiderio?  
 — Il mio ultimo Desiderio è quello che si proietta al Cinema BERNINI, con Gary Cooper e Marlene Dietrich.

This extremely novel method of advertising "Desire" was followed by our Publicity Department in Rome recently. It translates: "What is your last desire?" "My last DESIRE is the one which is now being presented at the Bernini Theatre, with Marlene Dietrich and Gary Cooper."

# New Films on the Way!



Here, stated with the utmost simplicity, are details of the Paramount product for American release during August, September, October, November and December of 1936 and January 1937. These details were announced to the District Managers of the Domestic Department who met in conference in Chicago early in June. We are sanguine that the titles, casts and directors here announced will prove of profound interest to you.

## PICTURES IN FIRST HALF OF NEW SEASON'S PRODUCT

### THE GENERAL DIED AT DAWN

Gary Cooper, Madeleine Carroll starred in Lewis Milestone's dynamic production. William Frawley, Akin Tamiroff and Porter Hall in the cast.

### THE TEXAS RANGERS

Fred MacMurray, Jack Oakie, Jean Parker, Lloyd Nolan and Bennie Bartlett. As big as "Cimarron." Directed by King Vidor.

### MY AMERICAN WIFE

With Francis Lederer, Ann Sothern, Fred Stone, Billie Burke and Ketti Gallian. With the international appeal of "The Big Pond."

### LADY BE CAREFUL

What sailors think, do and plan when they go ashore. With Larry Crabbe, Lew Ayres, Wilma Francis and Benny Baker.

### I'D GIVE MY LIFE

A great Broadway melodrama, filmed dynamically by Richard Rowland. With Frances Drake, Tom Brown and Sir Gny Standing.

### JOHNNY GETS HIS GUN

The triumph of right over might in the bullet-studded world we live in today. With Ralph Bellamy, Katherine Locke, David Holt, Andy Clyde and Purnell Pratt.

### HOLLYWOOD BOULEVARD

A great male star of the silent days comes back to the talkies and brings many old ghosts to life. Looks like being the ace performance of John Halliday. Dorothy Wilson, C. Henry Gordon and many actual favorites of yesteryear in the cast.

### THE BIG BROADCAST OF 1937

Bigger and snappier than 1936's version. Jack Benny heads the cast, and there'll be interpolated specialties galore.

### VALIANT IS THE WORD FOR CARRIE

One of the grandest film stories we've ever read. A natural for a great actress, which is why Gladys George gets the title role. Also cast are Arline Judge, Isabel Jewell, Dudley Digges, Harry Carey and a pair of the most appealing youngsters you've ever seen.

### MURDER WITH PICTURES

George Raft and Ida Lupino in perhaps the tangiest, swiftest and most baffling murder-drama ever filmed.

### WEDDING PRESENT

B. P. Schulberg's first production on his return to Paramount. Starring Melvyn Douglas and Joan Bennett.

### HIDEAWAY GIRL

A sparkling comedy drama with Frances Farmer and Kent Taylor.

### WIVES NEVER KNOW

The next Charlie Ruggles-Mary Boland comedies, with Adolphe Menjou and Veeve Teasdale in the Cast for superlative measure.

### STAIRS OF SAND

Another Zane Grey picture, with Larry Crabbe, Marsha Hunt, Raymond Hatton and Leif Erickson.

### MAID OF SALEM

Starring Claudette Colbert for Paramount. A Frank Lloyd production, made by the man who made "Mutiny on the Bounty" and "Under Two Flags," now about to make an Academy Award Winner for Paramount.

### PERSONAL APPEARANCE

The famous Broadway stage hit, now being filmed with Mae West as star. Original play has been entirely rewritten by Miss West in order to tailor it to her especial qualifications as a box-office name.

### QUEEN OF THE JUNGLE

You know what "King of the Jungle" did! This one is being designed for even bigger world business. To have Raymond Milland, Sir Gny Standing, Akin Tamiroff and a definite female menace.

### EVERYTHING FOR SALE

A thundering expose of the food rackets in New York City. To have Frances Farmer heading the cast.

### THREE MARRIED MEN

To be a classy Arthur Hornblow production, with Lynn Overman, Roscoe Karns, William Frawley, George Barbier, Marsha Hunt, Elizabeth Patterson, Bennie Bartlett, Virginia Weidler in the cast.

### ROSE BOWL

A dramatization of the great Hollywood sports bowl, where national games are played. Cast headed by Frances Farmer, Larry Crabbe and Nick Lukats.

### THE PLAINSMAN

Cecil B. DeMille's mammoth production of the great characters of the Early West. With Gary Cooper and Jean Arthur.

### CHAMPAGNE WALTZ

A musical revolt in Vienna when an American "swing" band comes in as competition to Vienna's finest waltz orchestra. Gladys Swarthout and Fred MacMurray starred. Jack Oakie, Lyda Roberti and Veloz and Yolanda in the cast.

### PINKERTON, THE DETECTIVE

Designed as another marvelous character study by Edward Arnold. A story of detectivism the world over.

### HOTEL HAYWIRE

Remember the funniness of "Six of a Kind," which had Burns and Allen and Ruggles and Boland heading the cast. This is the same sort of hilarious humor.

### THE BARRIER

Harry Sherman, who produces the "Hopalong Cassidy" series, is making this one for Paramount release, with a great cast.

### OUR MISS KEANE

One of the Saturday Evening Post story hits of the year. To be filmed with Virginia Weidler and Billy Lee heading the cast.

### COLLEGE HOLIDAY

Here's Paramount's annual tribute to the great modern institution of fun and learning—the College. In the cast: Jack Oakie, Martha Raye, Benny Baker, Frances Farmer, Robert Cummings, Eleanore Whitney, Mary Boland.

### BAG OF TRICKS

Another—and designed as his best—from W. C. Fields.

### THE TIGHTWAD

Starring Charlie Ruggles, alone. The whimsical story of a newspaper reporter who finally came home with the scoop of the year.

### BROADWAY AFTERNOON

A real Broadway drama, written along "Street of Chance" lines, and intended for a typical stalwart Paramount cast.

### THE TURNING POINT

Real drama in a small town circle of existence. Gail Patrick, Tom Brown, Marsha Hunt and Elizabeth Patterson already cast.

### SPAWN OF THE NORTH

To be filmed in Technicolor in Alaska by Henry Hathaway, who made "Bengal Lancer" and "Lonesome Pine." Cast to be headed by Carole Lombard, Henry Fonda, Cary Grant, Fred Stone and others.

### HARD TO HANDLE

Wesley Ruggles will direct Star Claudette Colbert in this fascinatingly titled story.

### FOLLOW THE SUN

With the starring way led by Bing Crosby, and with Burns and Allen and Lynne Overman also in the cast.

### PLAYBOY

George Raft is the millionaire's son playboy of the story, and the girl that'll play opposite him in this swiftly paced yarn will have to be a lallapalooza. We'll name Miss Lallapalooza soon.

### A GUN FOR HIRE

It's a bigger gun than a gangster's gun, this one. It's a machine designed to plunge the world into misery and doom. How it is captured before going off world make a fascinating film.

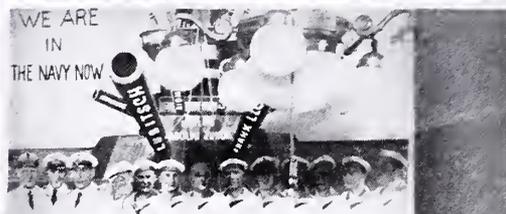
### ARTISTS AND MODELS

A lavish, spectacular and thoroughly international musical production, to be created along those very lines that you've clamored for in musical pictures for so long. Fuller production details soon.

### HOPALONG CASSIDY

Three of the titles will be "The Return of Hopalong Cassidy," "Cotton Wood Gulch" and "Trail Dust." There will be others to follow these in this popular series.

**COUNT 'EM! FORTY (40) FILMS IN THE FIRST 6 MONTHS!**

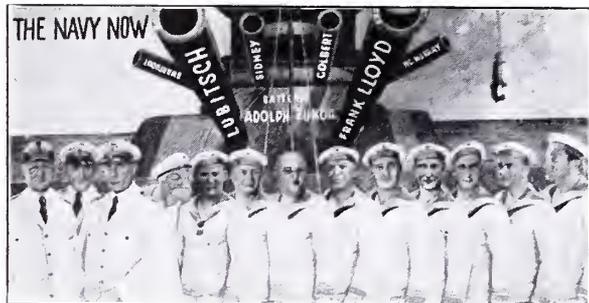


### HIGHSPOTS OF THE BUDAPEST CONVENTION

Here are four glimpses of one of the grandest and most inspiring conventions ever seen in Central Europe—the Paramount Convention at the Dunapalota Hotel, Budapest, late in May.

At the top is a welcome message in seven languages, representing the tongues of the territories of all of the representatives. At the top, right, are Messrs. Fred W. Lange, Roger C. Clement, John W. Hicks, Jr., and Gus J. Schaefer at the hotel's entrance. Bottom left, Mr. Hicks at the entrance to the Budapest Paramount office. The remaining picture shows all of the delegates with Mr. Hicks and the three Legionnaires who travelled with him. The delegates are, from left to right: Messrs. F. Siter, Bucarest; M. F. Jordan, Zagreb; M. Czaban, Warsaw; R. Jellinek, District Manager of Czecho-Slovakia and Poland; G. P. Vallar, Berlin; A. Lichtschendl, District Manager, Austria, Hungary, Romania and Jugo-Slavia; Hans Gordon, Vienna; S. Tyktin, Lemberg; N. G. Palugyay, Budapest.

### ENLARGEMENT OF BUDAPEST'S CARTOON



In the scene above is a cartoon of the Central European Paramounters, attired in uniforms for the battle for world supremacy. Messrs. Hicks, Schaefer and Lange are shown at the left as officers, then Popeye the Sailor (who undoubtedly inspired the cartoon) is shown; and finally Messrs. Lichtschendl, Jellinek, Vallar, Palugyay, Czaban, Jordan, Tyktin, Siter and Gordon are shown.

### THE PUNCHFUL GATHERING IN SPAIN

Here at luncheon in Barcelona are the leading fighters of the Matador Division gathered with Messrs. Hicks (seated, fifth from left), Lange and Clement. Seated at Mr. Hicks' left is Chief Matador M. J. Messeri, and also seated at the table are Messrs. Zamora, Bori, Vidal Batet, Romano and J. Vidal Gomis. Standing in the back are, left to right: Messrs. Xaubet, manager at Barcelona; Diego, manager at Bilbao; Flaquer, manager at Madrid; Alberola, manager at Valencia; Fonta, manager at Seville; and Rubin, sales inspector.



### FELLOWS WHO ARE KEEPING PRINT COSTS WAY DOWN

In the paragraph below this one, listed alphabetically, you will find the countries which are keeping the pressure on the steady reduction of print costs. As stipulated before, this tabulation does not include the one-print countries, for logic says that they cannot continue in business with anything less than they are getting now. These countries have reduced:

Argentina, Austria, Brazil, Colombia, Cuba, Czecho-Slovakia, France, Germany, Guatemala, Hungary, Italy, Japan, Jugo-Slavia, Mexico, Panama, Porto Rico, Romania, Uruguay.

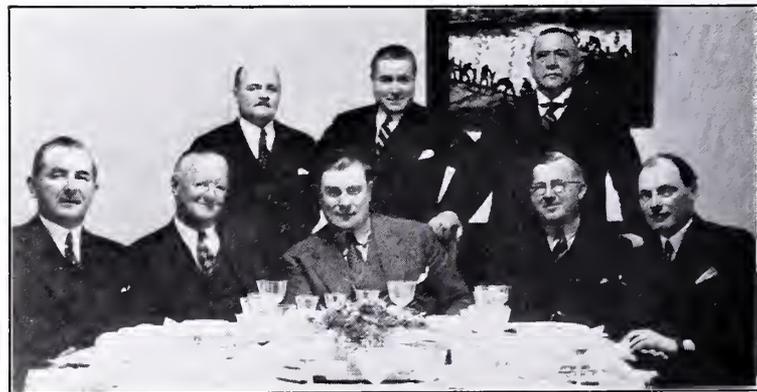


### GRAND CUBAN WINDOW

One of the best window displays ever seen in Cuba was this one for "The Milky Way" in Camaguey. It was promoted, according to Manager J. D. Rapoport, by Exhibitor Mola who has the Avellaneda and Guerrero Theatres in Camaguey and played a notable part in returning to the theatres a gross business comparable with that done on "Lives of a Bengal Lancer." The window happens to be on the most important corner in Camaguey. All busses, trolley cars, street traffic and pedestrians pass here, and every important building in the city is not far distant. Also, the window is spectacularly attractive.

### FINE CZECH POSTERS

We have received from District Manager R. Jellinek's office in Prague a parcel of exceptionally fine posters, each of them half of one-sheet size, done in sparkling colors, and extremely attractive from every angle. The posters were for "The Crusades," "Bengal Lancer," "The Last Outpost" and a half dozen others. There is no doubt about Mr. Jellinek having an extremely capable advertising staff.



### SCANDINAVIAN LEGIONNAIRES MET IN PARIS

The Vimful Vikings journeyed from their territories to Paris for the purpose of conferring with Messrs. Hicks and Lange during the Legion Leader's recent survey of Europe. They are shown here at lunch at Mr. Lange's house in a picture automatically snapped by Frank Farley's famous camera. Seated are Messrs. Harald Frost, Copenhagen; J. W. Hicks, Jr., Fred W. Lange, Carl P. York, Viking Leader; and Harry Hammar, Helsingfors. At the back are Roger C. Clement, Home Office, New York; Frank Farley, Paris representative of the Production Department; and Erling Eriksen, Oslo.

**EDWARD ARNOLD UNDER PARAMOUNT'S BANNER**



The deal whereby B. P. Schulberg has been signed to make a number of pictures for Paramount release automatically brings under the powerful sway of the Paramount Trade Mark that truly fine character actor, Edward Arnold.

Mr. Arnold really began his film career under the Paramount banner, appearing first in several Sylvia Sidney pictures and then winning further renown with other companies. He attained stardom in "Diamond Jim Brady" and "Sutter's Gold" for Universal, being then placed under exclusive personal contract of Mr. Schulberg.

**BIG NEWS FROM THE STUDIO'S DESPATCHES**

Harold Lloyd will make more and frequent pictures. He will make them for exclusive Paramount release, and is at work on the first one already. He has high hopes of it being ready before the end of the year, according to Mr. Adolph Zukor, with whom he made the agreement.

B. P. Schulberg will make 16 pictures for Paramount release this forthcoming season. This Paramount acquisition brings Edward Arnold into our fold, among other things.

Jean Arthur is slated to be Gary Cooper's leading woman in Cecil B. deMille's production of "The Plainsman."

Gladys Swarthout is back in Hollywood at work on "Champagne Waltz." Fred MacMurray is her leading man.

**FLASHES FROM THE STUDIO'S BUSY TICKER-TAPE**

Henry Hathaway has already been to Alaska in connection with his next assignment, "Spawn of the North," which is to be filmed throughout in Technicolor. One bold venture in connection with the making of this picture, which will have Carole Lombard as star, will be an attempt to film the Aurora

Borealis in natural colors . . . . Fanchon, of the famous American producing team of Fanchon and Marco, has been given a long-term contract by Paramount. Of particular significance to Legionnaires is the fact that this move has been made in the interest of more and mightier musicals, since that phase of production is Miss Fanchon's specialty . . . . Gary Cooper, Harold Lloyd and Eleanor Whitney will be seen in "bits" in "Hollywood Boulevard," which features John Halliday. Old time stars who have parts in the film are Maurice Costello, Betty Compson, Bryant Washburn, Creighton Hale, Mabel Forrest, Jack Mulhall, Harry Myers and Frank Mayo . . . . Fred Kohler has joined the cast of "Texas Rangers." Fred MacMurray, Jack Oakie, Jean Parker and Lloyd Nolan head the cast . . . . Harry Carey, grand old Western star, has an important role in "Valiant Is the Word For Carrie." The picture stars Gladys George, with John Howard, Isabel Jewell, Arline Judge and Dudley Digges . . . . Veloz and Yolanda, international dance team, have important roles in Gladys Swarthout's "Champagne Waltz" . . . . Harry Sherman, having concluded his "Hopalong Cassidy" series for Paramount, will begin his new 12-picture contract with the same company by producing "The Barrier," from the famous novel by Rex Beach . . . . Lyda Roberti will be seen in "Champagne Waltz" . . . . Mary Brian has an important role in Arthur Hornblow's production of "Three Married Men" . . . . Jack Benny, after his work in "The Big Broadcast of 1937" is completed, will



**JOHN A. HAMMELL IS AIDE TO LUBITSCH**

*Of good news to Legionnaires the world over is the selection, by our very good friend Ernst Lubitsch, of John Hammell as general manager of his unit which will make four pictures for Paramount during the coming year.*

*John has been in executive charge of studio censorship for the past four years, and by virtue of first-hand control of situations which very possibly would have entailed trouble with censor boards throughout the world, he has befriended us on countless occasions.*

*We cannot help but be wholly in sympathy with his promotion to the Lubitsch unit. We look to the Lubitsch pictures as world-wide attractions of the highest calibre. The director gives them everything he's got: John will do likewise. His promotion is therefore a great Foreign Legion asset.*

**FAMOUS STARS PORTRAY NEW ROLES. THE GRAND CASES OF FRANCIS LEDERER AND MARY BOLAND**

This is a fascinating business we're in: it's chief fascination is that it always has something new to offer. What's tiresome today quickly gives way to something refreshing and exhilarating tomorrow. Consider, for example, the cases of Francis Lederer and Mary Boland. Francis has always been smooth, urbane, romantic, polished. Mary has always (at least on the screen), been the comedy foil for Chuckle Ruggles. But not anymore, it seems.

scribbler has long and thrilling memories of the great dramatic work Miss Boland accomplished in such dramatic stage hits as "Women Go On Forever" and also has long believed that she should fill a certain niche left in the screen's ranks by the passing of a great and well-beloved figure.

In the scene that we have pictured above, Miss Boland is shown as Mary Grady, a woman with a heart as big as all humanity. The picture is "A Son Comes Home," which we believe, from script-reading and advance production reports, to be one of the really stirring dramas of the year. With her is Julie Haydon in her first film since the memorable production of "The Scoundrel."

**SWARTHOUT'S LEADING MAN IS FRED MacMURRAY**

Now that he's done with "Texas Rangers," Fred MacMurray has tuned up his musical instruments and gotten his singing voice in trim for the job of being leading man to Gladys Swarthout in "Champagne Waltz." This time Fred will really sing: he actually was a singer before Paramount's ace talent scout copped him from the New York stage.



Here, for instance, is the smooth, urbane, etc. Mr. Lederer and you'll be finding him in much of the footage of "My American Wife." He's a Continental Count who turns into an American he-man once his American wife carries him westward across the Atlantic. He's great fun, and you'll be getting a huge kick from his performance.

And here's the otherwise comical Miss Boland, laughing no more

**HE'LL FILM "SPAWN OF THE NORTH" WITH THIS**

Here's a first-hand glimpse of the huge Technicolor camera that Henry Hathaway will take to Alaska for the purpose of filming "Spawn of the North" in natural colors. Mr. Hathaway, who is shown with the \$50,000 piece of apparatus, is very familiar with it. He used this very machine to make Walter Wanger's "Trail of the Lonesome Pine."



probably remain at Paramount for another picture . . . . Wesley Ruggles has signed a new Paramount directing contract . . . . Adverting to an earlier item in this column, the new 12-picture contract with Harry Sherman will include an additional six pictures in the "Hopalong Cassidy" series . . . . Olive Tell and Betty Blythe, stars of former days, have important roles in George Raft's picture, "Yours For the Asking" . . . . John Wray, one of the screen's better character actors, has a grand role in Mary Boland's first dramatic film, "A Son Comes Home" . . . . Katherine Locke, brilliant young New York actress, has the feminine lead in "Johnny Gets His Gun." Others in the cast are Ralph Bellamy, Andy Clyde, David Holt and Onslow Stevens . . . . Dorothy Wilson has the romantic lead in "Hollywood Boulevard."

Sir Guy Standing, pre-eminent among the screen's character actors, has a very important role in "I'd Give My Life" . . . . Frank Forest, Ray Milland and Louis DaPron have been added to the cast of "The Big Broadcast of 1937" . . . . The famous radio sketch, "One Man's Family" has been bought for Paramount production. This is one of the nation's best loved airdramas . . . . Julie Haydon will next be cast in "The Turning Point," an indictment of capital punishment. She recently completed a fine performance in "A Son Comes Home" . . . . Lynne Overman will be with Paramount for a long time. The popular saw-voiced character actor has signed a new long-term contract.



over the embarrassing spots Mr. Ruggles has been getting in for the past several years, but more like the great dramatic actress she was on the New York stage before the films claimed her. This particular

**RAPOPORT REPORTS FIRST HAND ACQUAINTANCE WITH ALL OF CUBA**



This is the newest portrait study of Jasper D. Rapoport, manager of Cuba who has just completed a comprehensive study of his entire territory at first hand and covering many weeks. His film foray was carried out with his sole armament consisting of contract and camera.

The full report of his activities, illuminated with fine human accounts of the exhibitors he met, and whom he left as even finer friends than before, will be found in the next issue of Paramount's Spanish publication, "Mensajero Paramount," published for the benefit of all Spanish exhibitors everywhere. It is here merely our purpose to report that Mr. Rapoport made the survey, that he sold contracts to every exhibitor visited, that he laid the initial plans for his next great Paramount Week—and that wherever he went he carried his trusty camera. This particular gesture found terrific favor with all exhibitors, and the fact that the likenesses of these exhibitors will be found in Paramount's own publication is to be considered as good-will-building par excellence.



James L. Thornley chatting with Sir Guy Standing in the Paramount Studio recently. Mr. Thornley, who is general manager of Paramount's Capitol Theatre in Melbourne, Australia, was en route to England.

**HOUSE ORGAN PARADE**

Spain's "El Matador," combined issues of April 25, May 2 and 9, had a most impressive cover dedicated to Mr. Hicks and Mr. Lange, and an inspiring dedication of Matador efforts to the (then) forthcoming visit to Spain of these two Legonnaires. Also in the issue was a fine article by Manager S. D. Romano of the Coliseum Theatre, Barcelona, relating to the outstanding success of "Desire" in that Paramount house. The whole issue reveals Managing Director M. J. Messeri wholly confident

**SPEAKING PERSONALLY**

**EXCELLENT STROKE OF TWO-WAY DIPLOMACY**

We have received from Caracas, Venezuela, the text of an article which appeared in the leading newspaper there telling of the plans which the local distributor of Paramount Pictures, Sr. Salvador Carcel, has made in connection with the Paramount films he has contracted for during the coming year. Much of the text dealt with the excellent quality of these productions, and at the end of the article there was a fine tribute to Paramount's local representative, Aaron Pines. It read:

"Sr. Carcel is receiving congratulations from all parts of the Republic, and many contracts warrant the prediction that the coming year will be one of the best Paramount years in Venezuela; which fact inspires Paramount's special representative, Mr. Aaron Pines, to express himself about Venezuela in terms so enthusiastic as to create the impression that he has actually found El Dorado."



**PARAMOUNT HEADQUARTERS IN GUATEMALA CITY**

This camera glimpse of Paramount Manager Saul Jacobs, and Mrs. Jacobs, outside Paramount's fine office in Guatemala City, Guatemala, comes to us through the friendly co-

operation of Jack Votion, talent scout of our Hollywood Studio who was a recent visitor in Central America en route to New York.

that his Matador Division is going to top the standings in the Contest. Australia's "Silver Jubilee Sales Punch" of April 29th reveals Stanley H. Craig's Wellington branch still in the lead, while Managing Director John E. Kennebeck's thundering editorial demands that the Blue Ribbon Bunch be satisfied with First place only in the International Contest. The issue tells us that Hermann E. Flynn and Mick Stanley are in line for organization congratulations, Hermann for his organizing of the annual Motion Picture Benevolent Fund Ball, and Mick for his work in behalf of the Paramount Pep Club Ball.

Poland.—Right at the last minute came to hand a copy of Poland's "Doradca Filmowy" in order that we might be able to tell you that the Paramounteers of Poland are certainly scattering enthusiasm far and wide for the new Paramount offerings coming from the Studio.

SPAIN. We're back again to this territory for a special comment on the Convention issue of May 16 and 23. The cover carried a large illustration of Chief Matador Messeri's convention greeting to Messrs. Hicks and Lange. It read: "WELCOME TO THE LAND OF SUNSHINE AND HUNDRED PERCENTERS." The remainder of the issue dealt in detail with the various phases of the super-



**NOTED AUSTRIAN OFFICIAL**

Adolph Zukor, Chairman of Paramount's Board of Directors, stopped his work of supervising all Paramount production activities one day recently to play host to Ministerialrat Dr. Eugen Lanske, government executive in charge of all film production in Austria. With them is Eleanore Whitney, Paramount's ace dancing star.

**PARAMOUNTEER FOR 1956 DELIVERED TO SCHOSBERGS**

We are most happy to chronicle here the arrival of a son to Mr. and Mrs. Eugene Schosberg, of Panama. Eugene is Assistant Manager of our Cristobal office, and for him June 16th has become one of the most important days in the whole year. Mrs. Schosberg is reported doing fine. The boy weighed 8 lbs. He will be named Stephen Carroll.

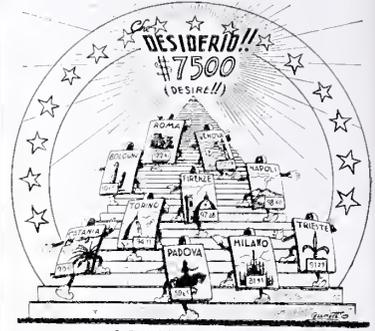
enthusiastic convention conducted by Mr. Messeri, and also contained a comprehensive report on the entire proceedings, written by Chief of Publicity, A. Perez Zamora.

England. This month we are happy to welcome the first and second issues of Great Britain's publication, "The Paragram." On our editorial page this new four-pager has been appropriately recognized. It remains here for us to give you, from "The Paragram's" columns, an editorial description of its own purpose: "We hit upon 'Paragram' as being a surefire name for this magazine. With a simple directness it implies the urgency and brevity of a telegram—the lucidity of a diagram—and even the snappy sparkle of an epigram."

It is with the deepest regret that we report the death, on June 26th, of Harvey M. Ott. For many years Mr. Ott was Paramount's comptroller in Germany and Central Europe. Last year he returned to New York desperately ill, and for months he seemed to be on the mend.

**MR. BALLANCE KNOWS THE NICEST PLACES**

Our morning mail was brightened a few days ago by the receipt of a postcard from Mr. Charles Ballance, Paramount generalissimo in India, who is vacationing from several years of the climatic rigours of that country. The card came from the lovely spot in Italy named Brioni, from whence Mr. Ballance undoubtedly extended congratulations in due course to Mr. Aboaf, the June 1st leader in the International Contest.



Taken from Italy's punch-laden publication, "Paramount," this very effective cartoon links Paramount's Trade Mark, "Desire," and the sockful Italian contest in a fashion which is expressfully illustrated on the cover of our current issue of Paramount's International News.



**TROPICAL SLUGGER**

Lending plenty of incentive for a powerful attack by the Caribbean Division of the High Prize Places of the International Contest is young Surse T. Pierpoint, baseball slugger son of Mr. and Mrs. S. E. Pierpoint of Panama.

Surse is at the age when he doesn't know exactly what an International Contest is. Nevertheless he does know that if the part of the world that his Daddy is in comes in with the winners, it'll probably mean a new baseball bat for him, and maybe a catcher's mitt. So you can bet he's rooting for the Caribbean Division to win.



## NOUVELLES PARAMOUNT

Le Concours International Paramount a un nouveau chef de file ce mois-ci, et c'est l'Italie. Les résultats finals du Concours seront publiés dans notre numéro du mois prochain. Qui pensez-vous sera le gagnant?

Dans ce numéro nous donnons les titres des 40 films qui seront lancés pendant les six premiers mois de la saison 1936-1937. Ces films constituent une imposante galerie de vente, et prépareront la voie pour une production plus grande encore pour les six mois qui suivront.

Nous attirons votre attention sur le nombre des photographies de Paramounts publiées dans ce numéro. Nous aimerions, chaque fois que nous paraissions, avoir les portraits d'un aussi grand nombre des membres de la Légion Internationale. Il doit y avoir littéralement des centaines de millions d'appareils photographiques dans le monde, veillez donc à ce qu'un plus grand nombre de photographies parvienne au Rédacteur de Paramount International News.

L'accueil qui a été réservé à "Desire" dans le monde entier est réellement encourageant. Cela nous porte à croire qu'il y aura tout autant d'intérêt et d'enthousiasme provoqué par "The General Died at Dawn," le film Gary Cooper-Madeleine Carroll que l'on a déjà fini de tourner et qui sera prêt à lancer au mois d'août.

M. John W. Hicks a trouvé des plus intéressantes sa dernière tournée en Europe, et remercie profondément et sincèrement tous les Paramounts qui ont tant fait pour lui faciliter sa tâche pendant sa rapide visite des pays européens.

Vous remarquerez par l'annonce faite à une autre page que de nouveaux honneurs attachés au prix Quigley du "Motion Picture Herald," des Etats-Unis, ont été attribués aux Paramounts. Trois directeurs de théâtres Paramount en Angleterre,—Messieurs Reddin, Murray et Young, respectivement de Liverpool, Manchester et Glasgow—ont gagné les premières et honorables mentions pour leurs brillantes campagnes pour "The Milky Way."



## "MY AMERICAN WIFE"

Here are the principals in the new Francis Lederer picture for Paramount, "My American Wife" (the title the picture had when we went to press). Left to right are Anne Sothorn, Francis Lederer, Billie Burke and Fred Stone. The story has to do with a Comt who marries an American, and his democratic struggle to adjust himself to new conditions, a formula which had marked success, remember, in "The Big Pond."

## Arthur L. Pratchett Made Division Manager of Entire Central America Territory. J. P. Sussman Resigns



Vice President John W. Hicks, Jr., announces that Arthur L. Pratchett, hitherto Division Manager of Mexico and Cuba, will now have supervision also over the remaining territories of Central America, the Caribbean, and the northern republics of South America. This augmentation of his duties includes the entire territory formerly supervised by Jerome P. Sussman, who has resigned from Paramount to go into other fields of endeavor.

Mr. Pratchett will make his headquarters in Havana. His entire territory will now include Mexico, Cuba, Panama, Porto Rico, Guatemala, Colombia, Ecuador, Venezuela, Nicaragua, Costa Rica, Honduras, British Honduras, Jamaica, Trinidad, British West Indies, British

French and Netherlands Guiana and the islands of Curacao and Aruba.

As we go to press Mr. Pratchett is in New York conferring with Mr. Hicks. He will shortly return to his territory, from whence further announcements are expected to be made.

We heartily congratulate Mr. Pratchett on this merited advancement and know that he will have the support one hundred percent of the Paramounters in his far-flung territory.

## NOTICIARIO DE PARAMOUNT

O nosso Concurso Internacional tem este mez um novo vencedor na dianteira. A Italia passou á frente! O resultado final do Concurso será anunciado no mez entrante. Quem julgam os leitores que terá conquistado a palma da victoria? Ah! está um topico para conjecturas....

—Neste numero inserimos uma lista de quarenta novos filmes, a serem concluidos nos proximos seis mezes, os quaes entrarão no nosso grande programma para a temporada de 1936-37. É um grupo respeitavel não só pelo numero (40!), como tambem pela qualidade e esmerada selecção dos assumptos, o que prova que o programma da Paramount da proxima temporada é um programma sem precedentes.

—Chamamos a attenção dos leitores para o numero de photographias de paramountezes que publicamos neste numero. Muito mais quizeramos publicar e dahí a revonação do nosso pedido, a todas as pessoas da nossa organização no estrangeiro, para que nos enviem qualquer photo que possa ser de interesse geral á nossa causa.

—"Desejo" continua a attrahir os apreciadores do bom cinema aos theatros onde o filme tem sido exhibido. Isso faz-nos crer que identico exito espera o produção "The General Died at Dawn," com Gary Cooper e Madeleine Carroll, a qual já está prompta para sua estreia na America.

—Mr. John W. Hicks já se acha de regresso de sua visita ao velho continente. Por nesso intermedio elle envia saudações e agradecimentos a todos os paramountezes que lhe tributaram finezas durante a sua estada na Peninsula Iberica. —Os leitores verão em outra

## PARAMOUNT NEUIGKEITEN.

Paramount's Internationaler Wettbewerb hat in diesem Monat einen neuen Führer und zwar Italien. Die Endresultate dieses Wettbewerbs werden in unserer nächsten Nummer bekanntgegeben. Wer wohl der glückliche Gewinner sein wird?

Mit dieser Ausgabe verkünden wir die Titel von 40 Filmen, die unser Verleihprogramm für die crsten sechs Monate der 1936/37 Saison darstellen. Es ist dies eine imposante Kollektion von Filmen, die gewissmassen als die Vorhut für ein noch grossartigeres Produktionsprogramm für das zweite Halbjahr angesehen werden kann. An guten Filmen wird es also nicht fehlen und mit Ihren Erfahrungen als Schaumann sollten wir es im kommenden Jahre tatsächlich weit bringen.

Wir möchten Sie bei dieser Gelegenheit auf die vielen in diesem Monat zum Abdruck gelangten Bilder unserer Auslandsmitglieder aufmerksam machen. Wir würden furchtbar gern mit jeder Ausgabe so viele Paramountler aus aller Welt zeigen. Unsere Auslandsmitglieder besitzen zusammen tausende und abertausende von Kameras, und die Apparate werden sicherlich fleissig benutzt. Warum denkt man so selten daran, der Redaktion der Internationalen Paramount Nachrichten Fotos zukommen

pagina deste numero que varias das menções de honra distribuidas pela revista "Motion Picture Herald" couberam a membros da organização Paramount. Tres gerentes de teatro da Inglaterra, Mr. Reddin, Mr. Murray e Mr. Young, de Liverpool, Manchester e Glasgow respectivamente, obtiveram as primeiras menções honrosas pela sua brilhante propaganda em torno do filme "The Milky Way" de Harold Lloyd.

## NOTIZIE DELLA PARAMOUNT

La gara internazionale della Paramount ha un nuovo "leader" questo mese! L'Italia. Il risultato finale della gara verterà pubblicato nel numero del mese prossimo. Chi sarà, secondo Voi, il vincitore?

Nel presente fascicolo annunciamo i titoli di quaranta films che comprenderanno il materiale da distribuirsi nei primi sei mesi della stagione 1936-37. Queste "films" costituiscono un imponente gruppo da collocare e ci attendiamo che preparino la via ad un ancora più vasto schieramento per la seconda metà dell'anno.

Ci permettiamo di richiamare la vostra attenzione alle copiose fotografie di membri della "Paramount" contenute in questo fascicolo. Sarebbe nostro vivo desiderio di pubblicare in ogni numero un eguale quantità di ritratti di membri della nostra Legione Internazionale. Vi sono certamente centinaia di milioni di apparecchi fotografici in uso nel mondo. Per favore fate che un pochino più del loro lavoro arrivi all'Editore della "Paramount International News"!

L'accoglienza fatta al film "Desiderio" nel mondo è davvero consolante. Questo ci fa credere che un eguale interesse ed uno stesso entusiasmo sarà suscitato dal nuovo film "Il Generale morì all'alba" avente a protagonisti Gary Cooper e Maddalena Carroll. La fotografia di esso è stato completata ed in agosto sarà pronto per esser distribuito.

Il Sig. John W. Hicks, di ritorno dal suo interessantissimo viaggio di ispezione in Europa, invia, per nostro mezzo, i più vivi e sinceri ringraziamenti a tutti i membri della grande famiglia della Paramount che tanto fecero per facilitarli il suo rapido viaggio attraverso i vari Paesi da lui visitati.

Certo Voi tutti avrete notato, dall'annuncio contenuto in altra pagina di questo numero, che ancora altri onori sono stati tributati a membri della Paramount dal "Motion Picture

(Continued on Page 11)

zu lassen? Wir beissen doch nicht!

"Desire" löst im Auslande nach wie vor grosse Begeisterung aus. Aus dem Grunde nehmen wir an, dass dem neuen Gary Cooper-Madeleine Carroll Film "The General Died at Dawn," der bereits fertig gedreht worden ist und im Monat August zum Verleih gelangt, ein gleich durchschlagender Erfolg beschieden sein wird.

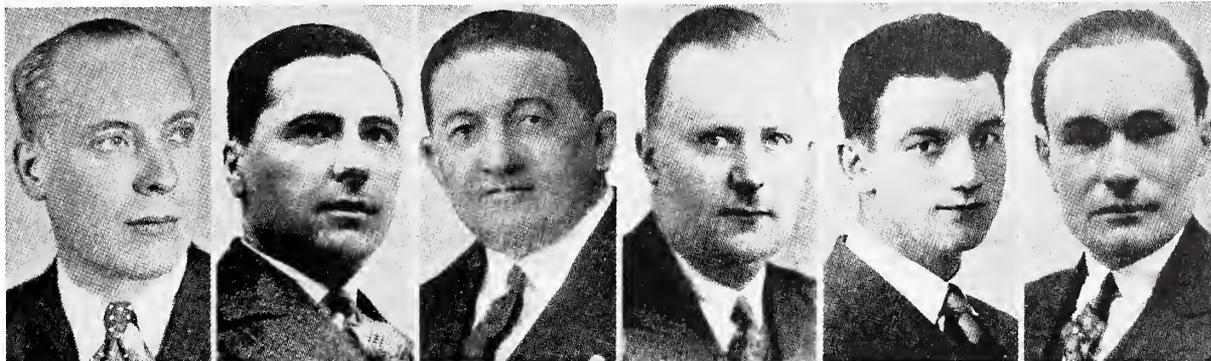
Während seiner kürzlich beendeten Inspektionsreise wurde Mr. John W. Hicks überall in Europa mit der wohl nur Paramountlern eigenen Herzlichkeit empfangen, und er bitet uns an dieser Stelle allen Paramountlern für die ihm zuteil gewordene Gastfreundschaft und das umsichtige Handeln, das ihm eine so komplette Uebersicht in verhältnismässig kurzer Zeit ermöglichte, seinen herzlichsten Dank auszusprechen.

An einer anderen Stelle dieser Ausgabe finden Sie eine Notiz, dass Paramount mittels des Quigley Award des amerikanischen "Motion Picture Herald" weitere Auszeichnungen zuteil geworden sind. Drei unserer englischen Theaterleiter, die Herren Reddin, Murray und Young aus Liverpool, Manchester und Glasgow haben nämlich auf Grund ihres hervorragenden Reklamefeldzuges für "The Milky Way" die 1. und die Ehrenmedaille erhalten.

BOB'S IN AUSTRALIA

Home Office has received a cablegram from Anstralia announcing the safe arrival in Sydney of Robert Graham. Bob is to be a special assistant to Managing Director John E. Kennebeck while learning all about the extensive territories of Australia and New Zealand.

SIX MERITED PROMOTIONS IN FRENCH DIVISION



MAURICE POIRIER EDMOND LAGNEAU MARCEL COLLIN BRUNO LEGRAND NICOLAS FRANCOIS ROBERT LENGLET

As a thrilling climax to the French Convention which we reported last month, Henri Klarsfeld, Director General of Films Paramount of France, Belgium, Northern Africa and the Near East, has announced six promotions which magnificently bear out the Paramount policy of advancing our men within the ranks.

Maurice Poirier, who has been branch manager of the Paris Exchange for the past several years, has been elevated to the post of General Sales Manager for the entire Division.

The elevation of Mr. Poirier to this high post automatically advanced five other great French Paramounteers. Robert Lenglet, who has been branch manager at Marseille for the past six years, now becomes branch manager in Paris. Edmond Lagneau, who was named branch manager at Bordeaux in 1930, is now advanced to the branch managership at Marseille. Bruno Legrand, who has been a special representative of the Paris Exchange, has been named Sales Supervisor of the Paris Exchange. Marcel Collin, is advanced from the post of branch manager at Strasbourg to the post of branch manager at Bordeaux. Nicolas Francois, advancing swiftly through the posts of booker and salesman at Strasbourg, is now named branch manager there.

We most heartily congratulate these six splendid Legionnaires on their grand advancements.

Advertisement for the movie 'Klondike Annie' featuring Victor McLaglen. The ad includes the title 'MAE WEST IN THE ROARING ROMANCE OF THE CENTURY "KLONDIKE ANNIE"', a quote from 'THE NEW YORK TIMES' praising the film, and a list of theaters where it is being shown.

RANGOON'S FULL-PAGE AD

General Sales Manager of India, S. Ganguli, has sent us from the Calcutta office the full page "Klondike Annie" advertisement here reproduced. This appeared in the Rangoon (Burma) Gazette on behalf of the local Pathe Cinema, and added to its noteworthy effectiveness is the fact that its insertion in the newspaper did not cost Paramount a penny. Fine exploitation work!

FACTS ABOUT CLAUDETTE COLBERT'S STATUS

Here are the facts concerning the Paramount status of Claudette Colbert as announced officially by our Production Department: Miss Colbert has signed a contract to make seven (7) Paramount pictures within the next two and a half years. During that time she is permitted to make three (3) pictures for other companies, one for Warners, one for M-G-M, and one for an as yet unnamed company. Following this thirty month period, Paramount has options for three more pictures and Miss Colbert's services are to be exclusive for her home studio (Paramount) during this time if these options are exercised.

NOTIZIE DELLA PARAMOUNT

(Continued from Page 10)

Herald" del "Quigley Award" d'America. Tre direttori di Teatri della Paramount in Inghilterra—i signori Reddin, Murray e Young rispettivamente di Liverpool, di Manchester e di Glasgow—hanno vinto la Prima Menzione e Menzioni Onorevoli per la loro brillante campagna a favore del film "La Via lattea."

THESE PARAMOUNTTEERS CELEBRATE BIRTHDAYS DURING AUGUST

You Might Like to Know Those Having the Same Birthdate as Your's.

- A long list of names and birthdates of Paramount employees, organized by birthdate. The list includes names like Miss Barlow (London), Mr. Camfield (London), Miss M. Sturdy (Manchester), etc., extending to Miss Oliver (Cardiff).

## LONDON NOTES FROM THE BULLDOG DIVISION

We have just had the pleasure of welcoming to our shores Mr. John W. Hicks, Jr., on one of his regular visits to this country. Mr. Hicks, who had been on the Continent, slipped over here for a quick tour of inspection before returning to New York. He is, we hope, very pleased with the situation here and returns with the opinion (again we hope) that the Bulldog division is likely to prove a formidable contender for International honours in the current Drive.

Joan Bennett arrived here this week-end; her visit to this country being timed almost exactly to coincide with the opening of her new picture at the Plaza Theatre. Miss Bennett travelled on the "Queen Mary"—crossing the Atlantic on the second lap of her maiden round trip. The publicity value of her visit was thereby helped and we secured big space in all the national press. **BIG BROWN EYES** has been very favourably received by the press and although at the time of writing the weather is becoming rather hot—it looks as if our well-known English summer is at last on the way—opinions are that it will do very good business on its initial run.

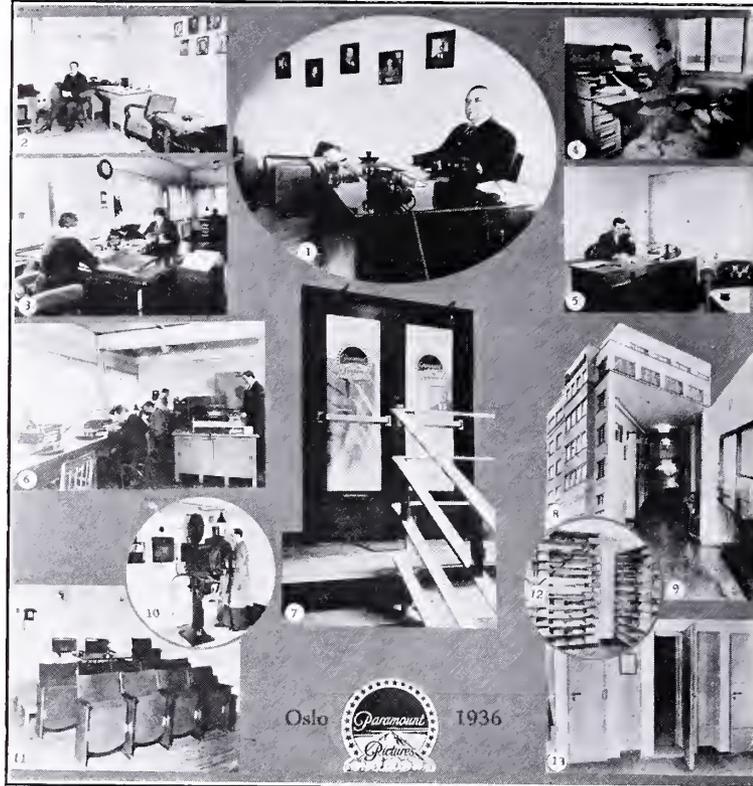
Irene Dunne, who also came over on the great new Cunarder, helped Paramount to secure further space on the score of her forthcoming pictures under contract for this company.

Paramount's newly formed table-tennis team (a subsidiary of Paramount's Swimming Club) played a return match with the British Lion film company at our new club headquarters last week. Paramount fielded a strong side but again were compelled to bite the dust although reliable critics report that they showed marked improvement since their last meeting with the "Lions"—many games being taken to deuce before a decision was reached. We have, however, to state the cold fact that British Lion got away with another win; scoring 19 games to 6—but the matter will not be allowed to rest here!

Opinion here is that the New York end of the Paramount News excelled themselves with the pictures of the arrival of the "Queen Mary" in New York harbour. The picture arrived here 96 hours before the great liner returned home after her maiden trip. They were landed at Queenstown, Co. Cork, where a Paramount News plane was waiting and flown to London immediately and were shown on the screens of this country before any of the opposition films. The shots of the "Queen Mary" arriving in New York and the air pictures as she headed for the open sea on the start of her return voyage, were full of thrilling beauty. The pictures contained, in our opinion, some of the finest camera-work we have ever seen and we feel that we owe a debt to the Paramount News boys on your side for the truly magnificent work they did on this story. A round of applause has followed each showing of the reel at the Carlton, Haymarket.

