



"MOVIE FANS WILL FIND REFRESHMENT HERE IN A PICTURE OF UNUSUAL QUALITY" said LIBERTY MAGAZINE in a full-page review

"THE SOUTHERNER IS AN EXCELLENT PIECE OF MOTION PICTURE. IT IS SHEER HUMAN DRAMA...THE AUDIENCE LIVES IN THE STORY...CAST COULDN'T HAVE BEEN BETTER"

said VARIETY

"THE SOUTHERNER EMERGES AS A GREAT MOTION PICTURE FROM START TO FINISH....
CONTAINING ALL THE ELEMENTS OF ENTERTAINMENT" said the HOLLYWOOD REPORTER

Wes, THEY'RE ALL SAYING

"THE SOUTHERNER" HAS WHAT IT TAKES

"THE SOUTHERNER" HAS WHAT IT TAKES

TO MAKE BOX-OFFICE HISTORY...

And here's an exploitation and exploitation and publicity campaign that will help you make

ADVERTISING





Four Cols. x 141 lines

Mat 17D—.60





LOVE-AS YOU'VE DREAMED THAT LOVE MIGHT BE!





Two Cols. x 151 lines

Mat 20B-.30



One Col. x 58 lines Mat 32A-...15



One Col. x 92 lines Mat 33A-..15







One Col. x 97 lines Mat 35A-...15

Directed by JEAN RENOIR Produced by DAVID L. LOEW and ROBERT HAKIM · Released thru UNITED ARTISTS

Three Cols. x 124 lines

Mat 19C-.45

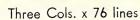


One Col. x 71 lines Mat **34A**—.15

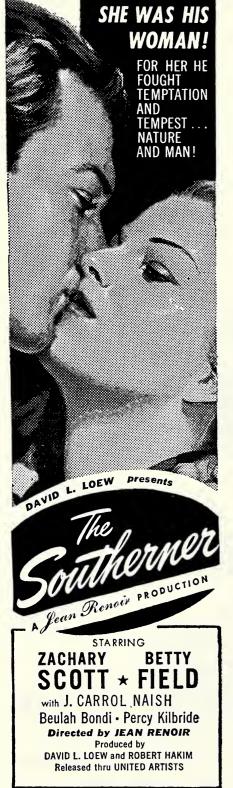


-HEDDA HOPPER





Mat 38C-.45





Mat 39C-..45



Mat 36A-.15

DAVID L. LOEW STARRING

"THE PICTURE THAT

NEVER LETS GO

OF YOUR HEART!"

ZACHARY BETTY SCOTT * FIELD

with J. CARROL NAISH Beulah Bondi · Percy Kilbride Directed by JEAN RENOIR Produced by DAVID L. LOEW and ROBERT HAKIM Released thru UNITED ARTISTS

One Col. x 126 lines

Beulah Bondi • Percy Kilbride

Directed by JEAN RENOIR Produced by

DAVID L. LOEW and ROBERT HAKIM Released thru UNITED ARTISTS



Critics are proclaiming THE SOUTHERNER as an "honest movie!" Time Magazine says it is worth a dozen of the usual Academy Award Winners! THE SOUTHERNER is honest because it has a real story to tell; because its characters live on the screen; because their emotions overflow from the screen into your heart!

No love story has ever been more earthy than that of Sam and Nona—simple man and woman, fiercely in love. When Nona lights the first fire in their humble home... when Sam says "some day we'll have our own bedroom"... those are but two of many sensitive, throbbing moments.

No movie has depicted man's struggle against human nature and the elements with more savage realism.

A great book has inspired great performances. There are laughs—but this is no frivilous film; there is thrilling excitement, but this is no cheap melodrama; there is romance but this is no frothy love story. This is an HONEST movie!