### FLASH!

**George P. Vallar, Paramount's manager in Germany, arrived in New York June 25th on his first vacation trip in years. Home Office Paramanteers were mighty happy to see him.**



## OSLO'S REASONS WHY PARAMOUNT IS PARAMOUNT

Viking Leader Carl P. York is rightfully proud of his Paramount office at Stortings gaten, 12, Oslo, and he said so when he sent us these pictures of the establishment. (1) shows Manager Erling Eriksen. (2) is Gustav Berg-Jaeger, chief clerk and publicity manager. (3) is the Cash and Book-keeping department, with Astri Algarheim, Thea Bjarkum and Frieda Magnus, stenographer. (4) Harald Eriksen, traveller and assistant title-editor. (5) Harald Lund, salesman. (6) Examination room and packing desk, with Oistein Engerbretsen, Gunnar Braastad, Hroar Karlsen and Sverre Borresen. (7) Entrance to the office. (8) The building, with the Paramount sign. (9) Corridor entrance to offices. (10) Erik Olsen, operator. (11) The projection room. (12) Corner of store-room. (13) Film vaults.

## PARAMOUNT NIEUWS

Het concours van Paramount International heeft een nieuwen leider. Deze maand is Italië de nieuwe aanvoerder. De eindstand zal in ons volgend nummer bekend gemaakt worden. Wie zal winnen?

In deze editie geven wij U de titels van 40 producties, welke gedurende de eerste zes maanden van het seizoen 1936/7 in omloop gebracht zullen worden. Deze imposante films maken een formidabelen indruk en toch worden zij slechts beschouwd als de baanbrekers van de rolprenten, die in de tweede helft van het komende seizoen uit de studio's komen.

Wij vestigen Uw aandacht op de vele foto's van Paramounters in deze editie. Niets zou ons groter genoegen verschaffen dan meer van zulke persoonlijke kiekjes op te nemen. Camera's zijn overal in de wereld in de weer... waarom niet wat kiekjes gestuurd van buitenlandse medewerkers?

Dat "Desire" zulk 'n opgang maakt is inderdaad bemoedigend voor de komende film: "De Generaal Stierf bij Zonsopgang." Deze film, met Madeleine Carroll en Gary Cooper in de hoofdrollen, zal in Augustus gereed zijn voor wereld distributie.

De Heer John W. Hicks Jr. had een zeer interessante en aangename Europeesche rondreis en hij verzocht ons hierbij alle Paramounters, die hem in den vreemde zijn taak verlichten, namens hem te bedanken.

Uit een elders in dit nummer geplaatste bekendmaking zult ge zien,

## PARAMOUNTNYHETER

Ett nytt land har ryckt upp i främsta ledet i Paramounts Internationella tävlan denna månad. Detta land är Italien. Slutresultaten av denna tävlan komma att bli offentliggjorda i nästa månadshäfte. Vem tror ni kommer att vinna?

I detta häfte delgiva vi namnen på de filmer, 40 till antalet, som vi komma att utsläppa i marknaden under de sex första månaderna av säsongen 1936-37. Dessa filmer äro tvevelsutan prima vara för våra försäljare, men vi veta, att de endast bana vägen för ännu större filmer för sista delen av året.

Vi bedja att få lida eder uppmärksamhet till den osedvanligt intressanta fotografisamling, som vi ha nöjet att visa av ett flertal av våra Paramountärer på en annan sida i detta häfte. Vi skulle tycka om att kunna visa bilder i varje häfte av lika många av medlemmarna av den Internationella

dat en aantal Paramounters in aanmerking gekomen zijn voor eere prijzen die een deel vormen van de Quigley Award der Motion Picture Herald, een Amerikaansch vakblad. Drie directuren van Paramount Theaters, in Engeland—de Heeren Reddin, Murray en Young, resp. van Liverpool, Manchester en Glasgow—hebben deze eere prijzen gewonnen met hun reclame campagnes voor "The Milky Way." Legionen. Otivelaktigt är det flera millioner kameror, som arbeta för

## NOTICIAS DE LA PARAMOUNT

—Le ha tocado a Italia ocupar este mes el primer puesto del Concurso Internacional de la Paramount, los resultados definitivos del cual aparecerán en nuestro próximo número. Ahora, ¿quién les parece a ustedes que será el vencedor?

—Las cuarenta películas cuyos títulos anunciamos en la presente edición comprenden las que quedarán listas para el primer semestre de la temporada de 1936 a 1937. El soberbio conjunto que forman para las ventas es augurio de programaciones aun más lucidas para la segunda mitad de la temporada.

—Rogamos a nuestros lectores que se sirvan reparar en el número de retratos de paramountistas que engalanan la presente edición. Siendo nuestro deseo que ocurra otro tanto en todas las venideras, les encarecemos a los señores aficionados a la fotografía que no dejen ociosas las cámaras, ni se olviden de enviar a esta Redacción los retratos de paramountistas que tomen con ellas.

—La acogida realmente halagadora que le han dispensado dondequiera que "Deseo," nos inclina a creer que será igual el entusiasmo que despierte "La última aventura" ("The General Died At Dawn"), el film de Gary Cooper y Madeleine Carroll que quedará listo para agosto.

—Don John W. Hicks, cuya reciente gira de inspección por Europa ha sido en extremo interesante, desea valerse de estas columnas para expresar su agradecimiento a cuantos paramountistas concurren a hacerle más grato y expedito ese viaje.

—Como se verá por la información que aparece en otro lugar de este número, ha tocado a los paramountistas recibir más honores relacionados con el Premio de Quigley, del periódico norteamericano *Motion Picture Herald*. Los gerentes de tres teatros de la Paramount en Inglaterra, señores Reddin, Murray y Young, de Liverpool, Manchester y Glasgow, respectivamente, han recibido sendas menciones honoríficas por sus brillantes campañas en pro de "La Vía Láctea."

hogtryck världen över. Vill ni alla vara så vänliga att styra om, att så mycket som möjligt av deras alster når oss. Och alldeles särskildt redaktören för Paramounts Internationella Nyheter.

Det mottagande, som kommit "Desire" till del världen över, är verkligen ytterst glädjande. Vi äro därför övertygade om, att vi verkligen våga hoppas på, att lika stor entusiasm kommer att visas för Gary Cooper-Madeleine Carrollfilmen, "The General Died at Dawn," som allaredan är färdigupptagen och som kommer att utsläppas i marknaden i augusti.

Mr. John W. Hicks anser, att hans Europeiska resa var oerhördt intressant, och ber därför att få hjärtligt tacka alla Paramountärer, som gjorde så mycket för att underlätta hans tyvärr alltför snabba resa genom de många länder han besökte.

Ni kommer att upptäcka på en annan sida, att ett flertal hedersomnämningar från "The Quigley Award of America's Motion Picture Herald" ha tilldelats Paramountärer. Tre av våra teaterägare i Engeland,—Messrs. Reddin, Murray och Young, från Liverpool, Manchester och Glasgow, ha vunnit första pris och hedersomnämningar för den briljanta annonseringen för "The Milky Way."

 **Paramount's**  
**INTERNATIONAL NEWS**  
VOL. 3, No. 8.  
AUGUST FIRST, 1936

**Paramount's  
PROSPERITY  
CONTEST  
1936**





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. 3 August, 1936 No. 8

## FORWARD

Of definite interest to all Paramounteers the world over is the recent statement by Mr. Stanton Griffis, chairman of the Paramount executive committee. Said Mr. Griffis: "We have a good new president (Mr. Barney Balaban) and a good chairman of the board of directors (Mr. Adolph Zukor). The company will be run by its officers. Paramount is back in the movie business to make money and all are working hard."

## PREVIEW

Far be it from us to tell you in advance that any particular film is endowed with unmistakable greatness—especially when the film is still in the process of editing. However, Vice President Neil Agnew has just returned from Hollywood, where he saw a "rough cut" of "The General Died At Dawn" and in his own well-chosen words he calls it "a natural for Paramount distribution anywhere in the world." He places it, furthermore, and without hesitation, in that highly desirable category tenanted by "Lives of a Bengal Lancer" and "Desire."

## CONTEST

It's exactly as Omar Khayaam said: "The Moving Finger Writes and Having Writ, Moves On." Omar might have said this about such a moving event as the International Contest of Paramount, for, having ended by all odds the most breathlessly exciting event of a long line of grand and enduring contests, Paramount's Foreign Legion is embarked on another, one scheduled to try the mettle and tax the fettle of those spirited Legionnaires who gave the recent winners so magnificent a tussle. The Moving Finger of whatever it is—Fate, Destiny or what have you—is certainly going to do plenty of timeless writing in this new Contest which is announced by Mr. Hicks in the adjoining column.

## ONWARD!

Tucked under our belts is one of the most satisfying international contests ever staged by Paramount's Foreign Legion. In results accomplished, achievements recorded and progress consolidated, this concerted endeavor is a definite symbol of Paramount power.

The executives of this organization are sincerely grateful to all Legionnaires who contributed so magnificently to the success of the Prosperity Contest. Grateful too are they for the timeliness of the Contest's name, for it came at a time immediately preceding events which more surely augured Paramount prosperity than almost anything which the past has ever produced.

And now, in the approved fashion that Progress has followed since time immemorial, we go on to another Contest. At this moment we simply announce that the remainder of the year has been devoted to the event. Quotas have been sent to all persons concerned, and the event is officially and very definitely under way.

Most definitely is it under way so far as the forthcoming product is concerned. Product is the ammunition of any Contest: your energy, the powder that fires it to its destination. And now the Studio, under the inspired personal guidance of Mr. Adolph Zukor, is rapidly preparing such a barrage of 'filmunition' that our Contest will see us armed with the most powerful weapon any film organization was ever equipped with.

Consider: Lubitsch directing Dietrich in "Angel"; the same mighty director personally supervising or directing all of the seven Claudette Colbert films; Harold Lloyd making a minimum of two more Paramount pictures; Gary Cooper in "The General Died At Dawn," with Madeleine Carroll; the same star in DeMille's "The Plainsman," in "Souls at Sea" in Technicolor; and in at least one more big film. Then consider further: Gladys Swarthout and Fred MacMurray in "Champagne Waltz," with all of the songs in French, Spanish, German and Italian; Miss Swarthout and a great supporting cast in "The Count of Luxembourg"; "The Texas Rangers"; the later Dietrich films, one of them to be directed by Frank Lloyd—the list is endless.

In the past we have had contests under all manner of conditions and circumstances. But never has there been a Contest launched where the quality of the product augured more for the success of the event.

Therefore you can look forward to reading, in the September issue, not only the details of the Contest, but also to augmented news regarding the swelling stream of superlative product which Mr. Zukor's leadership at the Studio will give us.

## PRATCHETT

Typical of Paramount is the story of the rise of Arthur L. Pratchett. He entered the Paramount picture as representative of a film organization distributing Paramount Pictures in Cuba. When we formed our own organization for the handling of our product in Cuba, Mr. Pratchett became manager. Time saw the expansion of his territory to include Mexico, so that he became Division manager of the combined countries. Time marched on again, and then developments last month saw him placed in command of an augmented division that includes not only Mexico and Cuba, but also all of the Central American countries, the many lands of the Caribbean, and the republics of the northern part of South America. It makes a grand and inspiring story of progress, a story which truly matches the times of moving Paramount history in which we are all living today.

## CASTS

You are urged to note—although our bet is that you need no urging in this particular phase of our business—the casts of all new Paramount Pictures going into work. Gone are the days of Paramount productions with casts of minor marquee importance: with us is the era wherein every Paramount film, whether great or almost great, has two, three, four and even more names of definite box-office strength. Consider the case of "Wedding Present" as an instance in point: Joan Bennett, Cary Grant, George Bancroft and Conrad Nagel. Consider any other film on the roster of pictures in work. Get set in your mind the fact that Paramount is making pictures of not only box-office strength of story—but with box-office casts as well. And no matter in what part of the world they are shown, the marquee of the world will spell forth names of stars and players that the picturegoers of that part of the world know, love and want to see.

## FORTITUDE

At the time of our going to press the censorship of news from Spain has been so rigorously imposed that we know comparatively little of what our Paramounteers in that war-ravished country have been through, and still have to endure. The fact of the severity of censorship, however, tells us that their privations must have been extreme. We think of them with the utmost anxiety in our hearts and devoutly implore Providence to safeguard them in this grave national calamity.



**AMERICO ABOAF**  
Leader of the Victorious  
Italian Legions

**TOM D. COCHRANE**  
Leader of the Far-Flung Division  
of the Orient

**TIBOR ROMBAUER**  
Led the Brazilian Division  
to Great Victory

**JOHN E. KENNEBECK**  
Swept the Blue Ribbon Division  
to Prized Success

## MAGNIFICENT CONTEST ENDS THRILLINGLY

Closest Finish in History of Such Events Sees Two Divisions Tied for Third Position

Not in the whole long and exciting history of world-wide sales contests has there been one which sped along so breath-takingly and ended so breathlessly as the Prosperity Contest which closed internationally at midnight on June 30th last. It was a contest in which all of the Divisional Winners finished over quota, and almost half of the contesting countries also closed the event over the important mark. Depicted on this page more tellingly than any words could convey are the actual winners, and listed below are the positions in which both Divisions and Countries finished the event.

THE DIVISIONS		This month	Last month
Aboaf	First	1	
Cochrane	Second	2	
Rombauer	Third	4	
Kennebeck	Third	5	
Klarsfeld	Fourth	3	
Graham	Fifth	7	
Schaefer	Sixth	9	
York	Seventh	6	
Del Villar	Eighth	10	
Messeri	Ninth	8	
Ballance	Tenth	11	
Pratchett	Eleventh	12	
Nathan	Twelfth	13	

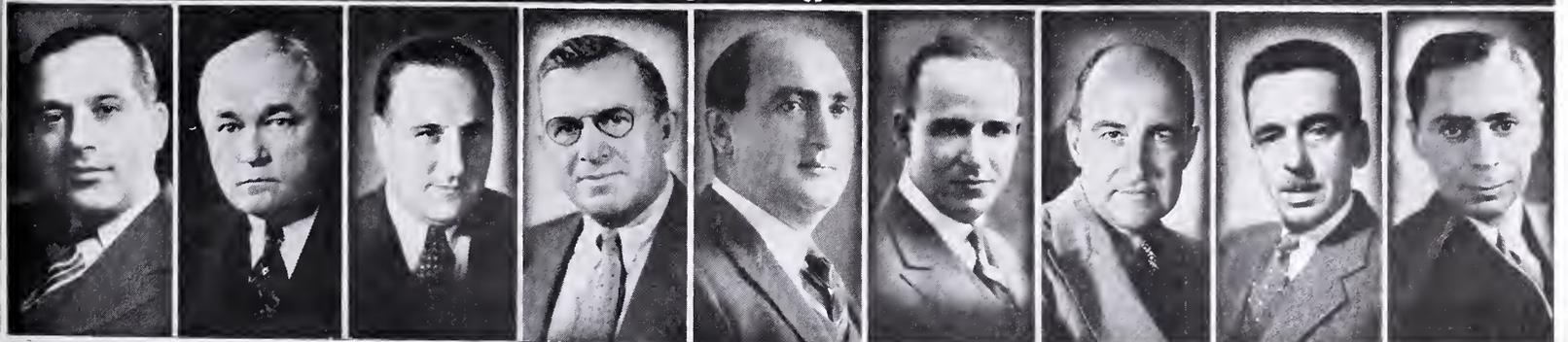
THE COUNTRIES		This month	Last month
Italy	1	2	
Hungary	2	3	
Japan	3	6	
Sweden	4	1	
Philippines	5	7	
Roumania	6	4	
Chile	7	5	
China	8	8	
Czecho-Slovakia	9	9	
Austria	10	12	
Brazil	11	11	
Australasia	12	14	
India	13	10	
Jugo-Slavia	14	13	
Great Britain	15	15	
Denmark	16	17	
Germany	17	16	
Spain-Portugal	18	23	
Holland	19	18	
India	20	20	
Poland	21	19	
Argentine	22	22	
Mexico	23	30	
Colombia	24	21	
Porto Rico	25	24	
Cuba	26	25	
Norway	27	26	
Panama	28	28	
Peru	29	27	
Guatemala	30	29	
Finland	31	31	
Uruguay	32	32	

### A GREAT DUO

Missing from the names on this page are two which contributed magnificently to the great success which the page represents — Fred W. Lange and John L. Day, Jr.

Mr. Lange as general manager of Continental Europe is entitled to his share of the bows for the performances put up by the respective divisions of his territory; Mr. Day, as general manager of South America, excepting those territorial portions coming under the sway of the Central American division, is entitled to his share of the plaudits for the honors going in that direction.

## These Also Magnificently Contested



Henri Klarsfeld    John Cecil Graham    Gus J. Schaefer    Carl P. York    Benito Del Villar    M. J. Messeri    Charles Ballance    Arthur L. Pratchett    John B. Nathan

# The Prize-Winning Branches

## Rome



Rome Exchange staff: (left to right) Della Torre Leone, Miss Calderoni Maria, Pandolfi Alberici Pio (manager), Pettirofi Luigi, Eleonori Fernando, Miss Girolami Assunta.



## Tokyo

Head Office staff: Seated (l. to r.) Miss K. Takai, Miss H. Komatsu, T. Makita, C. Dreher, J. W. Piper, mgr., S. Sasho, mgr. of dist., A. Hori, H. Kochi, G. Hoshina, T. Yokoyama Standing (l. to r.) I. Toyoda, G. Imura, T. Ise, Y. Tamura, T. Matsunaga, M. Fujikura, F. Ando, H. Ozawa, R. Omita, E. Tomita, T. Okaniwa J. Kawai, K. Nomura, T. Kanada, M. Ogasawara, S. Shimizu, R. Horiguchi, M. Tsuchida, Y. Shimada, H. Uchira, M. Takeyama.

## Wellington

### THE VICTORIOUS WELLINGTONIANS

The limits of time have not permitted our receiving a photograph of the staff of the Wellington, New Zealand, exchange which shared third place with Porto Alegre, Brazil. But we do know the names of the Paramounteers there, and we gladly publish them here with the promise of their photos appearing next month. They are:

Stanley H. Craig, general manager; O. A. Mangin, secretary; Frank B. Thompson, manager of the Auckland depot; Reg. Felton, exploitation manager; H. R. Smith, accountant; Arthur C. Towsey, Frank B. Thompson, John L. R. Warren, salesmen; Raymond P. Young, ad. sales manager; Walter T. C. Hanson, Harry G. Gower, bookers; Roy Young, Wilfred H. Smeaton, ad. sales assistants; Trevor Wren, publicity assistant; Miss Alberta C. FitzGerald and David L. Waller, clerks; Albert C. V. Saunders and Charles F. W. Hilbourne, despatch clerks; Misses Eileen V. Browne, Dorothy A. Carson, Eileen M. Headifen, Elysabeth B. Macgregor, Phyllis E. Mallett, Rita D. Rudge, Jean M. Wilson, Sylvia F. Grant, Heather H. Wynyard, Doreen Edna Kilby, Joan Irene Roche, typists; Misses Eileen Corcoran, Mary Lodge, Olga J. Maguire, Beverley Alice Piggott, Marie Jewell, film examiners; Thomas Greenall, office boy.

## Porto Alegre



This group comprises: Adhemar Leite Cezar, manager; Walter Hawk, booker; Manoel Geyer dos Santos, cashier; Tabajara Menezes, salesman; Albertos Sesterhenn, bookkeeper; Namur Gallant, despatcher; Egas Muniz Gaspar, clerk.

### NEWEST HOUSE ORGAN ARRIVALS

Actually at the moment of going to press arrived the latest issues of Great Britain's "Paragram" and France's "La Paramount Francaise." Both are memorable publications.

The magazine from Paris is on this occasion a gala issue, blazoning to the French world at large the glory of the magnificent Paramount product ready, or soon to be ready. Administrateur Deleuge Henri Klarsfeld can well be proud of this issue, both for what it stands for, and for the skill of the department that created it.

England's "Paragram" improves with every issue. The one before us now rejoices in Paramount's new President, and in the enormous responsibility entrusted to Mr. Zukor in the making of the Company's product.

### KEEPERS-DOWN OF PRINT COSTS

Our alphabetical arrangement again lists those territories using more than one print per picture which have succeeded in keeping down print costs:

- |                 |             |
|-----------------|-------------|
| ARGENTINA       | HUNGARY     |
| AUSTRIA         | ITALY       |
| COLOMBIA        | JAPAN       |
| CUBA            | JUGO-SLAVIA |
| CZECHO-SLOVAKIA | MEXICO      |
| FRANCE          | PANAMA      |
| GERMANY         | POLAND      |
| GUATEMALA       | PERU        |
| HOLLAND         | ROUMANIA    |
|                 | URUGUAY     |

### FORTHCOMING PRODUCT IS DEFINITELY FINE

#### MY AMERICAN WIFE

A sprightly, sparkling film comedy with a very definite international appeal. The story of a modern American-European love alliance, with scores of wittily treated situations, and by far the best performance ever registered by Francis Lederer. You'll love Fred Stone in his characterization in this one, and you'll recognize that in Stone Paramount has a character actor who'll go to great heights on the screen.

#### RHYTHM ON THE RANGE

The best description of this is "a cowboy operetta." Bing Crosby really gets out onto the range in this one, and his adventures with a big bull and Frances Farmer (appropriately named, by the way) are adventures to chuckle over. Watch out for the uproarious clowning of Martha Raye in this one, and for the breezy characterization of Bob Burns. Both people are making premier film appearances, and both got Paramount contracts before the film ever left the studio. You'll see why when you see the film.

#### THREE CHEERS FOR LOVE

Mel Shauer's first personally created production for Paramount, and a right cheery musical it is. What is more, you'll get a grand preview of the new Paramount talent in this one. You'll see, for instance, what a grand dancing team we have in Eleanor Whitney and Louis daPron; you'll see something of what we can expect from Olympe Bradna; you'll see a great trouping job from little Billy Lee. And you'll get a dash of the allure you can expect later from Veda Ann Borg.

#### YOURS FOR THE ASKING

Above all else this one is a rollicking comedy, with the star playing his part surrounded by the most capable, all-around cast we have seen in a long while. George Raft ideally spotted as a gambler; Dolores Costello Barrymore decorative and delightful as the impoverished rich girl; Ida Lupino giving by far her best performance to date as a hard-bitten imposter; and Edgar Kennedy, Lynne Overman, Reginald Owen, James Gleason and others doing a first-rate performance in support.

#### I'D GIVE MY LIFE

Desperate drama—the fight of an innocent youngster to beat a sentence of death. Superbly played by Frances Drake, Tom Brown and Sir Guy Standing.

#### HOLLYWOOD BOULEVARD

Another punchful peep into the city all the world knows, whence come the celluloid dramas to thrill and delight. Featuring John Halliday, Marsha Hunt, Esther Ralston, Robert Cummings, Frieda Inescourt and twenty of the great stars of the silent era.

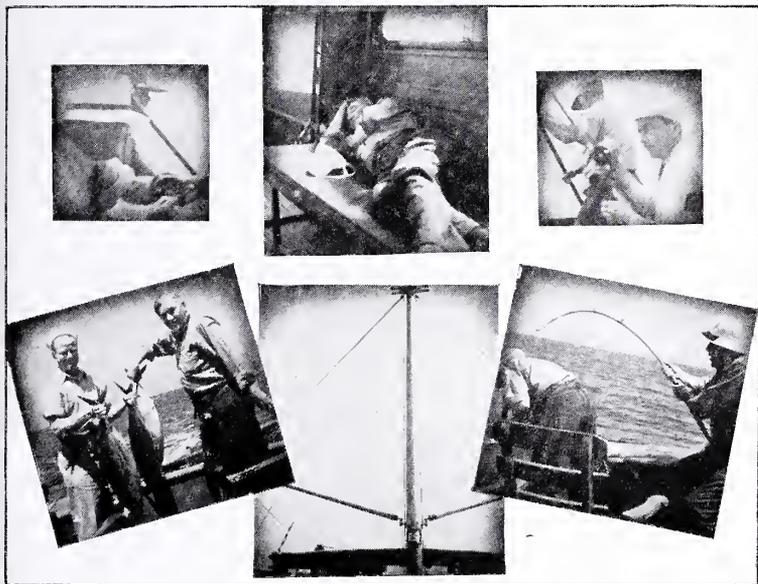


"JUNGLE GIRL"

"Jungle Girl" is being made as the companion film to "King of the Jungle," which fact, to put it mildly, should excite you. More excitement should then be forthcoming with the announcement that Dorothy Lamour (look at the illustration above, if you dare) will be in the picture in the title role. Also in the cast will be Ray Milland and Sir Guy Standing. The film itself is in production.

# EVERY PARAMOUNT FILM TO HAVE STAR CAST

The new Paramount production policy—one of the most important developments in the making of pictures that Mr. Zukor has ever undertaken—calls for casts which definitely contain two or more names of box-office importance in any and every part of the world.



**PARAMOUNT'S PISCATORS PHOTOGRAPHED**

Proof of this is in the pictures actually in work. "Champagne Waltz" has Gladys Swarthout, Fred MacMurray, Jack Oakie, Frank Forest. "The Plainsman" has Gary Cooper, Jean Arthur, Charles Bickford, Bruce Cabot, Jimmy Ellison. "Wedding Present" has Joan Bennett, George Bancroft, Conrad Nagel and Cary Grant. "Personal Appearance" has Mae West, Warren William, Randolph Scott, Isabell Jewell, Alice Brady. "Maid of Salem" has Claudette Colbert, Louise Dresser, Bonita Granville.

And that's but the beginning of Mr. Zukor's policy—the product of less than his first month in complete charge of production. Your imagination will vividly tell you what this policy will amount to by the end of this year. 1937 should see Paramount with the greatest film casts of any company and for any year.

## JOYOUS CABLES

When the news of the Contest winnings was cabled to the lucky winners by Mr. Hicks, three out of four of them burned up the cables in reply. Here's what they said:

### SAID COCHRANE

AMERICO ABOAF AND DIVISION'S SALES PERSUASIVENESS MOST EFFECTIVE STOP GLAD KENNEBECK AND ROMBAUER FINISHED IN THE MONEY STOP TOKYO OUR WINNER STOP LET'S KEEP THE PACE GOING.

### SAID ABOAF

YOUR CABLE WITH NEWS OUR VICTORY VERY SATISFYING STOP WE ENTHUSIASTICALLY RENEW ASSURANCE OUR DETERMINATION BRING ITALIAN DIVISION TO EVER BETTER ACHIEVEMENTS OUR CONTRIBUTION TO PARAMOUNT FUTURE STOP OUR WINNERS ROME GENOA NAPLES

### SAID KENNEBECK

GREATLY ELATED WITH PRIZE STOP WELLINGTON WINNING BRANCH STOP DID OUR BEST TO GET FIRST.

Brazil's elation is probably coming by mail, and it will be our pleasure to publish the reaction in next month's issue.

## MANILA GOES NEON

Two major features of "The Trail of the Lonesome Pine"—its general excellence as an attraction, and the fact of being in Technicolor—contributed to one of Manila's biggest color sunbursts.

Reporting on the astounding success of the Wanger production at the Capitol Theatre, Manila, Paramount Manager F. C. Henry told general manager Tom D. Cochrane that several things contributed to the success. One was the first full-page advertisement in full color in the Philippines Herald, the first advertisement in color to appear in any newspaper in the territory. Another was a realignment of the color system of the theatre's huge neon sign (illustrated in a recent issue) so that the film's title appeared in four colors instead of the usual red.

## LEDERER IS HONORED BY THE CZECHS

Here's an interlude during the making of "My American Wife" while Consul Felix B. Janovsky, acting on behalf of the Czecho-Slovakian Film Union, presents Francis Lederer with an honorary membership diploma. Left to right are: Henry Herzbrun, Adolph Zukor, Francis Lederer, Dr. Janovsky and Cecil B. deMille. There are a few well-chosen words about "My American Wife" elsewhere in this issue.

## LUBITSCH WILL DIRECT ALL FUTURE CLAUDETTE COLBERT FILMS FOR PARAMOUNT

One of the most important Paramount pronouncements of recent years concerns the seven remaining pictures on Claudette Colbert's existing Paramount contract. According to advice from Hollywood, all of these films will either be personally directed by Ernst Lubitsch, or they will be made under his personal supervision.

Mr. Lubitsch, it will be recalled, directed Miss Colbert with notable success in "The Smiling Lieutenant."





Miss Dietrich in her private car after arriving in New York by train recently.



HERE'S "CARRIE"

We have a definite feeling in advance that "Valiant is the Word for Carrie" is going to be a real dramatic triumph. The script bespoke this fact, and we have word from the studio that the rushes are revealing the same fact magnificently. Above we show you "Carrie" in person, otherwise Gladys George, at the left. She is with Director Wesley Ruggles, and at the cake is Romayne, Ruggles' well-known script girl. The cake appeared in the picture because it was Romayne's birthday.



THEY RULE THE WAVES

Jane Rhodes and Wilma Francis, a couple of Paramount's promising starlets, are washed in by the gentle Pacific. The reason for their being in the Pacific at all was that they had done so nicely with their roles in "My American Wife" that the director gave them the afternoon off. Perhaps Francis Lederer and Ann Sothern, who star in the picture, are in the wave that's following.

# The Product!!

## MARLENE DIETRICH WILL NEXT MAKE FOR PARAMOUNT "ANGEL," DIRECTED BY LUBITSCH

Within a very short while Marlene Dietrich will commence making "Angel" under the personal direction of Ernst Lubitsch. No other announcement regarding the supporting cast is available at this juncture, but Lubitsch has informed us that the world-wide success of "Desire" is something that he wishes to top with this new picture.

"Angel" is a Continental play by Melchoir Lengyl and is the type of comedy-drama that Lubitsch is master of in film form.

We had the pleasure of speaking with Miss Dietrich during her brief halt in New York City en route to the Continent and among other things we asked her opinion of the new property. She said that she has complete faith in what Mr. Lubitsch is going to do with her, and in turn Mr. Lubitsch has complete faith in the story. It certainly augurs well for "Angel," which will be one of Paramount's many film sensations for early 1937.

## CASTING HIGHLIGHTS OF MONTH'S PRODUCTION NEWS

Jimmy Ellison, the 'Johnny Nelson' of the 'Hopalong Cassidy' series, has been selected by Cecil B. deMille to portray Buffalo Bill Cody in the production, "The Plainsman." Gary Cooper plays the chief character, 'Wild Bill' Hickok. The picture deals with incidents in the early life of Buffalo Bill, hence the selection of Ellison for the role.

Edward Ellis, noted character actor, has been added to the cast of Claudette Colbert's "Maid of Salem," which Frank Lloyd is directing.

George Barbier has been given a new Paramount contract.

"Personal Appearance," the new and final Mae West Paramount picture under existing contracts, is being directed by Henry Hathaway. The picture may also undergo a change of title before final release, we are informed.

Three of Paramount's "moppets" (Variety's cute name for film youngsters), are in the cast of "The Big Broadcast of 1937." They are Virginia Weidler, Billy Lee and David Holt.

Johnny Downs and Purnell Pratt have been added to the cast of "The Plainsman." Porter Hall is also in the picture.

The cast of "Girl of the Jungle" (formerly known as "Queen of the Jungle" and a companion film to "King of the Jungle") continues to grow. It now includes Dorothy Lamour, Ray Milland, Sir Guy Standing, Akim Tamiroff Lynne Overman, and Wendy Barrie.

"One Man's Bonus," story of a timid War Veteran who conceives a novel way of spending his bonus, will be produced by Harold Hurley.

"One Man's Family," story of a typical family anywhere, will be produced by Jack Cunningham. This story has become known to millions of radio listeners throughout the world as a radio feature. It is broadcast originally in the United States and then transcriptions are sold to other countries. Many of the original radio cast will be in the film version.

Edward Arnold will star in B. P. Schulberg's production of "Pinkerton



Russell Holman A. M. Botsford

## HOLMAN, BOTSFORD BOTH HONORED BY PARAMOUNT

Mr. Barney Balaban, President of Paramount Pictures, has made two production announcements which must sincerely thrill the many friends of the two men concerned.

Russell Holman has been placed

the Detective" for Paramount. Alexander Hall will direct the film.

Martha Raye, about whom you'll rave when you see "Rhythm on the Range," has been given a long term Paramount contract.

Jack Mulhall is doing splendidly in his battle back to stardom. He'll be seen in "Murder With Pictures," "Wives Never Know," "Wedding Present" and "The Big Broadcast of 1937."

"Wedding Present," which is B. P. Schulberg's first new production for Paramount, stars Joan Bennett and has Cary Grant, George Bancroft, Conrad Nagel and Inez Courtney in the cast.

More than 1,000 extras will be seen in the big Vienna waltz palace scenes of "Champagne Waltz," the Gladys Swarthout-Fred MacMurray production.

The modern movie theatres of the world will be glorified in "This Way, Please," a story just purchased by Paramount and intended for production by Melville A. Shauer.



## TWO GREAT PARAMOUNT DIRECTORS

Frank Lloyd (left) made "Mutiny on the Bonnty" and "Under Two Flags" for other companies, and is now working exclusively for Paramount. He is shown here leaving for New York and Massachusetts to commence preliminary work on "Maid of Salem," starring Claudette Colbert.

With him is Cecil B. deMille, whose Paramount record has been a long and glorious one. C. B. traveled on the same train as far as Chicago, where he attended the Paramount District Managers' meeting. He's now back in Hollywood, his cameras shooting on "The Plainsman," which stars Gary Cooper, with a walloping cast in support.

in charge of all production activities of the Corporation in the East under Mr. Zukor, including the Paramount News and Short Subject Departments. This jurisdiction will include the feature picture which is expected to inaugurate a series to be made in the Long Island Studio with Oscar Serlin as Producer.

A. M. Botsford, who has produced several of the Corporation's most successful films during the past couple of years, has been given a new long term contract. At the present time he has three productions in work and nine being prepared for filming.

Messrs. Holman and Botsford have had extremely interesting careers with Paramount, both having graduated from the department of advertising. At the time that Mr. Holman joined Paramount in 1919 he became assistant to Mr. Botsford, who was then advertising manager. Several years later Mr. Botsford became advertising director of the Public Theatres division of the Paramount organization, while Mr. Holman became advertising manager of the distribution department. Later, the high executives of the Company, sensing the manifest knowledge of the public's desires in film entertainment that Messrs. Holman and Botsford possessed, wisely diverted their talents to the production of films. In this division of the Company they have made not only steady progress, but they have also contributed very materially to the studio's output of worthwhile films. Their new responsibilities should add even more sparkling gains to the Paramount product.

**FLASH!** We stopped the presses to let you know that the Paramounteers in Barcelona and Madrid are safe. Mr. Messeri has cabled us this news and will follow it with later bulletins. See editorial on page 2.

**EIGHT (8) WEEKS FOR "LONESOME PINE"**

Advices from Managing Director John E. Kennebeck tell that "The Trail of the Lonesome Pine" did eight weeks of sensational business at Paramount's Capitol Theatre in Melbourne, Australia. The Technicolor triumph also did four weeks at the Prince Edward in Sydney, and two weeks each in Brisbane, Adelaide and Perth.



Cecil B. deMille and his personal production staff conferring on "The Plainsman." William Pine, formerly studio publicity and advertising head, at the left.

**C. B. DeMILLE'S "THE PLAINSMAN" IS GOING TO BE GIGANTIC**

Shooting has already commenced on "The Plainsman," which Cecil B. deMille is making with Gary Cooper, Jean Arthur and a cast of other favorites. The initial scenes are being taken in what is the mightiest set ever erected on the Paramount lot. The vast sets for "The Crusades," which have stood for the past year, were torn down to make one of the corners of the new set, which depicts the famous Leavenworth City of last century.

In this city will be hundreds of characters, and opposing them outside the walls will be 2,000 Indians, more than have ever been used before in any one picture.

And all of that is only the starting point for C.B.'s film.

**AIRSHIP "HINDENBURG" CARRIED PRINT OF "THREE CHEERS FOR LOVE"**

Paramount made history again with the shipment to London of a print of "Three Cheers For Love" on board the German airship "Hindenburg." The print was urgently needed in England for trade-showing purposes, and the plane bringing it from Hollywood was an hour late in connecting with the steamer. That night it was rushed to the "Hindenburg" and beat the steamer into London by more than four days.

It was the first time in the history of aviation that a print of a feature picture was sent across the Atlantic by air.



GLENDON ALLVINE

Paramount's new Chairman of the Studio Editorial Board, concerning whom we ran a story in our May issue.

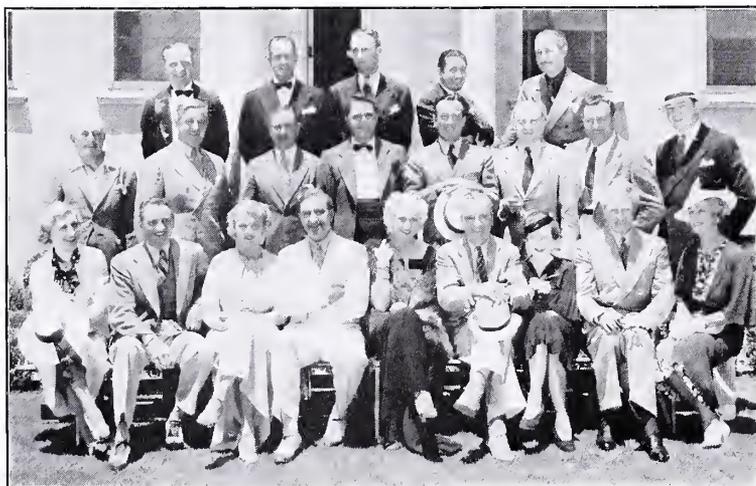
**PRESS RAVES OVER "EARLY TO BED"**

The New York City critics chuckled delightedly over "Early To Bed." The New York American started its blast of joy with "One loud, long laugh reverberates through the Paramount this week." Said the Herald-Tribune: "Mary Boland and Charlie Ruggles kept yesterday's audience at the Paramount in gales of merriment over a rollicking farce studded with funny lines and amusing characterizations." The Mirror called it "Frankly loony, it is filled with lusty laughs, original gags and funny lines."

**COINCIDENCE—OR FATE**

The California Collegians, the band in which Fred MacMurray was a saxophonist on Broadway in 1934 when he was seen by a Paramount's production department representative Oscar Serlin, and started on the road to stardom, have been signed to appear in "Champagne Waltz," in which MacMurray and Gladys Swarthout share stellar honors.

MacMurray will appear in the film as a band leader and will put the Collegians through the same routine they were doing when MacMurray was offered a Paramount contract. "Champagne Waltz," is MacMurray's first musical film.



**MOST OF YESTERYEAR'S STARS IN "HOLLYWOOD BOULEVARD"**

One Paramount picture that is virtually a Who's Who of Yesteryear is "Hollywood Boulevard." For the purpose of realism in this film, which deals with a fast fading star whose published memoirs snarl the lives of many people, some of them near and dear to him, the studio decided that all of the stars of yesteryear mentioned in the memoirs should actually be played by the stars themselves. So out of retirement, out of the ranks of the extras, out of comfort and out of penury, came these people who had their day of fame and fortune, adding to whatever sum constitutes their present wealth the few extra dollars this work brought to them.

And here, in one group pose, are all of them, identified as follows: (back row), left to right: Pat O'Malley, Jack Mower, Freeman Wood, Roy D'Arcy, Albert Conti. (second row) Maurice Costello, Harry Myers, Creighton Hale, Charles Morton, Jack Mulhall, Oscar Apfel, Edmund Burns, Charles Ray. (front row) Ruth Clifford, Bryant Washburn, Jane Novak, Francis X. Bushman, Esther Ralston, William Desmond, Mabel Forrest, Herbert Rawlinson, Rosemary Theby.



**"MY AMERICAN WIFE"**

This is the lovely lady that Francis Lederer marries in Europe and brings to America in "My American Wife." She is Ann Sothern, and as pretty an actress as she is a person.



**SENSATIONAL SINGER**

Here's Paramount's answer to the demand for a rousing male singer in our films. He's Frank Forest and he's under exclusive contract to our company. We've seen his test, and it is magnificent; we've met him personally, and he's of the stuff that film heroes are made; we heard him sing over the air a couple of nights ago and to say that he was a sensation is putting it mildly. We urge you to start publicizing him at once. You'll get him first in "The Big Broadcast of 1937," and then with Gladys Swarthout and Fred Mac Murray in "Champagne Waltz."

**FLASH!**

Bruce Cabot has been signed for an important role in "The Plainsman."

In this picture Mr. deMille promises in the battle between the cavalry and the Indians an even more stirring combat than he gave the world in the battle of horsemen in "The Crusades."

Warren William has been signed as Mae West's leading man in "Personal Appearance."

Bonita Granville, child actress who scored so magnificently in "These Three," has the very important role of the malicious child in Frank Lloyd's production of "Maid of Salem," starring Claudette Colbert.

### CHARLES HALE MADE N.S.W. BRANCH MANAGER



Chas. Hale

We are advised by Australia's Managing Director John E. Kennebeck that he has appointed Charles Hale manager of the New South Wales exchange to replace George Nacard, resigned. This promotion is one of the finest examples of advancement within

the ranks in the whole history of Paramount. Charles Hale joined the Sydney Exchange 12 years ago as country booker. He was then advanced to head booker of the exchange; thence to salesman, and now finally to the post of branch manager of the Sydney exchange.

Charlie has worked powerfully for his success: he merits every atom of it.

### USHERETTE HONOURED

We are indebted to Great Britain's "Paragrams" for the story of an award made to Usherette Beatrice Greenman of the Capitol Theatre, Cardiff, Wales. It seems that Miss Greenman received the Efficiency Medal for the best performance of her duties, the award including also a monetary award and one day's leave. The presentation was made by Manager Guthrie of Paramount's Capitol, and present also was young Norman Corner, who also shared in the award, since the theatre's best page boy is likewise honoured.



### CHRIS DUNPHY IS STUDIO'S PUBLICITY AND ADVERTISING DIRECTOR

We are indeed happy to introduce here Chris Dunphy, newly appointed head of the Studio's advertising and publicity forces. Chris came to Paramount more than a year ago from Washington, D. C., where he was assistant to the publisher of the "Washington Post." He has had a wide and experienced film background and is particularly well fitted for his new assignment.

Paramount's Foreign Legion certainly tenders him sincerest congratulations and proffers every cooperation possible to help him in his task.

## PARAMOUNTLY PERSONAL



### NEW CHILEAN OFFICE

Managing Director Benito del Villar has sent us this picture of the exterior of the new exchange opened for Paramount's progress at Concepcion, Southern Chile. The manager here is Sr. Honorio Garcia, and the address of the office is O'Higgins 634, Casilla 675.

Sr. del Villar calls the office "a new gold link in the chain of Paramount's business in Chile."

### PROMOTION FOR PAT O'CONNOR

Earl St. John, director of Paramount's theatres of Great Britain, announces that Pat O'Connor has been appointed to take control of the Press publicity and advertising departments of Paramount theatres. Mr. O'Connor has been a Paramounteer since the early days when the company was Famous Lasky Film Service.

We sincerely congratulate him on this very merited promotion.

### H. O. VISITORS

George Vallar wound up his very pleasant Home Office visit last Wednesday and departed for Germany on board the "Washington." George proved to be one of the jolliest visitors to the Crossroads of the World in a long while, and if he didn't catch all the fish that he wanted to, the fish at least are glad that he's heading away from them.

Arthur L. Pratchett, who broke no bottle of champagne over the prow of his "Division Revolucionarios," headed back to Havana on Friday, July 24th. He'll set up headquarters in the Cuban capital, then hie to Mexico City, later returning to Havana for a monster event that will be a highlight of our September 1st issue.

James L. Thornley, has just departed for Hollywood en route back to the general managership of Paramount's Capitol Theatre in Melbourne, Australia. Making the most of this first visit in ten years to Home Office, he has picked up a wealth of information relating to exhibition, projection and distribution, and goes back to Aussie-land well fortified to give the Melbourne picturegoers the world's greatest value in film entertainment. He sails from Los Angeles August 19th.

Eugene J. Schosberg is in Home Office briefly on the saddest of missions. Accompanied by Mrs. Schosberg, they brought the remains of their infant son for burial in American soil. The hearts of the entire Foreign Legion mourn in sympathy with the bereaved couple.

### H. O. RECEIPTS

The initials in this instance refer to House Organs, those vital links between Home Office and the far-flung field.

An early arrival last month was Italy's "Paramount," which publication will certainly be in a jubilant mood for the August issue on account of the "Double A" Division's triumph in the International Prosperity Contest.

Then three interest-packed issues of Poland's "Doradca Filmowy," which is a weekly, bearing great news about "Thirteen Hours By Air," "The General Died At Dawn" and several other major pictures. Excellent use of illustrations is made by this publication.

Spain's "El Matador" has gone very strongly for Fred MacMurray in the combined issue of May 30 and June 6th. The Legionnaires of Spain seem to think, with the best judgment in the world, that Mr. MacMurray is destined to be one of Paramount's outstanding stars.

Jugo-Slavia's "Paramountov glasnik" of June 5th is an extremely colorful announcement of that territory's product for 1936-37. The forthcoming pictures have been arrayed six to a page, and then summarized in a magnificently ornate sheet of gold paper which has been inserted in the centre of the issue.

Australia's "Silver Jubilee Punch" of May 27th revealed that Brisbane branch under the leadership of Gordon Brookes had the Number One position in the Blue Ribbon Division's Contest. It also revealed that General Sales Manager William Hurworth had just won his first golf trophy. This completed his education as a recognized film man. The next issue of the publication, two weeks later, told of the terrific success of "Trail of the Lonesome Pine" in several more states. The issue contained mention of a rumor that Claude Henderson had given away a box of cigars, but further qualified the mention by a second stressing of the statement being a rumor.

Roumania's "Gazeta Paramount," issue Number 4, is another enterprising exposition of the new Paramount product which is being made available to the local exhibitors. It contains a most encouraging message from Manager F. Siter, and a great deal of informative reading matter relating to the new films.

Issue Number Four of "El Paramount Caribe" is to hand and shows still further evidence of more widespread appeal. This live publication is designed for the exhibitors of Cuba and Manager Jasper D. Rapoport sees to it that every one of its pages is packed with live news. The newest issue has two splendid pages of personal photographs of Cuban exhibitors, the fruits of Manager Rapoport's camera, concerning which we reported at length last month.

To those offices using meter cancellations for their mail we pass along the news that Home Office is using a drawing of two automobiles crashing, and "AND SUDDEN DEATH, A Paramount Picture."



### A GRAND COUPLE

Here's a real honeymoon picture—with the cast of two comprising a couple of the finest folks in films. The locale is the Bel-Air home that Arthur Hornblow, Jr. built for his bride, lovely Myrna Loy. The principals are Myrna and Arthur. The sentiment motivating this publication of the picture is a desire to express, on behalf of the entire Paramount world organization, felicitations to the eminent Paramount producer and his charming wife.

### LONDON NOTES

"Poppy" the new W. C. Fields film went over big at its premiere at the Plaza this week end. Paramount, incidentally, are dominating the West end of London with "Poppy" at the Plaza and "The Case Against Mrs. Ames" at the Carlton Theatre nearby, and everything is set for big business during weeks ahead. Although widely different in type, these two pictures are both first-class public attractions and exemplify the renowned Paramount gift for turning out outstanding pictures covering a wide range of film entertainment. Business at the Carlton Theatre where "Mrs. Ames" has already been running a few days indicates a good season's run at this popular house. "Poppy" is obviously popular fare and past experience with pictures of the old maestro leaves no doubt that the new Fields film will prove a popular booking.

British Paramount News scored over their opposition last week by releasing an exclusive picture of Her Majesty The Queen. Queen Mary, who has been little seen in public during recent months, was paying a private visit to a model silkworm farm in Kent and Paramount enterprise was responsible for the securing of the only films made during Her Majesty's inspection of this new industrial centre.

### GIGANTIC CUTOUT OF JAN KIEPURA

We have seen in the "Aftenbladet" of Copenhagen a picture of a gigantic cutout figure of Jan Kiepura being prepared for use in conjunction with a film of the star. By contrast with the men painting the job we would estimate that the figure stands about 50 feet high. Furthermore, it looks to us like a gigantic boost for "Give Us This Night," and our heartiest congratulations go to those Paramounteers concerned.



## NOTIZIE DALL'ESTERO

La Gara Internazionale della Prosperita' per il 1936 e' finita ed una magnifica vittoria e' stata conquistata dall'Italia. Amerigo Aboaf, capo di quella Divisione, l'ha portata al primo posto con il trionfo dell'ufficio romano. La Divisione dell'Oriente, che ha per capo Tom Cochrane, si e' classificata al secondo posto con Tokio in testa alla lista. Al terzo posto stanno insieme il Capo della Divisione brasiliana Tibor Rombauer, il cui ufficio di Porto Alegre ha trionfato ed il Capo della Divisione Australiana, John E. Kennebeck con l'ufficio di Wellington, Nuova Zelanda, come vincitore locale. La competizione per il terzo posto in classifica e' stata una delle piu' disputate che si siano mai viste in una gara mondiale ed i due concorrenti si sono trovati in una perfetta parita' di posizioni.

Nessuna notizia della Gara sarebbe completa senza un omaggio agli altri concorrenti, i quali hanno impegnato tutti la battaglia piu' emozionante che abbiamo mai visto. Ogni affermazione individuale durante la Gara era uno spettacolo degno di attenzione, e, mai nella nostra storia, il famoso Spirito della Paramount, che e' sempre fonte d'ispirazione, fu meglio messo in mostra.

Vi e' un famoso versodi Omar Khayaam, che dice "Il dito scrive muovendosi e, dopo avere scritto, continua a muoversi." Infatti i nostri successi sono sempre stati determinati dalle nuove Gare, che seguono ad ognuna delle nostre grandi campagne di vendita. I nostri trionfi ci sono sempre serviti per raggiungere nuove altezze. E questa e' la ragione della nuova Gara che il Vice Presidente John W. Hicks annuncia in questo numero. Vi daremo maggiori particolari in proposito nel prossimo numero.

Accenniamo a pagina 2 alla vastita' della nostra prossima produzione. Avrete qui solo una piccolissima visione della potentissima serie di cinematografie che Mr. Zukor sta preparando nella sua nuova qualita' di Direttore del Comitato che dirige la Produzione. Troverete che Ernst Lubitsch prepara la cinematografia "Angelo" (Angel) con Marlene Dietrich, che sara' diretta personalmente da lui; troverete lo stesso grande direttore alla testa di tutte e sette le cinematografie di Claudette Colbert, che saranno fatte dalla Paramount; troverete Harold Lloyd impegnato per altre due cinematografie della Paramount; Gary Cooper pronto per un minimo di quattro cinematografie; leggerete le notizie sulla bellezza della cinematografia "Il Generale Mori" all'Alba" (The General Died at Dawn), che e' gia' completata; sarete informati che interpreti di fama mondiale saranno annunciati per "Il Conte di Lussemburgo" (The Count of Luxembourg), la piu' grande operetta che resti ancora da essere data in cinematografia e molte altre notizie, che vi faranno vibrare.

Ed ora vi diciamo che la cinematografia di Francis Lederer "La mia moglie americana" (My American Wife) e' una commedia che fa sbellicare dalle risa con uno sfondo continentale ed americano. L'interprete dimostra tutte le sue superbe qualita' di comico ed ha ottimi collaboratori in Fred Stone, Ann Sothern e Ernest Cossart.

I membri della Paramount in tutto il mondo hanno inviato le loro congratulazioni ad Arthur L. Pratchett che e' stato messo al comando delle

## UTLÄNDSKA NYHETER

Ja, nu är den stora International Prosperitytävlan av år 1936 över med Italien som segrare, tack vare den glänsande slutspurtan av direktör Amerigo Aboaf, som ledde sin division med kontoret i Rom i täten till triumf. Direktör Tom Cochrane kom in tvåan med sin Orientaliska division med Tokyo som segrare på stället. Direktör Tibor Rombauer, huvudet för den Brasilianska avdelningen i Porto Alegre, och direktör John E. Kennebeck, huvudet för den Australiska divisionen, där Wellington, New Zealands kontor, var vinnaren på stället, kommo in sida vid sida som tredje pristagaren. Att några kommit in så sida vid sida i en tävlan som dessa båda tredje prisvinnarna har aldrig hänt förut i någon världstävlan — och de båda voro så sida vid sida, att inte det tunnaste mynt, vare sig en dime, lei, zloty eller thruppence skulle kunna ha forcerats in emellan dem.

Vi få ej förbigå denna tävlan, utan att ge ett välförtjänt beröm till alla de andra medtävlarna, ty var och en var i stridens midt med full mening att vinna. Det var underbart att vaka till alla de olika deltagarna, och i hela vår historia ha vi aldrig sett en mera inspirerad Paramountanda än då.

Det finnes en välkänd strof i Omar Khayaam, som säger "The Moving Finger Writes and Having Writ Moves On," vilket är svårt att översätta. Men ett faktum är, att vår framgång i det förlutna alltid har blivit uppskriven av en ny tävlan, som överträffar alla våra försäljningskrafter. Vi ha alltid arbetat framåt till större triumfer. Vilket leder upp till den nya tävlan, vilken Vice Presidenten John W. Hicks ber oss att få medela om i detta häfte. Mera utförliga detaljer komma att givas i nästa månadshäfte.

På andra sidan ge vi eder en skymt av storheten i vår kommande produktion. Som sagt ni vill endast se en liten skymt av den enastående samling filmer, som Mr. Zukor har i beredskap som verkställande chefen för inspelningarna. Ernst Lubitsch håller på med förberedelserna för Marlene Dietrichs film, "Angel," som han personligen kommer att iscensätta; och vi komma också att finna denna stora regissör som övervakande anda över alla Claudette Colberts sju Paramountfilmer; Harold Lloyd skall göra två filmer till för oss; Gary Cooper skall göra åtminstone fyra Paramountfilmer; nyheter om den praktfulla "The General Died At Dawn," som allaredan är färdig; en storartad samling stjärnor äro engagerade för "Grevan av Luxembourg," den största operett, som någonsin gjorts för filmen; och en massa andra nervkittlande nyheter.

Paramountärer världen rundt ha överöst gratulationer på Arthur L. Pratchett, som har blivit utnämnd som överhuvud över de förenade divisionerna, som bestå av Central-Amerika, de Karibiska öarna och de norra republikerna i Sydamerika. Mr. Pratchetts framgång och upphöjning hos Paramount är ett storartat bevis på, hur en man kan arbeta sig upp från ingenting till toppen.

Divisioni Riunite, abbracciati l'America Centrale, i Paesi dei Caraibi e le Repubbliche Settentrionali del Sud America. La carriera di Mr. Pratchett con la Paramount e' un perfetto esempio di continue promozioni dalle cariche meno importanti a quelle piu' eminenti.

## AUSLANDSNACHRICHTEN

Der Internationale Prosperitätswettbewerb für 1936 ist beendet und Herr Direktor Amerigo Aboaf hat dadurch, dass seine Filiale in Rom so gut abgeschnitten hat, seine italienische Abteilung zu einem glorreichen Sieg geführt. Als Zweiter kam Herr Direktor Tom Cochrane, der Leiter des Orients, durchs Ziel. Die Filiale in Tokio war für seinen Sieg ausschlaggebend. Den dritten Platz sicherte Brasiliens Leiter, Herr Direktor Tibor Rombauer, mit Hilfe der fabelhaften Leistung seiner Porto Alegre Abteilung, zusammen mit Herrn Direktor John E. Kennebeck's australischen Abteilung, in der sich die Stadt Wellington (Neu Seeland) ganz besonders auszeichnete. Wir blicken doch bestimmt auf langjährige Erfahrungen in Auslandswettbewerben zurück, aber es ist uns in all den Jahren noch nie passiert, dass zwei Filialen derartig unentschieden abgeschnitten haben.

Unser Bericht über den beendeten Wettbewerb wäre nicht vollkommen, wenn wir nicht auch denjenigen Teilnehmern unsere Anerkennung zollen würden, die nicht an erster Stelle durchs Ziel gegangen sind, haben doch auch sie bewunderungswert zäh gekämpft. Es war fabelhaft zu beobachten, wie im Laufe des Wettbewerbs jede einzelne Filiale immer wieder mit Macht versuchte, der nächstbesten den Rang abzulaufen. Ueberall herrschte der uns allen so gut bekannte Paramount Geist und Optimismus, der jeden einzelnen Paramountler zu immer neuen Taten anfeuerte und es ihm somit ermöglichte, sich selbst zu übertreffen.

Kaum ist der Wettbewerb für das erste Halbjahr beendet, ist er auch schon wieder ein Ding der Vergangenheit und dient gewissermassen nur noch als Sprungbrett für neue noch grössere Erfolge; und mit dieser Ausgabe gibt unser Vizepräsident, Herr John W. Hicks, Einzelheiten für den neuen Wettbewerb bekannt. Er bespricht den Wettbewerb für den Abschluss des Jahres 1936 allerdings heute nur in groben Umrissen und alles Nähere werden wir im nächsten Monat veröffentlichen.

Auf Seite zwei finden Sie Stichproben von der Güte unseres neuen Produktionsprogrammes. Wir können Ihnen allerdings nur einen kleinen Einblick in die Auswahl der wirklich grossartigen Filme gewähren, die Herr Zukor in seiner neuen Kapazität als Vorstand der Board in Charge of Produktion für die neue Saison vorgesehen hat. Aber die Tatsache, dass Ernst Lubitsch an den Vorbereitungen für Marlene Dietrich's Film "Engel" arbeitet, den er persönlich inszenieren wird; dass er ferner für alle sieben Paramount Filme, die Claudette Colbert drehen wird, verantwortlich zeichnen wird; dass Harold Lloyd zwei weitere Filme für uns machen wird; dass Gary Cooper zu einem Minimum von vier Paramount Filmen verpflichtet worden ist; dass der Film "The General Died At Dawn," welcher bereits beendet ist, überall neue Kassenrekorde aufstellt; dass eine ganz hervorragende Besetzung für die grösste und bisher noch nicht verfilmte Operette, nämlich "Der Graf von Luxembourg," vorgesehen ist, und viele andere äusserst wichtige Neuigkeiten mehr, sollte genügen, um Ihnen ein ungefähres Bild zu geben, was Sie von der neuen Filmsaison zu erwarten haben.

Aus Hollywood wird uns soeben berichtet, dass Francis Lederer's Film



VASCO ABREU CREATES MAGNIFICENT PUBLICITY

A few days ago a colossal crate brought to Home Office one of the mightiest pressbooks we have ever seen. It was a condensation of the publicity put over in Brazil in behalf of Cecil B. deMille's production, "The Crusades," and it represented prodigious efforts on the part of Publicity Director Vasco Abreu and his Rio de Janeiro staff. After we had routed the book around Home Office it was despatched to Hollywood where it joins Mr. deMille's famous publicity museum.

## EXPLOIT-TIDBITS

(Continued from Page 9)

ing in New York, the layouts are well conceived, the expert use of the Paramount Trade Mark inspirational, and the message concerning the 17 pictures displayed is unmistakable.

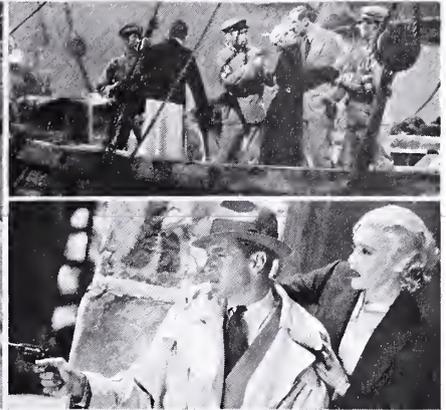
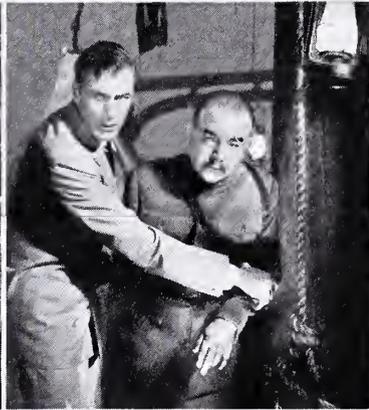
Australia thinks so highly of the value of Popeye The Sailor that they have issued locally a condensation of the American press book entitled "Popeye Club Manual. How to Organize and Conduct a Popeye Club."

Elsewhere is evidence of the wonderful poster campaign on "Desire" put over by the exploitation staff of Le Paramount, Paris. We have also received from M. Andre Agramon, the theatre's publicity manager, photos of the imposing front prepared for the house, and also copies of the special herald and throwaway which contributed so materially to the success of the film.

"Meine Amerikanische Frau," ein urkomisches Lustspiel ist. Als Hintergrund für diesen Film dienen Europa und Amerika. Der Star selbst entpuppt sich als ein erstklassiger Komiker und findet in seinen Gegenspielern, nämlich Fred Stone, Ann Sothern und Ernst Cossart, Unterstützung, wie man sie sich nicht besser denken kann.

Aus aller Welt laufen Glückwünsche für Herrn Arthur L. Pratchett ein, der die Leitung von Zentral Amerika, den karibischen Ländern und den Acuatorländern Südamerikas übernommen hat. Herrn Pratchett's Paramount Karriere ist eine Serie wohlverdienter Beförderungen von einem ganz unscheinbaren Start ausgehend und beweist, dass unermüdlicher Fleiss von unserer Firma stets anerkannt und belohnt wird.

# "THE GENERAL DIED AT DAWN"



## NIEUWS VOOR HET BUITENLAND

## NOTICIAS DE LA PARAMOUNT

Gary Cooper, Madeleine Carroll and Akim Tamiroff in scenes from the spectacular oriental melodrama you'll be seeing soon.

meira das tres plumas do vencedor. O segundo lugar tocou a Divisão do Oriente, chefiada por Mr. Tom Cochrane, cabendo ao escriptorio de Tokio a maior parte da victoria obtida pelos orientaes. O terceiro premio será dividido entre o gerente da agencia do Porto Alegre, sr. Tibor Rombauer, e o director da divisão da Australia, sob a chefia de Mr. John E. Kennebeck, tendo cabido o maior da victoria ás agencias de Wellington e Nova Zelandia. A corrida que resultou neste empate do terceiro premio foi uma das mais renhidas de que ha noticia, não tendo havido entre os contendores a differença de um tostão ou de um centavo que fosse.

—Não podemos fazer menção aos vencedores do concurso sem tambem enaltecermos, como tributo, o papel desempenhado pelos outros contendores, que, se não chegaram á meta no tempo desejado, desenvolveram para isso o melhor de seus esforços. Cada um deltes fez todo o possivel, demonstrando assim o fervor e a coragem que os movem nos desafios em prol da Paramount.

—Lembremo-nos daquella sentença de Omar Khayaam, que diz "O movel dedo que o destino traça, isso escreve e adeante passa," o que quer dizer que o nosso progresso tem por meta o futuro e tambem se applica aos nossos concursos. Portanto, vale a pena ver o plano do nosso tuturo desafio, segundo é agora esboçado pelo vice-presidente John W. Hicks e que será pormenorizado na nossa proxima edição.

—Damos na pagina 2 deste numero uma farta resenha da nossa futura producção. São filmes de grande valor, de uma aceitação geral esses que Mr. Zukor, a cargo da feitura das novas fitas, tem ultimamente superentendido. Ali encontrareis, por exemplo, a producção de Marlene Dietrich "Angel" (O Anjo), realizada sob a competente direcção de Ernst Lubitsch; outrosim, o mesmo esplendido produtor terá a cargo os sete filmes que Claudette Colbert fará para a Paramount; Gary Cooper fará quatro fitas para a nossa marca; teréis noticia da grandeza do filme "The General Died At Dawn," que já se acha terminado; de um quadro de artistas dos primeiros que entrará na feitura de "O Conde de Luxemburgo," a mais bella fita musical ainda posta na tela, e de muitas coisas mais.

don John W. Hicks anuncia en este número, y acerca del cual informaremos con mayor extensión más adelante.

—Damos en la página dos una idea de lo que será el magno conjunto de películas que tiene en preparación don Adolph Zukor en su carácter de nuevo presidente de la Junta Directiva encargada de la producción cinematográfica. Entran en ese conjunto estudiando: el film "Angel" de Marlene Dietrich, dirigido personalmente por Ernst Lubitsch; siete películas de Claudette Colbert, que estarán a cargo del mismo director insigne; dos nuevas películas de Harold Lloyd para la Paramount; no menos de cuatro que Gary Cooper se halla listo a filmar para la Paramount; la magnífica producción "La última aventura" ("The General Died At Dawn"), que acaba de terminarse; "El Conde de Luxemburgo," versión cinematográfica de la famosa opereta, para la cual se cuenta con maravilloso reparto, y muchas otras producciones de excelente augurio para las taquillas.

—De los cuatro puntos cardinales han llegado las felicitaciones que le envían los paramontistas a don Arthur L. Pratchett con motivo de habersele nombrado jefe de la unidad en que quedaron reunidas las divisiones de la América Central, las Antillas y el norte de la América del Sur. Es la carrera del señor Pratchett en la Paramount elocuente ejemplo de cómo se asiende por méritos.

## NOTICIARIO DA PARAMOUNT

O nosso concurso internacional de Prosperidade para 1936 terminou com a magnífica victoria alcançada pela Divisão Italiana, capitaneada pelo sr. Americo Aboaf, tendo o escriptorio de Roma ganho a pri-

—El Concurso Internacional de Prosperidad para 1936 termina con la magnífica victoria alcanzada por la División Italiana cuyo adalid, el director gerente don Americo Aboaf, la llevó a la meta, con la oficina de Roma a la cabeza. Tocó el segundo puesto a la División de Oriente, del director gerente don Tom Cochrane, con la oficina de Tokio vencedora entre todas las de ella. En el tercer puesto quedaron empatados el gerente del Brasil don Tibor Rombauer, cuya oficina de Porto Alegre salió triunfante, y el director gerente de la División Australiana don John E. Kennebeck, con la oficina de Wellington, Nueva Zelandia, como vencedora. La competencia de la cual resultó este empate fué de las más reñidas que hemos presenciado en un concurso de esta índole, como que bien podrá decirse que no separó a los contendores ni el canto de un tostão, penique, ochavo o cualquiera otra moneda que cuente entre las más delgadas.

—No es posible hablar del Concurso sin tributar el merecido elogio a cuantos tomaron parte en él: todos y cada uno lucharon como buenos, y con tal denuedo que era cosa de entusiasmarse viendo cómo se manifestaba el famoso espíritu de los legionarios de la Paramount.

—Cita de que suele echarse mano con frecuencia es aquella tomada de Omar Khayaam que dice: "El móvil dedo que el destino traza, tan pronto como escribe luego pasa." Seanos permitido traer aquí esa cita para observar que si bien es cierto que cada Concurso pasa después de haber escrito su página de gloria para la Paramount, no lo es menos que el siguiente Concurso escribe página aun más gloriosa que aquella. Así ha de ser ciertamente la que escribirá el nuevo Concurso que el vicepresidente

grootste, nog onverfilmde operettes: "De Graaf van Luxemburg."

**"AND SUDDEN DEATH" HAS A PRICELESS TIE-UP**

A couple of years ago we had a film that provided a wonderful opportunity for tying-in, to mutual advantage with the Police Department of your territory. This film was "Car 99." Now there is an even greater opportunity given you with "And Sudden Death." The pressbook on this picture has all of the details. Be sure and make the most of the chance. Don't leave the details to your exhibitor; pave the way for him, and do Paramount a good turn while doing it.

Ziezoo! Het Internationale "Prosperity" Concours van 1936 is ten einde en de Italiaansche Divisie, onder leiding van Directeur America Aboaf, heft een reusachtige overwinning behaald, voornamelijk door de geweldige prestaties van het kantoor, te Rome. Directeur Tom Cochrane heeft voor zijn Orient Divisie den tweeden prijs weten te veroveren, met Tokio als winnaar in het plaatselijke concours. De derde plaats in den eind stand komt toe aan twee divisies: Brazilië, onder Directeur Tibor Rombauer, waar het kantoor, te Porto Alegre den doorslag gaf, en John E. Kennebeck's Australische Divisie met het kantoor te Wellington, Nieuw Zeeland, als plaatselijke winnaar. Het verschil in punten tussehen Brazilië en Australië is zoo gering, dat er geen dubbeltje, lei, zloti, of kopek tussehen te krijgen is.

Wij kunnen deze bespreking van het concours niet besluiten, zonder een woord van lof aan alle mededingers in deze heftigen strijd van onderlinge vriendelijke vijandchap, waarin meer dan ooit de ware Paramount geest naar voren kwam, zoowel individueel als collectief.

"De Koning is dood." "Leve de Koning." En zoo ook wat onze concours betreft. Zoodra een concours tot het verleden behoort storten wij ons terstond in een nieuwe competitie gericht op steeds grootere prestaties in de distributie van Paramount films in het buitenland. Dientengevolge kondigt de Heer John W. Hicks in dit nummer een nieuw concours aan, waarover nadere bijzonderheden in de editie van de volgende maand.

Op pagina 2 geven wij U een overzicht van wat het nieuwe product omvat. Geeft maar dadelijk toe, dat de titels, regisseurs, acteurs en actrices van de vermelde films, vervaardigd, of te vervaardigen onder leiding van den Heer Zukor als Voorzitter van den Bestuursraad belast met de productie, regelrecht duiden op ongekend succes. Ernst Lubitsch zal persoonlijk de regie op zich nemen van "Angel" (Engel) met Marlene Dietrich—dezelfde regisseur is belast met de regie van alle zeven Claudette Colbert rollen—Harold Lloyd gaat twee films maken voor Paramount, terwijl Gary Cooper zal optreden in een minimum van 4 films—"The General Died At Dawn" reeds genoemd in de vorige editie, is thans gered voor distributie. Een groot aantal filmsterren is bijeengebracht voor een der

## Nouvelles de l'Étranger

Voilà, le Concours International de la Prospérité de 1936 est clôturé et c'est l'Italie qui a remporté une magnifique victoire. M. Americo Aboaf, directeur-gérant, à amené sa Division en tête de ligne, et le bureau de Rome a triomphé. M. Tom Cochrane, directeur-gérant de la Division d'Orient est second, avec Tokio victorieux dans cette région. La troisième place est partagée entre le Brésil, dont le directeur-gérant, M. Tibor Rombauer, a conduit au succès le bureau de Porto Alegre, et la Division Australienne conduite par M. John E. Kennebeck, directeur-gérant, dont le bureau de Wellington, Nouvelle Zélande, emporte le pompon local. C'est la première fois dans un concours mondial de ce genre, qu'il y a tellement peu de différence entre les gagnants du troisième prix, qu'elle n'atteindrait pas l'épaisseur d'une pièce de dix cents, d'un lei, d'un zloty ou d'un twopence.

On ne peut cependant pas parler du concours sans rendre hommage aux autres concurrents qui tous se sont engagés dans la bataille avec la plus grande énergie. Les "performances" individuelles pendant toute la durée du concours ont attiré l'admiration de ceux qui les ont suivies, et à aucun moment de notre histoire l'Esprit Paramount ne s'est manifesté d'une façon plus brillante.

Il y a un dicton emprunté à Omar Khayyan selon lequel "Le doigt mouvant écrit et ayant écrit continue à mouvoir," ce qui peut n'être pas une traduction littéraire. Mais le fait reste que nos progrès dans le passé ont toujours été marqués par les nouveaux concours qui ont suivi chacun des grands efforts de vente. Nous avons toujours construit plus grand sur la grandeur de nos triomphes. Et c'est pour cela que nous avons main-



**PARAMOUNT'S OFFICE AT TRIESTE, ITALY**

Here are several interior glimpses, and a scene of the trade-mark-studded entrance, of Paramount's office at Trieste, Italy, where Conte Edoardo Micheroux de Dillon is branch manager. Our description of the entrance is no exaggeration, for even in this small scene we can count no less than 7 Paramount Trade Marks.

tenant un nouveau Concours que notre vice-président, M. John W. Hicks annonce dans ce numéro. Nous donnerons des détails plus complets dans notre numéro du mois prochain.

Nous faisons entrevoir en page deux la grandeur de notre production en préparation. Ce n'est qu'un petit coup d'oeil sur le formidable déploiement de films que prépare M. Zukor en sa qualité de président du Conseil d'Administration en charge de la production. Vous y trouverez que Ernst Lubitsch prépare le film Marlene

Dietrich, "Angel," qu'il dirigera personnellement; vous verrez que ce même grand metteur en scène a pris charge personnellement des sept films Claudette Colbert pour Paramount; vous verrez que Harold Lloyd va produire pour Paramount deux autres films; vous verrez que Gary Cooper est prêt à nous livrer au moins quatre films de plus; vous apprendrez quel grand film est "The General Died at Dawn," qui est déjà fini; quelle magnifique distribution de rôles est annoncée pour "The Count of Luxem-

bourg," la plus grande des operettes qui reste à mettre à l'écran; et bien d'autres nouvelles "excitantes."

Voici un tuyeau. Le film Francis Lederer, "My American Wife," est une comédie qui vous fera gondoler, la scène se passe en Europe et aux Etats-Unis. L'étoile se montre un excellent comédien dans ce film et est brillamment supporté par Fred Stone, Ann Sothern et Ernest Cossart.

Des Paramoutains de tous les coins du monde ont couvert de félicitations M. Arthur L. Pratchett qui a été mis à la tête des divisions réunies de l'Amérique Centrale, les Antilles et des républiques du nord de l'Amérique du Sud. La carrière de M. Pratchett avec Paramount a été un parfait exemple d'avancement progressif d'une place modeste à une des plus élevées.



**B. P. SCHULBERG**  
Veteran Paramouteer, who has signed a contract as an Associate Producer to deliver a total of 24 Paramount Pictures over a period of three years. Mr. Schulberg's films will be made at the General Service Studios in Hollywood.

## ALL OF THE BIRTHDAY ANNIVERSARIES IN SEPTEMBER

Are You Interested in Writing to Those Coinciding with Your Anniversary?

- |                                 |                                  |                                      |                                    |                                  |
|---------------------------------|----------------------------------|--------------------------------------|------------------------------------|----------------------------------|
| 1 Mr. P. Dubois.....Paris       | Miss D. Paul.....Melbourne       | Mr. Crittall.....London              | Mr. Benito del Villar.Santiago     | Mr. M. Moguer.....Seville        |
| Miss Rees.....London            | Miss M. Whellans..Melbourne      | Mrs. Foulkes.....Manchester          | Mr. A. Facieras...Barcelona        | Miss A. Hackenbroich, Dusseldorf |
| Miss R. Rodd.....London         | Mr. D. Correali...Sao Paulo      | Mr. Tulip.....Newcastle              | Mr. F. Morris...Birmingham         | Mr. Dempster.....London          |
| Mr. J. Corper.....Birmingham    | Abdoel Rahim bin Djerin, Batavia | Mr. D. Lloyd.....Liverpool           | Miss Gilbert.....London            | Mr. F. Russell.....Melbourne     |
| Miss MacMillan.....Glasgow      |                                  | Mr. E. Parry.....Cardiff             | Mr. G. Hart.....Leeds              | Kwee Kim Swie...Sourabaya        |
| Mr. Drake.....London            |                                  | Mr. C. Perret.....Paris              | Mr. G. Olsson...Stockholm          | Mrs. Wilson.....London           |
| 2 Mr. A. Bastin.....Bruxelles   | Mrs. Godwin.....London           | Mrs. L. Beaume.....Paris             | Mr. L. Marselle...Toulouse         | Miss T. Bjarkum...Oslo           |
| E. Karol.....Lemberg            | Miss A. Nielsen...Copenhagen     | Mr. R. Bartra...Barcelona            | Mr. R. Proccot...Paris             | Mr. F. Stark.....Paris           |
| Miss Jordan.....London          | Mr. L. Gauthier...Paris          | Mr. M. Cabre...Barcelona             | Mr. L. Desmarthon. Bordeaux        | Mr. A. Boiret...Paris            |
| Mr. H. Tempest.....Leeds        | Miss M. Montrouge...Paris        | Miss M. Caballe...Barcelona          | Miss F. Robredo...Madrid           | Miss M. LeRoy.....Paris          |
| Miss Lock.....London            | Mr. H. Terrasson. Bordeaux       | Mr. H. Pike.....London               | Miss M. Martinez...Seville         | J. Kawai.....Tokyo               |
| Mr. Smith.....London            | Mr. H. Boos.....Basel            | Miss E. Parsons...Leeds              | Mrs. N. Green...Liverpool          | Miss J. Calcutt...Sydney         |
| Mrs. Wadmore.....London         | Mr. E. Gabbio.....Genoa          | Mr. C. Herbert...London              | Mr. C. Green...London              | Mr. McMorrow...London            |
| 3 Mr. C. Watry.....Paris        | Miss Waite.....London            | Mr. Stanton.....London               | Mrs. Vickers.....Glasgow           | Mr. Windler.....Manchester       |
| Mr. V. Ciacci.....Rome          | Miss Murray.....London           | Mrs. Vickers.....Glasgow             | Mr. J. Furnell...London            | Miss M. Nutchey...Leeds          |
| Miss Wood.....London            | Miss E. Mons...Rosario           | 15 Mr. R. Stock.....Paris            | Miss G. Palmer...Glasgow           | Miss McKechnie...Liverpool       |
| Mr. C. Penley.....London        | Mr. G. Mellier...Paris           | Mr. E. Salles...Marseilles           | Mr. D. Ross...Glasgow              | 27 Miss G. Levey...Home Office   |
| Mrs. Cantelo.....London         | Mr. Y. LeTroquer...Paris         | Mr. F. Gawler...Sydney               | Miss N. Cross...Liverpool          | Mr. F. Fiszman...Warsaw          |
| 4 M. Kuhn.....Budapest          | Mr. J. Bronckart...Bruxelles     | Mr. L. Huckerby...Melbourne          | E. Weichhardt...Bucarest           | Mr. R. Rimbart...Toulouse        |
| Mr. F. Panneels...Bruxelles     | Mr. J. Bremejo...Barcelona       | Mr. G. Newman...Melbourne            | Miss N. Emoson...Sydney            | Mr. Ross.....London              |
| Miss E. Marlet...Barcelona      | Miss E. Tekaat...Dusseldorf      | Mr. V. Ochoa...Buenos Aires          | Mr. C. Brown...London              | Mr. A. Badier...Lyon             |
| Mr. E. Flaquer...Madrid         | Mr. S. Guidoni...Milan           | Miss M. E. Gabriel...Rosario         | Mr. Wright.....Manchester          | Miss E. Grimshaw...Leeds         |
| Miss F. Stuckey...Brisbane      | R. Hunt.....Newcastle            | Miss E. Wilson...Newcastle           | Mr. A. Thurston...Leeds            | Mr. C. Donaghey...Sydney         |
| Miss Baird.....London           | Miss B. Daley...Melbourne        | Mr. O'Rourke...Cardiff               | Miss E. Hodgkins...Leeds           | Miss N. Roe...Melbourne          |
| Mr. Moore.....Newcastle         | Mr. A. Naylor...Sydney           | 16 H. Freud.....Budapest             | Mrs. Mundy.....Cardiff             | Mrs. B. Wadham...Melbourne       |
| Mr. O. Allen...Cardiff          | Mrs. McMillan...London           | Miss Dickinson...London              | 23 Mrs. S. E. Pierpoint..Cristohal | Miss Ridout...London             |
| Miss I. Snaden...Sydney         | Mr. A. Gilmour...Glasgow         | Mr. Hewlett...Newcastle              | Mr. L. LeLarge...Paris             | Mr. D. Cameron...Glasgow         |
| 5 Mr. X. Crieelaers...Bruxelles | Miss Patterson...Newcastle       | Mr. H. Marklew...Leeds               | Mr. R. Rochefort...Algiers         | Mr. J. V. Sureda.Home Office     |
| Miss B. Antorde.Buenos Aires    | Miss Sanders...Cardiff           | Miss Mayfield...Leeds                | Mr. H. Freygang...Cairo            | H. Fantova...Prague              |
| Mrs. Howard...Manchester        | 10 Miss J. Acero...Barcelona     | Mrs. M. Boulter...Birmingham         | Miss Woodrow...Frankfort           | Mr. G. Vooght...London           |
| Mr. W. Finlay...Liverpool       | Miss S. Ehle...Frankfort         | Miss G. Poetttschacher.Vienna        | Mr. Gregory...London               | Mr. E. Perkins...London          |
| Mr. J. Large...Liverpool        | Mrs. Baker.....London            | 17 Miss C. Bos...Amsterdam           | Mr. F. J. Heydon.Melbourne         | Miss Melhuish...London           |
| Mr. H. Cooke...Liverpool        | Mr. Gordon...Newcastle           | Mr. F. Delodere...Paris              | Mr. I. Nordenstrom, Buenos Aires   | Miss J. McDowall...Glasgow       |
| Miss Gidley...Birmingham        | Mrs. Harris...Birmingham         | Mr. A. Groom...Glasgow               |                                    | Mr. Thompson...Leeds             |
| Mr. R. Dempsey...Sydney         | 11 Mr. M. H. Poster...Perth      | Mr. L. Grant...Cardiff               | Mr. Trimby...London                | Mrs. E. Kelsey...Leeds           |
| 6 Mrs. G. Zudaire...Paris       | Mr. L. Stagnaro.Buenos Aires     | Mr. L. Rubin...Barcelona             | Mr. Richiardi...London             | Miss Howell...Cardiff            |
| Miss R. Reuliaux...Bruxelles    | Mr. Varty.....London             | Mr. E. Campos...Barcelona            | Mr. E. Bailey...Manchester         | Mr. L. Folds...Java              |
| Mr. R. Charton...Paris          | Miss Hayes.....London            | Mr. G. Della Fornace...Rome          | Mr. Dryden...Newcastle             | Mr. J. Bailleau...Paris          |
| Miss J. Freire...Lisbon         | Mr. Fielding...Newcastle         | Miss King.....London                 | Miss Morrish...Newcastle           | Mr. A. Albert...Bruxelles        |
| Mr. M. Goldman...London         | Miss Eastwood...Leeds            | Mr. D. Connell...Sydney              | Miss L. Smith...Leeds              | Mr. E. Lasne...Paris             |
| Miss I. Copeman.Manchester      | 12 M. Kornblum...Warsaw          | Mrs. W. Andrews...London             | Miss J. Bearley...Hollywood        | Mr. M. Cambici...Cairo           |
| Mr. W. Callanan...Sydney        | Miss Howard...London             | Miss I. McDade...Glasgow             | T. Weiss...Bucarest                | Mr. T. Kanaida...Osaka           |
| Mr. D. Collins...Sydney         | Mrs. D. Palmer...Cardiff         | Mr. A. Robson...Leeds                | Mrs. Y. Salort...Algiers           | Mr. J. Abreu.Rio de Janeiro      |
| Miss Samwells...London          | Miss Aitkenhead...London         | 19 Mr. G. Ulrich...Paris             | Miss Young...London                | Miss E. Honeyman...London        |
| Mr. Hosgood...London            | Miss Wright...Manchester         | Mr. W. Heidenriech...Berlin          | Miss J. Murray...Sydney            | Miss M. Hamilton...Glasgow       |
| Miss Perry...London             | Miss M. Armstrong...Leeds        | Miss Melton...London                 | Mrs. Hampton...London              | Miss O'Regan...Newcastle         |
| Mrs. Trussen...London           | Mr. Lake.....London              | Miss Smeaton...London                | Miss B. Swanson...Glasgow          | Miss C. Stolk...Amsterdam        |
| Miss E. Stewart...Glasgow       | 13 Mr. L. Fernandez, Home Office | Miss M. Thomson...Glasgow            | Mr. Allen...London                 | Mrs. M. Neff...Paris             |
| Mr. F. Marklew...Leeds          | Mr. F. Pantoja...Havana          | Miss Smith...Manchester              | Mrs. Cherry...Newcastle            | Mr. P. Lange...Berlin            |
| Miss A. Wright...Liverpool      | Mr. R. Cordier...Lyon            | Miss Hornyack...Manchester           | Miss Hamer...Liverpool             | Mr. K. Logan...Brisbane          |
| 7 I. Pausch...Budapest          | Miss P. de la Rosa...Madrid      | Mr. A. Smith...Cardiff               | Miss Mead...Cardiff                | Mr. C. Pyers...Melbourne         |
| Mr. P. Rodenas...Barcelona      | W. Chlan...Lemberg               | 20 Mr. J. W. Hicks, Jr., Home Office | Mr. M. McCabe...Melbourne          | L. Chaparro...Bogata             |
| Mr. R. Ferrer...Barcelona       |                                  |                                      | Mr. F. Brouard...Paris             | Mr. D. McNish...Glasgow          |
| Mr. R. Guillen...Madrid         |                                  |                                      |                                    | Miss R. H. Kirkby...Sydney       |

# **N** *Paramount's* INTERNATIONAL **NEWS**

Vol. 3.

SEPTEMBER, 1936

No. 9



STILL THE GRANDEST  
SHOW SIGN IN  
THE WORLD!

## **FLASH!**

# **BRAZIL LEADS!**

## **India Also Tops Quota in Contest**

**Pratchett Opens Brilliant Caribbean Convention in Havana  
With Mr. Hicks in Attendance**

**"The General Died At Dawn" is Spectacular Sensation**

**Merited Promotions Announced in Great Britain, Italy**

**Paramount Studio Close to Greatest Production Output in History**

**Advance Reports on "Champagne Waltz" Are Thrilling**

**Campaign for Curtailment of Unnecessary Expense A Widespread Success**



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. 3. September, 1936 No. 9.

### "GENERAL"

A few years ago our entire Foreign Legion was agog at the prospect of a momentous cinematic thrill from a film known as "Lives of a Bengal Lancer." Months of what is known in picture parlance as a build-up had preceded the completion of what was fondly hoped would be an epic, and Paramounteers everywhere throughout the world were sitting, proverbially, on the edges of their seats waiting for the thrill. Well, it came! And what a thrill! The whole world is still reverberating to it: or was, until a few months ago, when "The General Died At Dawn" went into work. Then the word commenced to be spoken around that here was to be the 1936 equivalent of "Lancers," with all of the same spectacular thrills, the same exotic glamour, the same heart-sweeping romance — and the same Gary "Lancers" Cooper. Well, the spoken word merged into the production itself, and the production merged into a completed picture that has just been screened in Home Office. And to what a thrilling reception! But let us not give space here to superlatives that you yourself will ache to use; let us not tell you too much of the thrill that you yourself will be happy to embrace. Let us simply tell you that no matter what high hopes you have built up for this all-important film, the film itself will top them with plenty of punch to spare.

### CARIBBEAN

Page Five of this issue is a real writing of history. For the first time Paramount has knit together all of the countries of the Caribbean into a compact unit, and signaled this achievement by a Convention attended by Mr. Hicks from New York. One needs only to read the actual evidence, note the excerpts of addresses made, and see the enthusiasm reflected in the photographs of what transpired to know that here was Paramount enthusiasm at its highest pitch. With the tire-

less energy of Division Manager A. L. Pratchett spreading like Wings Over the Caribbean, and finding ample response in the swell gang of Paramounteers assembled under his leadership ('Los Revolutionarios,' he calls them), we can feel supremely confident in predicting towering achievements from the territories of those who attended the Havana Convention.

### LESS

Progress was always written by our organization, as it has been written by countless others in the past, when profits slid upwards and expenses slid downwards. Now that the Paramount organization is truly ours again, when we are the ones who can make or mar its destiny, it should not be a matter of compulsion, or of duty, or of anything other than a plain, straightforward matter of pride to make every simple saving possible. Saving expenses, you know, is not an arbitrary or decimal matter, but one of thought. A few thoughtful moments each day will reveal to you, in a fashion more understandable than occult, that there are a great many ways in which minor practical savings may be made. Just try, and be convinced.

### QUIGLEY

We are going to continue to make it a practice of hammering at you in each and every issue for material for the Quigley Award contest of America's Motion Picture Herald. Already in the space of a year Paramount has secured more overseas prizes in this contest than any other organization, and we want to keep this reputation for leadership intact. Right here in this current issue is proof of our contention that all you have to do is to gather the material relating to a complete exploitation campaign, send it to us with all possible particulars, and we'll fashion it into presentation order for the contest. Just give us the dope; we'll buff and burnish it so that it will enter the contest in resplendent fashion. It doesn't have to be evidence of a gigantic campaign, or even a campaign put over in a major city. Just so long as it is a complete campaign, and is evidence of the fact that the exhibitor concerned did everything within his power to make his locality conscious of the merit of the picture he was playing. Some Quigley awards have been won in towns of less than 5,000.

### DEPARTED

It is with a sense of profound regret that we record the untimely passing of Paramounteer Vittorio Geri who was, until claimed him by death in an automobile accident during the performance of his business duties, manager of the Paramount Exchange in Florence, Italy. All the more sad is his passing when it is chronicled that he had been but newly appointed to this post as the result of brilliant performance and even more brilliant promise.

### "CHAMPAGNE"

By virtue of providing the Havana Convention with some glimpses into the Paramount product of the immediate future we have been privileged to have some advance peeps at the entertainment qualities of "Champagne Waltz." From these glimpses we note several important things: Firstly, the team of Gladys Swarthout and Fred MacMurray looms up as one of the most important in this business today, Miss Swarthout being more charming than ever and singing in the best voice we have ever heard her in, while MacMurray is not only a good musician and comedian, but also a singer as well. The picture has a host of beautiful dance scenes, some spectacular and with many dancers, the others consisting of spectacular specialties performed by the famous dance team of Veloz and Yolanda. In short, the picture is definitely and truly a musical of the order that you have demanded for so long—and for its distribution in countries where French, Spanish, German and Italian are spoken, Miss Swarthout's songs have been recorded in these languages.

### COURAGE

Even at this late date we are still without definite news of Paramounteers in many parts of sorely stricken Spain. There have been no despatches from the Paramount exchanges in Valencia, Bilbao and Seville, and our anxious thoughts go out to the Paramount men and women in these places. We pray that they are well and safe and that they will shortly be relieved from the overpowering sense of threat which hangs over them.

### EXPLOITATION

The spirit of exploitation is catching on magnificently. Not only is interest in the famous Quigley Award being made more and more manifest throughout the world, but exploitation for its own dividend-paying sake is gathering laudable momentum. The month's most tangible piece of evidence in this direction is the 1936-1937 Yearlong Exploitation Contest announced by Managing Director J. C. Graham and scheduled for the twelvemonths' period beginning September 1st for all exhibitors in Great Britain. A significant and highly important feature to the contest is that "Campaigns on at least two pictures out of each quarter's releases must be entered," which means that competing exhibitors must exploit a minimum of eight Paramount Pictures a year sufficiently to have them submitted as entries in the Contest. A record entry is anticipated: but in advance let us proffer our heartiest congratulations to the Bulldog Division for a progressive step which will Spanish, German and Italian are spoken,

# ROMBAUER LEADS BRAZIL IN 1st

## NEWS NUGGETS FROM THE INTERNATIONAL DRIVE-WAY

Brazil is a quick getter-wiser to the merit of the motto that "Early to lead means early to rise, and that's how the winners make sure of their prize."

We welcome a couple of newly individualized names in the result columns this month. Stacked in with the countries (and occupying 9th place by way of a beginning, is 'Straits-Java,' which translates geographically to identify the Straits Settlements, Federated Malay States, Java, Siam, Borneo, Sumatra and Timor); in the list of Division Leaders is 'Groves,' which name identifies John A. Groves, these many years in charge of Paramount's activities in the Far East as one of the ablest of John E. Kennebeck, but now on his own as a Division Leader. He gets off to a grand start in the new contest by occupying the Lucky Seven spot.

The number of over-quotations at the beginning of the contest cavalcade is scant compared with previous performances. Two countries—Brazil and India—lead off over the line. Likewise, the leaders of these two divisions, Paramounters Rombauer and Ballance, are the only two men on 'the alkaline side'—as they say in advertisements in America.

If Tom Cochrane could finish second in the last contest with one son, where do you think two boys will land him?

The terrific success of the 16th Annual Paramount Week in Australia is bound to give John E. Kennebeck's Blue Ribbon Bunch a terrific Contest lift. It makes us recollect that Jack Rapoport is scheduling a similar event for the first week in November. Watch Cuba take a mighty lift then.

And don't forget that this grand exploitation contest that Managing Director John Cecil Graham has devised for his territory (details mentioned editorially on the opposite page), is bound to be a great aid to the Bulldog Division. The current eighth position won't stay that way very long once this contest is functioning.

A new, dramatic contest is under way! It commenced the moment four divisions split the three prizes in the year's earlier event, and the advance indications are that it will see more eventful Paramount Legion history written than any similar event within memory.

In many respects it is much more than a contest: it is an expression of what all of us must feel deep down within ourselves at having had our Paramount organization delivered back into our hands. This time, whatever we are doing is for ourselves—the selves exemplified by an organization we helped build up, and then almost lost because of forces far beyond our control.