David L. Loew presents
The Picturization of the
Best Selling Novel
"Hold Autumn in Your Hand"



"The Southerner"

A Jean Renoir Production

starring

SCOTT

BETTY

with J. Carrol Naish
Beulah Bondi • Percy Kilbride
Directed by Jean Renoir

Produced by DAVID L. LOEW and ROBERT HAKIM
Released thru United Artists





Two Cols. x 50 lines

Mat 23B—.30



Two Cols. x 41 lines

Mat 24B--.30

"IT IS WORTH ANY DOZEN RUN-OF-THE-STUDIO ACADEMY AWARD WINNERS." -TIME



Two Cols. x 41 lines

Mat **25B**—.30



One Col. x 20 lines



One Col. x 14 lines
Both on Mat 29A—.15

SHE WAS HIS WOMAN! HE WAS HER MAN!



Two Cols. x 31 lines

"THE PICTURE THAT NEVER LETS GO OF YOUR HEART"



Two Cols. x 20 lines Both on Mat **27B**—.30



3 STUNTS THAT MEAN BUSINESS DO THESE FOR TOWN-WIDE ATTENTION!

HONOR "THE FARMER'S DAUGHTER" WITH THIS BEAUTY CONTEST!

THE farmer's daughter, too long neglected from the glamour angle, comes into her own in "The Southerner." Run a beauty contest for FARMER'S DAUGHTERS with two prizes, one for comeliness and one for the greatest contribution to the all-important "Food Fights For Freedom" campaign.

IF you are not near a farming community, this contest will be equally effective if conducted in war plants with former farm girls competing.

IF your community is holding a county fair, this would be the ideal place for a FARMER'S DAUGHTER BEAUTY CONTEST. Ask the mayor, an artist and one of the leading citizens in town to act as judges.

ANNOUNCE this contest a few weeks in advance of your picture and get cooperation from a leading store in the awarding of the prizes. This tack card can be used as an announcement or you can make your announcement through the local press.





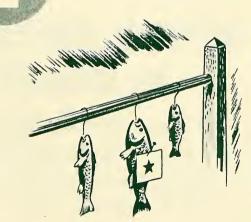


Compete in the Beauty Contest at (Name of Town) County Fair GRAND PRIZE given by Town Shoppe in conjunction with

"THE SOUTHERNER"

Coming to the _____Theatre

CATCH 'EM WITH THIS "BIGGEST FISH" STUNT!



The giant catfish caught by Sam Tucker in "THE SOUTHERNER," which ends his feud with Devers, whose farm adjoins his, suggests a tie-in with local fishing clubs and sporting goods stores.

In your advertising or publicity, well in advance of your opening, offer a prize of guest tickets and war stamps for the biggest fish caught the week before your opening. Arrange for a window or counter display in your local sporting goods store, using Still Nos. 55, 80 or 90 with your bally and credits. Perhaps it will also be possible to offer an additional prize of a reel or other fishing equipment, if the sporting goods store will cooperate.

Plan to display a photograph of the lucky fisherman, with his catch, in front of your theatre or the cooperating store. Use the photograph along with stills from "THE SOUTHERNER" in your lobby and in your local newspaper publicity.

Plug your title with a notable "Southerner" quiz, via your local newspaper, radio or in a throwaway distributed through your lobby and usual channels. Plant quiz about a week ahead of your opening and offer guest tickets as prizes to the first ten who get the correct answers.

Pose the question: "WHAT NOTABLE SOUTHERNER FULFILLS THE FOLLOWING QUALIFICATIONS?" First ten sending in the correct answers will receive a pair of guest tickets to "THE SOUTHERNER" opening at the Theatre on ;playdate. Here are the questions:

QUESTIONS

- 1. A general who became president of the United States.
- 2. A statesman who preferred death to loss of liberty.
- 3. A general who was accidentally shot by his own troops.

- 4. A famous Virginia beauty who achieved distinction in the governing body of a foreign country.
- 5. A governor who aspired to dictatorship, whose career was arrested by a bullet.
- 6. A woman who became governor of a great Southern State.
- 7. A scientist who contributed importantly to the development
- cotton and peanut culture. 8. A President's wife, whose beauty and social charm are still a
- Washington tradition.
- 9. A Confederate general, whose son, bearing the same name, was recently killed on Okinawa.
- 10. A famous Virginian who became the first Chief Justice of the United States Supreme Court.