Now it is ours again, and we have before us, in a contest ranging around the world, the opportunity to express in tangible results how glad we are over the providential turn of events which returned to our keeping that which we prize most.

Under such circumstances it is patently unnecessary for us at this juncture to stress such material aids as maximum distribution, powerful exploitation, reduction of expenses and other similar injunctions. Such advice is taken for granted in an undertaking where the supreme prize is the permanent establishment of our organization at the head of the world's motion picture business.

But, as in all contests, there are leaders and others who sweep beyond the quota mark: and always there are those who contend that an early start is, like "possession,"—nine points of the law of winning. It would seem, therefore, that we are likely to hear quite a bit more concerning the winning streak of Messrs. Rombauer and Ballance, and their Paramounters of Brazil and India, respectively, unless there are dark horses looming in the background all primed for the October issue.

## VIKTIGA NYHETER

Vi ha just sett "The General Died At Dawn" och den överträffar alla våra förväntningar. Det är den bästa orientaliska film, som Paramount någonsin gjort; den är oerhörd underhållande; Gary Cooper, Madeleine Carroll och de övriga medspelarna äro överdådiga. Det är en storfilm i ordets fulla bemärkelse. Den står på samma nivå som "Lives of a Bengal Lancer." Den är överfylld med handling, och har så litet dialogue, som möjligen kan tänkas, vilket gör den njutbar överallt.

Vi taga tillfället i akt att på samma gång omnämna "The Texas Rangers." Här giva vi ett drama från de stora vidderna, med vilda strider och förbluffande mod. Den handlar om män, som på sin tid voro, vad nutidens "Bengal Lancers" äro; och ungefär detsamma som "The Royal Northwest Mounted Police" är i Canada. Fred MacMurray ger oss nya bevis på sin skådespelartalang i denna film.

Vi kunna också omtala, att vi sett några "shots" från "Champagne Waltz," som verkligen tycks komma att bli en underbar musikfilm, och som visar den Gladys Swarthout vi ha hoppats att få se. Allt detta är ett ytterligare bevis på de finna filmer, som Paramount kommer med detta år.

Vi be er alla att grundligt uppanonsera dessa filmer och utarbete stora planer för deras distribution. Det är oerhörd inspirerande, detta faktum, att dessa filmer skola bli utsläppta i marknaden, just nu när Paramount är helt och hållet vårt igen—vårt och edert. Vi sälja de bästa filmerna i filmens historia från det bolag, som nu är vårt helt och hållet. Detta bör tjäna som inspiration till oss alla—överallt, att spara på de onödiga utgifterna och ändå fullfölja våra stora skyldigheter. Låt oss bevaka varje liten utgift, så att när bokslutet kommer, överflödet kommer att riktligt tillfalla bolaget, och genom bolaget till eder.

Just nu i dagarna håller division-

## AS THE FIRST MONTH OF THE NEW CONTEST ENDED

Standings by Divisions as of August 1st, 1936

ROMBAUER'S DIVISION	1
BALLANCE'S DIVISION	2
Nathan's Division	3
Kennebeck's Division	4
Del Villar's Division	5
Pratchett's Division	6
Groves' Division	7
Graham's Division	8
Cochrane's Division	9
Schaefer's Division	10
Klarsfeld's Division	11
Aboaf's Division	12
York's Division	13

### By Countries

1st	BRAZIL
2nd	INDIA
3rd	Panama
4th	Argentina
5th	Mexico
6th	Australia-New Zealand
7th	Chile
8th	China
9th	Straits-Java
10th	Uruguay
11th	Great Britain
12th	Peru
13th	Germany
14th	Cuba
15th	Denmark
16th	Puerto Rico
17th	Colombia
18th	Philippines
19th	Japan
20th	Austria
21st	Guatemala
22nd	Holland
23rd	Norway
24th	France
25th	Czecho-Slovakia
26th	Italy
27th	Jugo-Slavia
28th	Roumania
29th	Poland
30th	Hungary
31st	Finland
32nd	Sweden

schefen Pratchetts "Revolucionarios" sitt första stora möte vid Caribbiska havet — i Havana, med Mr. Pratchett som ordförande och Mr. Hicks från vårt New Yorkskontor som hedersgäst. Bland deltagarna märkas Messrs. Pierpoint, Pines, Reyes, Jacobs, Donahue och Grovas.

Det är med stor smärta vi nödgas meddela eder den sorgliga nyheten om Mr. Vittorio Geris plötsliga bortgång. Han hade nyligen blivit utvald till avdelningschef i Florence, Italien. Denna duktiga Paramountär, som allaredan lyckats komma till toppen inom den italienska organisationen, blev död i en automobilolycka.

Snart få ni alla s "Cecil B. DeMilles," "The Plainsman," och vi ha otaliga bevis på, att denna film är en av de mest spännande och storartade äventyrsfilmer som Paramount någonsin har gjort. Ni komma alla också att beundra Gary Coopers framställning av huvudrollen i denna film. Den överglänser allt han någonsin gjort.

**FROM AUSTRALIA'S BLUE RIBBON BUNCH**

Once again New Zealand takes the honors in the Blue Ribbon Division's Silver Jubilee Sales Contest that ended June 30, but only after a thrilling tussle with Brisbane and Melbourne. It will be remembered that Stan Craig's New Zealanders were the winners at this same period last year when the Australasian Division took second prize money in the International Drive. The Silver Jubilee Contest was particularly interesting with three Branches fighting for the lead right throughout the full six months of the Drive. Wellington was most consistent, however, taking the lead early and maintaining it to the finish. Throughout the period of the Drive the three Branches were separated by little more than one percent of Quota. It certainly was a close battle.

Everything is moving now throughout the Blue Ribbon territory for the coming Paramount Week. This year the week will be celebrated from August 29th to September 4th, with special attention also being given to the remaining weeks in September. Branches will compete for the Managing Director's Trophy, a beautiful specimen of the silversmith's art. It will go to the Branch which secures the highest percentage of Quota. For competition every year, the Trophy will stand as a symbol of the sales efficiency of the successful Branch. As usual a big campaign is being planned to launch Paramount Week to the public and trade. Theatres will be supplied with heralds, slides and snipes, whilst a national advertising campaign will carry the message in country and city press.

Special Quotas have been set for Paramount Week and the remaining weeks in September, and General Sales Manager Hurworth has made an appeal to all members of the Sales Force for a record month of revenue. He has received enthusiastic replies from everyone.

The second week in October has been set for the Blue Ribbon Bunch Sales Convention which will be held this year in Sydney.

"The Trail of the Lonesome Pine" is still playing to sensational business everywhere. Reports are coming into Head Office from all Branches of its marvellous performances at the box-office. "Desire," too, is playing to SRO, and in many cases has beaten the high grosses established by "The Trail."

Pop-Eye Clubs are flourishing with theatres right throughout the territory. Exhibitors everywhere are finding the clubs an excellent box-office medium and a builder of goodwill. Great credit for the field work in this direction goes to Harold Pike, Exploitation Representative in Sydney, and to Reg Felton, New Zealand Publicity Manager, who has been the means of the formation of over 50 clubs.

Great enthusiasm is evidenced here within the Company and also in all sections of the industry in the news that Mr. Zukor has been reelected as Chairman of the Board of Directors and that he is concentrating on Production. The election of Mr. Balaban as President was also received with great favor.



Ben Simmons

**BULLDOG DIVISION'S PROMOTIONS, ADVANCEMENTS**

Managing Director John Cecil Graham has announced the following changes symbolizing progress within the personnel of his organization in Great Britain:

D. Gilpin has been advanced from the managership at Leeds to the managership at Manchester. J. Goldman, formerly head salesman at Leeds, is now branch manager there.

Ben Simmons has transferred his district managership headquarters from Manchester to Birmingham. Norman Wild is now head salesman at Manchester.

It appears to us that our columns for the past couple of months have literally glowed with the news of more and more Paramounteers stepping up the ladder of success. And if there is one thing that we cannot have too much of, it's the felicitating of Paramounteers on the occasion of well-earned success.

We had expected to have a photograph of Mr. J. Goldman to hand in time for publication, but it did not arrive. We promise it for appearance in next month's issue.



D. Gilpin



Australia's Trophy — presented by Managing Dir. John E. Kennebeck.

**IN RESPONSE TO AN APPEAL FOR QUIGLEY AWARD ENTRIES**

*As you know, since success attended the exploitation efforts of certain Paramounteers in England, France and Scotland in connection with the award each month of a Quigley Award by America's Motion Picture Herald, we have steadily appealed for entries from many other countries in order to make the affair an international contest.*

*We are therefore happy to advise you that August brought us one very inspiring July entry from Bombay, India, where Manager Frank V. Kennebeck induced Exhibitor A. Hague to forward his complete campaign on "The Trail of the Lonesome Pine." The color picture was screened with commendable success at the Pathe Theatre early in July and the campaign that Mr. Hague put over on its behalf was in every sense comprehensive.*

*The footnote to this success story is that Mr. Hague succeeded in winning one of the July prizes. He was given a special Honorable Mention and his certificate will be forwarded to him in due course.*

**THIRD PLACE WINNERS IN INTERNATIONAL CONTEST**

We mentioned in last month's issue that time limitations prevented our publishing photographs of all of the Paramounteers who participated in the Third Prize in the contest conducted during the first half of the current year. We now present the entire New Zealand staff, comprising the Exchange at Wellington and the Shipping Station at Auckland, both of which constitute the New Zealand Branch.

**WELLINGTON.**

Sitting, l. to r.: Chief Booker W. C. Hanson, Secretary O. A. Mangin, General Manager S. H. Craig, Adv. and Pub. Manager Reg Felton, Salesman L. J. Warren. Centre row: Miss D. Carson, secretary to Mr. Craig; Miss E. Mallett (Booking dept.); Trevor Wiren (Publicity); Keith Smith, D. Waller (Accounts); Miss D. Kilby (Accounts); Ray Young, Ad Sales Mgr.; Miss J. Roche (Publicity); Miss S. Grant (Accounts). Back Row: Miss E. Headifen (Booking); Mr. A. Saunders, Despatch Manager; Misses M. Jewell, M. Lodge and J. McGuire (Film Examiners).



**AUCKLAND.**

Sitting, l. to r.: Miss B. Piggott, film examiner; Miss R. D. Rudge, senior typiste; Manager F. B. Thompson, Misses H. Wynyard and J. Atwood, typistes. Standing: W. H. Smeaton, Ad Sales Mgr.; G. F. W. Hilbourne, film desp. clerk; H. G. Gower, booker.



**IMPORTANT NEWS REGARDING HAROLD LLOYD**

The Hollywood Studio's daily "Spot News" bulletin of August 31st contained, in a story regarding the new Harold Lloyd picture for Paramount release, the following: "The next Lloyd picture will subordinate dialogue to action in every possible sequence." Here is what we have been striving for for so long—a Lloyd picture in which the action is important, not the dialogue.

Another interesting publicity story regarding Harold is the fact that he has shown up as the world's first customer for the 1940 Olympics, to be held in Tokyo. With the cooperation of General Manager Tom D. Cochrane he has lodged his application for a block of seats at the 1940 Games.



## MAGNIFICENT PRODUCT FOR THE



**MARLENE IS HAPPY ARRIVING IN PARIS**

Here's one of the most radiant pictures of Marlene Dietrich ever taken. It shows her arriving in Paris recently on her European vacation. At her left is her husband, Rudolf Sieber; at her right is Jack Plunkett, director of publicity and advertising for Paramount in Paris. Following her vacation, Marlene returns to Hollywood next month to commence work on "Angel," which Ernst Lubitsch will direct.



**THREE SHINING STARS**

Rosa Ponselle, renowned operatic diva, is being greeted on her arrival in Hollywood by Edward Arnold, left, and Boris Morros, head of Paramount's musical department, and the man to whom the Foreign Department looks to secure more music in Paramount Pictures.

**JEFF LAZARUS AGAIN HEADS EDITORIAL BOARD**

Back from a thrilling vacation of four months in various parts of Europe, particularly Budapest and Vienna, Jeff Lazarus has resumed his post as head of the Studio Editorial Board.

Glendon Allvine, who occupied the post during Jeff's absence, has resigned from the Paramount studio staff.

Our dominating desire at this moment is to adequately convey to you the fact that our Hollywood Studio is swiftly gearing itself to the point of delivering not one, or several, but a mighty cascade of the high calibre product that you are yearning for. "The General Died At Dawn" is but the fore-runner, and long before you have regained your breath from the thrill of this one, "The Plainsman," "Champagne Waltz" and several others will be pounding at your desk.

**NEW PICTURES VERY MUCH WORTH WHILE**

**THE GENERAL DIED AT DAWN**

We could not hope to tell you, in these few precious lines of space, how thrilled and excited we are over this magnificent film. In advance, "The General Died At Dawn" has been a symbol to us of the new and greatest era of Paramount progress: in reality, it fulfils every promise, every hope. It is thrilling beyond words, colorful beyond expectations, spectacular in a truly big fashion. It is definitely of a companion calibre with "The Lives of a Bengal Lancer" and it has in common with that unforgettable film the performance in the chief role of Gary Cooper's adventurous artistry. You may, with every assurance at your command, bank as heavily on "The General Died At Dawn" as you ever did on "Bengal Lancer."

**A SON COMES HOME**

A stroke of vision that was truly a stroke of genius was the casting of Mary Boland in the dramatic leading role of this picture. Mary of course was a dramatic actress on the New York stage before the screen decided to "Boland-and-Ruggles" her, but the filmgoers have never seen her as such. It is a safe bet that the world will want to see more of her in this sort of part in the future.

**STRAIGHT FROM THE SHOULDER**

The translation of this title is that the picture deals with a maker of rifles and a defier of gang mobs. Andy Clyde, who also has stepped from a lifetime of comedy roles to his first straight dramatic part, is a grand surprise as the mountaineer rifle maker. David Holt is most effective as the boy who doesn't want his father to marry again. Ralph Bellamy is as sympathetic as he was in "Hands Across the Table" in the role of the father. And there's a newcomer, Katherine Locke, who is bound to impress you.

**"THE TEXAS RANGERS"**

Make no mistake about this one—it is no more a Western film in the accepted use of that term than was "The Covered Wagon," or "Fighting Caravans." This one is of epic proportions, revealing the history of a law enforcement organization as powerful and courageous as the Royal Northwest Mounted Police of Canada. Fred MacMurray covers himself with new glory, and remarkably fine and warm performances are registered by Jack Oakie, Lloyd Nolan, Jean Parker, Edward Ellis and Bennie Bartlett. You'll get what we mean about the epic scope of this film when you actually see it, and revel in King Vidor's great direction.

**"LADY BE CAREFUL"**

Another slab of American naval antics, enacted with great gusto and a raft of laughs by Lew Ayres, Mary Carlisle and Larry Crabbe.

**"THREE MARRIED MEN"**

Producer Arthur Hornblow this time tries his hand at an hilarious domestic comedy drama. The result is a merry farce, lots of crackling lines of dialogue, and funny performances by Lynne Overman, William Frawley, Roscoe Karns, Mary Brian and George Barbier.

**MUSIC—GLORIOUS MUSIC!—EVERYWHERE**



Here is proof undeniable of the musical qualities of "Champagne Waltz." This is but one of a score of glorious ensembles of melody in this grand production of Vienna and New York, in which Gladys Swarthout sings at least five songs, and has had her voice recorded in English, French, Spanish, Italian and German. Fred MacMurray also sings and plays in the film, and Miss Swarthout and Frank Forest record a magnificent duet. You'll be supremely thrilled by "Champagne Waltz."

And even they are not the climax of this mighty product pageant. Mr. Zukor has the entire studio attuned to a pitch of mass enthusiasm such as it has not known since those unforgettable days of years ago. The place is a hum with friendly competition, with the desire to give the world an unending continuity of the finest Paramount Pictures of all time. Not only will such productions have marvelous themes: they will be peopled with the finest casts in history.

You get an advance taste of this in "The General Died At Dawn," "The Plainsman," "Champagne Waltz" and "Wedding Present"—concerning which much has been said already. You'll see it exemplified later in "Beyond Sound of Machine Gun," which is scheduled to have George Raft, Fred MacMurray, Cary Grant and Randolph Scott in the cast. You'll see it in "Maid of Salem," which stars Claudette Colbert with Fred MacMurray, Gale Sondergard, Virginia Weidler and others.

Paramount significance must be attached to the importance of the line-up of producers making pictures for Paramount release. In this list of world-prominent names are Ernst Lubitsch, Frank Lloyd, Cecil B. deMille, B. P. Schulberg, Emanuel Cohen, King Vidor, Richard A. Rowland, Leo McCarey and Wesley Ruggles. Then there is the line-up of Paramount's regular producers—Arthur Hornblow, Jr., Harold Hurley, A. M. Botsford, and Benjamin Glazer.

We could of course talk to you endlessly concerning the plans being brought to fruition, but we know you're mainly concerned with pictures. You know that the good ones have started to come through; please let us assure you that they are about to come through so plentifully that you'll have to gear yourselves to the highest possible pitch of efficiency to handle them all on the basis they merit.

**FRED FOR CLAUDETTE**

In line with our leading article of last month relating to the certain box-office power of all future Paramount Pictures, we call your attention to the fact that Claudette Colbert's leading man in Frank Lloyd's production of "Maid of Salem" is Fred MacMurray.

The picture is already in work, and in addition to the two names just mentioned the cast includes Louise Dresser, Edward Ellis, E. E. Clive and the child prodigy Bonita Granville.

SCREENS OF THE WORLD

PRODUCTION FLASHES

Cameras are turning briskly on Mae West's newest Paramount release, "Go West Young Man," which you are reminded most forcibly is being directed by that megaphone ace — Henry "Bengal Lancer-Lonesome Pine" Hathaway. And supporting the blonde star are Warren William, Randolph Scott, Alice Brady and Isabel Jewel.

Mary Carlisle, blonde freelance who got her first big start with Paramount, is back home again, tied to our menage by a long-term contract. The contract starts the end of this year: in the meantime she's off to England to make another British picture under a pact long ago inked.

Leo McCarey, directing his first picture since serious illness laid him low after completing "The Milky Way," will direct "The Years Are So Long." He has signed a three-year contract with Paramount as an ace director, thereby joining ranks which include such colonels, majors and generals as Ernst Lubitsch, Cecil B. deMille, Frank Lloyd, King Vidor and Wesley Ruggles.

Vincent Youmans, famous as the composer of "Carioca" and "Without A Song," has been signed by Boris Morros to write the music for an untitled Paramount picture.

The cast of "The Turning Point," a pulsing indictment of capital punishment which is now in production in Paramount's Hollywood studio, includes Paul Kelly, Marsha Hunt, Kent Taylor, Robert Cummings, Fred Kohler, Ralf Harolde and Walter Long.

Margaret Seddon and Margaret McWade, who became internationally famous as the "pixilated" sisters in Gary Cooper's "Mr. Deeds Goes to Town," have been signed by Paramount as a team to appear in "One Man's Bonus." The picture stars Edward Everett Horton.

"What Ho!" is the title of the picture that Gary Cooper will make for Emanuel Cohen's Major Productions, to be distributed by Paramount.

Olympe Bradna's first chance as a Paramount star comes in "The Years So Unsettled Are," which co-features John Howard and Frances Farmer. Olympe will be a Viennese gamine who intrudes into the love affair of two American tourists.

Now it appears to be Charlie Ruggles' turn to render drama unto the screen. Mary Boland did it magnificently in "A Son Comes Home," and Charlie gets his turn in the new Carole Lombard film, "Exclusive," which happens to be a tentative title. He will portray the role of a broken-down newspaper man.

A production entitled "Show Business" is being readied for the cameras. It is based on the original idea of five childhood friends who venture into different spheres of business, but who agree to meet once every year and compare notes. It is expected to have a really all-star cast, and already mentioned for the chief roles are Gladys Swarthout, Fred MacMurray, Jack Benny, Cary Grant and

PRODUCTION NEWS HIGH SPOTS

Irene Dunne's first for Paramount will be an Oscar Hammerstein-Jerome Kern musical, tentatively titled "High, Wide and Handsome," and produced by Arthur Hornblow, Jr.

William Wellman, the man who made "Wings," "The Legion of the Condemned" and several other Paramount filmmarks, has been signed on a long term contract as a director. What is particularly gratifying in the contract is the fact that Paramount's has Mr. Wellman's exclusive services during its run.

The title of the new Mae West picture is definitely "Go West Young Man." It was formerly known as "Personal Appearance."

Akim Tamiroff.

Cast for "Right In Your Lap" are John Howard, Eugene Pallette and Robert Greig.

"The Accusing Finger" is the new title of the production formerly known as "The Turning Point." Paul Kelly, Marsha Hunt and Kent Taylor have the leads.

Dorothy Lamour, in addition to enacting the chief role in "Girl of the Jungle," will have the lead in "College Holiday" with Jack Benny, Mary Boland, George Burns and Gracie Allen, Martha Raye and Eleanore Whitney.

Paramount has purchased a story entitled "The Twentieth Amendment," based on one of the modern erasures to the Constitution of the United States. The purpose of the purchase was to provide a possible plot basis for "The Big Broadcast of 1938."

Richard A. Rowland has purchased an Austin Strong original photoplay entitled "Love and Laughter." This purchase is important as being the first original photoplay by the author of "Seventh Heaven." The resultant film production will be a Paramount release.

Shirley Ross, borrowed from a three-letter film concern for a role in "The Big Broadcast of 1937," and subsequently given a two-year contract by Paramount, drew "Hideaway Girl" as her first assignment. Lew Ayres is leading man, and others in the cast are

Martha Raye, Olympe Bradna, Robert Cummings and Louis de Pron, remembered for his dancing in "Three Cheers for Love."

"Rose Bowl," this year's football epic from the Paramount studio, but dealing dramatically rather than spectacularly with America's annual football classic, has Ida Lupino, Tom Brown, Larry Crabbe, William Frawley, Benny Baker and Terry Raye in the cast.

Victor Varconi has been added to the cast of Cecil B. deMille's production, "The Plainsman."

Vivienne Osborne, completing her role in "Wives Never Know," steps into a role in "Champagne Waltz," replacing Lyda Roberti.

The cast of "Hopalong Cassidy Returns" contains, in addition to William Boyd as star, George Hayes, Helen Flint, Gail Sheridan and Irving Bacon.

Virginia Weidler and Olympe Bradna have both received contract extensions.

Frank Tuttle was brought back from England to direct "College Holiday," the cast of which was given earlier in this column.

George Raft has been signed for two more years as a Paramount star. Martha Raye has been given a new Paramount contract.

Charles Butterworth has been signed by Arthur Hornblow for a comical role in "Morning, Noon and Night."

Irene Franklin, one time headliner of vaudeville, has been given a "comeback shot" by Richard Rowland in his Paramount release, "Love and Laughter." Irene Harvey and Charles Starrett have the leads in the picture and Bert Lytell is directing it. The picture is also notable for the fact that in its cast is Doris Kenyon.

The English novel, "This Gun for Hire," by Graham Greene, has been bought by Paramount for immediate production. It concerns an assassin hired by international munitions makers to kill a prime minister and foment a world war.

Halliwel Hobbes has been added to the already strong cast of "Maid of Salem."

Arline Judge will appear opposite George Raft in his next picture, "Wonderful."

Edward Everett Horton is returning from England to play in "One Man's Bonus," mentioned earlier in this column.

Gale Sondegaard, who scored so effectively in her first screen role, in "Anthony Adverse," has been signed to a long-term Paramount contract.



DE MILLE "FIND"

Helen Burgess, shown here looking over the spacious estates of Cecil B. deMille, is a young actress whom the great director believes to be one of the finest film "finds" in years. De Mille saw her lurching in the Paramount studio restaurant, had her tested at once, and then signed her for the important role of Buffalo Bill's wife in "The Plainsman." Her chief dramatic experience prior to that time had been with one of the little theatre groups in Hollywood.

NEW SCREEN THRILL PROMISED IN "BIG BROADCAST OF 1937"

Visual music, which gives audiences the same reactions visually which they receive audibly, will be shown to American audiences for the first time when Paramount releases "The Big Broadcast of 1937," starring Jack Benny.

This screen innovation is the work of Oscar Fischinger, who started making short motion pictures in Germany with animated geometrical designs illustrating music playing on a sound track. Fischinger's visual music created a sensation in Europe and he was given a contract by Paramount.

He has been at work for some months perfecting a stop-motion camera and his first product in this country is included in "The Big Broadcast of 1937," which also will give to film audiences seven new songs by Leo Robin and Ralph Rainger.

COLOR FOR CROSBY'S NEXT FILM

How a crooner screens in color will be proven to the world's satisfaction when Paramount gets "Waikiki Wedding" under way late this month. The picture will star Bing Crosby, will be produced by Arthur Hornblow, Jr., will be filmed in Honolulu, and will be supervised by Robert Bruce as color expert. Mr. Bruce officiated in a similar capacity on "The Trail of the Lonesome Pine."

Edward A. Sutherland will direct and it is reported in advance that the film will contain even more music than did "Rhythm on the Range," which incidentally is cracking a continuity of records in the United States.



DIVINE DANCERS

Here are Veloz and Yolanda who as a team in "Champagne Waltz" will win admiring plaudits in every part of the world. They supplement the cast which is headed by Gladys Swarthout and Fred MacMurray, in the most completely musical film Paramount has made in a long while.

**PAUL VERDAYNE MAKES FIRST HOME OFFICE VISIT**



**Paul Verdayne**

It was a distinct pleasure to greet in New York our Singapore manager, Paul Verdayne, who made his first visit to Home Office early in August. Paul has been visiting his family in England, for the first time in a great many years, and completed the circling of the globe by heading back to the Straits Settlements via New

York and the Hollywood Studio.

Paul started with Paramount away back in the "Covered Wagon" days, playing in the prologue to that memorable picture in the Capitol Theatre, Melbourne, Australia. General Manager James L. Thornley picked him for that job, later putting him in the prologue to "The Ten Commandments." Later he accompanied the deMille picture to Singapore, playing the prologue in that city, also throughout Java, and then he took the entire unit to Siam, where his presentation so pleased King Prahajadipok that one of the Siamese Imperial decorations was conferred on Paul. Shortly thereafter he was appointed manager of the Singapore office under the direction of General Manager John A. Groves.

# PERSONALITIES



Last month we showed the exterior of Paramount's new office at Concepcion, Chile. Here's the interior, with Manager Honorio Garcia and the members of his staff.



**GETTING GOOD AT BAD GASTEIN**

The gentleman at the left, radiating health, happiness and general contentment, is General Manager Charles Ballance of India. With him are "a couple of friends." The scene is the famous health resort of Bad Gastein, in Austria, to which place Mr. Ballance goes every once in a while.

**SYDNEY HELD A TRIPLE PARTY**

Late in June the Paramount organization in Sydney held a special luncheon with a threefold purpose.

It welcomed to the ranks of the Blue Ribbon Bunch Robert Graham, assigned to that territory by Mr. Hicks for the purpose of gathering experience under the splendid tutelage of Managing Director John E. Kennebeck. It said adieu to George M. Nacard, formerly Sydney branch manager, who resigned from the company to engage in other business pursuits. It paid tribute to Charles Hale, former salesman who has been promoted to the Sydney Branch Managership.

**FURTHER PRAISE FOR FRENCH HOUSE ORGAN**

Now that we have time for further reflection we cannot help but add a few additional lines of praise to what we said in a hurry last month, about the spectacular July issue of "La Paramount Francaise."

This particular issue of the French Division's house organ is a milestone in the progress of Henri Klarsfeld's Division, and we cannot be other than certain that the repercussions to the issue will contribute magnificently to the assured success of the Division in our new Contest which is already powerfully in progress.

**SECOND SON BORN TO THE TOM D. COCHRANES**

Cigars were flung around Tokyo furiously last August 26th when a highly delighted Paramounteer by the name of Tom D. Cochrane welcomed another son to the Cochrane household. Mother, father and son were all doing grandly at latest report, and we are sure that the entire Paramount Legion join with us in congratulations to the happy couple.



**QUIGLEY AWARDEE**

Harry D. Nesbit, Liverpool (Eng.) Branch Manager, congratulating Tony Reddin, General Manager of Liverpool's Paramount Theatre, on the occasion of his first mention in connection with the Quigley Award. Tony secured this special distinction for his campaign on "The Milky Way." Two other winners of Quigley Award mentions were Manager Harry Murray of the Paramount, Manchester; and Charles Young, of Glasgow's Paramount.

Incidentally, this was Mr. Young's second Quigley Award mention. He is the only theatre manager in Great Britain to secure this distinction.

**ROSITA RETURNS**

Rosita Moreno, charming wife of Melville A. Shaucer, now a Paramount producer in Hollywood, returns to New York today en route back to Hollywood after a most successful dance tour of South America.

**F. W. LANGE ANNOUNCES NEW ITALIAN PROMOTIONS**

General Manager for Continental Europe Fred W. Lange makes announcement of the following promotions and appointments in the Italian Division, of which Americo Aboaf is Managing Director:

**Pio Pandolfi Alberici**, while retaining the managership of the Rome Exchange, has been appointed Division Manager for Southern Italy.

**Mario Francisi** has been promoted from office manager of Catania to branch manager of that exchange.

**Pietro Messori** has been appointed manager of the Padna exchange.

**Vittorio de Semo**, formerly branch manager in Turin, has been appointed branch manager in Genoa.

**Mario Palladini**, formerly of the Genoa branch, has been promoted to the managership of the Turin exchange.

It is with the utmost sincerity that we felicitate those Paramounters whose undeviating devotion to Paramount duty has won them the rich rewards of their efforts, and welcome into the Paramount ranks those who come to us from other spheres of film endeavor.



**PARAMOUNT'S "PAT"**

This is a cartoon characterisation of A. W. H. O'Connor, recently elevated to the post of Director of Publicity and Advertising of Paramount's Theatres in Great Britain. He's known as "Pat" to the entire Paramount organization of Great Britain and to the entire trade as well. But in Fleet Street, the solar plexus of the British Empire's press, he's known as "Mickey." He's probably a pretty good comic story combined—"Pat and Mick."

He was in at the inception of Paramount's theatre chain in England, handling publicity for the Plaza. Is said to have a genius for making friends, and the parties that he flings have never been known to flop. Likewise his publicity.



**PIO PANDOLFI ALBERICI**

**MARIO FRANCISI**

**MARIO PALLADINI**

**PIETRO MESSORI**

**VITTORIO DE SEMO**

EXPLOI-TIDBITS

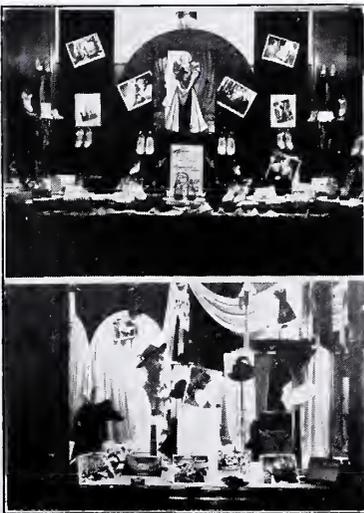
The Paramounteers of India continue their grand work on behalf of "Desire" and "The Trail of the Lonesome Pine." We have received a fine campaign book on the Wanger-Technicolor film from Manager Frank Kennebeck at Bombay and have at once submitted it to Motion Picture Herald as an entrant for the Quigley Award. Also from India have come some more splendid large newspaper advertisements, sent us by General Sales Manager S. Ganguli in Calcutta.

Australia remains very much in the spotlight. Exploitation representative Harold Pike has been more active than ever with "Desire," effecting a noteworthy tie-up with both the jewelry and women's attire departments of the large department store, Grace Bros. Photographic evidence of the display was forwarded to every Australian and New Zealand branch with the unprinted implication, "Go Thou and Do Likewise."

A couple of scrapbooks from Guillermo Fox's ever-alert publicity staff in Buenos Aires reveal that publicity in Buenos Aires is still a priceless commodity. One book detailed the wave of renewed allegiance to the memory of Carlos Gardel which swept over the country on the occasion of the first anniversary of the star's tragic death.

We have received another issue of Australia's "Paramount Week News," a free newspaper packed with Paramount news which has been produced by the Sydney publicity staff for exhibitor distribution. The paper has half of the last page left blank for exhibitor imprint.

Exploiteer Harold Pike in Sydney secured a very fine tie-up with a local confectioner for the production of a "Popeye Toffee," inspired by the famous Paramount short feature, "Popeye the Sailor." We have it on reliable authority that the toffee is not spinach-flavored.



FINE WINDOW SHOWS IN BUENOS AIRES

The Argentine publicity force is a gem when it comes to securing the finest window displays for the exploitation of important Paramount Pictures. Here are two of the windows of the pre-eminent Buenos Aires department store, Ciudad de Mejico, dressed for the benefit of "Desire," that swell film that has created such dazzling records in all parts of the world.

Keep Exploiting!

REASON FOR "LONESOME PINE" DOING 8 CAPITOL WEEKS

Here's reason enough for "The Trail of the Lonesome Pine" doing 8 weeks at Paramount's Capitol Theatre in Melbourne, Australia. The film was given a grand lobby display and a very effective stage prologue.



OUR GRAND PARADE OF PARAMOUNT PUBLICATIONS

From the first of the month, and throughout every month, there's an inspiring parade of Paramount trade and house organs into New York City from all parts of the world. One and all they reflect the true spirit of our organization, the house publications reflecting it to Paramounteers in every country, the exhibitor publications carrying it into the ranks of the enterprising men and women who screen Paramount pictures for the benefit of millions of picturegoers. In our columns each month we endeavor to reflect to those responsible for the publications something of the pleasure that these magazines, large and small, impart to us. We fear that our reflections are seldom more than indications of receipt, but we do very sincerely state here and now that nothing more effectively reflects the magnitude and importance of our organization than these far-reaching printed samples of our product and our manpower.

Several copies of the ever-reliable "Doradca Filmowy" of Poland are to hand, becomingly illustrated and designed to give the Polish exhibitors, week by week, the latest news regarding those Paramount Pictures which will be distributed in their country. Manager M. Czaban's publicity force never loses its punch for an instant.

Czecho-Slovakia is represented this month by two glowing samples of work from the combined brains of District Manager R. Jelinek's publicity staff and the finest printing establishment in Prague. First is a handy-sized announcement book, attractively printed in red and black, and illustrating the Paramount product to be offered to the Czech exhibitors during the season 1936-37.

The second exhibit constitutes our introduction to a new Czech house organ, Novinky Paramountu, very alluringly printed in blue and black, and obviously designed to give the Czech exhibitors additional information relating to current product besides that included in the announcement book. We note from the printer's inscription on the last page of this publication that its editor is Dr. Otto Rádl, to whom we offer congratulations for a nice piece of work.

Another trio of issues of that sparkling "Doradca Filmowy" indicates among other things that the Paramounteers of Poland are looking forward with ill-concealed pleasure to the advent of "The General Died At Dawn." It also seems to us as though Poland has taken very kindly to "The Moon's Our Home" and "The Princess Comes Across."

Australia's "Silver Jubilee Sales Punch" of July 8th is chiefly devoted to announcing the Managing Director's Trophy which is being awarded to the branch which records the greatest percentage over quota for Paramount Week (August 29th to September 4th). The issue also has many other details connected with the celebration of this

event, which is one of the most successful sales achievements of the year in John E. Kennebeck's territory.

To hand from Argentina is the newest issue of "Los Gauchos," given over almost entirely to "Radio Bar," the musical film sensation of that part of the world. By the time our next issue goes to press we hope to be able to record our impressions of this film which we have every expectation will make cinema history.

Australia has sent us by this mail a copy of the Paramount Week manual designed to aid all Australian and New Zealand exhibitors in the important business of celebrating this national event. In the same mail was a copy of "News From Paramount," which is published every now and then by the live-wire publicity staff in Sydney to mirror the march of Paramount product progress in that part of the world.

ARGENTINA'S PUBLICITY CONSISTENTLY PUNCHFUL

Arriving in New York with encouraging regularity are publicity books from Buenos Aires, each one packed with resounding evidence of the manner in which Guillermo Fox's publicity force is putting over the Paramount message throughout Argentina, Paraguay and Uruguay.

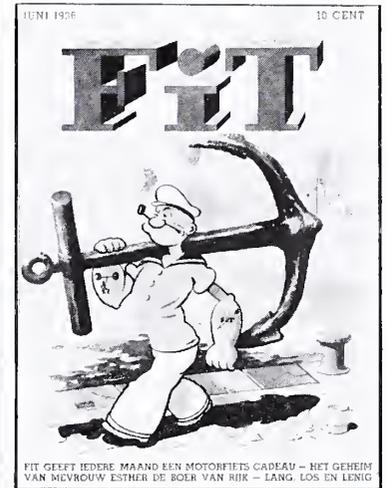
Recent arrivals in this line have been bulging volumes of testimony in behalf of "Rose of the Rancho," "Desire" and "Hands Across the Table." For each and every one we heartily compliment the fine force of Paramounteers who so ably respond to the inspired lead of Managing Director John B. Nathan in nationally publicizing the good news of Paramount activities.

Of outstanding merit is the book on the Gladys Swarthout picture, for it reveals a scientifically irresistible campaign designed to introduce this radiant star as one of the most dazzling personalities the screen has been gifted with in many years.



ANOTHER 'TREASURED' AD. FROM HAVANA

Here's the newest use to which Cuba manager Jasper D. Rapoport has put Paramount's priceless comedy cartoon character, Popeye the Sailor. In this case the spinach-er is the central character in a finely trademarked full-page advertisement which appeared in Cine-Grafico of Havana.



POPEYE IS "FIT"

There's no doubt of the fact of Master Popeye having taken Holland completely by storm. No mail is complete these days without a sample of Popeye publicity from Manager C. Peereboom's territory. Here's a grand example—Popeye dominating the cover of the famous Netherlands physical culture magazine, "Fit."

WOW ANNOUNCEMENT FOR SWEDEN'S PRODUCT

One of the most effective announcements of product that we have seen in more months than a maiden aunt would care to remember, is Sweden's declaration to the film trade of Scandinavia of the product that Paramount will offer Sweden, Norway, Denmark and Finland during 1936-37.

This master stroke of Carl P. York's publicity force emanated from Copenhagen and appeared in the special Congress issue of Denmark's "Biograf Bladet." We suspect that Publicity Director Ingvald C. Oes had something to do with it and, typical of him these many years, it was sparkling work.

NOTE IMPORTANTI

Abbiamo visto "The General Died At Dawn" che indubbiamente risponde ad ogni desiderio. E' il piu' dramma abbia mai fatto; un trattamento superlativo. Gary Cooper, Madeleine Carroll ed il resto degli artisti sono tutti magnifici. La film e' grandiosa nel vero senso della parola. Essa definitivamente appartiene alla stessa classe della "Lives of a Bengal Lancer." Si svolge con un massimo di azione ed un minimo di dialoghi, il che la classifica come un buon trattamento comprensibile in ogni paese.

Con l'occasione vogliamo anche accennare alla film "The Texas Rangers." Un grandioso dramma svolto all'aperto, recitato in termini di lotte furiose ed indomito coraggio. Tratta di una banda di uomini che erano, l'equivalente della Polizia Reale a Cavallo del Nord-Ovest del Canada. Fred MacMurray, in questa film, sfoggia di abilita' novelle e rifugge per la sua versatilita' come attore.

Peraltro, ci si permetta di d're che abbiamo assistito allo svolgimento di alcuni quadri della "Champagne Waltz," che promette di asserirsi come un musicale di classe, e che ci presenta Gladys Swarthout in quella forma nella quale abbiamo sempre desiderato vederla. Il che dimostra ancora una volta il fatto che finalmente una vera falange di films irresistibili della Paramount e' in progresso.

Appoggiate la vendita e la distribuzione di queste films con ogni vostro sforzo! E' una magnifica coincidenza ispirazionale che queste films vi pervengano ad un tempo quando possiamo dire che la Paramount Company e' nuovamente nostra, appartenente a ciascuno ed ognuno di noi. Per cui, stiamo vendendo le migliori films che siano mai state prodotte, per una compagnia che appartiene interamente a noi. Tal fatto ci dovrebbe servire di sprone nel far si che nemmeno la piu' piccola somma sia spesa inutilmente in questo processo. Limitiamo le spese anche nei piu' piccoli particolari affinche' la Compagnia possa ottenere i piu' grandi benefici, che poi, infine, sono nostri.

Mentre queste linee sono in via di stampa, i "Rivolucionarios" del Capo Divisione Sig. Pratchett son adunati nella Convenzione Caraiba in Avana, sulla quale presiede il Sig. Pratchett ed alla quale il Sig. Hicks di New York e' invitato di onore. Fra i delegati vi sono il Signori Pierpoint, Pines, Reyes, Jacobs, Donohue e Grovas.

E' con profondo dolore che riportiamo la recente morte del Sig. Vittorio Geri, il quale era stato soltanto da poco promosso Direttore della succursale di Firenze, in Italia. Un disastro automobilistico ha reclamata la vita di questo fine "Paramounteer" il quale aveva gia' conseguita un' invidiabile posizione con l'organizzazione in Italia.

Fra breve voi assisterete alla presentazione della "The Plainsman" una produzione di Cecil B. deMille, sulla quale, dallo studio, ci sono pervenute inesauroibili testimoniali che dimostrano come questa sia la film d'avventure piu' eccitante e piu' colossale che sia mai stata prodotta dalla Paramount. Anche voi riceverete l'impressione che la rappresentazione data da Gary Cooper, in questa film, sara' superiore ad ogni altra sua antecedente rappresentazione.



ITALY PUTS "IT" IN EXPLORATION

Our Italian Paramounters have always been firm believers in showmanship and these fine examples are indicative of the tremendous appreciation for exploitation that is constantly sweeping over Italy.

(Top left) Visitors to the projection room at the recent Milan Annual Fair were greeted with this unusual display of Paramount posters across the back of the miniature theatre. (Top right) Crowds gathered wherever these two "Milky Way" stunt cars went in Torino and the Rex Theatre naturally benefited profusely. (2nd row left) This striking "Desire" display was prepared by the Trieste office for the local Cinema Nazionale. (2nd row right) Lobbies like this one on "Desire," at the Principe, Venice, always attract attention and help bring in

patrons. (3rd row left) Milk companies throughout the world are lending fine co-operation to Lloyd's "Milky Way" and this truck in Genova with the huge poster at its side not only helped the picture but made the people milk-conscious. (center) This huge cut-out on "Desire" at the Corso in Milan was brightly illuminated by spotlights at night and gave a striking effect. (3rd row right) Figure cut-outs are always good and these of Harold Lloyd placed on the stairway at the Principe in Trieste along with the fine poster display made the lobby interesting. (bottom left) The front of the Odeon in Milan was decorated in this eye-catching manner for "The Milky Way." (bottom right) Caricature posters always catch the fancy of people and this one on Lloyd helped "The Milky Way" when it played the Savoia in Bologna.

A Lifetime of Thrills Packed Into Two Hours—

"THE GENERAL DIED AT DAWN"

NOTES IMPORTANTES

Nous avons vu "The General Died At Dawn" et c'est un film qui possède tout ce que l'on pourrait lui souhaiter d'avoir. C'est le plus grand drame de l'Orient exécuté par Paramount jusqu'à ce jour; c'est d'un intérêt suprême; Gary Cooper, Madeleine Carroll et les autres acteurs sont simplement magnifiques. Toutes les scènes sont d'une imposante grandeur. C'est sans contradiction possible un film de la catégorie de "Lives of a Bengal Lancer." On y note un maximum d'action et un minimum de dialogue, ce qui fera aimer ce film dans tous les pays.

A la même occasion nous voulons vous parler du "Texas Ranger." Voilà un grand drame des larges plaines, raconté en scènes de furieuses batailles et de courage indompté. Il s'agit d'une bande d'hommes qui a leur époque fureur, l'équivalent des "Bengal Lancers" et de la police royale montée du Nord-Ouest du Canada. Fred MacMurray s'agrandit encore dans ce film où il montre toute la versatilité de son art.

Nous vous signalerons aussi que nous avons vu quelques scènes de "Champagne Waltz," qui s'avère déjà comme une oeuvre musicale de distinction en même temps que révélant la véritable Gladys Swarthout que nous étions si désireux de voir. C'est une nouvelle preuve que l'irrésistible barrage des grands films Paramount avance à grands pas.

A ces productions, vous allez nous donner les plus grands efforts de vente et de distribution de votre carrière. C'est une inspiration magnifique de constater que ces films viennent au moment où la Compagnie Paramount est de nouveau à nous, à nous tous et à chacun de nous. Ainsi nous vendons les meilleurs films dans l'histoire de notre industrie par l'entremise d'une compagnie qui est aussi la nôtre. Ceci doit aussi nous convaincre que nous ne devons pas faire la moindre dépense inutile dans nos activités. Veillons donc sur la moindre petite chose afin qu'en analyse finale le plus grand bien revienne à la compagnie, et par elle à nous.

Au moment où ces lignes vont sous presse, les "Revolucionarios" de M. Pratchett, Directeur de Division, tiennent leur première Convention des Caraïbes à La Havane, sous la présidence de M. Pratchett et ayant comme invité d'honneur M. Hicks qui s'est rendu à La Havane. Parmi les délégués se trouvent Messieurs Pierpoint, Pines, Reyes, Jacobs, Donohue et Grovas.

C'est avec un profond regret que nous enrégistrions la mort, il y a quelques semaines, de M. Vittorio Geri, qui venait d'être nommé directeur du bureau de Florence, Italie. Cet excellent Paramontais fut victime d'un accident d'automobile alors qu'il s'était déjà distingué dans la carrière dans notre organisation italienne.

Vous verrez bientôt la production Cecile DeMille "The Plainsman" et nous avons de nombreuses preuves qui nous viennent du studio et nous indiquent que c'est l'une des plus émouvantes aventures de grande envergure jamais produites par Paramount. Vous ne pourrez vous défaire de l'impres-



VIRGINIA WEIDLER

*Here's a mighty winsome pose by a young lady we think is definitely destined for stardom. You saw her first in "Mrs. Wiggs," then in a number of other films, and most recently in "Girl of the Ozarks." A new role is being readied for her, one which will give her the grand opportunity her boundless talents crave.*

NOTICIARIO DA PARAMOUNT

Acabamos de apreciar na tela o filme "The General Died At Dawn" e podemos afirmar que a produção é tudo quanto della esperavamos. É o mais fino drama do Oriente ainda filmado pela Paramount. É uma produção que oferece grande entretenimento e na qual Gary Cooper e Madeleine Carroll interpretam seus papeis admiravelmente bem. É, sem nenhuma duvida, uma competidora ás victorias alcançadas pelos "Lanceiros da India", e, como aquella, o seu entrecho se revela pelo maximo de acção, com um minimo de dialogos—qualidade primacial dos bons filmes.

—Ao mesmo tempo queremos levar ao conhecimento dos nossos leitores que "The Texas Rangers", tambem ultimamente apreciado, é um grande drama a céu aberto, em que a aventura e a coragem têm o melhor dos papeis. O assumpto do filme faz-nos lembrar a heroiçidade dos "Lanceiros da India", pois o que nelle vemos, com a Policia Montada do Canadá em acção, não é digno de menos elogios. Fred MacMurray, o protagonista, tem neste filme o seu melhor trabalho.

—Outrosim, a julgar por uns trechos que já vimos, o filme "Champagne Waltz" promete ser dos mais divertidos destes ultimos tempos. Nelle se nos revela, admiravelmente linda, a verdadeira Gladys Swarthout, sua primeira dama. Vem isto provar que a "guarda avançada" dos grandes filmes, da Paramount entra irresistivelmente em acção, para a carga final da grande victoria.

—Sabemos que para o lançamento desse programma ides pôr em campo a maior campanha de publicidade ainda vista nos vossos territorios. É, de feito, uma esplendida coincidência que um tão magnifico programma nos venha ás mãos conjuntamente com a noticia de que a Paramount volta a pertencer a seus antigos donos, que somos todos nós. Assim, pois, apresentaremos o melhor programma de filmes para a honra da Companhia que nos pertence. Quer isto dizer que devemos ter o maximo cuidado com as despesas desnecessarias na propaganda dos filmes, para que, no computo dos lucros, o maior quinhão caiba á Companhia, e por seu intermedio, a nós proprios.

—Ao escrevermos estas linhas, sabemos que a Divisão do sr. Pratchett, que se denomina "Revolucionarios" e abrange o campo das Antilhas, está reunida em Convenção na cidade de Havana. O sr. Pratchett preside os trabalhos, tendo Mr. Hicks, que para lá partiu, como hospede de honra. Entre os delegados ali reunidos estão os senhores Pierpoint, Pines, Reyes, Jacobs, Donohue e Grovas.

—É com subida tristeza que registamos a morte de Mr. Vittorio Geri, occorrida ha pouco em Florença, Italia, onde era nosso representante. Um desastre de automovel roubou a vida deste distincto paramontez, que tanto havia feito pela organização italiana da nossa confraria.

—Muito breve teréis o prazer de apreciar a nova produção de Cecil B. de Mille, denominada "The Plainsman", cujos retoques finaes lhe estão sendo feitos no estudio. Segundo noticias de lá recebidas, o filme é daquelles de grande espectáculo, como a Paramount soe fazer. Temos a certeza de que o papel ahi representado por Gary Cooper é de molde a conquistar para elle maiores louros do que em outra qualquer produção anterior.

BELANGRIJKE BERICHTEN

Wij hebben "The General Died At Dawn" gezien en het is in alle opzichten alles wat wij er ons van voorgesteld hadden. Het is zonder voorbehoud de mooiste "Oosterse" film, ooit door Paramount vervaardigd. Gary Cooper, Madeleine Carroll alsmede de overige medespelenden zijn schitterend in hun rollen. De film is grootsch en staat op een lijn met de "Lives of a Bengal Lancer." De geschiednis wordt ons verhaald met zooveel mogelijk spel en zoo weinig mogelijke dialoog, waardoor de rolprent vooral in den vreemde opgang zal maken.

Tegelijkertijd willen wij U het een en ander berichten omtrent "The Texas Rangers," een pakkende, boeiende, "buiten" film over een keurbende zooals "The Bengal Lancers" en de Canadeesche Bereden Politie. Fred MacMurray vertoont ons hier weer zijn veelzijdigheid als filmacteur.

Ook mogen we U wel mededeelen, dat wij eenige scenes gezien hebben van "Champagne Wals," de pretentieuze muzikale film met Gladys Swarthout in de hoofdrol, maar dan een geheel andere Gladys Swarthout dan we in haar eerste films gezien hebben.

Met andere woorden, Uw hooggespannen verwachtingen van het komende Paramount product worden thans ten volle beantwoord.

Deze groep films verdient een geweldige verhuur campagne door enorme individueele prestaties, vooral nu onze Paramount organisatie wederom ons eigendom is. Wij verhuren films van onze, van Uw eigen Maatschappij. Dientengevolge is het zaak met de bekende Nederlandsche zuinigheid op de dubbeltjes te letten en onnodige onkosten, hoe gering ook, te vermijden. Dit zal de Maatschappij en tenslotte Uzelf ten goede komen.

Bij het ter perse gaan van dit nummer, houden de "Revolucionarios," de Caribische Divisie onder den Heer Pratchett, hun eerste Conventie, te Havana, met den Heer Hicks, uit New York, als eeregast. Onder de gedelegeerden bevinden zich de Heeren Pierpoint, Fines, Reyes, Jacobs, Donohue en Grovas.

Met leedwezen vermelden wij het onverwachte overlijden van den Heer Vittorio Geri, onlangs benoemd tot manager van het kantoor te Florence. Zijn dood tengevolge van een auto ongeluk maakte een einde aan een veelbelovende carrière.

Binnkort zult ge de nieuwe Cecil de Mille film "The Plainsman" zien, een opwindende film van avontuur op grootte schaal vervaardigd met Gary Cooper in de hoofdrol en naar verluidd tot nu toe zijn allerbeste rol.

WICHTIGE NACHRICHTEN

Wir haben soeben den Film "The General Died at Dawn" gesehen und können wohl sagen, dass er alles hat, was man sich von einem guten Film wünschen kann. Paramount hat schon manches Orientdrama produziert, aber dies ist unseres Erachtens nach das allerbeste, das je von uns herausgebracht worden ist. Es ist ein fabelhafter Unterhaltungsfilm. Gary

(Continued on Page 12)

WICHTIGE NACHRICHTEN

(Continued from Page 11)

Cooper, Madeleine Carroll und die übrige Besetzung sind blendend. Es ist für wahr ein grosser Film, und ihm gebührt mit Recht ein Platz in der Kategorie solcher Filme wie "Bengali," denn auch hier geht ein Maximum von Handlung und Tempo mit einem Minimum von Dialog Hand in Hand, und das ist speziell für das Auslandsgeschäft ganz besonders wünschenswert.

Gleichzeitig möchten wir Ihnen etwas über "Texas Rangers" berichten. Es handelt sich um ein grosses abenteuerliches Wildwestdrama; um heisse Kämpfe und verwegenen Mut einer Gruppe von Männern, die zu ihrer Zeit in der Geschichte Nordamerikas die gleiche Rolle gespielt haben wie z.B. die weltberühmten Royal Northwest Mounted Police in der Geschichte von Canada. Fred MacMurray hat in der draufgängerischen Hauptrolle wieder einmal Gelegenheit die Vielseitigkeit seines grossen Könnens zu beweisen.

Wir haben inzwischen auch einen Teil von "Champagner Walzer" gesehen, der sich mehr und mehr zu einem Operettenfilm ganz grossen Formates zuspitzt, und uns endlich die wahre Gladys Swarthout bringt, auf die wir schon so lange ungeduldig gewartet haben. Dieser Film ist ein weiterer Beweis, dass Paramount einen sensationellen Film nach dem anderen herausbringt und im Filmkonkurrenzkampf ein stärkerer Gegner denn je ist.

Es liegt in Ihrer Hand mit diesen Filmen einen ganz grossen Erfolg zu erringen, indem sie dieselben gebührend propagieren und ankündigen. Ganz besonders zu einer Zeit, wo Paramount wieder uns, jedem Einzelnen von uns gehört. Und Ihre Aufgabe ist es heute mehr denn je alle Unkosten und sonsti-

NOTICIAS DE INTERÉS

—Después de haber visto "El general murió al amanecer" ("The General Died At Dawn"), no vacilamos en asegurar que es todo cuanto puede desearse. Es el mejor drama de ambiente asiático filmado por la Paramount, y espectáculo del más subido valor como entretenimiento. Gary Cooper, Madeleine Carroll y los demás actores están

gen Ausgaben so niedrig wie irgend möglich zu halten, denn letzten Endes ist jede Ersparnis nicht nur zum Nutzen unserer Firma sondern sie gereicht Ihnen selbst zum Vorteil.

Während sich diese Zeilen im Druck befinden tagt in Panama die erste karibische Konferenz. Herr Direktor Pratchett präsidiert über seine "Revolucionarios" und Herr Direktor Hicks von New York ist Ehrengast. Weitere Teilnehmer sind die Herren Pierpoint, Pines, Reyes, Jacobs, Donahue u. Grovas.

Es ist mit tiefem Bedauern, dass wir heute das jähe Ableben des erst kürzlich zum Filialleiter von Florence (Italien) ernannten Herrn Vittorio Geri verkünden müssen. Ein Autounfall forderte das Leben dieses sich allerwärts ganz besonderer Beliebtheit erfreuenden Paramountlers, der in unserer italienischen Abteilung in verhältnismässig kurzer Zeit Karriere gemacht hatte.

Sie werden bald Cecil B. de Mille's Superfilm "The Plainsman" zu sehen bekommen. Alle Berichte aus Hollywood lassen darauf schliessen, dass sich diese de Mille Schöpfung zu einem der packendsten und abenteuerlichsten Superfilme gestaltet, der je von Paramount inszeniert worden ist. Gary Cooper, der auch in diesem Film die Hauptrolle innehat, übertrifft sich selbst und setzt seiner Karriere mit diesem Filme die Krone auf.

magníficos. La película es grandiosa como quiera que se considere. Pertenece indudablemente a la categoría de "Tres Lanceros de Bengala." En su desarrollo predomina la acción sobre el diálogo, lo cual deja intacto el interés dramático para públicos de idioma que no sea el inglés.

—Cúmplenos mencionar también a "Milicias de paz" ("The Texas Rangers"). He aquí otra gran película en cuya acción, que se desarrolla en campo abierto, hay refinadísimas luchas y emocionantes ejemplos de valerosa intrepidez. Por su argumento guarda cierta analogía con "Tres Lanceros de Bengala," sólo que es la América del Norte, no la India, el teatro de las hazañas. Fred MacMurray se acredita en este film como actor insigne y de las más variadas capacidades.

—No podríamos excusarnos de decir en esta coyuntura que hemos visto varias escenas de "Champagne Waltz." Bastan ellas para entender que este film será uno de los más sobresalientes del género musical. La Gladys Swarthout que se nos presenta en él es precisamente la que deseábamos admirar en la pantalla; y "Champagne Waltz" una prueba más de que la Paramount marcha en esta temporada a paso de vencedores.

—Para que películas tan espléndidas tengan la programación que ciertamente merecen, será preciso que la energía, el entusiasmo y la iniciativa aportados a la campaña se salgan de lo acostumbrado. Coincidencia felicísima y alentadora es que la aparición de estas películas ocurra precisamente cuando la Paramount es de nuevo nuestra, de todos y cada uno de nosotros. Así pues, tendremos las mejores películas que ha habido en la historia de nuestra Compañía, y en ocasión en que ella vuelve a ser positivamente nuestra. Lo cual inclinará sin duda a todos a ser más

PICTURE THE CROWDS

We have just noticed that a number of photographs of exploitation stunts reaching us are taken either on Sunday mornings, or when the crowds are at some other attraction. An exploitation photograph really lacks the full punch when it does not show a crowd attracted by the stunt itself, whether it be a street ballyhoo, a theatre front or a window display. See if you can't get this angle into your photographs. It isn't always possible, we know—but get it when you can.

mirados que nunca en lo que respecta a gastos. Vigilémoslos para que no se incurra en ninguno, por pequeño que fuere, que no sea absolutamente indispensable. El beneficio consiguiente a tal ahorro redundará en bien de la Compañía, es decir, de todos nosotros.

—Al entrar en prensa este número, la División de los Revolucionarios, cuyo jefe es el señor Pratchett, celebra en la Habana el primer congreso de paramountistas del Caribe, al cual asiste como invitado de honor el señor Hicks. Preside el congreso el señor Pratchett. Entre los delegados al mismo cuentan los señores Pierpoint, Pines, Reyes, Jacobs, Donohue y Grovas.

—Próximamente podrán apreciar nuestros lectores lo que vale la producción de Cecil B. de Mille titulada "El llanero" ("The Plainsman"). Anticiparemos que, según noticias recibidas de los Estudios, es film que contará entre los más grandiosos y emocionantes filmados por la Paramount. Creemos que nuestra impresión de que Gary Cooper lleva a cabo su interpretación cumbre será la de la generalidad de nuestros lectores.

OCTOBER BIRTHDAYS

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Mr. Read... London
Mr. Payne... London

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*Paramount's*  
INTERNATIONAL  
**NEWS**



STILL THE GRANDEST  
SHOW SIGN IN  
THE WORLD!

Vol. 3.

OCTOBER, 1936

No. 10

# DAYS'S ST B R A Z I L LEADS

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INDIA  
AS A DIVISION  
ALSO OVER QUOTA

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PANAMA  
AS A COUNTRY  
ALSO OVER QUOTA

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## GENERALISSIMO

Thursday, September Seventeenth, a train bore Mr. Adolph Zukor back to Hollywood. From now on, the Studio is his desk, Hollywood his home. He, the greatest showman of them all, is at the one local spot in our organization's ramifications that he has wanted to return to for so many years. "Adolph Zukor presents—" is once again destined to be the most potent guarantee of the world's best entertainment that our industry has ever known. Prior to this brief return trip to New York his session in the studio had seen the creation of "The General Died At Dawn," "The Texas Rangers" and "Valiant Is the Word for Carrie," in actual completed form; and at the same time his genius had been laid heavily on "Champagne Waltz," "The Big Broadcast of 1937" and "The Plainsman," which he has now seen in the last stages of completion. In New York, immediately prior to his departure, and predicated on such triumphs as have already been registered on celluloid, the Home Office executives listened to the greatest array of mouth-watering plans that Paramounteers have ever been asked to cock ear to. Is it any wonder that Home Office executives are more excited over the prospect of the next six months' product than they have ever been in all of the long years of picture-plan recitals. And it is an excitement based on actual, proven performance: excitement based on the sure knowledge that Mr. Zukor is going to deliver each and every sensation he promises.

## AMBASSADOR

Following by a few brief days Mr. Zukor's departure for Hollywood, Mr. Hicks left for Europe on board the "Queen Mary," choosing one of the world's two largest steamers because of the importance of the product message he carries. Those European Paramounteers who will have met him by the time these lines reach them will know that such a

statement has not been without the firmest foundation: the remainder of the world's Paramounteers must take our word for it that Mr. Hicks has gone to Europe as an ambassador for the fact that Paramount definitely has the world's product leadership in the palm of its hand, and that a continuity of the finest consistency of sales results will clinch that leadership.

## "VALIANT"

You only have to look to the stirring sincerity of "Valiant Is the Word for Carrie" to know that any statement telling of Paramount's product supremacy is the complete and whole-hearted truth. In fact, "Valiant Is the Word for Carrie" might easily be a symbol of Paramount's renaissance, for into its fabric there has been woven that same inspiring sincerity of performance which is so characteristic of the new Paramount—the Paramount of today which emerged from that other Paramount in its years-long path of travail. When a picture moves otherwise world-hardened executives to tears, then it has something that is more precious than riches, more internationally-important than mere merchandise. Such a picture is something to revere as a symbol. Perhaps it can best be expressed, merely among ourselves, that our long battle back to our present world eminence



**TIBOR ROMBAUER**

Vale September 8, 1936

**With heavy heart and a deep sense of personal loss we record the passing from our midst of Tibor Rombauer, a fine fellow and a supremely loyal Paramounteer.**

**Tibor Rombauer's strength and sacrifice had gone mightily into the moulding of Brazil as one of the great Paramount territories of the world. He counted no task too heavy, nor any undertaking too arduous if it contributed to the success of the organization with which his heart and soul were entwined. Such men are precious: their passing from our midst a prodigious loss.**

**Farewell, Tibor! But know this: you have with you the everlasting affection of those Paramount men and women throughout the world who, whether they knew you personally or not, respected your record as a worker and admired you personally as a man.**

—JOHN W. HICKS, Jr.

has been a case of "Valiant Is the Word for Paramounteers"—Paramounteers who will do justice to any film embodying a similar sentiment. And such a film surely is "Valiant Is the Word for Carrie."

## PRAISE

The magnificent cable from John Cecil Graham in praise of "The General Died At Dawn" just cannot pass without editorial commendation on our part. Mr. Graham, one of the world's most astute showmanship-appraisers, goes on record in this manner so infrequently that such occasions are definitely banner days. On this occasion, as always, his exuberance is most indubitably justified, for in "The General Died At Dawn" we have a film of that spectacular and exotic magnificence that we have begged from the Studio for so long. Having gotten our wish, it is now squarely up to us to show the producers that when they give us what we want, we can get so many signatures on the dotted line that soon we'll be wanting more, better and longer dotted lines.

## "REVOLUCIONARIOS"

This month the Carribbean Convention is laid squarely in your lap for your delectation. It presents for your information the sort of a welcome the Pratchett Division had for Mr. Hicks on the occasion of his first setting foot on the soil of Latin America. It shows plainly what the Pratcheteers have generated in order to scoop one of the major prizes of the current international contest into that crescent moon of geographical color and romance known as the Caribbean Crescent. We're not for them, or against them: we're simply chroniclers of an avalanche of enthusiasm which has been dumped on our desk with the polite injunction to "Fling that in the teeth of the rest of the world!" You see, Arthur Pratchett was anything but far from the truth when he chose the name for his division—"Los Revolucionarios."

## "CHAMPAGNE"

At no time in history will the world be made more "Champagne Conscious" than during the next couple of months. Day by day, hour by hour, the enthusiasm for "Champagne Waltz" is mounting within the Studio. This Gladys Swarthout-Fred MacMurray musical of the finest melodic vintage, built with the loving hands of the Studio's pre-eminent producers and technicians, has been created to charm the world. This is no mere wish: the telegraph and telephone wires have told us that it is so—and at no period in history has our belief in what the Studio tells us in advance been more absolute. Next month you will be informed in detail of "Champagne Waltz" plans which will thrill you through and through: plans which will tell of not only making the world thoroughly conscious of the charm and beauty of "Champagne Waltz," but which will also make the world champagne-conscious to a heady degree.

# IT'S STILL A LONG (LEAD) DAY

## QUIPTO-GRAMS

Under date of August 26th, before the September issue of "International News" left the presses, General Manager John L. Day, Jr., wrote this from Rio de Janeiro: "Business continues to hold up well, and we are in the hopes of making a little noise in the new Contest." That was indeed modestly put when you consider that at the time the lines were penned in Brazil, Brazil was even then being listed as the first leader in the new Contest.

Australia's "Silver Jubilee Punch" for August 19th has a front-page splash entitled "Cavalcade of Contracts Conciliates Contest," which is their way of saying that the terrific Paramount Week business, plus the momentum gained thereby for the end of the year, puts Australia in the lead in the new international battle—according to the Blue Ribbon brigade.

The thrills which come with every contest are perfectly exemplified by the major advances made by Austria, Czecho-Slovakia and Denmark in the current world scramble for supremacy.

Tom D. Cochrane is en route to the Philippines to see why that territory has been responsible for such a preponderance of 9's where the Cochrane Division is concerned.

We feel that all Divisions and Countries throughout the world are united in extending to Y. Frank Freeman, who in addition to being a Paramount Vice President in charge of theatre operations, has just been elected to the Company's Board of Directors.

At least 50 annas to our favorite charity would be the price we'd pay to be present at some of the conversations between Tom D. Cochrane and Paul Verdayne on board the S.S. "President Hoover" en route between Japan and the Philippines. The meeting of these two Paramounteers was arranged by fate, but the opinions they will have expressed must have been purely personal so far as inspiration was concerned.

## But Austria and Czecho Are Stepping

### UPS-A-DAISY . . . DOWNS-A-DUMPSY

All the world's a stage, and all the divisions and countries of Paramount's International Legion merely players. . . . So far, it's Shakespeare, but when we start saying that the players have their Ups-a-Daisies, and their Downs-A-Dumpseys, pure and undefiled "ParInt-News." Anyhow, that's the new game of the month, and we present below the movements of those that have been skillful enough to go up, or unlucky enough to go down.

**DIVISIONS.** The leader is once again Day's Brazil, with Ballance's India maintaining second place. Kennebeck's Australia has swung ahead to third after last month's fourth, and fourth in turn has been taken by Groves' Straits Settlements after a seventh last month. Fifth belongs to Nathan's Gaucho Division after a third of last month, and Del Villar's Chilean division has copped sixth, after last month being fifth. Graham's Great Britain has swung to seventh after last month's eighth, and eighth this time has been taken by Pratchett's Revolucionarios after last month's sixth. Cochrane's Orient Division still prefers ninth, Schaefer's Central European fold likewise likes tenth, Klarsfeld's Division still has a profound affection for eleventh, Aboaf's legions are steadfast to twelfth, and York's Vikings apparently hate to be dislodged from thirteenth.

**COUNTRIES.** This month there are three spheres over quota, compared with two last month, the newcomer being Panama.

Brazil maintains last month's lead, but Panama has snuck up to second after last month's third, giving third place to India, last month's second. Chile is fourth after last month's seventh, a noble advance. Australia and New Zealand are fifth after last month's sixth, and Straits Settlements, after a ninth of last month, are now sixth. Austria, signaling the most noteworthy advance of them all, moves to seventh place after last month's twentieth. Argentine now has eighth in place of fourth last month, Mexico ninth against fifth, but Denmark has advanced to tenth from fifteenth. Great Britain chooses to choose eleventh again and Peru exercises the same preference for twelfth. Uruguay now has thirteenth against tenth, but Porto Rico's preference is now for fourteenth against last month's sixteenth. Cuba likes fifteenth rather than last month's fourteenth, and China has this month a marked preference for sixteenth over last month's eighth. Czecho-Slovakia, however, signalling a determined advance, moves on to seventeenth after a twenty-fifth spot last month: a real 'bravo!' move. Germany this month chooses eighteenth rather than thirteenth, Philippines elects to have nineteenth rather than eighteenth, and Japan likes twentieth over nineteenth. Norway's twenty-first is a two points betterment of last month's spot. Holland's twenty-second is a non-change recording. Guatemala's twenty-third is two places unbetter than last month, Colombia's twenty-fourth is seven places ditto, and France's twenty-fifth is one place likewise. Roumania's twenty-sixth beats last month's by two spots, Jugo-Slavia's twenty-seventh is status quo, Italy's twenty-eighth is by two places not-so-good. Poland's twenty-ninth, Hungary's thirtieth are status quo from last month. Sweden's thirty-first is one print better than last month. Finland's thirty-second is one point not-so-good.

*They all have their ups-a-daisies and their downs-a-dumpseys—you pays yer quotas and yer takes yer choices. Around and ground goes the merry-go-round: let's see what next month has to offer.*

### STANDINGS

As of September 1, 1936

#### By Divisions

This Month		Last Mo.
1.	Day*	1.
2.	Ballance*	2.
3.	Kennebeck	4.
4.	Groves	7.
5.	Nathan	3.
6.	Villar	5.
7.	Graham	8.
8.	Pratchett	6.
9.	Cochrane	9.
10.	Schaefer	10.
11.	Klarsfeld	11.
12.	Aboaf	12.
13.	York	13.

#### By Countries

This Month		Last Mo.
1.	Brazil*	1.
2.	Panama*	3.
3.	India*	2.
4.	Chile	7.
5.	Australia and New Zealand	6.
6.	Straits Settlements	9.
7.	Austria	20.
8.	Argentine	4.
9.	Mexico	5.
10.	Denmark	15.
11.	Great Britain	11.
12.	Peru	12.
13.	Uruguay	10.
14.	Puerto Rico	16.
15.	Cuba	14.
16.	China	8.
17.	Czecho Slovakia	25.
18.	Germany	13.
19.	Philippines	18.
20.	Japan	19.
21.	Norway	23.
22.	Holland	22.
23.	Guatemala	21.
24.	Colombia	17.
25.	France	24.
26.	Roumania	28.
27.	Jugo Slavia	27.
28.	Italy	26.
29.	Poland	29.
30.	Hungary	30.
31.	Sweden	32.
32.	Finland	31.

\* Over Quota

### OUR FAVORITE STORY IS TO HAVE CAROLE LOMBARD, MENJOU, R. SCOTT—AND COLOR

We want you to take our word for it that "Safari" is going to be one of the finest pictures Paramount ever made. We bought this story some years ago and have long been holding it for the right cast and the proper treatment. The time for the application of these ingredients is now with us. "Safari" is about to be started in production.

It will have Carole Lombard as its star. Adolphe Menjou and Randolph Scott will be the two important men in the story. Mary Boland and Charlie Ruggles will handle the necessary comedy element. **AND "SAFARI" WILL BE MADE IN COLOR!**

"Safari" is an African story, with a big-game motivation. Carole Lombard will be the pampered pet of society who is made to forget her high-falutin' mannerisms in the depths of the African jungle; Randolph Scott will be the man who makes her do the forgetting.

## NOTICIARIO DA PARAMOUNT

E' com profundo pesar que registamos nesta columna a morte, no Rio de Janeiro, do sr. Tibor Rombauer, que durante alguns annos vinha desempenhando com alta proficiencia as funções de gerente da Paramount no Brazil. O infausto acontecimento teve lugar a 8 de setembro ultimo, tendo deixado profunda magua no coração de todos aquelles que privaram com o sr. Rombauer, que foi sempre um cavalheiro a toda a prova. Nossos pêsames á organização da Paramount no Brasil.

—O filme "Caudillo Chinez" ("The General Died at Dawn") foi um grande exito no Theatro Paramount de Nova York, tal como haviamos previsto. Essa produção, que acaba de ser tão bem recebida pelo publico e pela imprensa, é uma prova da excellencia do nosso novo programma. Podemos assim dizer, porque já vimos algumas das novas fitas, taes como "Champagne Waltz," "The Big Broadcast of 1937," produções de merecimento, assim tambem "The Plainsman," a nova e espectacular criação de Cecil B. de Mille.

—Mr. Hicks seguiu a 23 de Setembro, a bordo do "Queen Mary," com destino á Europa, onde se demorará algum tempo na sua visita annual ás succursaes da Paramount no velho mundo.

—"Valiant is the word for Carrie" é o nome de um novo filme da Paramount que ha dias apreciamos em exhibição privada. Trata-se de um trabalho admiravel por dois motivos: em primeiro lugar, tem o appello do amor materno, que tanto dignificava "Humoresque" e "A Canção do Berço"; e, em segundo, apresenta-nos a nova estrella da Paramount, Gladys George, que é uma das mais apreciaveis actrizes dramaticas que o cinema já possuiu. Miss Gladys apparecerá em outras produções da nossa marca e ha de despertar entusiasmo em todos que a vejam.

—Jack Rapoport, nosso gerente em Cuba, escolheu o dia 10 de Setembro para o seu casamento, o qual se realizou em Miami, na Florida. Talvez recebamos photographias do faustoso evento, para sahir neste numero; mas, ainda que não alcancem esta edição, registrem-se aqui os votos de felicidade, que fazemos pelo jovem par.

—Outro feliz evento nupcial foi realizado em Buenos Aires, a 24 de Setembro, ao consorciar-se ali o nosso amigo e gerente na Argentina, sr. John B. Nathan. Aos nubentes, que estão de viagem para os Estados-Unidos, enviamos os nossos sinceros parabens.

—Segundo os interessados podem vêr em outra parte desta edição, cabe ao Brasil, ainda este mez, o primeiro lugar no nosso novo Concurso internacional. Isto vem provar que os brasileiros estão preparando de muito cedo o caminho da victoria.

—Depois de uma rapida visita a Nova York, Mr. Adolph Zukor regressou a Hollywood, onde actualmente reside. A permanencia de Mr. Zukor naquella centro de nossa produção prende-se, como logo se vê, ao seu directo interesse na feitura dos nossos filmes, que elle se esforça por que sejam em tudo dignos do renome da Paramount.

## A J. C. GRAHAM CABLE THAT MAKES HISTORY. HIS RAVE ABOUT "THE GENERAL" IS EPOCHAL

Now we know that the finest times of all time are here with us. We've had a cable from Managing Director J. C. Graham about "The General Died At Dawn" which is without precedent in the history of Paramount's International News. The cable indicates that a memorable Paramount Picture has burrowed through to the secret stock of J.C.G. superlatives—and when a picture is good enough to do that it's pretty darned good. Here's the cable that Mr. Hicks received from Mr. Graham immediately "The General Died At Dawn" had been screened in London:

SAY BOY HOW IT MAKES ONE'S HEART TINGLE WITH JOY TO SEE SUCH WONDERFUL PRODUCTIONS AS 'THE GENERAL DIED AT DAWN' BEGIN COMING FROM PARAMOUNT STUDIOS AGAIN. 'GENERAL DIED AT DAWN' CERTAINLY SPELLS BOX OFFICE AND WILL BE ENORMOUS SUCCESS THROUGHOUT THIS TERRITORY.

And since this is the age of Seeing Before Shouting, let us simply advise all Paramounteers to be 'eyes skinned and ears sharpened' for "The Big Broadcast of 1937," "Champagne Waltz," "Valiant Is the Word for Carrie" and "The Plainsman."



*Magnificently colorful was this display of Paramount product in the hall of the Excelsior Hotel at the Venice Lido in connection with the International Film Exhibition. "The Texas Rangers" and "The Trail of the Lonesome Pine" had their particulars displayed in colors which did the productions ample justice. There was also another colorful panel indicating the pick of Paramount's forthcoming product, and a remarkably fine figure of Gary Cooper superimposed against a background of vivid color.*

## "TRAIL OF THE LONESOME PINE" GAINS MEDAL AT VENICE CINEMA EXHIBITION

The world-famous exposition of the most notable photoplays of all film-producing countries, held annually at Venice, has come and gone, and again Paramount has shared in the awards. A special medal has been bestowed on "The Trail of the Lonesome Pine," a Walter Wanger production for Paramount release.

It was with the greatest of pride in Paramount's achievement that Managing Director Americo Aboaf advised us of this Paramount victory. On this particular occasion a great many European companies came in for the citations, and American film victories were few, some of the major companies not participating at all, even though they had offered the greatest films their studios had produced during the past year.

Indications are already pointing towards the fact that our studios are reading films which should be mightily acclaimed at next year's Venice Exhibition.

## MAE'S PERSONAL "SWING"

Now that the world of rhythm has swung to "swing music," it was the natural thing for a member of the Major Pictures Corporation to adapt music to Mae West's hip swing. As a result, her rippling rhythm movements will be

musicalized in "Go West Young Man" by "The Girl With the Singing Lips and Swinging Hips," and a song bearing the same title as the picture. Arthur Johnston and John Burke are the tunesmiths responsible for these songs which are expected to be given a solid plug by dance and radio bands.



This scene was taken in the garden of the Excelsior Hotel at the Venice Lido at the actual commencement of the screening of "The Trail of the Lonesome Pine." Taken by flashlight the moment the film's main title appeared.



SYLVIA GUEST OF ABOAFS

Sylvia Sidney was right on hand at Venice to see "The Trail of the Lonesome Pine" awarded a gold medal in the annual International Cinema Festival held by the Italian government. What is more, she was the guest of Mr. and Mrs. Americo Aboaf during her stay in Rome. Those Paramounteers desiring to express indignation that Mr. Aboaf should be so fortunate as to play host to one of the screen's loveliest stars, can have the columns of this paper for such a purpose. So far as the visit to the Aboaf villa was concerned, we have it directly from Miss Sidney, herself, that she had a very wonderful time.

## GARTNER IS FIRST LEGIONNAIRE TO HEAD H. O. PEP CLUB

Charles L. Gartner, publicity manager of the Foreign Department,

has been elected President of the Paramount Pep Club of Home Office. He is the first foreign department Paramounteer to be elevated to this post, although Eugene J. Zukor, now of the Foreign department, held the post in 1920-21, being the Club's first President.



C. L. Gartner

The foreign department also figured in the election, held in mid-September, by virtue of Mr. Hicks being elected a Governor. Other members of the Board of Governors confirmed at the election were Esther Jablow, Lillian Grossman, Frank Meyer, Edward J. Wall, Maude K. Miller and Arthur J. Leonard.

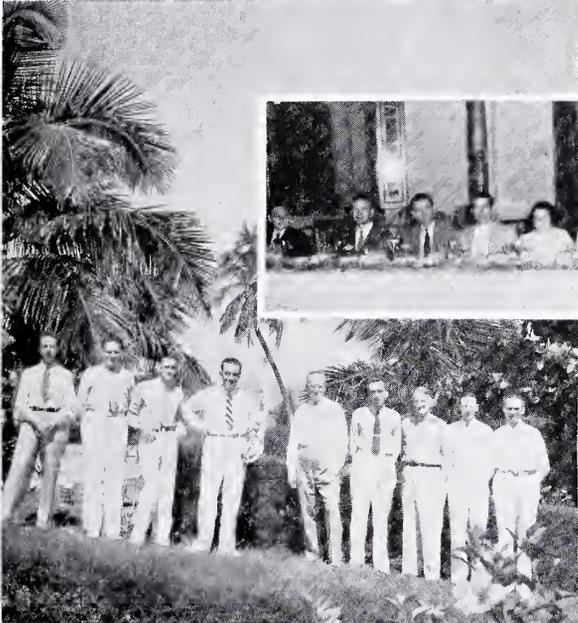
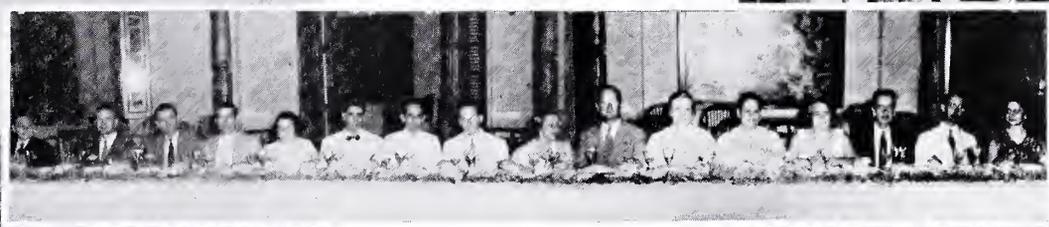
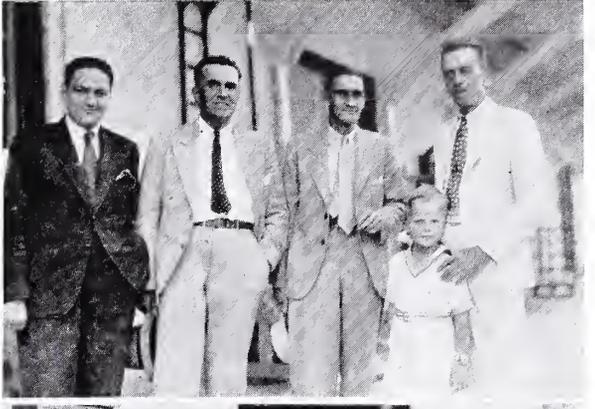
# HAVANA GALA-DAY

August 29-31

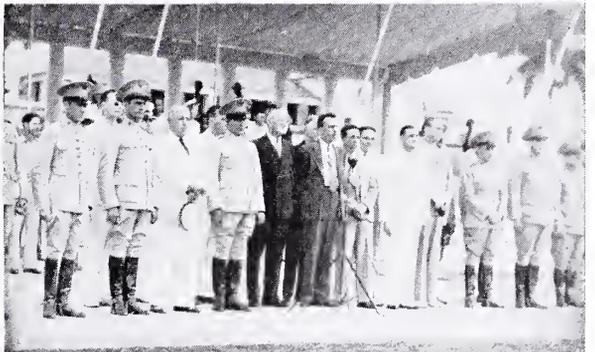
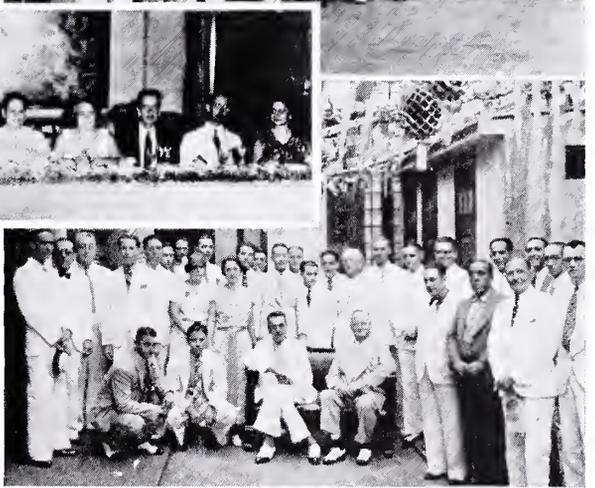
Because of the power of pictures we're allowing a major H-shaped spread to tell you the story of what took place during the epochal convention that the Pratchett Division staged in Havana during the last few days of August, and which attracted Mr. Hicks as presiding Guest of Honor.

At the left are shown, at top, Messrs. Pratchett, Hicks and Rapoport at the dais, Messrs. Donohue, Reyes and Grovas at the left, and Messrs. Pierpoint, Jacobs and Pines at the right. Next scene depicts "Los Revolucionarios" with Mr. Hicks on the lawn of the Nacional Hotel. Below, flanked majestically by Popeye and B. Boop, are Messrs. Hicks and Pratchett at the entrance to the convention room.

At the top right are Mr. Pratchett



and his young son as a committee of welcome to Aaron Pines, Alvaro Reyes and S. E. Pierpoint. Below it are all of the attending Revolucionarios, with several important Cuban exhibitors, at the entrance to the Havana exchange. The scene below shows these same people, joined by Mr. Hicks, more exhibitors, and several members of the staff of the exchange. The scene second from the bottom shows all of the attending visitors, with Messrs. Pratchett and Rapoport, as guests of Colonel Batista at a review of the Cuban army. The lowermost scene is of the visitors, together with Mrs. Hicks, Mrs. Donohoe and Mrs. J. D. Rapoport, at one of the evening fiestas staged in order to give the visitors the true Cuban atmosphere.



The banquet scene linking the two columns of photos was taken on the occasion of Paramount's tribute to the exhibitors of Cuba.

All in all, a highly colorful and eminently successful affair, reflecting the highest credit to those concerned, and who were chiefly the Messrs. Pratchett and Rapoport.

(NOTE: We haven't done with the Havana Convention yet. Space demands on us this month were such that speech highlights and convention sidelights had to be omitted. We promise a summary of these for next month.)



# ADOLPH ZUKOR PROMISES



## JUNGLE REALISM

The signs all seem to point to "The Jungle Princess" being a logical, exciting successor to "King of the Jungle." From the stills we've selected at random the scene shown above depicts an actual, unrehearsed encounter between a man and a tiger. The picture, which is being directed by the ever-realistic William Thiele, has Ray Milland, Dorothy Lamour, Akim Tamiroff and Lyne Overman heading the cast.



## A RULER OF INDIA VISITS PARAMOUNT'S STUDIO

Having the intricacies of film production explained to him by a foremost film star is His Highness the Maharajah of Indore, who visited the studio with the Maharanee as guests of Producer Cecil B. deMille. The star doing the explaining is Gary Cooper, while Jean Arthur listens and Mr. Zukor looks on. The wife of the ruler is doing her listening with Mr. deMille, and Mrs. Sarah Bingley completes the party.

## FLASH NEWS

William Farnum and Henry Kolker have been signed for roles in the Frank Lloyd-Claudette Colbert picture, "Maid of Salem."

Bogart Rogers has rejoined Paramount as an Associate Producer.

Charlie Ruggles will have the featured lead in Emanuel Cohen's Major Pictures production, "Mind Your Own Business," which will be a Paramount release.

Robert Cummings joins the cast of "Arizona Mahoney," the comedy-dyed Zane Grey story which will introduce Joe Cook and Dave Chasen to feature length pictures.

## A GREAT FILM INSPIRED GREAT PRAISE IN WIRE FROM HOME OFFICE TO STUDIO

Immediately "Valiant Is the Word for Carrie" had been screened in Home Office the following telegram was despatched to William LeBaron, production head of the Studio:

*"Seldom have we been so thoroughly thrilled and enthused by a picture as we were today at home office screening of 'Valiant is the Word for Carrie.' Stop. We regard it as one of finest quality productions ever made by Paramount or any other company and we confidently expect world public to endorse this opinion by outstanding box office returns. Stop. Rely on us to get behind this truly great picture to fullest extent. Stop. We offer sincere congratulations to yourself, Wesley Ruggles, Claude Binyon, members of fine cast and all others responsible for production. Stop. This picture and other hits on our new season program current and coming are truly inspiring to our entire organization." (signed)*

This wire was signed by Messrs. Barney Balaban, Neil Agnew, John W. Hicks, Jr., Frank Freeman, Austin Keough, Joe Unger, Charlie Reagan, Eugene Zukor, Robert Gillham and Russell Holman—and we think that no word of explanation is necessary as to why it was sent. But we are happy to tell you that it evoked the following reply from Mr. LeBaron:

**THANKS FOR TELEGRAM ABOUT "CARRIE." IT HAS SENT STUDIO MORALE AND ENTHUSIASM WAY ABOVE HUNDRED PERCENT. PLEASE THANK SENDERS FOR ALL OF US.**

So what are we doing? We're standing by waiting until prints of this memorable film reach you. And then what? Well, we leave it to you, knowing full well that "Valiant" is also the word for your efforts on its behalf.

## MAE HAS A BIRTHDAY—AS WHO DOESN'T?

This one occurred during the making of "Go West Young Man" and was celebrated by Emanuel Cohen, President of Major Productions, Inc., the corporation making Mae West productions for Paramount release. In the picture, left to right, are: Henry Hathaway, director; Ben J. Piazza, Miss West, Emanuel Cohen, Warren William, leading man; and the cake!



## RECENT PARAMOUNT PICTURES PITHILY APPRAISED

### WIVES NEVER KNOW

Ruggles and Boland and Menjou in one of the funniest domestic comedies you've ever seen. This one is laughter from start to stop, and the film's stop mark will beat your laughter stop mark by several minutes. It's good to know that such comedy still lives on the screen.

### MURDER WITH PICTURES

A first class up-and-smack-'em action picture, with a murder mystery that'll keep 'em guessing right up to the final fade-out. Lew Ayres, Gail Patrick and Paul Kelly head the bunch of actioneers who carry the story breathlessly along.

### WEDDING PRESENT

A very, very merry action story about a couple of newspaper reporters who were not quite sure whether or not they wanted to get married—but who eventually made up their minds in the craziest fashion possible. Cary Grant, Joan Bennett and Richard Wallace's direction have been merged into a funny film, with the last reel being about the highest-speed nonsense you have ever seen.

### THE ACCUSING FINGER

Terrifically forceful drama, with an anti-capital punishment theme for its motivation. Has one of the tensest climaxes on record. Paul Kelly, Kent Taylor and Marsha Hunt contribute memorable performances.

## POPEYE LIVES FOREVER IN STOCKHOLM

One Swedish film fan takes Popeye the Sailor more seriously than words can ever tell. According to Carl P.



York, who sent us the picture and the facts, the folks of Stockholm awoke one recent morning to find that a Popeye fan had given the great cartoon character undying local fame. He (or perhaps it was 'she') had chiselled an outline of Popeye in the pavement, as per the illustration above. In fact, so heartily did the drawing appeal to the city officials, that they allowed it to remain in the sidewalk, to the great amusement of the Stockholm populace.

## B. A. PRAISES "LONESOME"

According to a bevy of press clippings and reviews sent north from Buenos Aires by Managing Director John B. Nathan, "The Trail of the Lonesome Pine" is one of the most successful films ever exhibited in Argentina.

## GLADYS GEORGE MAKING ANOTHER FOR PARAMOUNT

When you see the magnificent performance registered by Gladys George in "Valiant Is the Word for Carrie" you will understand our unbounded enthusiasm for the fact that she has been signed to appear opposite Edward Arnold in the B. P. Schulberg production, "A Man and A Woman."

Miss George, who was once with Paramount in Charles Ray pictures, at the age of 17, has had a long and distinguished career on the American stage. She last scored in "Personal Appearance," which ran for more than a year on Broadway.

In "Valiant is the Word for Carrie" she scores so superbly that the critics will be busy coining new words for her artistry when this "1936 'Humoresque'" is released.

(NOTE. Do not get the impression that "Valiant" has anything to do with "Humoresque." It just so happens that it is as important to the screen today as "Humoresque" was at the time it appeared.)

# BEST PRODUCT IN HISTORY



GETS THE REACTIONS OF THE AUDIENCES

Mr. Adolph Zukor has always believed implicitly that the best judge of the merits of any picture is the audience for whom it was made in the first place. That's why he goes to audiences for reactions, whether it be in New York, Hollywood, London or Paris. In much the same fashion he always prefers to get an audience reaction to a play rather than take the chance buying it from a cold manuscript, and as a result is one of the most inveterate first-nighters when he is in New York during the play season.

He is shown above with Mrs. Zukor leaving a California theatre following a preview of "The General Died At Dawn."

## OSCAR SERLIN

Formerly known as Paramount's Aee Talent Scout, Oscar Serlin has joined the ranks of Paramount associate producers and will commence

production of his fine film within the next few days. This will be "Artists and Models," a grand scale musical of the type that you have all clamored for for so long. It will be a musical on a spectacular scale, with songs, ballets, dance routines and most of all, spectacle. It will definitely have an all-star cast and many of the greatest showmanship ideas in film history.

## "RADIO BAR," PARAMOUNT'S FIRST ARGENTINE RELEASE, A HIT

One of the many pleasant cable high spots of the past month was a dot-and-dash message from Managing Director John B. Nathan telling of the outstanding success of "Radio Bar," an Argentine-made musical film produced for Spanish release throughout the Spanish-speaking countries of the

## Highlights in the Studio's Wire Flashes

So tremendous a success has "The General Died At Dawn" proven to be that Paramount has purchased two more vibrant stories from the same author, Charles G. Booth. These are "Caviar For His Excellency" and "Gold Bullets."

Commencing November 1st, Lew Ayres will be a Paramount actor and director for the succeeding two years. He signed a contract to this effect immediately prior to starting his current European trip.

Lloyd Nolan has been signed to a long Paramount contract on the strength of his memorable work in "The Texas Rangers." He's an actor for whom we predict very big things in the near future.

Randolph Scott has been signed to a Paramount contract for the next two years.