ANSWERS

1. George Washington. 2. Patrick Henry. 3. Stonewall Jackson. 4. Lady Nancy Astor. 5. Huey Long. 6. Mrs. Miriam A. Ferguson (governor of Texas, 1924-26). 7. Dr. George Washington Carver. 8. Dolly Madison. 9. General Simon Bolivar Buckner. 10. John Marshall.

EXPLOIT ITS GREAT LOVE STORY





INTERVIEW HUSBANDS AND

The theme of "The Southerner" stresses the undying love of a man and a woman for each other. Their great love story suggests a stunt which will prove a space-getter in local papers. The night of your opening of "The Southerner" arrange to have a newspaper reporter and photographer present. Have them interview and take pictures of husbands and wives leaving the theatre. Pose this question: "DOES THE LOVE STORY OF SAM AND NONA REMIND YOU OF SIMILAR EPISODES IN YOUR OWN MARRIED LIFE? WHAT WERE THEY?" Arrange to have pictures and answers published.

This stunt will certainly meet with newspaper cooperation because of its great human interest and because it involves local personalities. You can get plenty of talk about the stunt in advance by carrying a notice a week before your opening announcing that interviews will take place.



PEG CONTEST ON FAMILY THEME

An essay contest, slanted for your local paper, and one women will go for, fits in directly with the theme of "The Southerner." Plant this question as the basis for the contest:

"HOW CAN A WOMAN KEEP HER FAMILY TOGETHER IN THE FACE OF ADVERSITY?"

In "The Southerner," Betty Field's love of her family and her absolute refusal to admit defeat, gives her husband, Zachary Scott, the courage to rise above all obstacles. Every wife, at some time in her marriage, has had to deal with problems affecting the future of her husband and her family. This contest, therefore, will have a powerful appeal for the women.

For the best 200 word letter, offer a prize of guest tickets to "The Southerner."



SAM (Zachary Scott), All He Wanted Was a



NONA (Betty Field) Her Man, Her Family and Her



JOT (Jay Gilpin) His Tragic Story Will Love of the Land Were Her Life Touch Every Heart



(J. Carrol Naish) He Farms His Land — Asks Help From No Man and Gives None



GRANNY (Beulah Bondi) She Always Has Her Say, But Not Always Her Way



TIM (Charles Kemper) He Works in a Factory, Has Money in His Pocket and Women on His

SETPIECE FOR LOBBY OR WINDOW DISPLAY

Here is an effective lobby or window display which sells the tender love of the members of the Tucker Family for each other, and the forces they had to fight.

Arrange this display in lobby frames carrying the suggested copy below for each character. The following over-all line will peg the picture and make your lobby one of the most attractive yet devised: SEE THEM IN THE PICTURE THAT NEVER LETS GO OF YOUR HEART.

Order still nos. Zachary Scott, No. 7, Betty Field, No. SP 22, Charles Kemper, No. SP 17, Beulah Bondi, No. SP 6, Jay Gilpin, No. SP 9, I. Carrol Naish, No. 8.

BRING IT TO YOUR COMMUNITY



The importance of milk as a health food, which is shown so graphically in "THE SOUTHERNER," provides a natural tie-up with your local dairy or milk company. If possible, arrange to get mention of the picture, with art of Zachary Scott or Betty Field, in the company's advertisements and on streamers placed on delivery trucks.

Cards can be inexpensively printed and strung around the necks of milk bottles, as shown in the accompanying illustration, carrying copy plugging milk as a health food and giving picture credit. If desired, have a certain limited number of these printed on colored stock and offer guest tickets to any one bringing one of these cards to the theatre.

FOR HEALTH—DRINK MILK

See How Milk Saves A Life

"THE SOUTHERNER"

rt the Theatr

Plāydate)



LOCAL BOARD OF HEALTH WILL GO FOR THIS!