W. P. Lipscomb, one of the most successful writers ever to reach Hollywood's studios from England, has been signed by Paramount to do the script on "National Velvet," the horse-race classic of the past several decades.

## PRODUCTION NOTES

"Paris Adventure" will be one of Carole Lombard's early Paramount pictures.

Gary Cooper and Lloyd Nolan will be co-starred in "Souls At Sea" which Henry Hathaway will direct before the Technicolor cameras at an early date.

The current cast of "College Holiday" includes Mary Boland, Jack Benny, Burns and Allen, Martha Raye, Johnny Downs, Dorothy Lamour, Shirley Ross and Eleanore Whitney. Direction is by Frank Tuttle.

Robert Florey will direct Olympe Bradna in "Times So Unsettled Are," which has a Viennese setting.

Paramount has taken up its option on the very promising young Frances Farmer, who scored so heavily in "Rhythm on the Range."

Joe Cook, celebrated stage comedian, and his partner, Dave Chasen, have been signed for featured roles in "Boots and Saddles," which is an adaptation of a Zane Grey story. "Easy Living" will be the next

Paramount picture for Jean Arthur, who is now playing one of the featured roles in Cecil B. de Mille's "The Plainsman."

Karen Morley has been signed to a long term contract by Emanuel Cohen for featured roles in his Major Productions, which are released by Paramount.

W. C. Fields has taken his first automobile ride since his serious illness overtook him. Looks as though the silver lining has appeared on those dark clouds.

Paramount gets the "Hopalong Cassidy" series for another two years, according to a deal just completed with Harry Sherman.

Ernst Lubitsch is at present in New York conferring with writers on the new Marlene Dietrich picture that he will direct, but which is as yet untitled.

"Along Came Love" is the final and definite title of the Richard A. Rowland production for Paramount release which was formerly known as "Love and Laughter."

Bob Burns will definitely be with Bing Crosby in the crooning star's new picture, "Waikiki Wedding."

## "VALIANT IS THE WORD FOR CARRIE," HEART-HAMMERING DRAMA, IS PRECIOUS FILM

"Humoresque," "The Covered Wagon," "The Ten Commandments," "Beau Geste"—all of these silent pictures were memorable in their day because they were milestones in Paramount progress. Each marked an era. In the days of sound the first Ruth Chatterton picture was important because it brought that famous actress to the screen; the first Maurice Chevalier picture was important, so was "Morocco," which gave us Marlene Dietrich. These events stand out in memory and need no research books to call them to mind.

In much the same spirit we come to "Valiant Is the Word for Carrie." Prior to seeing the film we had simply seen Gladys George, its star, on the Broadway stage. She gave a memorable comedy performance in "Personal Appearance." We had known from memory that she was in silent Paramount pictures many years ago, but we had no memory of those films.

More importantly, we had no idea that Miss George was the consummate actress which "Valiant Is the Word for Carrie" reveals. At the first screening of the picture in Home Office she produced more unashamed male tears than any picture has produced in a great many years. She is, in fact, so magnificent, that we are doing no more here and now than telling you that her first film will prove to be one of the best-remembered films in all the annals of motion picture records.

In short, we can do no more than urge you to be as impatient as the very devil to get your print of the film so that you can see for yourself the dramatic majesty of this film that we are either too modest or too incoherent to tell you about.

## NEW PRODUCT WILL THRILL THE WORLD

The plans which were discussed by Mr. Zukor before he left to return to the prodigious studio task of making Paramount's product unbeatable, as well as the plans which he found waiting him there, leave no doubt in the minds of Home Office executives that "The General Died At Dawn," "The Texas Rangers," "Valiant Is the Word for Carrie" and "Champagne Waltz" are but the first rays illuminating a new and more radiant Paramount era.

One of Mr. Zukor's main missions during his last New York visit was to be accurately and minutely informed regarding the film requirements of the Paramount world. These he received—both domestic and foreign. But the man who created Paramount and carried it to the heights took a further vital step: he created a department which will keep him posted, weekly, daily and even hourly, on the needs of the world, and on the actual proven results of completed and released pictures. This department will be the most completely posted mechanism of its kind in the whole film producing world, and it will be headed by a man who is in a position of knowing the entire world, what it needs, and what it has shown it does not require. His strategic position will make him one of the most important executives in the entire organization.

Moreover, his appointment signifies once more that Mr. Zukor, now that he is in his long-desired position of heading Paramount's production policy, is taking every step humanly conceivable for delivering to us for the world a continuity of pictures desired by the world.

world. Mr. Nathan's message filed at Buenos Aires said:

**RADIO BAR RELEASED YESTERDAY ENTHUSIASTICALLY RECEIVED. S R O WITH THOUSANDS TURNED AWAY. IT'S A HIT.**

"Radio Bar" has many film favorites among Latin audiences in its cast and has been richly invested with popular music. It was produced in Buenos Aires by Soc. A.I.A. especially for Paramount release.

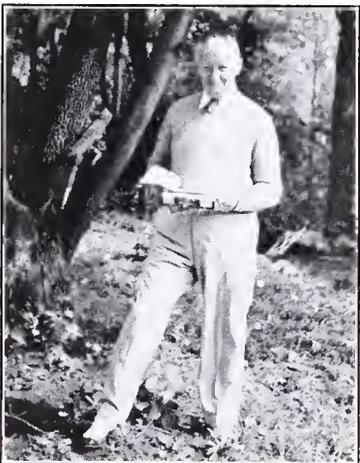
(Continued in last column.)



**TWO SALESMEN OF SCANDINAVIA**

Here are two of Carl P. York's valorous and venturesome Vikings, one of whom is about to set out from Stockholm on a long sales trek through Lapland. They are (right) Mr. Flodin and Mr. Törnqvist. Mr. Flodin is Head Salesman for the territory, but it is Mr. Törnqvist who is making the trip, which will occupy from three to four weeks of automobile travel.

You will notice that the tire-cover of the salesman's car carries the title of "Sången om Skogarnas Folk," which almost anybody can translate into "Song of the Forest People," and almost anybody again can see that this is the Swedish title of "The Trail of the Lonesome Pine." The



### WORLD FELICITATIONS

Mr. Hicks, at his summer home in Carmel, New York, reading cabled felicitations from all parts of the world on the occasion of the fiftieth anniversary of his birth. Paramounters in every part of the globe observed the occasion, which observance naturally delighted the leader of the Foreign Legion.

### JOHN B. NATHAN MARRIES MISS VIOLET EDDIS

Another September wedding of interest to Paramounters was that which united Miss Violet Eddis of Buenos Aires and Mr. John B. Nathan of Buenos Aires and New York City. The event took place in the Argentine capital September 24th, and the happy couple are now en route to New York on their honeymoon.

We are certain that Paramount's Foreign Legion extends heartiest congratulations to them both.

# PARAMOUNTALITIES

## HOSTS TO VISITING BRITISH EXHIBITORS

Paramount's Foreign Department in the Studio recently played host to a number of exhibitors from Great Britain who visited the Studio with members of their families (just before the existing studio ban against visitors). They are shown here being entertained at luncheon in the studio commissary by Foreign Department representative Luigi Luraschi, at the far head of the table; and Carroll Stroud, third from the left facing the camera.



title is especially apt in Lapland, where there are only forest people, and as it is printed in three colors in the sign it will be evident to all who see it that the film is in color.

It is of definite interest to know that Mr. York, reflecting Mr. Törnqvist's sentiments, believes that this sales trip will be the most profitable Paramount venture within the history of the Viking Division.

### MEET MANAGER J. GOLDMAN



J. Goldman

Last month, when telling of the British Division promotions, we advised that a promised photograph of Manager J. Goldman, newly appointed head of the Leeds Exchange, had not come to hand. It since has — so, meet Mr. Goldman.

### J. D. RAPOPORT MARRIES

A September wedding of great interest to Paramounters was that which united Miss Elvira Reira and Mr. Jasper David Rapoport. The event took place at Miami, U.S.A. Mr. Rapoport is Paramount's manager for Cuba. Following the ceremony, the happy couple motored to New York for a brief honeymoon before returning to Havana.

We offer them, on behalf of the entire Foreign Legion, heartiest congratulations and best wishes.

### CONCEPCION STAFF

Last month we reproduced a scene showing the interior of our new exchange at Concepcion, Chile. We are now pleased to identify the three important Paramounters shown in that picture. They are Manager Honorio Garcia, Juan Savignone, book-keeper; and Elsa Perez, secretary.



### VISITS FROM SINGAPORE

When Paramounters from overseas visit the studio, what do they see? They see the girls! They see the dark ones and the fair ones and the ones with red or auburn hair. Well, Paul Verdayne, manager of our Singapore office was no exception, as this glimpse of him with Martha Raye and Elizabeth Russell testifies.

### TWO GOLD MEDALS FROM BUDAPEST

Paramount product was voted the year's best in Hungary, according to a poll made by the pre-eminent radio publication, "Radio Ujsag." This magazine, with a circulation of more than 110,000 conducted a poll to find out two things—which was the finest picture shown in the country during 1935-36, and which company released the best product during that same period.

Paramount won both awards, which consisted of gold medals.

The first, and larger, medal was won by "The Crusades." The second medal was won because it was our company which released the



best consistency of product, such films as "Desire," "Private Worlds," "Give Us This Night," "The Gilded

## HOUSE ORGANS

They're rolling into Home Office again, and they're certainly grander than ever! As enthusiasm-builders they're the best tonic we've encountered in a month of magenta Mondays.

Earliest of the past month's arrivals was Jugo-Slavia's "Paramountov glasnik," raving to the radiant skies about "Desire," "The General Died At Dawn" and "The Trail of the Lonesome Pine." It's easy to us to see, therefore, that Jugo-Slavia can be expected to go scooting up the contest success ladder.

The first of the month's issues of Australia's "Silver Jubilee Sales Punch" to hand reflected the joy of the Blue Ribbon Bunch in sharing in the prizes of the year's earlier contest. A fine tribute was paid New Zealand's General Manager, Stanley H. Craig, for his leadership in having his branch win the Australian Division's contest.

A little later came the August 5th issue with its front page story devoted to the new advertising campaign on behalf of Paramount's Star Power. This campaign is spoken of elsewhere in this issue of "International News." An interesting personal item in the issue was a photograph of the ever-popular Syd. Herbert taken during his Tasmanian vacation. We were happy to see Syd. looking a picture of health. In the Ad. Sales section there were reports in Ad. Sales Manager Len Jones' column of fine performances by Vic. Butler, of Melbourne; Don Bradley of Perth and Drew Nelson of Brisbane.

Issue Number Five of London's "Paragram" proves that the best can always be bettered. One of the highspots of this issue is the reproduction of a photograph of a group of Paramounters made 15 years ago on the roof of the London Head Office. It is a sterling tribute to Paramount steadfastness and loyalty that of the 17 men pictured in the group, at least 13 are still with the Company. One has passed beyond this life. In this issue of "Paragrams" was also a remarkably fine article on "The Paramount Spirit," by Douglas Abbey, London Branch Manager. We think so highly of this article that we are reproducing it in another part of the magazine.

Jugo-Slavia's "Paramountov glasnik" for September 5th was proof indeed of the greatness of the new Paramount product. One of its pages gave lavish space to "Orijent," which is none other than "The General Died At Dawn." Then there were other major spaces devoted to "Divlja Djevojka" ("Lonesome Pine") and "Zudnja" ("Desire"). Also a Paramount Trade Mark four inches wide, with the caption "Ponos Svjetske Filmske Industrije" — and you don't have to come from Zagreb to know the meaning of that line.

Lily," "The Milky Way" and "The Trail of the Lonesome Pine" being specifically cited.

The scene above shows the medals being presented to Paramount's Manager, Dr. N. G. Palugay by Mr. Rein, chief of the Motion Picture section of "Radio Ujsag." The medals have since been given to Mr. Zukor who took them to the Hollywood studio when he returned there on September 17th.



**BRIGHTEST SPOT IN GUATEMALA CITY**

This is the Teatro Lux, all adorned for "Herencia de Muerte" ("The Trail of the Lonesome Pine"). The display along the marquee of the theatre is one of the best we've seen anywhere, but the exploitation campaign did not stop there.

Guatemala City had some marvelous window displays for the picture (and in the creation of these, as in all of the other exploitation, there was the magical hand of Saul Jacobs). There was extensive exploitation at the local bull-fight arena. There was a terrifically popular tie-up with the local distributors of Max Factor make-up products. There were contests with prizes consisting of subscriptions to famous magazines.

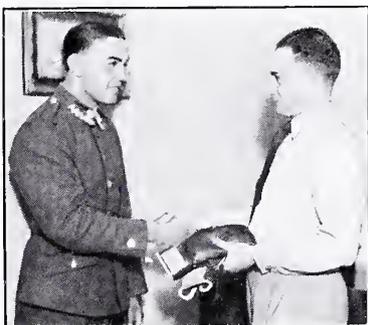
Topper of them all, from the novelty standpoint, was a street ballyhoo of a man in a coat of many colors. Purpose here was to point out to the otherwise uninformed that the picture was in all colors of the rainbow.

All in all, a swell barrage of work, and the theatre results on the film justified it all.

**MAKING THE WORLD STOP, LOOK AND LISTEN, WITH EXPLOITATION**

**FINE BRITISH PRODUCT SPLASH**

The August 22nd issue of London's "Paramount Service" was highlighted by an especially fine section devoted to the forthcoming quarter's array of Paramount releases. The announcement was set forth with particularly good taste and impressiveness and reflected great credit on Advertising and Publicity Director F. L. C. Thomas, as well as on Miss Doris Gassner, who edits the publication in consistently capable fashion.



**WON HAROLD'S GLOVES**

Some months ago we secured from Harold Lloyd, at the request of Warsaw's ever-bright publicity staff, a pair of the actual boxing gloves worn by the comedian during the making of "The Milky Way." The gloves were certified

**AUSTRALIA FLAUNTS OUR "STAR POWER"**

Taking important space in the local trade and fan publications, Managing Director John E. Kennebeck and Advertising Manager Hermann E. Flynn have with great vigor stressed to the Australian exhibitors and picturegoers the fact that the world's finest star power is contained in Paramount Pictures.

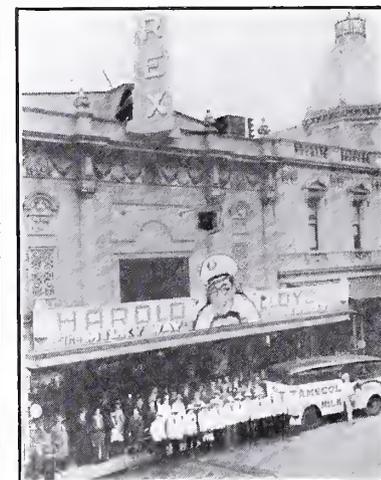
Full page advertisements have glamorously advertised Marlene Dietrich, Gary Cooper, Claudette Colbert, Harold Lloyd as stars, and Ernst Lubitsch, Cecil B. deMille and Frank Lloyd as directors with pulling power of star proportions—and the entire campaign, which was done in color, has proven extremely valuable in selling the fine new season's product both to theatres and to picturegoers personally.

by the star in a personal letter from him, and were made the climax of a fine publicity campaign throughout Poland. Ultimately they were won in contest by a young Polish soldier, Henryk Chinniewski, who is shown above receiving them from Mr. Lipszye, of the staff of the newspaper "Przeglad Sportowy," and vice-president of the Polish Boxers' Union.



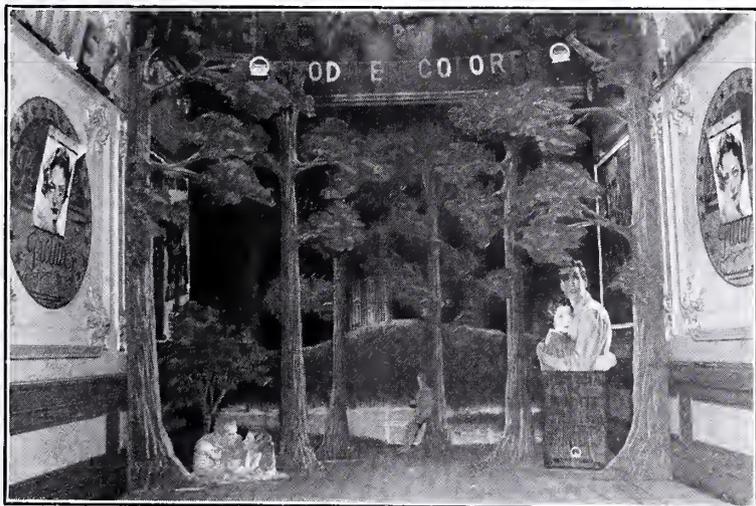
**INDIA'S EXPLOITATION WAVE**

Here's an excellent sample of attention-compelling exploitation from Nagpur, India, sent us by our General Sales Manager, S. Ganguli. The work was done on behalf of the presentation of "The Milky Way" in the Palace Theatre, Nagpur, and Mr. Ganguli informed us that this particular stunt helped the box-office materially. It is most gratifying to see such fine work gaining ground in India, and we think that it will become more and more general when the word circulates around that effective exploitation definitely helps box-office grosses.



**ADELAIDE'S "MILKY WAY"**

Newest sample of the perfect film tie-up—that of linking milk companies with "The Milky Way"—comes from John E. Kennebeck's exploitation-saturated territory. This sample is from Adelaide, South Australia, and the milk wagon and milk delivery men in the picture speak for themselves. All that can be said in substantiation of the campaign is that the picture played against the worst imaginable weather, and did a season of two weeks at the Rex Theatre, where the best of pictures are only expected to last a week.



**OSVALDO URRUTIA MADE LIMA "LONESOME PINE" CONSCIOUS**

Our live-wire manager in Lima, Peru, knowing that he had an exceptional property on his hands when "The Trail of the Lonesome Pine" came along, cast around for an exceptional method of advertising it. He knew of course that adjoining the Paramount Exchange was a large public arcade, so he arranged to transform this into an atmospheric display for the picture, so that the public would have to pass through the display and be made completely conscious of the picture's appeal, as well as the fact of its being entirely in Technicolor.

Shown above is the effect that Mr.

Urrutia achieved, and it is to his credit that the display was not only a terrific success of itself, but it also aided magnificently in pre-selling the picture in Lima and also throughout Peru.

"I Met Him in Paris" is slated as the Claudette Colbert film to follow her current work in "Maid of Salem." Frank Lloyd will also produce this one.

George Bancroft joins Edward Arnold and Gladys George in the cast of the B. P. Schulberg production tentatively titled "A Man and a Woman."



**HAILS PARAMOUNT WEEK**

So early as the middle of September sees Manager Jasper D. Rapoport preparing for his mammoth Paramount Week to be held throughout Cuba in the middle of November. Here's a typical envelope out of the Havana office, with its unmissable message about the gala season which is going to play so important a part in the final reckoning of Cuba's position in the international contest.

**BENITO THOUGHT HIGHLY OF "LITTLE AMERICA"**

Managing Director Benito del Villar thought so highly of the Admiral Byrd picture aptly titled "Antartico" for Spanish-speaking audiences, that he arranged for the lobby of the Teatro Santiago, Chile, to be decorated as per the above scene. P. S. The trouble with Benito, of course, is that he never will remember to use the Paramount Trade Mark.



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## NIEUWS VAN DE MAAND

Tot ons diepste leedwezen stellen wij U hierbij in kennis van het on-tijdig verscheiden op 8 September jl. van Tibor Rombauer, in leven directeur van het Paramount kantoor te Brazilië en in alle opzichten een Paramourner van den hoogsten rang. Zijn heengaan is een verlies hetwelk elken Paramourner met droefheid zal vervullen.

"The General Died at Dawn" is een enorm succes in het Paramount Theater, te New York—zooals wij in onze vorige edities reeds voorspelden. Doch de film beteekent voor ons méér dan een reuzen succes: zij luidt een nieuw tijdperk in voor Paramount, want wij hebben reeds "Champagne Waltz" en "The Big Broadcast of 1937" gezien, alsmede eenige scènes van Cecil B. deMille's "The Plainsman."

De Heer Hicks vertrok 23 September jl. met de "Queen Mary" op zijn halfjaarlijksche inspectiereis in Europa.

"Valiant is the Word for Carrie" werd enige dagen geleden in de projectieaal voor ons vertoond. Wij vestigen Uwe aandacht op deze film om twee redenen. Ten eerste heeft dit sterke drama hetzelfde 'moederliefde' thema als "Humoresque" en "Cradle Song." Ten tweede brengt het in de geleederen van Paramount een der kundigste en bekoorlijkste actrices ooit op het scherm vertoond, met name Gladys George. Ge zult haar in een reeks komende Paramount films zien. Zij is werkelijk een persoonlijkheid om enthousiast over te geraken.

Jack Rapoport, directeur van het Cubaansche kantoor, koos den 10den September voor zijn trouwdag. Misschien kunnen wij dit heuglijke feit vereeuwigen met eenige foto's elders in dit nummer, want de kieren waren nog niet ontvangen bij het schrijven van deze alinea. Intusschen wenschen wij den Heer en Mevrouw Rapoport het allerbeste.

Een tweede huwelijks aankondiging betreft den Heer John B. Nathan en diens echtgenoot. De eerste jaardag van hun huwelijk valt op 24 September, 1937 en zij zijn thans op weg naar de Ver. Staten van Buenos Aires. Hartelijke gelukwenschen.

Uw speurdersoogen moten elders in dit nummer reeds gezien hebben, dat Brazilië de leiding heeft in het Internationale Concours. Een goed begin is altijd het halve werk.

De Heer Adolph Zukor, is na een kort bezoek in New York, teruggekeerd naar Hollywood waar hij thans permanent verblijf houdt om van nabij oog te houden op de allergrootste Paramount succes films, die onze Maatschappij in den loop der jaren heeft vervaardigd.

## TITLE CHANGES

The picture heretofore known as "Right In Your Lap" will be finally titled "Easy To Take."

The picture heretofore known as "Love and Laughter" will be finally known as "Along Came Love."



This is the highly decorative colored diploma which was presented to Mr. Hicks the moment he set foot on Cuban soil for the Caribbean Convention, which began August 29th. Every one of the flags was in natural colors, and the seal of course was the seal of Paramount. The original diploma now occupies a post of honor in Mr. Hicks' office in New York.

## NOTICIAS DEL MES

—Registramos con profundo pesar el fallecimiento de don Tibor Rombauer, acaecido en Río de Janeiro, el 8 de septiembre. El señor Rombauer desempeñaba el cargo de gerente de la Paramount en el Brasil. Era tan cumplido caballero como entendido cineísta. Su desaparición, que lamentan de consumo la amistad y el Séptimo Arte, es pérdida que todo paramourtista habrá de sentir como propia.

—Según lo anunciábamos el mes pasado, "El general murió al amanecer" ("The General Died at Dawn") está resultando un éxito formidable. Su estreno en el Paramount de Nueva York ha tenido todas las características de los grandes triunfos. Y adquiere, además, especial significación para quienes vemos en él apenas un comienzo de los que prometen para la Paramount producciones como "Champagne Waltz," "Cazadores de estrellas de 1937" ("The Big Broadcast of 1937") y "El Llanero" ("The Plainsman") de Cecil B. de Mille.

—Para Europa, donde efectuará su visita semestral de inspección, salió de Nueva York el 23 de septiembre el señor Hicks a bordo del Queen Mary.

—Hace poco vimos en exhibición previa "La Indeseable" ("Valiant

Is the Word for Carrie"), película acerca de la cual hemos de apuntar aquí dos cosas. Es la primera que se trata de una película en extremo dramática y conmovedora, a la cual, lo mismo que a "Humoresque" y a "Canción de cuna," presta el tema del amor maternal singularísimo atractivo. La otra cosa que deseamos apuntar es que con esta película queda incorporada a los repartos de la Paramount Gladys George, actriz dramática de las más eminentes, a quien veremos en futuras producciones de la Editora de la cumbre y de las estrellas.

—Don Jack Rapoport, gerente de la Paramount en Cuba, contrajo matrimonio en Miami, Florida, el 10 de septiembre. No sabemos si las fotografías del fausto suceso, que esperamos recibir de un momento a otro, alcancen a llegar a tiempo para engalanar con ellas este número. En todo caso, sirvan las presentes líneas para expresar a los recién casados los votos que hacemos por su eterna ventura.

—Otra boda cuya noticia damos muy complacidos es la de don John B. Nathan, gerente de la Paramount en la Argentina, efectuada el 24 de septiembre, en Buenos Aires. Los esposos Nathan se hallan actualmente en viaje a Nueva York, donde serán muchos los que acudan a felicitarlos personalmente.

—Según podrá advertirse por la

## CHARLES BALLANCE EN ROUTE TO HOME OFFICE

General Manager Charles Ballance of India, en route back to his home office in Calcutta after a lengthy but enforced stay on the Continent due to illness, will reach the Crossroads of the World within a few days on board the S.S. "Queen Mary." It will be good to see him again after such a long absence from Paramount headquarters.

información que aparece en otro lugar de este número, el Brasil continúa llevando la delantera en el Concurso Internacional. ¡Buena prueba es ésta de cuánto importa colocarse en el primer puesto desde el primer momento!

—Después de haber pasado unos días en Nueva York, adonde lo llamaban asuntos personales y de negocios, don Adolph Zukor se halla de regreso en Hollywood, ocupado en atender a la filmación del programa de mayor éxito de todos los que ha llevado la Paramount a la pantalla hasta ahora.

## NOUVELLES DU MOIS

C'est avec le plus profond regret que nous annonçons la mort inopinée, le 8 septembre, de Tibor Rombauer. Depuis plusieurs années M. Rombauer occupait le poste de Directeur de Paramount pour le Brésil et à tous égards il était un Paramourtais de grand calibre. Sa mort constitue une perte pénible que tout Paramourtais sentira au fond du coeur.

"The General Died at Dawn," a remporté un formidable succès au Théâtre Paramount à New-York, ce que d'ailleurs nous avions prévu le mois dernier. Cependant, ce film est plus qu'un succès gigantesque; c'est l'avant-coureur de la plus grande ère dans la production Paramount. Nous le savons, parce que nous eu des aperçus d'avant-première de "Champagne Waltz," "The Big Broadcast of 1937," et quelques suites du "Plainsman" de Cecil B. deMille.

M. Hicks s'est embarqué pour sa visite semi-annuelle en Europe à bord du "Queen Mary" le 23 septembre.

"Valiant is the Word for Carrie" a été déroulé au bureau principal il y a quelques jours et nous attirons votre attention sur ce film pour deux raisons spéciales. En premier lieu c'est un drame des plus poignants, ayant cet attrait d'amour maternel qui caractérise "Humoresque" et "Cradle Song." En suite, il amène dans les rangs de Paramount, Gladys George, une des plus délicates artistes que l'écran ait connu jusqu'à ce jour. Elle paraîtra dans d'autres films Paramount et c'est réellement une personnalité qui vous enthousiasmera.

Jack Rapoport, Directeur à Cuba, choisit le 10 septembre pour son jour de noce, et Miami, en Floride, pour l'endroit. Peut-être aurons nous des photos de la cérémonie pour ce numéro même. Les photos ne nous sont pas encore parvenues au moment où nous écrivons ces lignes, mais nos meilleurs voeux à M. et Mme. Rapoport sont arrivés à bonne destination.

**DIE NEUESTEN PARAMOUNT-NACHRICHTEN**

Unsere ganze New Yorker Zentrale trauert und mit uns alle Paramountler der Welt. Hat doch der Tod am 8. September Tibor Rombauer aus unseren Reihen gerissen. Herr Rombauer war seit einigen Jahren Paramount's Generaldirektor für Brasilien und hat sich zu jeder Zeit als ein vorbildlicher Paramountler bewiesen. Sein vorzeitiges Ableben ist für Paramount und alle, die je Gelegenheit hatten mit ihm in Berührung zu kommen, ein schwerer Verlust.

Dem neuen Paramount Film "The General Died at Dawn" wurde anlässlich seiner Uraufführung im New York Paramount Theatre ein begeisterter Empfang zuteil, den wir ja schon im vorigen Monat prophezeiten. Ist der durchschlagende Erfolg dieses Bildes als solcher schon bemerkenswert, so kann man nicht umhin ihm gleichzeitig noch eine andere wichtige Bedeutung beizumessen, denn dieser Film ist gewissermassen die Vorhut für Paramount's neue grosse Film-Aera. Wir können dies heute mit ruhigem Gewissen sagen, denn wir haben inzwischen "Champagner Walzer," "The Big Broadcast of 1937" und einen grossen Teil von Cecil B. de Mille's Superfilm "The Plainsman" gesehen.

Am 23. September trat Herr Direktor Hicks auf der "Queen Mary" seine halbjährliche europäische Inspektionsreise an.

"Valiant is the Word for Carrie" ist ein anderer neuer Film den wir hier kürzlich zu sehen bekamen, und den wir Ihnen aus zwei besondern Gründen ans Herz legen möchten. Erstens handelt es sich um ein erschütterndes Drama von heldenhafter Mutterliebe, wie sie in "Humoresque" und "Cradle Song" treffend charakterisiert wurde, und zweitens bringt dieser Film eine neue hervorragende Schauspielerin und zwar Gladys George. Diese begabte Künstlerin hat eine Persönlichkeit, die überall helle Begeisterung auslösen wird, und wir schätzen uns glücklich, sie für eine Reihe kommender Filme verpflichtet zu haben.

Herr Jack Rapoport, unser kubanischer Filialleiter, hatte den 10. September zum Hochzeitstag ausserkoren und Miami (Florida) als den Ort der Handlung. Wenn wir Glück haben, so bekommen wir vielleicht noch für diese Ausgabe einige Aufnahmen des Brautpaares. Wir wünschen dem jungen Paar alles alles Gute!

Eine weitere Hochzeitsanzeige kommt aus Buenos Aires (Argentinien) und zwar von Herrn John B. Nathan und Gemahlin. Die Trauung fand am 24. September statt und die Neuvermählten befinden sich nunmehr auf der Hochzeitsreise. Ziel: die Vereinigten Staaten. Unsere allerbesten Wünsche begleiten das Paar.

Wenn Sie einen anderen Teil dieser Ausgabe in Augenschein nehmen, so wird es Ihnen nicht entgehen, dass Brasilien nach wie vor im Internationalen Wettbewerb an erster Stelle steht. Brasilien hat sich somit einen gewaltigen Vorsprung gesichert und es ist jetzt nicht mehr so ganz einfach für irgend eine andere Filiale die Führung an sich zu reißen.

Herr Zukor ist unlängst von  
(Continued on Page 12)



WHERE LILLE'S (FRANCE) HITS ARE SOLD

Here are a bunch of views of the interior of Paramount's exchange at Lille, France, one of the live-wire bases of operations for Administrateur Delege Henri Klarsfeld's Legion of Paramounters. To those who know film exchanges all of the features of this one are readily recognizable; but it is our particular privilege to introduce to you, in the top left-hand corner, the manager who presides over this particular centre of Paramount operations, M. Leon Joannin.

**THE PARAMOUNT SPIRIT**

Reprinted for "The Paragram" (London) issue of Aug. 15, 1936.

*My first contribution to the "Paragram" could be dedicated to nothing better than the "Paramount Spirit"—that is, the spirit of co-operation and general well-being which exists between all members of our vast organisation.*

*This Spirit, which links firmly together all Paramounters, whatever their capacity, is admired and respected by all in the trade. It is best expressed, perhaps, in terms of enthusiasm—the enthusiasm which we all devote to our job. And our job, after all, is our living and an integral part of our being: because of this, no job can ever be too SMALL for us, or beneath our 'dignity.' A man who complains that he is superior to his job is ruining his chances of promotion: such a man usually ends up by being much too superior for any job.*

*Loyalty is an attribute that goes just as far as enthusiasm, and the two are infinitely stronger when they walk hand in hand. Look to Head Office as the Flagship of a fleet whose tradition is Legion, with Mr. J. C. Graham as the Admiral, and Head Office sales executives as the chief Staff Officers.*

*Each Branch is a SHIP, whose*

24 Settembre 1937 ed essi sono ora in viaggio da Buenos Ayres, Argentina verso gli Stati Uniti. Le nostre congratulazioni anche per loro.

Il vostro sguardo osservatore avrà scoperto in un'altra pagina che il Brasile e' ancora il leader della Gara Internazionale. E cio' vi mostra il vantaggio di mettersi subito alla testa dei concorrenti.

Mr. Adolph Zukor, dopo un breve viaggio a New York City per ragioni personali e d'affari, e' ritornato a Hollywood, dove ha ora la sua residenza. Egli e' molto occupato a sorvegliare la piu' grande produzione di cinematografie della Paramount, che la nostra Compagnia abbia mai conosciuto.



By DOUGLAS ABBEY, London Branch Manager

*movements are of vital importance to the Paramount Fleet; and each Branch Manager is a proved and trusted Captain, whose authority and decision helps to determine the course. You others arc, with a diversity of rank, the crew. Upon your shoulders rests—the Tradition. Being Paramounters, you cannot fail to live up to it. Be loyal; be true to yourselves by being true to your jobs. By doing this Paramount will approach nearer to organised perfection, nearer to uplifting its banners above the heads of all the rest, nearer to gaining for each of ourselves a measure of personal advancement.*

*Always appearing on the horizon, and flowing towards us in fine, sweeping waves, is our product. Each individual film lives but a short life, and it soon recedes into the past, leaving us to wonder whether or not we have made the most of its brief existence. We must never allow a film to die without having allowed it in the first place to LIVE. By extracting the maximum of life from every film, we are building up the security of our own lives; and what is more important, the security of the Company that fosters us.*

*So—let's all rally round our Flagship, never to relinquish our Tradition, always bearing in mind the supreme influence of the Great Spirit—The Paramount Spirit!*

**NOTIZIE DEL MESE**

E' con profondo rammarico che segnaliamo la morte prematura di Tibor Rombauer, avvenuta l'otto Settembre. Per parecchi anni Mr. Rombauer aveva occupato la carica di direttore della Paramount per il Brasile e in tutta la sua attivita' si era dimostrato uno dei piu' efficienti e meritevoli membri della Paramount. La sua scomparsa e' una grave perdita che tutti i membri della Paramount sentiranno nel profondo del loro cuore.

"Il Generale mori' all'alba" (The General died at dawn) ha avuto un grandioso successo al Teatro Paramount di New York City e questo e' quanto noi prevedevamo nel mese scorso. La cinematografia rappresenta pero' qualche cosa di piu' di un trionfo; e' l'annuncio della nuova e piu' grande era della produzione della Paramount. E possiamo ben dirlo, anche perche' abbiamo avuto una visione di "Il Valzer dello Champagne" (Champagne Waltz), "La Grande Radio-trasmissione del 1937" (The Big Broadcast of 1937) e certe parti di "The Plainsman" di Cecil B. DeMille.

Mr. Hicks e' partito per il suo viaggio semiannuale di ispezione in Europa a bordo del "Queen Mary" il 23 Settembre.

"Il Coraggio di Carrie" e' stata girata per la prima volta nell'Ufficio Centrale pochi giorni or sono e noi richiamiamo la vostra attenzione su questa cinematografia per due speciali ragioni. Prima di tutto e' un dramma, che impressiona fortemente, avendo lo stesso sfondo di interesse materno che caratterizzo' "Humoresque" e "Cradle Song." E poi porta nei ranghi della Paramount Gladys George, una delle piu' grandi attrici drammatiche che siano mai state presentate in cinematografia. Ella sara' vista in altre cinematografie della Paramount e la sua personalita' merita veramente il nostro entusiasmo.

Jack Rapoport, direttore nell'Isola di Cuba, ha scelto il dieci Settembre per il suo matrimonio che sara' celebrato a Miami, Florida. Probabilmente avremo le fotografie dell'evento in un'altra parte di questa rivista. Non erano pronte, quando abbiamo scritto queste notizie, ma i nostri auguri per Mr. e Mrs. Rapoport erano ugualmente vivi.

Un altro annuncio di nozze riguarda Mr. e Mrs. John B. Nathan. Il loro primo anniversario cade al

## NOVEMBER BIRTHDAY GREETINGS TO PARAMOUNTEERS AROUND THE WORLD

- |   |   |   |  |   |
|---|---|---|--|---|
| <p>1 L. Pekova .....Prague<br/>Mrs. A. Loubeyre .....Paris<br/>Mrs. W. Dury .....Bruxelles<br/>Mr. Powers .....London<br/>Miss Mayes .....London<br/>Mr. LeJean .....London<br/>Miss C. Wilson .....Leeds</p> <p>2 Miss E. Eilschou-Schmidt,<br/>Copenhagen<br/>Mr. A. Pacheco .....Madrid<br/>Mr. G. T. Costa .....Lisbon<br/>Miss F. Ferri .....Bologna<br/>Mr. G. Exell .....Melbourne<br/>Mr. G. C. Nolan .....Melbourne<br/>Miss Carlyle .....Newcastle</p> <p>3 Mr. E. Harwood, Home Office<br/>Mr. J. Bartolotti .....Cairo<br/>Miss H. Tschirner .....Frankfurt<br/>Miss E. Roberts .....Cardiff<br/>Mrs. V. Partridge .....Liverpool<br/>Mr. W. Hurworth .....Sydney<br/>Miss E. Bordarampe,<br/>Bahia Blanca<br/>Mrs. Brewster .....London<br/>Mrs. Jewitt .....London</p> <p>4 Mr. F. Rosenthal .....Paris<br/>Mr. A. Ferrez .....Paris<br/>T. Matsunaga .....Tokyo<br/>Miss L. Maesch .....Barcelona<br/>Mrs. M. Lasagné .....Turin<br/>Mr. Lovell .....London<br/>Miss Ward .....London<br/>Mr. A. J. Helgeson .....Brisbane<br/>Mr. B. J. Young .....London<br/>Mr. J. Cosgrove .....Manchester</p> <p>5 Mr. I. Baba .....Osaka<br/>Miss I. G. Gago .....Bilbao<br/>Mrs. Muller .....Berlin<br/>Miss G. Evans .....Cardiff<br/>J. Fisher .....Birmingham</p> <p>6 Mr. R. Valle .....Lille<br/>Miss Y. Nishida .....Osaka<br/>Miss Walker .....London<br/>Mr. H. M. Stanley .....Sydney<br/>Miss Flynn .....London<br/>Mrs. Oldfield .....London<br/>Mrs. Fagioli .....London<br/>Mr. W. Smith .....Glasgow<br/>Miss Larby .....Manchester<br/>Miss Harris .....Cardiff</p> <p>7 Mr. O. Engebretsen .....Oslo<br/>Mrs. C. Brunet .....Bruxelles<br/>Mr. G. Fresia .....Bologna</p> | <p>Mr. R. L. Wells .....Adelaide<br/>Miss V. Simpson .....London<br/>Mrs. Maybank .....London<br/>Mr. L. Horton .....Glasgow<br/>Miss Walker .....Manchester<br/>Miss A. Gaskell .....Liverpool<br/>Miss C. McAndrew .....Liverpool</p> <p>8 Mr. B. Bergstrom .....Stockholm<br/>Mr. G. Worrell .....Cristobal<br/>Mr. E. Gaillour .....Lima<br/>Mr. J. Logan .....Sydney<br/>Mrs. Johnson .....London<br/>Mr. G. Lahave .....Glasgow<br/>Mr. Hurn .....Cardiff</p> <p>9 Mr. E. Sette .....Padua<br/>Miss Darling .....London<br/>Mr. W. H. Smeaton,<br/>Auckland<br/>Mr. F. Borland .....London<br/>Miss Costello .....Manchester<br/>Miss Alpin .....Newcastle<br/>Mr. E. Greenwood .....Leeds<br/>Mr. L. Weinger .....Vienna</p> <p>10 Miss F. Magnus .....Oslo<br/>Mrs. D. Groseil .....Paris<br/>Miss S. Lilienthal .....Berlin<br/>Mr. F. White .....London<br/>Mr. W. Hanson .....Wellington<br/>Mr. E. Aguirre .....Montevideo<br/>Mr. N. Ayres .....London<br/>Mrs. Paris .....Cardiff<br/>Mr. T. Barnewell .....Melbourne</p> <p>11 Mrs. A. Algarheim .....Oslo<br/>Mr. J. Ruttinger .....Paris<br/>Miss P. Thuillier .....Paris<br/>Mr. R. Legeier .....Paris<br/>Mr. F. Coulon .....Lille<br/>Miss M. de Zurbitu .....Bilbao<br/>Mr. H. Alves .....Lisbon<br/>Mr. A. Tavi .....Rome<br/>Mr. R. Setti .....Bologna<br/>Miss B. 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Wiley .....Sydney<br/>Mr. A. Vaghegini .....B. Blanca<br/>Mr. H. Croudson .....Manchester<br/>Mr. Davidson .....Newcastle<br/>E. Rudolph .....Cardiff</p> <p>14 Mrs. S. Potier .....Paris<br/>Mr. J. Gallart .....Barcelona<br/>Mr. A. Leal .....Lisbon<br/>Mr. H. I. S. Zachariah,<br/>Singapore<br/>Mr. E. G. Spani-Molella,<br/>Rome<br/>Mr. Jackley .....London<br/>Miss Carter .....London</p> <p>15 M. Aschkenasy .....Zagreb<br/>M. Bocz Gal .....Budapest<br/>Miss P. Azcona .....Barcelona<br/>Miss A. Gratrix .....Manchester<br/>Miss M. Cruickshank,<br/>Melbourne<br/>Miss Pileher .....London<br/>Mr. J. Hodge .....London<br/>Mr. Porter .....Leeds<br/>Mr. Greenlay .....Leeds</p> <p>16 Mr. F. Birrer .....Basel<br/>F. Maejima .....Tokyo<br/>Mr. Leagas .....London<br/>Mrs. Pileher .....London<br/>Mr. Leach .....London</p> <p>17 H. Godlewska .....Warsaw<br/>Mr. A. Bjorek .....Stockholm<br/>J. Fiala .....Prague<br/>Mr. V. Tischtout .....Lille</p> | <p>Mrs. Chery .....Reime<br/>Mrs. M-Portaz .....Algiers<br/>Mr. C. Dreher .....Tokyo<br/>Mr. W. Hoffman .....Berlin<br/>Miss J. O'Neill .....Perth<br/>Mr. J. D. Sola .....Buenos Aires<br/>Miss Morgan .....London<br/>Miss Burtonshaw .....London</p> <p>18 K. Ellner .....Prague<br/>Mr. J. Peyrebrune .....Bordeaux<br/>Mr. J. M. Taya .....Barcelona<br/>Miss Branfield .....London<br/>Mr. J. A. Sixsmith .....Sydney<br/>Mr. A. Burke .....London<br/>Mr. Reihill .....Leeds</p> <p>19 Miss Mayhew .....London<br/>Mr. Padain .....London<br/>Miss Apled .....London<br/>Miss Minns .....London<br/>Miss M. Connacher .....Glasgow<br/>Mrs. Horton .....Cardiff</p> <p>20 Mr. H. Lous .....Amsterdam<br/>Mr. A. Masbou .....Toulouse<br/>Mr. R. Konno .....Darien<br/>Mr. T. Yokoyama .....Sapporo<br/>Mr. F. Ruppenthal .....Frankfurt<br/>Miss H. May .....Montevideo<br/>Mrs. Snelling .....London<br/>Mrs. Barker .....London<br/>Mrs. Daniels .....London<br/>Mr. A. Brewer .....Manchester<br/>Mr. Shepherd .....Newcastle<br/>Miss E. Taberham .....Leeds</p> <p>21 Mr. J. Rapoport .....Havana<br/>J. Freund .....Zagreb<br/>Mr. W. McKeown .....Brisbane<br/>Mr. Bishop .....London</p> <p>22 Mr. M. Zouy .....Toulouse<br/>N. Walshe .....Dublin<br/>Mr. H. Warren .....London<br/>Miss Gresham .....London<br/>Mr. C. D. Revis .....Leeds<br/>Miss F. Young .....Liverpool<br/>I. Prosser .....Cardiff<br/>Mr. K. Andrews .....Cardiff</p> <p>23 P. Svehla .....Brunn<br/>Mr. H. Frier .....London<br/>Miss Roger .....London<br/>Mr. G. Borges .....Brisbane<br/>Miss M. Piper .....Sydney</p> <p>24 Mrs. G. Pelat .....Paris<br/>Mr. H. Fauverque .....Lille</p> | <p>25 Mr. F. Michel .....Marseilles<br/>Mrs. D. Tanner .....Tokyo<br/>Miss M. Adler .....Sydney<br/>Mrs. Smith .....London<br/>Mrs. Bacon .....London<br/>Miss P. Burns .....Glasgow<br/>Miss I. Coulson .....Newcastle<br/>Miss Young .....Leeds<br/>Miss A. Ferns .....Liverpool<br/>Mr. Burgess .....Cardiff</p> <p>26 Miss G. Rudolf .....Paris<br/>Mr. H. Kelly .....Melbourne<br/>Miss Sedgbeer .....London<br/>Miss A. S. Thomson .....Leeds</p> <p>27 J. Pompe .....Brunn<br/>Mr. E. Ayres .....London<br/>Miss Clegg .....London<br/>Mrs. Davis .....London<br/>Mr. H. Wood .....Manchester<br/>Mr. Blackett .....Newcastle</p> <p>28 Miss M. Lausseure .....Paris<br/>Miss S. Munarini .....Bologna<br/>Miss Cotton .....London<br/>Mr. D. Kearsy .....London</p> <p>29 Mr. S. Shimizu .....Tokyo<br/>Mr. H. Freund .....Frankfurt<br/>Mr. C. Zani .....Milau<br/>Miss Gallacher .....London<br/>Mr. T. Geldard .....Manchester<br/>D. Cattenach .....Newcastle<br/>Miss A. Brown .....Sydney<br/>Mr. King .....London<br/>Miss Denny .....London<br/>Mr. Williamson .....Newcastle<br/>Mr. L. Pennington .....Leeds<br/>Mr. Moffitt .....Leeds</p> <p>30 R. Hajek .....Prague<br/>Mr. Wolf .....London<br/>Mr. N. King .....Cardiff<br/>Mr. C. Taylor .....Melbourne<br/>Mr. J. Laponi .....B. Blanca<br/>Mrs. Langworthy .....Manchester<br/>H. Hollins .....Birmingham<br/>Miss Hook .....Cardiff<br/>G. Spanos .....Cardiff</p> |
|---|---|---|--|---|

Paramount's very decorative table at the recent annual Movie Ball in Sydney, Australia. Advertising Manager Hermann E. Flynn supervised the decorations, in addition to being General Secretary of the entire event. The table photographs of Paramount stars were lighted individually by concealed globes.