Do not overlook your local board of health or a leading medico for a statement or interview on the educational value of the picture from a medical and nutritional viewpoint. During this period, when meat is scarce and high in red points, the values of a diet of milk and fresh vegetables ties right in with OPA's nutritional campaign and can readily be made the subject of a timely newspaper feature.

PREVIEW FOR FARM GROUPS

Preview for local farm group leaders, such as American Farm Bureau Federation, National Farmers Union, Grange, 4 H Clubs, Victory Garden leagues, etc. Tie in picture with slogan "Food Fights for Freedom." Invite essays from high school students on the subject and hold interviews with local officials.

TIE-IN WITH DRIVE TO RECRUIT FARM WORKERS

Plan a "Food Fights For Freedom" night, at which the leaders of the Girl Scouts, Boy Scouts, School Garden Clubs and Victory Garden groups are invited guests. Get the cooperation of your local newspaper for an advance story calling for volunteers to help the farmers gather their crops with enrollment at your theatre.

Enlist the aid of the local farm associations such as the Grange, National Farm Union and 4 H Clubs and get a speaker from one of them to make a short address on the importance of getting volunteers to help the farmers gather their fruit crops during the present man-power shortage. A photograph of half a dozen pretty girl volunteers, taken in front of your theatre, will be easy to arrange and will be sure-fire for space in your local newspaper.

Bally the stunt on heralds and throwaways in advance of your opening and wherever possible get space on school and club bulletin boards for your announcement and star and scene stills from "THE SOUTH-ERNER".

SCREEN IT FOR CLERGYMEN

If you hold a preview be sure to invite leading local members of the clergy. Suggest that the picture provides a theme for their next sermon — faith conquering adversity — and urge them to point out that the courage of the men on the land is what has made our country great.

TIE-IN WITH MILK FUND DRIVE IN YOUR TOWN

If you have a local milk fund or charity organization that is conducting a drive for funds, a tie-in with the picture in throwaways or in a newspaper campaign will be mutually advantageous. Similarly, your local Red Cross should cooperate in arranging displays and tie-ins with its regular publicity service, using stills from the picture with your bally, and stressing the importance of better nutrition as a vital means to combat disease.

SOME BALLYS and SHORT STUNTS!



FOR SUMMER FASHION WINDOWS!



This still of Betty Field is perfect for every dress shop in town where dresses of this type are in demand for summer wear. The peasant blouse is cotton, combined with Irish lace and the dirndl skirt is splashed with colorful flowers. See that picture and star credit accompany the still when displayed in merchant windows. Still No. P-72.

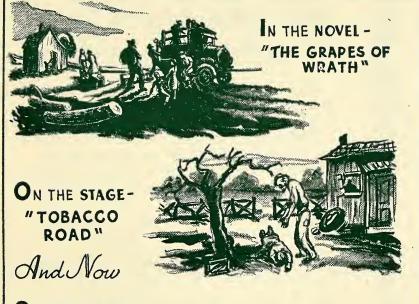
SPECIAL STILLS FOR SOUTHERN CLIMES



These cotton stills of Betty Field are especially appropriate for display in southern states where cotton is the main industry. Use them for counter and window display with picture and star credit. Still Nos. Sp-66 and 75.







ON THE SCREEN"THE SOUTHERNER" THE HEART-TUGGING STORY OF A
MAN AND WOMAN WHO LOVED THE LAND-AND EACH OTHER!



P

PAPERS WILL WANT THIS!

HERE'S a drawing by the world-famous artist Larry Sobol which captures the whole spirit of the "The Southerner." Plant it with local papers! It sells the picture the way you want it sold! Order Mat 15B (.30).



FIGURE CUTOUT

Here's a striking figure cutout of Zachary Scott as Sam Tucker that will dress your lobby or front and bring 'em in to your box office window when you show "THE SOUTHERNER." Order Still No. SP 25, blow it up to the desired size and have your house artist letter it with the copy indicated and your bally. Same will be equally effective as a window or counter display with cooperating merchant.

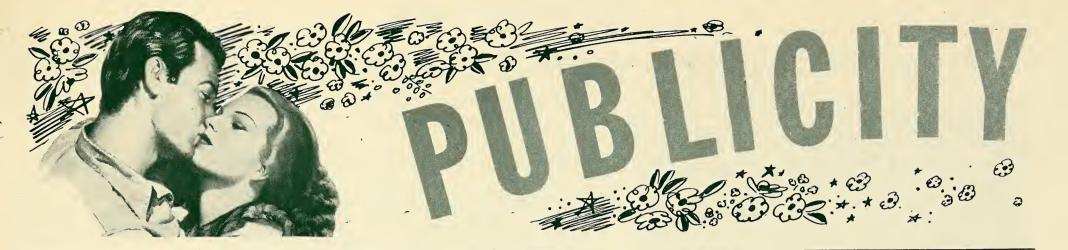


STROLLING TUNE-SMITH WILL BUILD BOX-OFFICE

For your opening and during your run of "THE SOUTHERNER" get a local musician, who can play a guitar or accordion, dress him in overalls and a farmer's straw hat and have him stroll from your lobby through nearby streets where traffic is heaviest, playing "Dixie" and other popular Southern melodies. A ribbon or sash across front of the tune-smith should bear the legend: "SEE — "THE SOUTHERNER" AT THE THEATRE." Other copy can be carried on a sign on his back.

Man should arrange to work back toward the theatre to arrive about the time the picture goes on again. If practicable he should also visit restaurants, night clubs and other resorts where people gather as he makes his rounds. Stunt can also be tied to War Bond or any local drive that may be under way at the time. A pretty girl to go with him to take subscriptions or collect funds would make the stunt even more effective and might be productive of a story or photograph in your local paper.





David L. Loew presents

"THE SOUTHERNER"

A Jean Renoir Production

starring

Zachary Scott

Betty Field

J. Carrol Naish

Beulah Bondi

Percy Kilbride

Directed by Jean Renoir Produced by David L. Loew and Robert Hakim Released Thru United Artists

THE CAST

SAM TUCKER	ZACHARY SCOTT
NONA TUCKER	BETTY FIELD
Devers	L Carrol Naish
Granny	Beulah Bondi
Daisy	Jean Vanderwilt
Jot	Lav Gilnin
Harmie	Percy Kilbride
Ma	Rlanche Vurka
Tim	Charles Kompor
Finley	Norman I land
Finley	Look Norworth
Bartender	Nostan Daine
Dartender	Nestor Paiva
Lizzie	Estelle Taylor
Becky	Noreen Roth
Party Girl	Dorothy Granger
,	

THE CREDITS

Producers	David L. Loew &
	Robert Hakim
Director	Lean Renoir
Adapted for the screen by	Hugo Butler
Based on novel by	George Sessions Perry
Screenplay by	Jean Renoir
Musical Director	Werner Janssen
Director of Photography	Lucien Andriot, A.S.C.
Production Designed by	Eugene Lourie
Associate Producer	Samuel Rheiner
Production Manager	Joe C. Gilpin
Assistant Director	Robert Aldrich
Sound	Frank Webster
Film Editor	Gregg Tallas
Dialogue Director	Paula Walling

THE STORY

Sam Tucker's love of earth receives full test when he ambitiously decides to become a tenant farmer instead of a migratory worker.

Sam (Zachary Scott) takes his family to their new home. His wife, Nona (Betty Field), tries to adopt a cheerful attitude. She sends the children, Jot and Daisy (Jay Gilpin and Jean Vanderwilt) to play with their dog, Zoonie, while, with her husband, she inspects the dismal quarters. Granny (Beulah Bondi) a gnarled, shrill-tongued ancient, openly berates the young man for bringing his loved ones to

Sam's first act is to visit his neighbor, Henry Devers (J. Carrol Naish), who grudgingly grants him permission to draw water from his well. Henry's daughter, Becky (Noreen Roth) and nephew, Finley (Norman Lloyd) are pleasant to the newcomer but the vicissitudes suffered during early years from ruined crops, floods, and the death of his wife from exposure to the elements, have left Devers forever soured. Sam discovers that Devers' one joy is fishing. He is busy making a hook to catch "Lead Pencil", a giant catfish, that hides in the river nearby.