### NYHETERNA FÖR DENNA MANAD

Det är med vår djupt kända sympati, som vi få lov att trycka den sorgliga nyheten om Tibor Rombauers alltför tidiga bortgång den åttonde september. För en hel följd av år har Mr. Rombauer varit Paramounts chef för Brasilien, och på alla sätt har han varit en Paramountär till själ och hjärta. Hans bortgång är sannerligen en förlust för Paramount.

The General Died At Dawn" är en storartad succes på Paramount-teatern i New York City, vilket var just vad vi spådde förra månaden. Filmen är verkligen en storartad succesfilm och dessutom en föregångare för en följd av underbara Paramount-

filmer. Vi kunna säga detta med största tillit, ty vi ha haft tillfälle att småtitta på "Champagne Waltz," "The Big Broadcast of 1937" och vissa delar av Cecil B. DeMille's "The Plainsman."

Mr. Hicks avreste till Europa på sin halvåriga inspektionsresa på "Queen Mary" den 23 september.

"Valiant is the Word for Carrie" visades för oss på huvudkontoret för några dagar sedan och vi be att få göra eder uppmärksamma på denna film för två särskilda orsaker. Först och främst är den oerhördt dramatisk med den sorts modersklärlek, som visades i "Humoresque" och "Cradle Song." Den andra är, att Paramount i denna film introducerar Gladys George, en av de allra bästa skådespelerskor, som filmen någonsin presenterat. Hon kommer att medverka i en hel följd av Paramount-

filmer och är verkligen en personlighet att räkna med.

Jack Rapoport, vår kubanska chef, har valt den tionde september till sin bröllopsdag och des viktiga händelsen sker i Miami, Florida. Trolligen komma vi att trycka bilder av tilldragelsen på ett annatställe i detta häfte. Vi hade dem nämligen inte, när vi skrevo dessa rader, men vi önska dem härmad lycka och välgång.

Andra hjärtliga lyckönskningar tillfaller Mr. Och, Mrs. John B. Nathan. Deras ettåriga bröllopsdag kommer på den 24 september 1937, och de äro nu på bröllopsresa till United States från Buenos Aires, Argentina. Vi upppeja våra bästa lyckönskningar.

Utän tvivel ha ni alla sett på en annan sida, att Brasilien fortfarande leder i den stora internationella tävlan. Vilket faktum bevisar, hur bra det är att få en god spurt från början.

Mr. Adolph Zukor återvände just från New York till Hollywood, där hans hem är sedan ett år tillbaka; där övervakar han den mest lovande rad av box-office Paramountfilmer, som vi någonsin lovat att utsläppa i marknaden.

### DIE NEUESTEN PARAMOUNT-NACHRICHTEN

(Continued from Page 11)

einer kurzen New Yorker Geschäftsreise nach Hollywood zurückgekehrt, das er jetzt als sein "zu Hause" betrachtet, und ist emsig mit der Oberaufsicht von Paramount's Kassenschlager Saisonprogramm beschäftigt. Jeder Film ein durchschlagender Erfolg ist die Parole!



### CZECHO-POLISH HONOR

In recent issues we have told you of the great tribute paid "Lives of a Bengal Lancer" in both Poland and Czechoslovakia. Reproduced above is the diploma awarded the picture jointly by the film publications "Filmowe listy" of Czechoslovakia, and "Zwiadomosci Filmowe" of Poland.

Over and beyond this fact all Paramounters should be stirred by the fact that Mr. Zukor promises at least two major films of "Bengal Lancer" calibre in the array of productions now in progress at the Paramount Studio.

# N

*Paramount's*  
INTERNATIONAL  
**NEWS**

Vol. 3.

NOVEMBER 1, 1936

No. 11.



STILL THE GRANDEST  
SHOW SIGN IN  
THE WORLD!

## THE MOST EXCITING EVENT IN THE HISTORY OF INTERNATIONAL FILM DISTRIBUTION



*Part of* **PARAMOUNT'S SILVER JUBILEE  
FOR ADOLPH ZUKOR**

**DETAILS INSIDE** 



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. 3 November, 1936 No. 11

## "CHAMPAGNE"

"Champagne Waltz" is definitely set to be the finest musical comedy Paramount has ever made. It was previewed a few days ago as such, but with the magnificent plans for simultaneous world release of this film before him, Mr. Zukor decided that no chances whatsoever would be taken, and he ordered that an even greater smash climax be given the film's concluding reel. This towering event will be a surprise of surprises, and will add such lustre to the Gladys Swarthout-Fred MacMurray picture that you will finally see written the answer to your pleas of years for a film that is truly a de-luxe operetta with definite appeal to wherever in this world music is beloved.

## GAAL

The bringing of the favorite film star of Hungary, Franziska Gaal, to Hollywood for Paramount is but another example of our Studio's determination to have Paramount's roster of players be the most internationally representative in the entire film industry. Miss Gaal is possessed of great charm, magnificent interpretive ability, and a command of English which is liquidly appealing. No announcement of her picture has yet been made, but we have every assurance that it will be one particularly designed to introduce her talents to the world under the guidance of Paramount.

## MAGNI-MUSICAL

Here's a word of our own coining to try and convey to you something of the high grade of enthusiasm we feel for "High, Wide and Handsome." This picture, now in work, is a musical spectacle: in our own words we call it "a popular operetta." From the cast standpoint it stars Irene



FRANZISKA GAAL  
Paramount's Newest Star

Dunne, her first Paramount picture. It is being directed by Rouben Mamoulian, who has made some striking successes for Paramount. In the supporting cast are Randolph Scott, Dorothy Lamour, William Frawley and many others. We have read the script and we know that the story has breadth and action and spectacle. We know also that in it Miss Dunne has many opportunities for singing, all of which have been taken full advantage of by Jerome Kern, who wrote the music, and Oscar Hammerstein, who wrote the script. It is a long while since we have observed so perfect a blending of the success ingredients in a picture that we know instinctively will be a world success. Most significantly of all, we see here concrete evidence of the new production tempo of our Studio—a tempo designed to serve the entire world, and serve it superlatively well.

## SPAIN'S PARAMOUNTEERS REPORTED SAFE

One of the most suspenseful crises that our organization has ever passed through is reported as being considerably relieved by Mr. Hicks' announcement that our Paramounters in all parts of Spain are safe, and that everything humanly possible is being done to relieve them in the cataclysmic atmosphere in which they are living. For many weeks the reports were most discouraging, but it was one of the prime missions of Mr. Hicks' most recent trip across the Atlantic to know the truth for what it really is, minus the distortions of cable and conjecture, and this truth he finally got at first hand. Our hopes and our prayers are now with the Spanish Paramounters during those times of struggle and stress still ahead of turbulent Spain; and it is our hope that they will be comforted greatly by the assurances which Mr. Hicks conveyed to them during his stay in Europe, and by the knowledge on their part that the New York heads of the company are keenly aware of their plight and have ordered everything possible to be done for them.

## FORESIGHT

There is still (and we imagine always will be), a spot in the organization for the stimulation and rewarding of those who make the most of their unselfish opportunities. In this connection we think that we can do no better than relate, editorially, the case of one of the Studio publicity writers, Don Chatfield by name, whose case was cited in a recent issue of "Variety." Said that internationally famous publication: "Don Chatfield, who started as a phone operator in the Paramount publicity department and who is now a full-fledged flack (publicity writer), is credited with being one of the best informed non-technical workers on the studio lot. While piloting visiting parties around the lot, Chatfield inquired into every phase of production and technique, with the result that he is now looked upon as an authority when older members of the praise mill (publicity department) need information." It is our sincere belief that a lot will yet be heard from Don in the future, if he keeps up this commendable technique.

## FARMER

It is more than probable that you will be seeing Frances Farmer, Paramount contract player, in a competitor's film entitled "Come and Get It." We call this fact to your attention because in this film Miss Farmer scores what is technically known as a sensation. We have seen the film in New York and it has cheered us no end, because we know, and our legal and contract departments know, and the whole industry knows, that Miss Farmer is linked to Paramount by a contract which has more than six of its seven years still to run. What is more, Miss Farmer definitely establishes in this new picture (just as she gave an advance intimation of when she was Bing Crosby's leading woman in "Rhythm on the Range,") that she is headed for stardom. Remember that, she'll be a star. And a Paramount star, at that!

# PARAMOUNT TO HONOR FOUNDER

**January 7, 1937 to be Adolph Zukor Day Throughout the World.  
... January-April to Mark Adolph Zukor Silver Jubilee ...**



**T**HE year Nineteen Thirty-seven will round out Mr. Zukor's quarter-century in the motion picture business. It is fine and fitting that this Silver Jubilee shall be celebrated by Paramounteers in every part of the world as tribute to the man who created Paramount and who has been guide, inspiration and mentor for us all ever since. The celebration will be complete and comprehensive—more comprehensive than could be explained in detail here—and it will receive initial impetus from one of the most spectacular film achievements yet registered by the motion picture business: a meritorious motion picture will have simultaneous release in the principal cities of the chief countries of the world.

**T**HE film chosen for this outstanding honor is "Champagne Waltz," which is now nearing completion, but which has already demonstrated in screenings that it is the ideal picture for the purpose. Details regarding the places and manner of its release are now being worked out, and these particulars, as well as instructions regarding the manner of celebrating the Adolph Zukor Silver Jubilee, are being issued by New York in weekly bulletins.

**I**T is at this juncture chiefly essential that each and every Paramounteer spares no effort or initiative in order to make the Silver Jubilee a magnificently fitting success. Mr. Zukor merits it. The passage of the quarter-century has seen a movie miracle take place so far as Paramount is concerned. The organization has weathered some cataclysmic storms, and now the weather, the tide, and fortune are all with us. Therefore the Silver Jubilee celebration is more than the mere completion of the first quarter-century of Paramount: it is at the same time the prologue to the second-quarter-century, the prelude to greater greatness.

**R**EAD the bulletins: then dedicate your heart and soul to the success throughout the world of Paramount's Silver Jubilee for Adolph Zukor.

## QUOTA STANDINGS

3rd Month, 2nd Half, 1936 Drive

## Whoops! Mexico!

By Countries		
This Month		Last Month
1.	Mexico	9.
2.	Brazil	1.
3.	Straits-Java	6.
4.	Panama	2.
5.	Australasia	5.
6.	Argentine	8.
7.	Chile	4.
8.	India	3.
9.	Austria	7.
10.	Great Britain	11.
11.	Denmark	10.
12.	Uruguay	13.
13.	Peru	12.
14.	Cuba	15.
15.	Puerto Rico	14.
16.	Philippines	19.
17.	Holland	22.
18.	China	16.
19.	Norway	21.
20.	Japan	20.
21.	Czecho Slovakia	17.
22.	Jugo Slavia	27.
23.	Guatemala	23.
24.	France	25.
25.	Germany	18.
26.	Roumania	26.
27.	Poland	29.
28.	Hungary	30.
29.	Italy	28.
30.	Colombia	24.
31.	Sweden	31.
32.	Finland	32.

Names in Dark Type are Over Quota

By Divisions		
This Month		Last Month
1.	Day	1.
2.	Groves	4.
3.	Kennebeck	3.
4.	Nathan	5.
5.	Ballance	2.
6.	Villar	6.
7.	Pratchett	8.
8.	Graham	7.
9.	Cochrane	9.
10.	Schaefer	10.
11.	Klarsfeld	11.
12.	Aboaf	12.
13.	York	13.

Names in Dark Type are Over Quota

The above standings indicate what's what in the contest at the end of the third month — the half-way mark. But another month has since elapsed, and more weeks will pass whilst this publication is getting to your hands. If, therefore, you are in a position above that's not to your liking, the time at your command for changing it is getting to be pretty short.

## HIGHSPOTS ON THE SWITCHBACK RAILWAY

The past month has witnessed some remarkably spectacular switches in the standings of this contest. Perhaps the most remarkable of the changes have been in the actual numbers of over-quota marks achieved in contrast with those registered last month. Then there were two Divisions over the mark, and three Countries: this month there are Five (5) Divisions and Eight (8) Countries.

Prominent among the Divisional switches have been Groves, who advanced to 2nd from 4th; Nathan, who advanced from 5th to 4th; and Pratchett who 'Revolucionario-d' from 8th to 7th.

Among the Countries there was nothing topping the advance of Mexico for spectacularity. This spirited territory, which Division Manager has named 'Los Charros,' moved all the way from Ninth place to First. Another memorable advance was that of Straits Settlements-Java, which zoomed to Third after last month's Sixth. Argentina likewise zoomed, hitting Sixth from Eighth. Great Britain, where advances are made slowly but surely, came to Tenth from Eleventh, Uruguay advanced a point to Twelfth, Cuba a point to Fourteenth. Philippines, by way of celebrating a local happy event, advanced three points to Sixteenth; but Holland bettered last month's position by advancing five full points to Seventeenth. Norway, in Nineteenth, registered a two points betterment, and Jugo-Slavia at Twenty-second chalked up a five points improvement. Poland's Twenty-seventh is a two points betterment, as is also Hungary's Twenty-eighth. All of the others are either status quo, or below the position of last month.

## PARAMOUNT SUCCESSES PARADING ACROSS THE WORLD

## Our Big Pictures Getting the Plaudits of Nations

From all quarters word is pouring into New York telling of the triumphs being recorded by Paramount Pictures everywhere. It is all part of the new atmosphere surrounding every branch of our organization, and of course it is the most fundamental part, because whatever success we have must spring from good pictures. No film company can be great if its product is not great: and our product is in the classification of great again.

Take for instance the delighted raves that London has poured in on us as the result of the premieres of "The General Died At Dawn" at the Carlton Theatre, and "The Texas Rangers" at the Plaza. Not in a long while has Paramount reaped such encomiums of praise from the British capital.

Then there has been the laudatory reception of "The General Died At Dawn" in Calcutta, India; while there has come from Berlin a sheaf of praise-worthy notices on "Peter Ibbetson" and "The Moon's Our Home," both of which films were exceptionally well received, according to Gus J. Schaefer, general manager for Germany and Central Europe.

"The Trail of the Lonesome Pine" is reaping a great crop of success notices wherever shown. From Australia have come reports labelling it as one of the outstanding triumphs in years, with many theatres playing prompt return engagements. South America's many countries have likewise contributed many paens of praise for the technicolored film, Argentina in particular ransacking the book of superlatives for adequate expression of the pleasure the picture has spread.

We now expect "The Big Broadcast of 1937" to add to the barrage of commendation, and then will come "The Plainsman," "Champagne Waltz," the Claudette Colbert film, "Maid of Salem," directed by Frank Lloyd—and be prepared for a thrilling surprise from "The Jungle Princess," which appears to be all set to duplicate the world success of "King of the Jungle."

## QUOTA-GRAMS

Excerpt from one of John E. Kennebeck's letters from Australia: "We are in the midst of our Sales Campaign for the second half of this year and expect to exceed the Quota Mr. Hicks set us."

That kind of brings us to the "E.-to-E." Legion—the band of those divisions who "Expect to Exceed" Quota. The others that have topped Quota in the current issue's standings are also members of present good standing. And of course there'll be others—but who'll they be? That's one question which cannot be answered from the editorial end.

Mexico's Ninth-to-First is, according to Chief of the Revolucionarios Arthur L. Pratchett, the final standing of this country in the Contest. All of the other countries in his territory will therefore, he says, line up in such a way as to have the Division of the Revolucionarios positively tops.

At present the top spot of the Divisions is held by John L. Day, Jr., who hasn't been heard from with respect to his sentiments, but who is undoubtedly well content to have his views most eloquently expressed by the fact of being the Leader.

"Quota" is going to be something of an obsolete word when "Champagne Waltz" gets into world distribution. Here is very definitely the magnificent musical film you've been looking for for so long.

## "GENERAL" WILL BLAZE NEW ACHIEVEMENT TRAIL IN INDIA

Following receipt of a print of the picture in Calcutta we have had a most enthusiastic letter from General Sales Manager S. Ganguli forecasting tremendous success for "The General Died At Dawn" in India.

Mr. Ganguli, who is holding the fort for Paramount during the absence in America of General Manager Charles Ballance, says of the picture that it is "a great and typical Paramount Picture, and has been dated into the Metro Theatre in Calcutta for one of the most important holiday weeks, Pooja Week, where it is expected to set a new record for Paramount at this theatre deluxé."

The letter of information further states that an effective and elaborate campaign of advertising and exploitation is being planned, and that details will be forwarded.

It is our hope that this campaign will constitute another entry striving for a Quigley Award.

# Brilliant British Convention Reveals To Delegates That Paramount's Helm Is Manned by Showmen

London Meeting Has Vice President John W. Hicks, Jr. as Guest of Honour

(From Our Special London Reporter)



**CONVENTION SIDELIGHTS:** (top left) The Trocadero dinner which concluded the Branch Manager's Conference in London, was honored by Mr. Hicks' presence. Here we see Messrs. Montagne Goldman, Hicks, J. C. Graham and Fred Bernhard (of Union Circuit, guest at dinner) seated under the trademark. (top right) Messrs. Graham, C. F. Karuth and Hicks presumably toast the coming season and Mr. Zukor's birthday celebration. (center left) Mr. Graham and Miss Peggy Hopkins Joyce present the Penley Beauty Shield to Miss Bunce (Carlton Theatre) who won the beauty contest for usherettes. (center right) J. Hamson (Glasgow), C. G. Dickinson (Branch Supervisor) Charles Penley (Theatre Supervisor) enjoy a cigar and 'schnapps'. (bottom left) Messrs. Earl St. John and Arthur Segal. (center) General view at the dinner. (right) Messrs. Dickinson, Byatt, Slater and Reddin who competed in the Veteran's swim as part of the Paramount Amateur Swim Club's 2nd annual event.

A feeling of intense enthusiasm and optimism for the future marked the three-day conference of Branch and District Managers of Great Britain held in the London office of the Paramount Film Service week ending October 9th.

Mr. John Cecil Graham, Managing Director of Paramount Film Service Ltd., took the chair at a dinner in honour of the visit of Mr. J. W. Hicks, Jr., Vice President of the Corporation, and the guests included Messrs. C. F. Bernard, Karuth and Arthur Segal, with representatives of British Paramount news and the Theatre Department; Branch Managers and other executives of the Service company completing the assembly.

Opening the Convention, Mr. Graham reaffirmed the statement made recently by the Studios as to their policy on the matter of production methods. It was, he said, their aim to build up an even greater star and technical executive power and he assured those present that the company's future output would show an even greater preponderance of pictures of the big class variety.

With Mr. Adolph Zukor back personally at the Studio helm the company and its customers throughout the world could look forward to an extremely happy state of affairs under his regime. He felt he was merely voicing the opinion of others when he said that only men of Mr. Zukor's calibre and long experience in the picture business, were qualified and could be relied upon to handle the

destinies of a great organization such as Paramount.

The first day of the conference was devoted to discussions on matters of Sales policy and inter-house details. The delegates were addressed by Mr. Montague Goldman, General Sales Manager. The forthcoming product was reviewed and a detailed account given of the important line-up of pictures which will form the fourth quarter releases.

Mr. Goldman pointed to the powerful array of special productions to be released in this quarter; all of them backed by star appeal and undoubtedly destined to make their mark in box-office records.

At the banquet held at the conclusion of the business sessions of the Convention, Mr. Hicks referred in his speech to Paramount's future plans. The unit production system, he said, would be adhered to, but other units would come under the direct control of Mr. Zukor.

He expressed himself delighted with the recent executive moves which have placed two great film men in Mr. Adolph Zukor and Mr. Barney Balaban back at the head of affairs, and felt confident that with their great wealth of experience the company would maintain its place at the head of the film business. Future results would, he said, prove the truth of his assertions and would offer practical evidence that the progressive policy which was laid down at the company's inception would be fostered and maintained during the coming years.

## MORE LONDON NEWS: PLEASURE BEFORE BUSINESS THIS TIME

By Our Special Reporter

Among all the filmic events of the season, the Second Annual Gala of the Paramount Amateur Swimming Club, which took place on Sept. 18th, must surely rank tops. The half-dozen tiers of pews, which rim the Marshall Street Baths, were crammed with spectators, culled from all parts of the Trade.

Mr. J. C. Graham attended in his capacity of Club President; he was accompanied by Miss Peggy Hopkins Joyce, famous Broadway-Hollywood star, who looked very chic and charming in a black ensemble. Among other distinguished visitors, Mr. Earl St. John, Club Vice President, put in an appearance.

All the P. A. S. C. Handicaps were swum in fine style; and the open-to-the-Trade events brought two Championships to Paramount out of a possible four—the other two being captured by Warners.

Of the ladies, Miss K. Durrant and Miss J. de la Riviere particularly distinguished themselves, and of the gentlemen, Messrs. Byatt, Segal, Frier and Thompson added considerably to their prestige.

Most amusing was the Veterans' One Length Championship, in which the contestants wore waist-length beards, and floundered gallantly and goutily down the bath.

Some spectacular diving was contributed by four of England's premiere divers; and no end of fun was provided by Messrs. F. G. Milton and A. H. Pycock's (both English Champions) display of fancy and comic swimming.

The highlight of the evening was the Bathing Beauty Contest between usherettes of our seven Paramount Theatres in the London Area. Twenty-one representatives competed (three from each theatre) and a procession of sheer loveliness, clad curvaceously in "Forma" costumes, single-filed twice around the bath.

All spectators had voting slips, and Miss Bunce (Carlton Theatre), Miss Loosemore (Plaza Theatre), and Miss Abensur (Brixton Astoria) won the first, second and third prizes respectively for individual beauty. The Carlton Theatre carried off the Beauty Shield (presented by Charles Penley), their three representatives being judged the most lovely group of all.

The Gala was brought to a close by the distribution of prizes—prizes that were well worth swimming for! Mr. J. C. Graham and Miss Peggy Hopkins Joyce officiated.

# P E R F E C T

## CASTINGS OF CONSEQUENCE

Emanuel Cohen's second picture for Paramount release, "Mind Your Own Business," has Charlie Ruggles, Alice Brady, Jack LaRue, Lyle Talbot, Frankie Darro, Benny Baker and Robert Baldwin in the cast.

Jack LaRue is also to be seen in "Go West Young Man."

The TWA airliner inaugurating the flat 15-hour service between Los Angeles and New York was christened "The Plainsman," in honor of the new Cecil B. DeMille picture. DeMille, Helen Burgess and Jimmy Ellison attended the christening ceremonies.

"Woman Interne," the newest Faith Baldwin novel, has been bought by Paramount expressly for Claudette Colbert. All of the other major studios wanted to make the story, but Paramount topped all their bids. Additional interest attaches to this story of a doctor and a nurse in love with him by virtue of the fact of Miss Colbert being married to one of America's foremost doctors.

Mary Boland and Charlie Ruggles will next make "Too Young To Die." Ruggles is currently in the Schulberg production, "Mind Your Own Business," and Miss Boland is appearing with Jack Benny in "College Holiday."

B. P. Schulberg, producing for Paramount, has lifted potential star material right out of the sky. In other words, he has signed to a long term contract LaVerne Brown, veteran pilot of the TWA lines. He will be known on the screen as John Trent.

Frances Farmer will definitely have the feminine lead in Bing Crosby's new picture, "Waikiki Wedding." Also in the cast will be Martha Raye, Bob Burns and George Barbier. A. Edward Sutherland will direct.

Perhaps the most recent important addition to the cast of "Souls At Sea" is a three-masted schooner named "Star of Finland." She was recently dug from the mud flats of San Francisco harbor and towed to Los Angeles, where she will be re-conditioned and re-rigged for a picture which Paramount sincerely

(Continued in last column)

### STERLING CAST OF "GO WEST YOUNG MAN"

On the eve of release of the first Mac West film for Emanuel Cohen, "Go West Young Man," we call your attention to the exploitation stroke whereby Miss West has surrounded herself with a cast of players, all of whose names possess genuine merit at the box-office. They are:

**Warren William, Randolph Scott, Alice Brady, Elizabeth Patterson, Lyle Talbot and Isabel Jewell.**

Be sure that you appreciate this move by giving these names merited publicity wherever possible in conjunction with the name of the star and the title of the picture.



### EUGENE J. ZUKOR ASSUMES IMPORTANT STUDIO POST

*Of profound importance to the entire Foreign Legion is the appointment of Eugene J. Zukor to a vital executive post within the Studio. In his new capacity he will be entrusted particularly with the task of safeguarding the Foreign Department requirements in connection with the producing of films possessing world-wide appeal and will in effect be the Foreign Department's production liaison between Mr. Hicks and Mr. Adolph Zukor. In addition to this post Eugene will have other vital executive assignments.*

*He is shown here arriving in Hollywood with his wife. On either side of the picture are his parents.*

### RECENT PARAMOUNT PICTURES PITHILY APPRAISED

#### HOPALONG CASSIDY RETURNS

By all odds the grandest Western adventure picture of this entire series. Has some more singing, the two great male leads, and you'll get a kick out of seeing Evelyn Brent again.

#### ROSE BOWL

An epic of American football based on that celebrated annual classic event fought out in the huge sports arena near Los Angeles. An all-stock Paramount cast includes Larry Crabbe, Eleanore Whitney (as a dramatic actress, not a dancer), Benny Baker and Nydia Westman.

#### ALONG CAME LOVE

Second, and final, Richard A. Rowland production for Paramount release. A very appealing confection, with a cast headed by Charles Starrett and Irene Hervey, and dealing with the adventures of a girl in a bargain basement who eventually got her Park Avenue man.

#### THE BIG BROADCAST OF 1937

Planned elaborately to out-dazzle the two predecessors of this series, this production stars Jack Benny, Burns and Allen, Bob Burns and Shirley Ross. You will definitely concede that the picture fulfills its lavish function merely in introducing Miss Ross to a world in which she seems certain to achieve stardom. The picture has several additional musical sequences which are being made available to all countries outside of the United States. These will serve to make the production the type of musical film you've long looked forward to.

#### EASY TO TAKE

A jolly and merry confection, built for the purpose of exhibiting the massed talents of John Howard, Eugene Pallette, and Marsha Hunt. Has an interesting radio background, and lots of witty lines.

### SPECTACULAR THRILLS THROUGHOUT "THE JUNGLE PRINCESS"



About to be buried alive to the accompaniment of the savage rites of ancient Malays is Dorothy LaMour, who has the title role in Paramount's topper of "King of the Jungle"—"The Jungle Princess." Raymond Milland, Akim Tamiroff, Sir Guy Standing and Lynne Overman are also cast.

## CASTINGS OF CONSEQUENCE

(Continued from 1st column)

claims will be one of the greatest epics of the sea ever filmed.

Jean Dixon, who scored so importantly as a maid in Universal's "My Man Godfrey," for which they borrowed Carole Lombard from Paramount, has been signed by Paramount for a role in Carole Lombard's Paramount picture, "Swing High Swing Low." In this picture Fred MacMurray will be co-starred and Charles Butterworth featured.

George Antheil, noted American composer, has completed the score for Cecil B. deMille's production, "The Plainsman."

Dorothy Lamour will be with Irene Dunne and Randolph Scott in "High, Wide and Handsome," which Arthur Hornblow, Jr., will produce.

Colin Tapley, the sole survivor of the "Search For Beauty" contest of four years ago, and under Paramount contract ever since, has been given a new Paramount contract and the promise of even more important roles in the future to match his undoubted talents.

Jean Arthur and Fred MacMurray will be co-starred in "Exclusive," an exciting newspaper world story. Alexander Hall directs.

Edward Everett Horton, now completing "Let's Make A Million" has been signed to a Paramount contract calling for starring roles in three additional pictures.

George Burns and Gracie Allen, commonly known as Burns and Allen, have been signed to an exclusive Paramount contract for the next two years, commencing in December. They will therefore be with Paramount until the end of 1938, or early 1939.

Frances Farmer, Colin Tapley and Virginia Weider have been added to the cast of "Souls At Sea," which co-stars Gary Cooper and George Raft. It will be directed by Henry Hathaway.

"Swing High Swing Low" is the final title of the Carole Lombard-Fred MacMurray musical which is being directed by Mitchell Leisen. Another member of the cast is the crisp-voiced Jean Dixon, who scored so remarkably in "My Man Godfrey."

"Swing High, Swing Low," a 1937 version of "The Dance of Life," will be partly filmed in Balboa, Canal Zone, according to Director Mitchell Leisen. Dorothy Lamour and Charles Butterworth have been assigned roles in support of Carole Lombard and Fred MacMurray.

Ferdinand Bruckner, prominent European playwright, has signed a contract with B. P. Schulberg to write an original screen story for the purpose of starring Sylvia Sydney in a forthcoming Paramount release.

Leopold Stowkowski, whose first film appearance is in "The Big Broadcast of 1937," will make another film appearance for Paramount in 1937, according to a recent statement made by him.

Robert Cummings and Anthony Nace have been added to the cast of "Souls At Sea," which stars Gary Cooper with George Raft and Frances Farmer.

# P R O D U C T

## HAROLD LLOYD'S NEW FILM WILL HAVE MINIMUM DIALOGUE

Shortly before his departure for Europe Mr. Hicks was in receipt of a personal letter from Harold Lloyd in which the spectacled star went emphatically on record concerning the small amount of dialogue that he would place in his forthcoming Paramount picture.

He also stated that this picture would be the most appealing, from the Foreign Department's standpoint, of any film that he has made in his entire career.

Fine news, this; and we will continue to keep you posted on further developments in this direction.

### FINE REVIEWS FOR "RADIO BAR"

We have received from Buenos Aires a summary of the local press reactions to the musical film, "Radio Bar," first Argentine musical film produced for Paramount release. The reviews, which take in all of the local newspapers, stress the popular appeal of the picture, "La Nacion" particularly emphasizing the fact that the picture is "commercial." And in a commercial undertaking one cannot have greater praise than this.



COMELY CLAUDETTE

Here's one character that you've never seen the illustrious Miss Colbert play before—a Puritan maid of Old New England. It's the role that she plays in "Maid of Salem," a spectacular picturization of strange customs, bizarre beliefs and heart-warming romance in the America of the Sixteenth Century. Frank Lloyd is directing and producing the film, and when you know that Mr. Lloyd did "Mutiny on the Bounty," "The Sea Hawk," "Cavalcade" and "Under Two Flags" you have some inkling of what he is pouring into his current effort.

## A MESSAGE TO PARAMOUNT FROM ITS PRESIDENT

The progress made by Paramount in the past three and a half months is substantial and most encouraging. Our company has definitely emerged from the conditions which so long clouded its horizon.

I am confident that we are well on our way toward the complete realization of our hope and aspiration—the re-establishment of our unquestioned leadership and the self-confidence which goes with it.

Nothing has contributed so much to our progress as the quality of product which our studio is turning out under the able direction of Mr. Adolph Zukor. To his experience and judgment, coupled with the reassurance which his leadership has inspired throughout the Paramount lot, can be attributed the success of such pictures as **THE GENERAL DIED AT DAWN**, **THE TEXAS RANGERS**, **VALIANT IS THE WORD FOR CARRIE** and the currently sensational **BIG BROADCAST OF 1937**.

With such productions as **CHAMPAGNE WALTZ**, **THE PLAINSMAN**, **MAID OF SALEM** and **GO WEST**, **YOUNG MAN**, I am confident we will still further strengthen our position.

To the Distribution Department, both here and abroad, I extend my greetings. We in the home office know that you will continue your good work, to the end that the record of achievement of our entire organization may be complete.

—BARNEY BALABAN.

### HIGHSPOTS FROM THE STUDIO ANNOUNCEMENTS

Albert Lewin, who was for six years production associate of the late Irving Thalberg, has signed a long term contract with Paramount. Mr. Lewin, who had been at Metro for twelve years in all, contributed materially to such successes as "Mutiny on the Bounty," "China Seas" and the unreleased "The Good Earth," will take up his Paramount duties around March 1st, following a four-months' sojourn in Europe.

Sales consummation of the purchase of Melchoir Lengyl's "Angel" for Marlene Dietrich has been effected. Miss Dietrich is due back in Hollywood shortly to commence work on the picture under direction of Ernst Lubitsch.

Cecil B. deMille has signed a new Paramount contract calling for four (4) personally supervised and directed productions during the next two years.

Rouben Mamoulian has been signed by Producer Arthur Hornblow to direct the Irene Dunne-Randolph Scott production, "High, Wide and Handsome."

### FRANZISKA GAAL, NOTED HUNGARIAN STAR, NOW IN HOLLYWOOD FOR PARAMOUNT

Franziska Gaal, most noted of all film stars of Hungary, arrived in New York City on October 15th en route to Hollywood where she will be starred in a forthcoming Paramount picture. Miss Gaal, who was first spotted from appealing photographs, and later from her work in films made in Vienna and Budapest, is completely charming and should achieve marked cinematic greatness under the guidance of the Paramount production force in Hollywood, who were particularly impressed with her ability as exhibited in her films.

The King-Emperor of All Cinemusicals  
**"CHAMPAGNE WALTZ"**



HERE'S REAL ACTION

An enlargement from an actual frame of the film shows this piece of strenuous action in "The Plainsman." Engaged in a life-and-death struggle with an Indian is Gary Cooper, whose face you've never before seen in this pose in a photograph. Need we add that the Indian 'bites the dust'—of which there appears to be plenty in the scene.

### CHANGES OF TITLE

"Let's Make A Million" is the title of the picture formerly known as "One Man's Bonus." It stars Edward Everett Horton.

"Swing High Swing Low" is the new title of the picture formerly known as "Morning, Noon and Night," starring Carole Lombard and Fred MacMurray.

1937 is Paramount's Silver Jubilee for Adolph Zukor.

### RICHARD HALLIDAY HEADS EDITORIAL DEPARTMENT

Russell Holman, in charge of all Department of Production activities in New York, announces that Richard Halliday has been appointed Manager of the Editorial Department, succeeding Miss Maude Miller. The appointment became effective September 28th.

Mr. Halliday has made several trips to England and the Continent and is therefore very well known to a number of Paramount Legionnaires. Recently he was in Sweden and Denmark on a brief visit and treasures memories of the wonderful hospitality shown him by Messrs. Carl P. York and Harald Frost.

## NUPTIALLY SPEAKING

It seems that Paramount's International News has suddenly been transformed into a matrimonial register. Last month there was a major crop of marriages, and this month we have more to report.

From Hongkong there flashed word on September 29th about the marriage of Floyd C. Henry. The event took place in China and was attended by Tom D. Cochrane, Ben Proulx, and Paul Verdayne. We hope to be able to have pictures and further details in next month's issue of Paramount's International News; but our heartiest congratulations to the happy couple, who have since returned to Manila, are recorded here.

A second event for the records was the wedding of Kathleen Tagliavini, of the London publicity department, to William Patrick Keen, which took place on August 22nd at St. George's Cathedral, South London. Again our heartiest congratulations.

## PARAMOUNT PERSONALITIES GREETING IN N. Y.

John B. Nathan, accompanied by the charming Mrs. Nathan, is in New York, his visit saddened immeasurably by the death of his father which occurred while the couple were en route from Buenos Aires. The honeymooners have been quietly seeing the city, keeping pace with current events, and witnessing the newest films in the crop of Paramount Pictures.

Charles Ballance, the Paramount rajah of India, terminated his brief American visit on October 24th, sailing from the metropolis on board the S.S. "Rex." He will tranship to one of the Lloyd Trestino boats at Naples and reach Bombay in time to plunge heavily into the business of preparing for the Adolph Zukor Silver Jubilee.

Aaron Pines has returned to New York from an extensive stay in Venezuela as Paramount's special representative. His new assignment will be announced in the very near future.

## HAROLD HURLEY



Assistant Managing Director of Production

William LeBaron, managing director of production in Paramount's Hollywood studio, has appointed Harold Hurley as assistant managing director.

Hurley, who is at present an associate producer, and who has in the past manifested great sympathy in the needs and desires of the Foreign Department, will continue supervision of the five pictures on his production schedule in addition to assuming his new duties as LeBaron's assistant.

## PARAMOUNTALITIES



## SHIRLEY SURELY STARS

When you have seen "The Big Broadcast of 1937" there will be one point paramount in your mind: Shirley Ross, getting her first big break in films, is surely heading for stardom after this one. Shirley is a Paramount property, and it is a widely circulated secret within the organization that we have big plans for her, as well as a deep-rooted belief that by mid-1937 she'll be a powerful and cashable asset. Look for her in "Hideaway Girl" and then know that she's Bing Crosby's leading woman in "Waikiki Wedding." What's more, she'll be a leading woman—she'll lead with her voice, personality and charm.

## 'Big Broadcast of 1937' Sets Paramount Mark

Reprinted from The New York Times of October 29, 1936.

"The Big Broadcast of 1937," which completed its first full week at the Paramount on Tuesday night, has topped all attendance records since the theatre opened ten years ago, according to its manager, Robert M. Weitman. In the first seven days the film was seen by 189,000 persons with an average daily attendance of 27,000 persons.

Mr. Weitman estimated the daily attendance between 8:30 A. M. and 1 P. M. at 8,000, and the afternoon and evening figure at 19,000.

## FINE TRIBUTE TO PARIS DUBBING

Perhaps the strongest tribute paid Paramount's dubbing magic in Paris was paid by Gary Cooper through the medium of the following story which has just appeared in "Variety" under the heading of "Why He Lingered":

How Gary Cooper passed those mysterious days in Paris is a belated anecdote on the star. He has confessed that he was so fascinated in seeing his mouth move American and the speech come out French, in an excellent job of "synking" in "Farewell To Arms" that he saw the show no less than 10 times.

## BACHELOR DINNER

Now that he's safely married to one of the most charming young ladies it's ever been our pleasure and good fortune to meet, we can reveal the fact that immediately prior to his marriage John B. Nathan was given one of the most representative bachelor dinners ever held in the history of Buenos Aires. It must have been: it seems that every Argentine film publication that comes to our desk has pictures of the event and columns and columns of story about the goings-on.

## 'THE GENERAL DIED AT DAWN' SHATTERS STOCKHOLM RECORDS

Mr. Hicks has received the following self-explanatory and precedent-shattering cable from General Manager for Scandinavia, Carl P. York:

"THE GENERAL" OPENED LAST NIGHT TO AN OUTSOLD HOUSE AT CHINA THEATRE. NO GREATER RECEPTION EVER GIVEN ANY FILM PRODUCTION HERE. EXCELLENT PRESS. CONVEY CONGRATULATIONS TO PRODUCTION DEPARTMENT.

So the parade for "The General Died At Dawn" continues. First London, now Stockholm, and more openings set for the picture in the immediate future.

## HOUSE ORGANS REC'D

Two issues of the Blue Ribbon Division's "Paramount Punch" are to hand, those of September 2 and 16. The former hails the advent of Mr. Balaban as our president, forecasts plans for the Convention which is reported by cable on another of our pages, and tells of General Sales Manager W. Hurworth's optimism concerning the amount of business the entire division was expected to roll up between then and the end of the year. The second issue received dealt with the return of James L. Thornley, general manager of Paramount's Capitol Theatre, to Sydney. He brought with him first hand messages from Mr. Zukor and Mr. Hicks, and these naturally brought delight to the Australian Paramounters who met him.

Issue Number Six of London's celebrated "Paragram" was by far the best number to date. We like particularly the column headed "Eyes and Ears," which is an intimate commentary on worth while events in the lives of important Paramounters. Another feature of this particular issue was the poem by Frank McDonald, in charge of Ad Sales in Liverpool, dedicated to the "Dynamo Drive" which Mr. G. H. Hawkins has inaugurated for the period from September 3rd to February 25th. In connection with this Drive, Mr. Hawkins, who is in charge of Ad Sales for the entire British Division, has issued a punchful number of his Ad Sales Bulletin, which will continue to reflect the success of his "Dynamo Drive."

The October 5th issue of Jugoslavica's "Paramount glasnik" falls heavily for the punchfulness of "Orient" ("The General Died at Dawn"). Practically the entire cover covers this subject. Then a page is turned, and lo and behold! all of Page Three punches home the subject again. We're great fans when it comes to the paramount Paramount publication of Zagreb; it's one of our prime favorites.

"Paramount Francaise" has reappeared, after its customary shut-down for the summer season, and has already been represented by two issues for the month of October. Both issues had a great deal to say about the excellent manner in which Paramount is now set up from the executive standpoint, and each issue displayed fine enthusiasm for the new Paramount product. It is our contention that when it comes to reflecting the truest degree of Paramount enthusiasm, no publication succeeds in any finer fashion than "Paramount Francaise." Which in itself is a strong tribute to the editorial powers responsible for the sustained excellence of this fine publication.

## LAST MINUTE CASTINGS

Charles Bickford and Akim Tamiroff have joined Irene Dunne, Randolph Scott, Dorothy Lamour, William Frawley and Elizabeth Patterson in the cast of Ruben Mamoulian's production, "High, Wide and Handsome."

A. M. Botsford, Paramount producer, has been signed to a new contract, and is now en route to New York City by a steamer for his first vacation in several years. His newest production is "Hideaway Girl," just previewed in Home Office to excellent reactions.

## PARAMOUNT ENTERTAINED EXHIBITORS ROYALLY IN BUDAPEST



lurgyay, who is seated on the far side of the table, fourth from the left.

During a recent exhibitor convention in Budapest, Hungary, Paramount played host to the visitors at a typically Hungarian luncheon. Here are the guests assembled with Paramount Manager N. G. Pa-



**"DESIRE" IS STILL A GRAND COME-ON LURE**

So much glittering appeal was poured into "Desire" that the Dietrich-Cooper-Lubitsch-Borzage film is good for all manner and type of exploitation. Witness here how District Manager Jellinek had his Prague exploitation staff tie in the picture with a shoe-shop window. He also secured two other noted windows for the purpose of exploiting the same picture, and an additional window for publicizing a Carol Lombard film.



**FINE POKER HAND**

We have photographic evidence to the effect that poker is a popular game in Trieste, Italy. Our Rome publicity department has forwarded the above picture of a splendid display on "The Plainsman," "Trail of the Lonesome Pine," "The Texas Rangers" and "Souls At Sea" arranged in the Trieste exchange by the Paramount manager, Count Micheroux de Dillon. Six other great Paramount pictures are listed in the rays emanating from the trade mark at the bottom of the display.

**AUSTRALIANS FOREVER BOOST TRADE MARK**

The Paramount Trade Mark is never without a legion of champions in Australia (nor in any other part of the world, for that matter). We have lately seen much of the publicity put over in connection with Australia's sixteenth annual consecutive celebration of Paramount Week, and we have been delighted with the manner in which many prominent newspapers have treated the Paramount Trade Mark editorially. We have before us a large clipping from the Sunday Times, of Perth, Western Australia, in which the newspaper has devoted two columns with illustrations, to an editorial survey of the history of the Trade Mark and what it has meant to the amusement desires of countless millions of picture goers throughout the world. The editorial concludes with the following glowing piece of writing:

*Countless millions know me. I speak in many tongues and to all peoples, and to all life am I a minister. An eternal truth I keep with mankind. Enlightenment—Beauty—Happiness. I am handmaiden to Science; to all the Arts am I sister. I give life to literature and breath to her progeny. The sculptor's inanimate marble I transmute to motion and grant to torpid clay the fleeting frailty of flesh. To drama am I counterpart; I weep with Rachel and with Harlequin I jest. Story and song, man and child, life and death, at once am I. I am the long ago, the now, and the hereafter, care's cup I steep with sunshine. I sing the song of life.*

**I AM THE PARAMOUNT TRADE-MARK!**

**EXPLOITATION**

**COLORFUL PARISIAN EXPLOITATION**

Some of the finest examples of color publicity on "Trail of the Lonesome Pine" to reach New York were those from the Paramount Theatre, Paris. A technicolored herald and an equally arresting programme have been received, both samples of course revealing the exploitation touch of Messrs. Lebreton and Agramon, both of whom are believed to be conspiring to snare another Quigley Award from the exploitation toppers of the United States.

**"GENERAL" SUPPLEMENT REPRINTED IN LONDON**

The London Publicity Department saw such cashable advantages to the recent stunning supplement recently used by them in "Today's Cinema," that they had the eight pages reprinted in the form of an insert and mailed it to every exhibitor in Great Britain and Ireland.

Congratulations to Mr. Thomas and his merry publicity lads on a fine piece of exploitation.

**QUIGLEY AWARD FOR "CHAMPAGNE WALTZ"**

There is every possibility that the publishers of "Motion Picture Herald," who have organized the Quigley Award, will make a special and individual award for campaigns in connection with the world-wide exploitation of "Champagne Waltz."

The form of the award itself is bound to be spectacular and everybody even the least bit interested in exploitation should commence thinking at once of manners in which to exploit "Champagne Waltz."



**PARAMOUNT'S "BRUNO MUSSOLINI" TROPHY**

Herewith is pictured the prize being offered by the Paramount organization in Italy to the Parioli Society, organizer of the basketball tournament. A Bruno Musso-

**NOTICIAS DEL MES**

—La nota saliente del mes, aparte del sostenido interés que continúa despertando el Concurso Internacional, es el anuncio de que "Champagne Waltz" se estrenará simultáneamente en varias grandes capitales el 7 de enero de 1937, como homenaje mundial a don Adolph Zukor en sus bodas de plata con la Paramount. Pormenores de tan elocuente manifestación de afecto los recibirá cada División por conducto de su jefe: nuestro ánimo al hablar aquí de esto, es sólo anticipar la noticia de un suceso que será la mayor demostración de afecto que una entidad haya hecho a uno de sus prohombres. Diremos de paso que el 7 de enero es el cumpleaños del señor Zukor.

—Según podrá verse por la información que publicamos en otro lugar de este número, el señor Weltner, que asistió en San Luis a la exhibición que se hizo allí de "Champagne Waltz" durante una reunión de vendedores, es de parecer que esta película sobrepasa como la mejor de todas las producciones musicales de la Paramount. Circunstancia que la recomendación especialmente para los públicos de habla italiana, francesa, alemana o castellana es la de que la estrella cante en dichos idiomas. Aparte de esto, la película en sí misma es espectáculo excelentísimo para todos los públicos, y producción la más adecuada para festejar al señor Zukor con motivo del vigésimoquinto aniversario de la Paramount.

—Don Emanuel Cohen nos comunica que la nueva película de Mae West, "California te llama" ("Go West Young Man") es algo totalmente diverso de las presentaciones anteriores de la gran actriz, y espectáculo de primer orden para el público de cualquier país del mundo. Esto es ciertamente magnífica noticia, pues es probable que tengamos varias películas más de Mae West.