With the arrival of Spring, Sam is able at last to start plowing the ground with Nona's help. Jot is stricken with the dread disease known as pellagra and the village doctor (Jack Norworth) warns the anguished parents that they must get a cow at once and plant vegetables

since Jot must have proper food. Harmie, the grocer (Percy Kilbride) hearing of the Tuckers' plight, sends them a cow. For Harmie happens to be in love with Sam's

widowed mother (Blanche Yurka).

Mother comes to visit her son and daughter-in-law to help nurse Jot. Cheered by this kindness, Sam is able to fight off misgivings at having chosen farming instead of a job in the big city at the factory which Tim, a close friend (Charles Kemper) can get for him.

Sam accuses Devers of ruining his garden and the two men fight, the latter wielding a knife. Eventually Sam tosses Devers into the pig

while washing his wounds, Sam's attention is arrested by the tug of the fishing lines. He has caught the wily "Lead Pencil". As he leans down to peer closer at the monster in the water, Sam escapes two bullets aimed at him by the revengeful Devers who has crept up behind.

A moment later the men have forgotten their rage in the mutual fascination of fishing. Devers begs Sam for the fish. It is now Sam's opportunity to bargain and he does. In exchange for "Lead Pencil," Sam gets all of Devers' vegetable garden and continued use of the

While attending the wedding party of his mother and Harmie, Sam's happiness is interrupted by a heavy downpour, accompanied by thunder and lightning. Sam and Tim battle their way through the storm to the farm. They find the place devastated, the crop ruined.

Sam is ready to give up completely and is considering the idea of the factory job as he approaches his wrecked house. It is the sight of Nona, Granny and the children industriously repairing the damage that restores Sam's confidence. He will try again!

Prepared Review

"The Southerner" Brings to Screen Fine Bit of Americana

New Picture Tells Story of Sturdy Folk

A heart-warming bit of Americana is "The Southerner," the Jean Renoir production which opened at the Theatre yesterday, starring Zachary Scott and Betty Field. Adapted from George Sessions Perry's prize-winning novel, "Hold Autumn In Your Hand," it is the story of a sturdy young migratory cotton picker whose love of the land gives him the courage to forsake this doubtful security for the bitter battle with nature that is the lot of the man who raises his own

One of the most poignant moments in the film is the scene showing Sam Tucker and his little family lighting the first fire in the crude shack that is the beginning of the peace and security Sam hopes to wrest from the soil. Although we don't see it, we know that he is going to win. It gives you a glow of pride in these people who are your neighbors. It will give you a bit more courage, too.

Zachary Scott is splendid in the role of the land-worshipping young farmer. As his wife, we cannot think of a better choice than Betty Field. She is one of the most capable and sincere young actresses of the sincere young actresses of the day. There is a delightful characterization presented by Beulah Bondi in the role of a shrewish old Granny. She is good for many chuckles. Two children, Daisy and Jot, round out this valiant group.

The picture is a United Artists release, produced by David L. Loew and Robert Hakim. Fine performances by an excellent supporting cast add to the excellent entertainment value of this worthy picture. Chief among these players are Blanche Yurka, Percy Kilbride, J. Carrol Naish, Charles Kemper and Norman Lloyd. There is, also, a colorful bit contributed by Estelle Taylor.



Betty Field and Zachary Scott play the roles of a young Texas farmer and his loyal wife in Jean Renoir's production, "The Southerner," the United Artists release which is coming to the Theatre next This new film is an adaptation of George Sessions Perry's prize-winning novel, "Hold Autumn In Your Hand."

4B-Two-Col. Mat (.30)

Current Feature

Film Version of Prize Novel Stars Field-Scott

"The Southerner," the Jean Renoir production which opened yesterday at the Theatre, is the story of a man who loved the earth with an intense devotion. Flanked by his loyal and spirited little family, he struggles to make a living from the land, battling the elements with the courage that is born only of a sublime belief in an ideal and the determination to carry it to fulfillment. It is a story that never lets go of your heart.