—El señor Hicks ha recibido una

**INDIA'S NEW "PARAMOUNT SERVICE" GRAND MAGAZINE**

Under the capable editorship of Lew da Silva our Bombay office is publishing a new version of "Paramount Service," dedicated to the interests of Paramount distribution throughout India. The first issue in the new make-up is that of October First, which is named Volume One, Number One.

Complete with three-color cover, forceful editorial page, and colorful exposition of Paramount news and information on individual pictures, there is no doubt but that the new form of the magazine fills a long-felt want in Indian distribution and exhibition circles.

We also observe that the three-color process has been used to fine advantage in the full-page reproduction of the Paramount Trade Mark on the back cover, this of course being positively in line with Manager Frank Kennebeck's doctrine. We also note with pleasure the prominence given the importance of Paramount short features.

lini trophy is offered each year and this year, the third, the donor is the Paramount organization.

A spirited contest is looked for by the entire nation, and Paramount is happy to participate in the event in so practical a fashion.

carta de Harold Lloyd en que le manifiesta que su nueva película, a la cual no se le ha dado título todavía, aparte de llevar un mínimo de diálogo, se desarrollará en ambiente extranjero que ha de agradar a todos los públicos. El poco diálogo hará que la película resulte ideal para la edición con títulos sobreimpresos y para la sincronización en otros idiomas.

—Nos complace en extremo dar en este número nueva noticia del notable y fructuoso congreso celebrado en la Habana con asistencia del señor Hicks; bien así como información tocante a otra entusiasta asamblea que hubo en Australia y a la cual asistió también el señor Hicks por medio de la cámara cinematográfica. Queremos decir con esto último que el señor Hicks, ya que no pudiera hallarse presente en el congreso convocado en Sydney por el señor Kennebeck, hizo no obstante acto de presencia, pronunciando desde la pantalla un discurso que despertó grandísimo entusiasmo.

—El nombramiento de don Eugene J. Zukor para el cargo de ayudante de su señor padre don Adolph en los Estudios de Hollywood, con especial dedicación a las necesidades del departamento extranjero, ha causado la mayor satisfacción en todas las oficinas paramountistas de allende el mar. Don Luigi Luraschi y la señorita doña Carroll Stroud continuarán, como hasta ahora, representando al departamento extranjero en los Estudios, y suministrando así a todos los países publicidad y servicio cinematográfico de calidad inmejorable.

**STOP PRESS!**

**And a genuine Stop Press, too, for the purpose of advising that Australia's Convention photos have just come in. They will be featured next month.**

## FURTHER SIZZLING SIDELIGHTS ON HAVANA'S CONVENTION

Facts From a Remarkably Well-Reported Paramount Event

Last month we reported the famous Havana Convention of Division Manager A. L. Pratchett's "Revolucionarios" in pictorial fashion. This month, if we could do so without bringing the rest of the world down around our ears, we could devote the entire issue to reprinting the reports on the event sent us by Mr. Pratchett and his corps of news gatherers. However we shall have to content with giving excerpts of Mr. Hicks' speech, telling you something about Mr. Pratchett's own address, advising you that the leader of Los Revolucionarios sent cables of challenge to all of the other Division Leaders, and received some gems in fightin' phraseology in reply to his own samples of sparkling belligerence.

One of the first colorful events in the Convention was the election of Mr. Hicks as "The First President of the 'Revolucionarios.'" A little later in his colorful address Mr. Pratchett announced the presentation of his own trophy to the branch office in his territory making the best showing for the period from July to the end of 1936. This trophy will be a silver plaque of suitable design and will be engraved with the name of each and every Paramounteer of the winning branch and will remain in possession of that branch permanently. A reproduction of the plaque will be placed on parchment and given to the winning Manager as a personal reminder of the victory.

It then became the business of selecting individual names for the branches within the territory, and these are as follows:

Mexico.....Los Charros  
Cuba.....Los Cubiches  
Colombia.....Los Cachacos  
Guatemala.....Los Chapines  
Panama.....Los Caribes  
Porto Rico.....Los Coloniales

It will be noted that each of these names commences with a "C", which you will find the basis for much wit in another contribution from Mr. Pratchett's territory published elsewhere.

The entire Convention event was a most happy one and was replete with amusing incidents, a great deal of conviviality, and a permanent belief in the minds of all participants that it was one of the most successful and most fruitful Paramount conventions ever held.

### DIETRICH HEADED FOR HOLLYWOOD SOON

A telephone message directly from London to Hollywood informed Director Ernst Lubitsch and Paramount executives that Marlene Dietrich hopes to be through her London production tasks early in January, and to leave for Hollywood immediately thereafter.



**A. L. PRATCHETT**

Division Leader of "Los Revolucionarios," and Director General of the Havana Conclave.

### HIGHLIGHTS FROM THE CONVENTION ADDRESS OF MR. HICKS AT THE HAVANA MEETING

Those of you Paramounteers who have had the enviable experience of listening to a Convention address by Mr. Hicks know that the only honest way to report his address is to print it in its entirety. Space reasons alone preclude our doing this, but with a vast amount of editorial condensation we have taken from his momentous address the following individual items:

First, I want you to know that we feel that in Mr. Pratchett we have a leader in your division in whom we have every confidence because, in the first place, he knows every one of your territories, I think almost as well as you know them yourselves, having been the first man to sell and exploit Paramount pictures in all of these countries.... I am pleased to say that under the present set-up we have no politics in Paramount—in the home office in New York or in any of our divisions or offices throughout the world. A Paramount man is a Paramount man and we think that is the finest thing that can be said about a man.... Today we have men who were willing to stick—have proven themselves to be real loyal Paramount men and, as a result, we have come out of this thing stronger, bigger and greater and we are all better men than before.... It is the effort all of you have put forward in selling our trademark which is a symbol for honesty, and the courageous effort on the part of every man and woman in Paramount that have made it what it is today. We still have our goodwill, we profit more and more by it and now it is only a question of time—and a very short time—for Paramount to take its place at the top of this industry and we will be able to profit by this past experience and keep before us that symbol—that old trademark which represents the loyal, honest effort of Paramount men and women throughout the world.... What we want to do with this division is to have it as one unit. Mr. Pratchett is responsible to New York for results in this division. All of you are responsible to Mr. Pratchett. He is willing to shoulder the responsibility. If there are any criticisms or anything of that kind from New York, Mr. Pratchett will have to take them but he will have to battle it out with you fellows. We are all men and we know that it is a serious thing now.... There are no secrets in this business—no reason why it should be surrounded by an air of mystery and there isn't any. It takes creative minds, the proper thought, proper preparation and the greatest coordination of every department to make good pictures. That is all there is to it because we can sell them and they know it.... Mr. Zukor knows all about the business—he knows our foreign problems as well if not better than most of us. He knows what is going on in every country in the world. There is only one thing necessary and that is good pictures. I feel that the most difficult thing I have to do is to try and give as much back to you as you give to me

### A TERRITORIAL BULLETIN ISSUED BY GENERAL A. L. PRATCHETT, IN CHARGE OF "LOS REVOLUCIONARIOS"

NOTE. We reprint below the first of a series of Divisional bulletins issued by one Paramounteer who won't take "No!" for an answer.

Herewith are the standings in this Division as of August 29th:  
Los Caribes de Panama.....1st  
Los Charros de Mexico.....2nd  
Los Coloniales de Porto Rico.....3rd  
Los Cubiches de Cuba.....4th  
Los Chapines de Guatemala.....5th  
Los Cachacos de Colombia.....6th

The territorial standing above quoted will probably change at the end of the current period, as there is no great difference in the figures of the various branches and any increase of actual revenue from any territory will cause more than a little revolution among the six "Cs".

If you want to "C" your "C" on top of all the other "Cs", let me "C" better figures than I now "C" from your "C".

You have probably noted that this division occupies sixth place in the world drive and I sincerely hope that my Revolucionarios are quite a bit dissatisfied with No. 6, but the returns for this month indicate that we should improve our position in the next issue of the PARAMOUNT INTERNATIONAL NEWS.

Yours, for better CASH returns,

(sgd.) HIGH "C".



PARAMOUNT NEWS IS PARAMOUNT IN ENGLAND

That there might be no doubt whatsoever regarding the timeliness of British Paramount News, and the split-fraction-of-a-second character of its presentation of whatever is news of the moment, we have reproduced from London's sparkling house organ, "Paramount Service," the above cartoon.

nieuwe Mae West film "Go West Young Man" radicaal verschilt van al haar vorige rolprenten en eveneens van interesse is in het buitenland, hetgeen ons des te meer verheugt aangezien er nog meer Mae West films op komst zijn.

Harold Lloyd heeft den Heer Hicks een brief geschreven met de mededeeling, dat zijn volgende, nog niet getitelde film, zoo weinig mogelijk dialoog zal bevatten en bovendien zal spelen ergens in het buitenland. Weinig dialoog maken de film dus geschikt voor titel-adaptatie en synchronisatie.

In dit nummer geven wij U nadere bijzonderheden betreffende de conventie, te Havana, persoonlijk door den Heer Hicks bijgewoond. En tevens betreffende een conventie, in Australië gehouden, waar hij de gedelegeerden toesprak van het scherm. Met andere woorden, zijn toespraak kwam uit Amerika via een filmspeech.

De benoeming van den Heer Eugene J. Zukor tot assistent van zijn vader als bedrijfsleider in Hollywood met het oog op de keuze van filmverhalen die ook in het buiten-

(Continued on Page 12)

### PARAMOUNT NIEUWS VAN DE MAAND

De grootste gebeurtenis, afgescheiden van de blijvende interesse in het Internationale Concours, is de bekendmaking, dat de film "Champagne Wals" op 7 Januari, 1937 in alle hoofdplaatsen in de wereld zijn debut zal maken, als huldeblijk aan den Heer Zukor, die op dien datum, 25 jaar bij Paramount zal zijn geweest. Nadere bijzonderheden omtrent dit evenement zullen U door Uw plaatselijke directie medegedeeld worden. Wij wenschen U slechts bij voorbaat op de hoogte te stellen van een gebeurtenis, die ons respect voor onzen beminden President ruim zal bewijzen. De 7e Januari is toevallig tevens zijn verjaardag.

Zoals elders in dit nummer vermeld, heeft de Heer Weltner de "Champagne Wals" gezien tijdens de bijeenkomst te St. Louis en de film is naar zijn opinie de allerbeste muzikale rolprent dusver vervaardigd. Dit nieuws is van speciaal belang voor de Italiaansche, Fransche, Duitse en Spaansche kantoren, aangezien de Ster in de talen van die vier landen zingt. Maar afgescheiden van de zangnummers, is de film uiterst geschikt voor buitenlandsche distributie en dientengevolge een gelukkige keuze als de "eerefilm" voor den Heer Zukor.

Van den Heer Emanuel Cohen ontvangen wij het bericht dat de

## LES NOUVELLES DU MOIS

Le principal événement du mois, à part l'intérêt soutenu témoigné par les concours international, est l'annonce du lancement simultané mondial de "Champagne Waltz" pour le 7 janvier 1937, comme hommage à M. Zukor à l'occasion de ses vingt cinq années à Paramount. Des détails relatifs à ce grand geste d'affection vous parviendront par l'entremise de votre chef de division; nous ne voulons ici que signaler un événement qui, nous sommes sûrs, sera une grande démonstration de respect pour un homme de valeur si jamais une organisation en a eu un. Le 7 janvier, en outre, est l'anniversaire de naissance de M. Zukor.

Comme vous le verrez autre part dans ce numéro, "Champagne Waltz" a déjà été vu par M. Weltner à la réunion de promotion de vente à Saint Louis, et il a exprimé l'opinion absolue que c'est le meilleur film musical que Paramount ait jamais produit. Il est certainement du plus grand intérêt par les pays de langues française, italienne, allemande et espagnole, que l'étoile chante en ces différentes langues. Mais en outre, l'excellence de cette production délectera l'amateur de cinéma dans tous les pays du monde et est exactement le film qu'il faut pour honorer M. Zukor à l'occasion de ce "jubilé d'argent."

Nous avons été informé par M. Emanuel Cohen que le nouveau film Mae West, "Go West Young Man," est tout à fait différent des films précédents de cette étoile et sera sans contredit un grand divertissement pour le monde entier. C'est là une excellente nouvelle, car nous aurons

probablement encore Mae West pour plusieurs autres films.

M. Hicks a reçu une lettre de Harold Lloyd dans laquelle l'étoile assure que son nouveau film qui n'a pas encore reçu de titre définitif, sera exécuté avec un minimum de dialogue, et sera situé dans un cadre étranger qui enchantera tous les amateurs de cinéma dans quelque partie du monde qu'ils soient. Grâce au peu de dialogue qu'il comprendra, ce film sera idéal pour superposition et synchronisation.

Nous sommes heureux de donner ce mois-ci quelques détails supplémentaires sur la convention remarquablement efficace à laquelle M. Hicks a personnellement assisté et aussi sur une autre convention enthousiaste, cette fois en Australie et à laquelle M. Hicks a aussi assisté par le moyen d'un film. En d'autres mots, M. Hicks a été présent à la convention de Sydney de M. Kennebeck en un film dans lequel M. Hicks a parlé et a soulevé un énorme enthousiasme.

La nomination de M. Eugène J. Zukor comme adjoint exécutif de son père au studio, où il soulignera particulièrement les besoins du Département Etranger, a provoqué la plus grande satisfaction dans tous les bureaux d'outre-mer de Paramount Luigi Luraschi et Miss Carroll Strout continuent leurs charges au studio, représentant le Département Etranger, et donnant au monde entier sa meilleure publicité cinématographique et son meilleur service.

## "CHAMPAGNE WALTZ" PARAMOUNT'S GREATEST MUSICAL

## DENNA MANADS NYHETER

Den allra viktigaste nyheten denna månad, fränsett det naturliga intresset för den internationella tävlan, är delgivandet om, att "Champagne Waltz" kommer att utsläppas i marknaden den 7 de januari, 1937, till ära för Mr. Zukor, som då varit vid Paramount för 25 år. Mera utförliga nyheter om denna händelse kommer ut delgivas eder alla genom varje divisionsledare, som alla dela vår stora kärlek för en verklig man; och demonstrationen för honom kommer säkert att bli den största någon organisation någonsin sett. Den 7de januari är nämligen också Mr. Zukors födelsedag. Vi önska delgiva eder detta på förhand.

På ett annat ställe i detta häfte finner ni ett delgivande om, att "Champagne Waltz" har beskadats av ingen mindre än Mr. Weltner under försäljningsmötet i St. Louis, och enligt hans utsago är denna film den allra bästa musikfilm, som Paramount någonsin gjort. Naturligtvis är detta av alldeles speciellt intresse för de land, i vilka italienska, franska, tyska och spanska talas, ty stjärnan sjunger nämligen sina sånger på dessa språk. Men på samma gång är denna film så oerhördt bra på alla sätt, att varje land på jorden kommer att förstå och tycka om den, och är dessutom en så fullkomlig film, att den är värd att förevisas till Mr. Zukors ära på hans silverjubileum.

Vi ha också fått meddelande om från Mr. Emanuel Cohen, att den nya Mae Westfilmen, "Go West Young Man," är helt och hållet annorlunda än denna stjärnas andra filmer, och är trots detta ytterst underhållande för vilken världsdel som

## 1937 PARAMOUNT'S SILVER JUBILEE for ADOLPH ZUKOR

helst. Detta är glädjande nyheter, ty vi fundera allvarligt på att skriva ett nytt kontrakt med Miss West för ett flertal filmer.

Vi ha just läst ett brev, som skickats till Mr. Hicks från Harold Lloyd, i vilket stjärnan omtalar, att hans nya film, som ännu är namnlös, är gjord med ytterst litet tal, och att handlingen försigår i utlandet, vilket är en glädjande nyhet för filmvärlden. En film med mycket litet tal är idealisk för "superimposing" och synkronisering.

Denna månad kunna vi verkligen berätta mer om den ytterst lyckade bolagsfesten i Havana, vilken Mr. Hicks bevistade personligen; och även om ett annat oerhördt lyckat ärmöte, denna gång i Sydney, Australien; Mr. Hicks bevistade det senare på filmen. Med andra ord, Mr. Hicks var närvarande vid Mr. Kennebecks stora möte i Sydney genom ett tal på filmen, ett tal, som mottogs med vild förtjustning.

Att Eugen J. Zukor har blivit vald till assisterande chef under sin faders ledning ute i ateljen, med särskild blick på de utländska avdelningarna, har mottagits med stor glädje i de utländska Paramountkontoren. Luigi Luraschi och Miss Carroll Stroud fortsätta dock på sina vanliga platser i ateljen, som representerar för den utländska avdelningen, och komma att giva världen den bästa sorts annonsering, som kan åstadkommas.

## WISH THESE PARAMOUNTERS AROUND THE WORLD "HAPPY DECEMBER BIRTHDAYS"

1 M. Chodowski.....Warsaw	Mr. P. Perri.....Marseilles	Mr. R. Lebreton.....Paris	Miss H. Field.....Leeds	Mr. J. Hamill.....Glasgow
L. Winkler.....Bucarest	Mr. K. Suzuki.....Tokyo	Mrs. M. Stebler-Wirz.....Basel	Mr. G. Fox.....Buenos Aires	Mr. O. J. Roverand.....Santa Fe
Miss Haskell.....London	Mr. L. Harris.....London	Miss M. Barry.....Cardiff	Miss Lazell.....London	Mr. Brierley.....Manchester
Miss Wilson.....London	Mr. J. Thomas.....London	T. Ledger.....Newcastle	Miss N. Hanlan.....Glasgow	Miss W. Harrison.....Manchester
Mr. R. Lehman, Jr., Buenos Aires	F. Jones.....Cardiff	Mr. J. Tauchert.....Sydney	Mr. J. H. Swift.....Leeds	Miss J. Cross.....Liverpool
Miss L. Murphy.....Liverpool	Mrs. Coleman.....London	Miss O'Mara.....London	A. Hullah.....Cardiff	Miss Nicholson.....Liverpool
Miss Ledger.....London	7 H. Gantz.....Warsaw	Mr. W. Harding.....Liverpool	M. I. Jones.....Cardiff	Mr. G. Thevenet.....Marseilles
2 Mr. C. Lauzu.....Toulouse	Mrs. A. Martin.....Paris	Mr. P. Johnson.....Liverpool	20 Mr. H. Frost.....Copenhagen	Mr. C. Deneve.....Bruxelles
Mrs. P. Chenault.....Paris	M. Anderson.....Newcastle	Mr. F. C. Lee.....Cardiff	Mrs. M. Delorme.....Paris	Mr. M. Silvestre.....Barcelona
Miss D. M. Ruiz.....Seville	Mrs. Kearsley.....London	Mr. A. Penafiel.....Mexico	Miss Y. Plouard.....Paris	J. Gajewski.....Lemberg
Mr. P. Thieffes.....Berlin	Mrs. Cassell.....London	Miss M. Matthews.....Sydney	L. Ritchie.....Dublin	Mr. P. W. See.....Francfort
Miss M. Calderoni.....Rome	Mrs. Rowlands.....London	14 Mr. J. Goulliard.....Paris	Ali Mikrat bin Hamem, Batavia	Mr. M. Francisci.....Catania
Mr. H. Dixon.....Brisbane	8 Miss P. Greenwald, Home Office	Miss J. Schumacher.....Basel	Miss N. Bidelcux, Buenos Aires	Miss Beale.....London
Miss H. Sommerville.....Sydney	Mr. A. Dagneaux.....Paris	Mr. E. Font.....Barcelona	Miss Reeves.....Liverpool	Mr. G. Birley.....Birmingham
Mr. Flynn.....London	Miss C. Mannheimmer.....Paris	Mr. J. Becker.....Barcelona	21 Mr. N. Metori.....Fukuoka	Mr. Wright.....London
Mr. Crisp.....London	Mr. L. Cortina.....Barcelona	Mr. U. Zinelli.....Milan	Mr. P. Cornwall.....London	Mr. R. Tulip.....Manchester
Miss Hawkins.....London	Mr. F. A. Ramcs.....Lisbon	Mr. Wilcox.....London	Miss P. Green.....Sydney	R. Gaston.....Cardiff
Mr. Ross.....Liverpool	Miss H. Kesel.....Berlin	Mr. R. Thompson.....London	Miss McMurdie.....London	J. Sullivan.....Cardiff
Mr. Vizar.....Cardiff	Miss Stanfield.....London	J. Sewell.....Newcastle	Mr. E. Preece.....London	27 Miss M. Kruspe.....Berlin
3 Mr. L. Dupuy du Tour, Toulouse	Mr. H. Mereine.....Birmingham	Mrs. E. G. deVazquez, Buenos Aires	Mr. E. Horsley.....Newcastle	O. MacCabe.....Newcastle
Miss F. Kereckhove.....Bruxelles	Mr. Bollington.....London	Mr. O'Connor.....Birmingham	Mr. L. Woodman.....Liverpool	Mr. R. Williams.....Sydney
Mrs. E. Mercier.....Paris	Miss Offwood.....London	A. Bejvl.....Brunn	22 Mr. P. Birrer.....Basel	Mr. Newland.....London
Mr. Burton.....London	Mrs. deFranca.....London	Mr. F. Verstraeten.....Bruxelles	Mr. J. Stoll.....Basel	Miss Younger.....Newcastle
Mr. G. McClenaghan, Liverpool	Mr. J. Fritz.....Vienna	Miss F. Encaoua.....Casablanca	Mr. T. D. Cochrane.....Tokyo	Mrs. Y. Antoine.....Bruxelles
Miss H. Holly.....Vienna	Mr. M. Arnouldin.....Marseilles	Mrs. S. Kanaida.....Osaka	Mr. F. Roldan.....Madrid	Mr. A. Antunes.....Lisbon
4 Mrs. S. Munier.....Paris	Mr. D. Wilson.....Glasgow	Ha Kong Chin.....Batavia	Miss Sawdon.....London	Mr. J. Stratford.....London
Mrs. M. Thevenet.....Marseilles	Mr. J. F. Scholte.....Batavia	Mr. R. Tostes.....Rio de Janeiro	Miss A. Leese.....Manchester	Mr. McNally.....London
Miss E. Muschalla.....Berlin	Miss D. Carson.....Wellington	Mr. G. Tallon.....Buenos Aires	Mr. K. Thomas.....Cardiff	Mrs. L. Haccou.....Batavia
Miss Clark.....London	Miss Boswell.....London	M. Fitzsimons.....Dublin	Mr. P. Phillips.....Cardiff	Mr. E. James.....Melbourne
Miss Johnson.....London	Mr. L. Bradshaw.....Newcastle	16 Mr. R. O'Connell.....Home Office	23 J. Capelak.....Prague	Mr. E. Newton.....London
Mr. Gramston.....London	Mr. L. Bebaise.....Bruxelles	Mr. A. Bourgeois.....Paris	Mr. S. Lauridsen.....Paris	Mr. Howard.....London
Mr. Gallagher.....Manchester	Mr. O. Guillodo.....Lille	Mr. J. Langelier.....Paris	Mrs. M. Kaminski.....Marseilles	Miss Cummings.....Newcastle
Miss Anderson.....Newcastle	Mr. M. Paven.....Paris	Mr. P. Loutte.....Bruxelles	Mr. E. Guinovart.....Barcelona	29 Mr. C. Higgins.....Sydney
Miss E. Noble.....Leeds	Mr. M. Keller.....Paris	Miss S. Lalande.....Paris	Mr. Thrift.....London	Mrs. A. N. De Andreotti, Buenos Aires
Miss M. Waring.....Liverpool	Mr. J. Baldasano.....Barcelona	Mrs. E. Arslanian.....Paris	Miss M. Furness.....Leeds	Mr. G. Watson.....London
H. Roberts.....Birmingham	Mrs. Topp.....London	Mrs. S. Hutchinison.....London	Mr. C. Long.....Melbourne	Mrs. R. Tron.....Marseilles
5 Mr. P. Welsch.....Amsterdam	Mrs. Turley.....London	Miss Western.....London	Miss Willington.....London	Mr. P. A. Pandolfi.....Rome
Miss M. Paulsson.....Stockholm	Miss Seldon.....London	Mrs. Norman.....Cardiff	Miss E. McPheely.....Glasgow	Miss H. Mackay.....Perth
Mr. P. Saveron.....Paris	Miss Cook.....London	17 Mr. M. Dukat.....Home Office	Miss Thmas.....Manchester	Mr. Creenane.....London
Mr. M. Devries.....Paris	Mr. Tinker.....Manchester	Mr. L. Vassiaux.....Lille	24 Mr. P. Ackermann, Home Office	Mr. Gilbert.....London
Miss A. Boda.....Barcelona	Mr. J. Simon.....Paris	Mr. F. O'Neill.....Perth	W. Ince.....Bucarest	Miss Henneker.....London
Mr. A. B. Ruiz.....Bilbao	Mr. G. T. Simeon.....Padoa	Miss Riley.....London	Mr. Friedova.....Prague	Mr. Harvey.....Newcastle
Mr. R. V. Ferrer.....Seville	Miss J. Tennent.....Glasgow	Miss A. Villanueva.....Mexico	Mr. G. Lebon.....Paris	Mr. Hardy.....Leeds
Miss Simpson.....London	Mr. T. Wilson.....Leeds	Mr. A. Balsas.....Havana	Mr. Lawrence.....London	Mr. H. Burrow.....Leeds
Miss Ford.....London	Miss Chapman.....London	Mrs. V. Pohl.....Stockholm	Mr. Bickell.....London	Mr. C. Wills.....Liverpool
Miss Briston.....London	D. Weinberger.....Zagreb	Mrs. I. Dyhm.....Copenhagen	Mrs. Fox.....London	Mrs. C. Bracke.....Bruxelles
Miss M. Whittington, Melbourne	Miss A. P. Mas.....Valencia	Mr. A. Bertaux.....Paris	Miss Carter.....Manchester	Mr. E. Lagneau.....Bordeaux
Miss Connor.....London	Miss R. Welsford.....Melbourne	Mr. T. Barbuy.....Ribeirao Preto	Mr. C. Large.....Liverpool	Mr. H. Peyronnet.....Marseilles
Miss Philp.....London	C. Castaneda.....Guatemala	Miss T. Scott.....Brisbane	A. Fodor.....Budapest	J. Czapnik.....Katowice
Miss Lowson.....Newcastle	Miss Tugzey.....London	Mr. Samuels.....London	Mr. A. Bonnett.....Paris	Miss Houchin.....London
Mr. McDermott.....Leeds	Miss Mavis.....London	Miss Snowden.....London	Mrs. F. Laperriere.....Paris	Mr. E. Harris.....Birmingham
Mr. Curlett.....Liverpool	Miss Fox.....London	19 M. Karel.....Prague	Miss L. Herstein.....Cairo	Miss E. Gonzalez, Buenos Aires
6 Miss M. Kass.....Home Office	Mr. T. C. Reddin.....Liverpool	Mr. R. Maurin.....Paris	Miss E. Boos.....Basel	Miss Deards.....London
A. Kruger.....Warsaw	Mr. E. Lindstrom.....Helsingfors	Mr. N. G. Larrazabal.....Bilbao	Miss Escott.....London	Mr. Hughes.....London
	W. Hirsch.....Brunn	Mr. C. Jensen.....Berlin	Miss Nunn.....London	Miss Govia.....London
				Mr. W. Pearson.....Manchester

## DIE NEUESTEN PARAMOUNT NACHRICHTEN

An Wichtigkeit kommt in diesem Monat gleich nach den interessantesten Ziffern des "Internationalen Kontests" die Bekanntmachung, dass am 7. Januar 1937, anlässlich Herrn Zukor's 25-jähriger Paramount Tätigkeit, der "Champagner Walzer" in allen Teilen der Welt gleichzeitig zur Uraufführung gelangen wird. Weitere Einzelheiten bezüglich dieses Tributes für Herrn Zukor werden Sie durch Ihre Filialleitung erfahren. An dieser Stelle wollen wir Sie lediglich auf das bevorstehende grosse Ereignis aufmerksam machen, welches unsere Verehrung für Paramount's Gründer lauter als es Worte vermögen, nämlich mit Zahlen, kund tun soll. Der 7. Januar ist, nebenbei bemerkt, auch Herrn Zukor's Geburtstag.

Wie Sie aus den auf einer anderen Seite dieser Ausgabe zum Abdruck gelangten Ausführungen ersehen werden, hat Mr. Weltner den "Champagner Walzer" anlässlich der St. Louis Verkaufskonferenz gesehen und er versichert uns ein über das andere Mal, dass es sich um den grossartigsten Operettenfilm handelt, der je von Paramount produziert worden ist. Dieser Film ist natürlich für die Deutsch-Italienisch-Französisch und Spanisch sprechenden Absatzgebiete ganz besonders günstig, da der Star seine Lieder in diesen Sprachen singt. Doch ganz davon abgesehen ist "Champagner Walzer" unbedingt auch für alle anderen Länder tadellos geeignet und er wird Herrn Zukor ohne Zweifel anlässlich seines Silberjubiläums alle Ehre erweisen.

Laut Nachrichten von Mr. Emanuel Cohen ist Mae West's neuer Film "Go West Young Man" grundverschieden von allen bisher von diesem Star inszenierten Filmen, sodass er für alle Länder der Welt zugänglich sein wird. Dies ist umso erfreulicher, da die beliebte amerikanische Künstlerin aller Wahrscheinlichkeit nach noch in einer Reihe weiterer Paramount Filme auftreten wird.

Mr. Hicks hat von Harold Lloyd einen Brief erhalten, mit dem der Star ihm versichert, dass sein neuer, bis jetzt noch unbetitelter Film nicht nur ganz geringen Dialog aufweisen wird, sondern dass er ferner im Ausland spielt und somit von vornherein einen Welterfolg garantiert. Der geringe Dialog sollte es ganz besonders vereinfachen, diesen Film für das Ausland mündgerecht zu machen und zu synchronisieren.

Wir können in diesem Monat eingehend auf die Havana Konferenz eingehen, die, wie wir Ihnen bereits im vergangenen Monat berichteten, von Herrn Hicks besucht wurde. Ferner finden Sie auf einer anderen Seite dieser Ausgabe auch einen ausführlichen Bericht über Paramount's australische Konferenz, an die Herr Hicks per Film teilnahm. Herr Hicks liess, mit anderen Worten, für die in Sidney von Herrn Kennebeck einberufene Konferenz eine Filmsprache herstellen, die bei allen Teilnehmern grosse Begeisterung auslöste.

Eugene J. Zukor's Ernennung zum Assistenten seines Vaters in Hollywood als Berater für die Auslandsabteilung, ist von allen Paramount Uebersee-Filialen mit grosser Befriedigung aufgenommen worden. Luigi Luraschi und Miss Carroll Stroud behalten ihre Posten als Vertreter der Auslandsabteilung im Atelier bei, und wir danken diesen bei-

## AUSTRALIA'S GIGANTIC CONVENTION EPITOMIZED IN CABLE

### Product and Film Featuring Mr. Hicks Drew Cheers

**There will probably be other news to hand regarding the Australian Convention of October 14th and 15th before we can rush this issue of Paramount's International News through the machine, but in the meantime we want to record in print the highly enthusiastic cable sent to Mr. Hicks by Managing Director John E. Kennebeck as the Convention ended:**

**MISTER HICKS' CONVENTION FILM WILDLY ACCLAIMED BY ALL DELEGATES WHO SHOUTED CHEERS OVER MARVELOUS NEW PRODUCT FOR PROSPEROUS BUSINESS DURING 1937. "GENERAL DIED AT DAWN" IS GREATEST SHOWMANSHIP SHOW PARAMOUNT EVER MADE**

**That, dear readers, is what you call enthusiasm! And those Australian Paramounteers usually mean what they say.**

### NOTICIARIO MENSAL

O acontecimento de maior realce deste mez, afóra o interesse mantido pelos disputantes no nosso Concurso Internacional, foi a decisão de se exhibir simultaneamente, em todo o mundo, o filme "Champagne Waltz," facto que se realizará a 7 de Janeiro de 1937, em commemoração ao 25º anniversario de Mr. Zukor com a Paramount. Os pormenores desta eloquente e alta homenagem serão em devido tempo annunciados pelos chefes territoriaes em seus respectivos paizes. Chamamos a attenção de todos para esse grandioso tributo ao homem que tornou possível a nossa organização e adeantamos que a data de 7 de Janeiro é tambem o anniversario natalicio de Mr. Zukor.

—Como os leitores verão em outra secção desta revista, o filme "Champagne Waltz" foi exhibido recentemente numa reunião de vendedores, realizada em St. Louis, onde Mr. Weltner teve a fortuna de o apreciar, podendo agora afirmar ser a mais bella producção musical que a Paramount já filmou. Facto auspicioso para o mercado estrangeiro é que o filme tem canções em italiano, francez, allemão e espanhol, o que de certo o fará apreciado em todos os paizes. E', portanto, o filme por excellencia para o homenagem que prestamos a Mr. Zukor.

—Communica-nos Mr. Emmanuel Cohen que o novo filme de Mae West, que se denomina "Go West, Young

den Paramountlern bei dieser Gelegenheit für den hervorragenden Pressedienst, den sie uns bisher zukommen liessen.

### GLADYS SWARTHOUT GLADLY ACCEPTS CAPTAINCY OF FOREIGN LEGION FOR ADOLPH ZUKOR JUBILEE CELEBRATION

It should be a grand item of news for you all to know that your captain, during Paramount's Silver Jubilee for Adolph Zukor, will be none other than the glamorous star of "Champagne Waltz," Gladys Swarthout. Each of the domestic territories has been given a captain, and when it was suggested to Miss Swarthout that she be the captain for the entire Foreign Department, she accepted with the greatest pleasure.

There is a distinct possibility that Miss Swarthout will be in Europe at the time that "Champagne Waltz" is released, but just which territory will be the fortunate one is something that is still in the laps of the gods. We are not above stating here, however, that we'll be glad to transmit bids to Miss Swarthout.

### NOTIZIE DEL MESE

L'avvenimento piu' saliente del mese, a parte il continuato interessamento nella gara internazionale, e' l'annuncio del collocamento su tutti i mercati il 7 gennaio, 1937 di "CHAMPAGNE WALTZ" che sarà un tributo mondiale al Sig. Zukor per il completamento di 25 anni di associazione con la Paramount. Maggiori dettagli in merito a questo segno di affetto vi giungeranno pel tramite del capo della vostra divisione; nel frattempo ci limitiamo a darvi notizia in anticipo di un avvenimento che non dubitiamo sarà una delle piu' grandi manifestazioni di simpatia che sia mai stata tributata da qualsiasi organizzazione. Il 7 gennaio, tra parentesi, e' il compleanno del Sig. Zukor.

Come rileverete dalle informazioni che appaiono in altra parte di questo numero, il film "CHAMPAGNE WALTZ" e' gia' stato esaminato dal Sig. Weltner alla riunione di St. Louis ed e' la sua ferma opinione che si tratti di una delle piu' belle pellicole musicali prodotte da Paramount. Essa sarà, naturalmente, di speciale interesse per quei territori dove si parlano le lingue italiana, francese, tedesca e spagnola, perche' la protagonista canta parecchie arie in tali lingue. Ma a parte questo, il film e' eccellente sotto ogni punto di vista e per qualsiasi paese del mondo ed e' particolarmente indicato per celebrare le nozze di argento del Sig. Zukor.

Siamo informati dal Sig. Emanuel Cohen che la nuova pellicola di Mae West dal titolo "GO WEST YOUNG MAN" e' completamente differente dalle pellicole fatte in precedenza da questa stella e che e' una produzione divertente per qualsiasi paese. Questa e' invero una buona notizia, anche perche' avremo la Mae West per parecchi altri nuovi films.

Harold Lloyd ha scritto una lettera al Sig. Hicks con la quale informa che il suo nuovo film, al quale non e' ancora stato dato il titolo, non soltanto avra' un minimo di dialogo, ma si svolgera' in un'atmosfera straniera, il che farà molto piacere nel mondo cinematografico. Lo scarso uso di dialogo rendera' il film uno dei piu' ideali per doppiato e sincronizzazione.

Questo mese siamo lieti di darvi altre notizie sul convegno di Avana, che ha dato risultati veramente rimarchevoli, al quale il Sig. Hicks ha partecipato in persona, nonche' di un altro entusiastico convegno in Australia al quale il Sig. Hicks ha partecipato a mezzo della cinematografia. In altre parole, il Sig. Hicks ha preso parte al convegno indetto in Sidney dal Sig. Kennebeck con un discorso pronunziato a mezzo di un film ed ascoltato col piu' vivo interesse.

La nomina del Sig. Eugene J. Zukor ad assistente esecutivo di suo padre per la produzione, con speciali funzioni per il reparto estero, ha suscitato il piu' vivo plauso in tutti gli uffici stranieri di Paramount. Il Sig. Luigi Luraschi e la Sig. na Carroll Stroud continuano ad occupare le medesime cariche in seno all'organizzazione in rappresentanza del reparto estero, offrendo a tutto il mondo la migliore pubblicita' ed un servizio ineccepibile.

Man," é radicalmente diferente das outras produções da captivante estrell e promete ser de franca accitação, como entretenimento de primeira ordem, em todo o mundo. E' esta uma noticia auspiciosa, pois, segundo se diz, Miss West fará provavelmente varios filmes para a nossa marca.

—Publicamos neste numero varios trechos de reportagem sobre a convenção da Paramount em Havana, a que Mr. Hicks compareceu em pessoa, e ainda sobre outra reunião paramounteiza, na Australia, a que Mr. Hicks tambem compareceu... *via filme*. Sim, porque Mr. Hicks fez um discurso na convenção de Sidney, por meio de um filme preparado para essa occasião, o qual foi muito bem recebido.

—Mr. Eugene J. Zukor foi nomeado assistente de seu pae no Studio, facto que explica o grande interesse do nosso Departamento Estrangeiro numa producção que mais e mais se adapte ao gosto das plateas internacionais. Mr. Luigi Luraschi e Miss Carroll Stroud continuam nas suas funcções de representantes no Studio do nosso Departamento Estrangeiro que não causa na distribuição do melhor material de propaganda ao serviço dos bons filmes.

### PARAMOUNT NIEUWS

(Continued from Page 10)

land opvang zullen maken, heeft in den vreemde goede weerklank gevonden. Luigi Luraschi en Miss Carroll Stroud blijven aan ons studio verbonden als vertegenwoordigers der buitenlandse afdeling voor publiciteit en film service.

# N

# Paramount's

# INTERNATIONAL

# NEWS



STILL THE GRANDEST  
SHOW SIGN IN  
THE WORLD!

Vol. 3.

DECEMBER 1, 1936

No. 12.

# STANDINGS AT THE END OF THE FOURTH MONTH

## BY COUNTRIES

This Month		Last Month
1.	Mexico	1.
2.	Brazil	2.
3.	Panama	4.
4.	Australia-N. Z.	5.
5.	India	8.
6.	Argentina	6.
7.	Chile	7.
8.	Great Britain	10.
9.	Japan	20.
10.	Austria	9.
11.	Germany	25.
12.	Holland	17.
13.	Denmark	11.
14.	Uruguay	12.
15.	Puerto Rico	15.
16.	Jugo Slavia	22.
17.	China	18.
18.	Norway	19.
19.	Philippines	16.
20.	Cuba	14.
21.	Peru	13.
22.	Roumania	26.
23.	Czecho Slovakia	21.
24.	France	24.
25.	Straits-Java	3.
26.	Italy	29.
27.	Guatemala	23.
28.	Poland	27.
29.	Colombia	30.
30.	Hungary	28.
31.	Sweden	31.
32.	Finland	32.

Dark Figures Indicate "Over Quota"

## CHANGES THAT A MONTH HAS BROUGHT

One change requiring elucidation is that concerning John A. Groves' territory, Straits-Java. In this case, which applies equally to the Division and Country brackets, the standing was adjusted to eliminate a doubling up of business in July by reason of a certain administrative change.

Other than that, in the category of Divisions, we find John L. Day, Jr. still in the lead. But it's a lead seriously challenged by John E. Kennebeck, who has mounted to Second from last month's Third. Charles Ballance has climbed to Third from Fifth, John B. Nathan stays at Fourth, but Arthur L. Pratchett is in Fifth from last month's Seventh. John Cecil Graham has improved the shining Eighth by going to Sixth this month: Tom D. Cochran prefers Eighth to Ninth, Gus J. Schaefer likes Ninth more than Tenth, while Henri Klarsfeld picks up that Tenth in preference to last month's Eleventh.

## BY DIVISIONS

This Month		Last Month
1.	Day	1.
2.	Kennebeck	3.
3.	Ballance	5.
4.	Nathan	4.
5.	Pratchett	7.
6.	Graham	8.
7.	Del Villar	6.
8.	Cochrane	9.
9.	Schaefer	10.
10.	Klarsfeld	11.
11.	Groves	2.
12.	Aboaf	12.
13.	York	13.

Dark Figures Indicate "Over Quota"

Among the Countries there are some staggering changes, notably that of Japan soaring to 9th from 20th, and Germany going to 11th from 25th.

The leader is still Mexico, with Brazil retaining 2nd. Panama is 3rd, vice 4th, Australia-N. Z. in 4th instead of 5th; India up to 5th from 8th, and Great Britain ahead two points to 8th. Japan we've already spoken of. Like-

wise Germany. Holland is up to 12th from 17th, and Jugo-Slavia has zoomed to 16th from 22nd. China and Norway have each advanced a point. Roumania at 22nd is four points better than last month, and Italy at 26th is three points better. Colombia is bettered one point at 29th. All territories unmentioned in this paragraph urge that you watch them next month.

## NOTE

This issue is drastically reduced in size merely to keep the continuity of publication. We know that you must have the Standings each month, we know that you want to have some word from us; and for our part we want to give you all the news. So this month we are retaining in our two crowded pages the Standings, the Birthday Anniversaries, but only the highspots of production news, and the briefest of mentions of the many fascinating items of personal news that have come to us since our last issue. Next month's issue will be, we sincerely hope, the finest issue of this publication ever produced. It is being lovingly fostered, for it will be our concentrated estimation of a man who has been a vital and enduring factor in the lives of all of us. His name is Adolph Zukor.

The following important instruction is published here at the wish of Larry P. Flynn, Manager of Transportation:

## SHIPMENTS FROM OUR FOREIGN OFFICES TO U.S.A.

On and after January 2, 1937, United States Customs authorities will require two (2) copies of Consular invoices on each shipment exceeding a value of \$100.00.

Heretofore regulations required furnishing but ONE (1) copy of Consular invoice with the \$2.50 fee stamp attached thereon; and duly signed by American Consul abroad.

In case our offices have occasion to ship anything to us exceeding value \$100.00, please bear in mind that Customs authorities in New York will refuse to accept all entries unless TWO (2) copies of Consular invoice accompany shipment.

Please understand that each copy of Consular Invoice must be exact copy of original Consular Invoice.

## NEWS IN BRIEF

Everything tabloided because of the smallness of the issue, and because next month's issue is the special Commemorative Issue for Adolph Zukor. You'll have to forgive us as best you can.

Australia followed the story of their sensational October Convention (photos of which we must run just as soon as our issues get back to normal) with the following glowing cable: "Hooray for Adolph Zukor Jubilee Celebration under captaincy Gladys Swarthout commencing Janu-



## THE MIGHTIEST MUSICAL SCENE IN MODERN PICTURE-MAKING

Here is the towering climax to "Champagne Waltz"—the scene of the dual triumph of Gladys Swarthout as a singer and Fred MacMurray as a musician. For sheer stunning magnificence and volume of melody it has everything that the screen has ever before presented topped a mile. Never since sound came to the screen has there been such a sweeping crescendo of music as the one which concludes the endless musical and romantic thrills of "Champagne Waltz." We know: we've seen the film!

ary. Count on us for million percent cooperation with simultaneous release "Champagne Waltz" every capital city Australia and New Zealand January 22nd."

Another Paramourteer has scored a "First Mention" in the Quigley Award bestowed by America's Motion Picture Herald. The fortunate winner is C. R. Young, manager of our Paramount Theatre in Glasgow, Scotland. Mr. Young was also listed some months ago for his work on behalf of "The Milky Way."

In the realm of production we retail the following highspot news items: Carole Lombard will be a tap dancer in "Swing High, Swing Low," co-starred with Fred MacMurray.

Paramour is definitely going to make "Carmen" as a high-powered drama with operatic music. The Studio is looking for the ideal Carmen and specifies that she must possess talent as a dramatic actress as well as an operatic voice.

"Souls At Sea" has been in work

three weeks and is definitely going to be one of the great Paramount pictures in years. Henry Hathaway is directing Gary Cooper, George Raft, Frances Dee and Colin Tapley in this.

The publicity staff of Italy's Head Office in Rome is now issuing the publicity news already made up in galley form, ready for Italian editors.

We also have before us the most recent issue of Italy's "Paramount," with the preliminary announcement of what Americo Aboaf's Division plans for Mr. Zukor's Silver Jubilee. Also this issue tells us, photographically, of the marriage of Signor Saraco of the Naples office. Congratulations!

All offices we believe received a copy of Bill Pine's letter about DeMille's "The Plainsman." It looks like very good news about a great film. You should be seeing it soon.

The newest bulletin of pep and vigor from Division Manager Pratchett's Revolucionarios reveals all six of the countries in precisely the same spots they were in last month. Los

Charros are First, Los Caribes Second, Los Cubiches Third, Los Colomiales Fourth, Los Chapines Fifth and Los Cachacos Sixth.

Irene Dunne has started work on her first Paramount picture, "High, Wide and Handsome" under the direction of Rouben Mamoulian.

The Stockholm press reviews on the premiere of "The General Died At Dawn" at Sweden's premiere theatre, The China, prove that this was the China's greatest premiere.

Oscar Serlin has gone to Hollywood to commence production of "Artists and Models," planned as an annual Paramount filmusical extravaganza. Oscar is thoroughly familiar with the type of musical that the entire world wants most.

We have to acknowledge, with thanks, a liberal contribution of news from London Publicity Director F. L. C. Thomas. Unfortunately we have not the space for it this issue, and next issue will be almost completely dedicated to Mr. Zukor. So—!

## JANUARY BIRTHDAY ANNIVERSARIES WAITING FOR YOUR GREETINGS

- |  |                                       |  |  |  |
|--|---------------------------------------|--|--|--|
| 1 V. Vodickova . . . . .Czechoslovakia | Mrs. Storzer . . . . .Berlin          | Mr. Mortimer . . . . .Liverpool          | Mr. Rushforth . . . . .London          | 26 Mr. A. Segerblom . . . . .Stockholm |
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