Sam Tucker is our hero. As played by Zachary Scott he is a real person, the sort of American infused with all the sturdy qualities of our pioneer ancestors. His wife is equally courageous, taking her place beside her man and being one with him all the way. Director Re-noir could not have made a better choice than Betty Field for this role. She is Sam Tucker's wife, not Betty Field. No greater tribute could be paid any actress. The rest of the family con-

sists of Granny, a shrewish and bright-eyed old crone, delightfully portrayed by Beulah Bondi, and the children, Daisy and Jot. All together you will be proud of these people. They are the sort that made our nation great; people who will never let our nation die.

"The Southerner" is a United Artists release, adapted from George Sessions Perry's prizewinning novel, "Hold Autumn In Your Hand." In addition to Miss Bondi the supporting cost Miss Bondi, the supporting cast includes J. Carrol Naish, Blanche Yurka, Percy Kilbride, Charles Kemper, Noreen Roth and Norman Lloyd. They are vivid characters in this fine and poignant screen play.



It looks as though Zachary Scott will have a bit of a time eluding Estelle Taylor in this scene from Jean Renoir's "The Southerner," the film drama in which Mr. Scott is starred with Betty Field at the . . . Theatre. In addition to Miss Taylor, the supporting cast includes Beulah Bondi, J. Carrol Naish and Blanche Yurka. It is an adaptation of "Hold Autumn In Your Hand," by George Sessions Perry, released by United Artists.

5B-Two-Col. Mat (.30)

"THE SOUTHERNER" VIVID, HEART-WARMING STORY



An amusing scene from "The Southerner," the Jean Renoir film now at the . . . Theatre thru United Artists release. There has been a friendly skirmish between Zachary Scott (right) and his pal, Charles Kemper (left), but Betty Field has delivered the knockout punch and Zach proudly announces her the winner! 8B-Two-Col. Mat (.30)



The "boys" get together for a little drink straight from the jug at a gay wedding party in Jean Renoir's production, "The Southerner," now at the . . . Theatre thru United Artists release. That's star Zachary Scott imbibing, with his good pal, Charles Kemper (at left) singing "Sweet Adeline."

7B—Two-Col. Mat (.30)



Pretty Noreen Roth plays a demure farmer's lass in Jean Renoir's drama, "The Southerner," which stars Betty Field and Zachary Scott. At right, above, Noreen in a less demure pose. The film, adapted from the prize novel "Hold Autumn In Your Hand," is at the Theatre thru United Artists release.

6B-Two-Col. Mat (.30)

Author of Dramatic Saga of The Soil Hails from Texas

George Sessions Perry, author of the deeply moving novel "Hold Autumn In Your Hand" which has been made into a stirring moving picture, entitled "The Southerner," by David Loew and Robert Hakim for United Artists release, knows the Texas about which he writes very well for he was born there, attended two universities there and

has spent much of his life there.

"The Southerner" tells the story of a migratory worker who takes his family to the Texas cotton lands

to settle there as a tenant farmer. The vicissitudes encountered by the family as they battle soil and elements for a livelihood and finally win out against nearly insuperable odds, form the backbone of the book and picture.

Although Mr. Perry attended three universities, Southwestern in Houston, and the Universities of Texas and Purdue—he admits candidly that he never got beyond the freshman class. how-ever, he's doing pretty good for a freshman.

His novels have gained fame around the world. His short stories are featured in the leading magazines. As a war cor-respondent he won additional acclaim and his book "Whereactain and his book "Where-away," on the fighting grit and tenacity of the light cruiser "Marblehead" in the Battle of the Java Sea, is hailed as a classic in the literature of World War II.

Mr. Perry was born May 5, 1910, in Rockdale, Texas. In 1933 he married Clare Elizabeth Hodges. His books include "Hackberry Cavalier," "Walls Rise Up," "Texas, A World In Itself" and "Round Up."

The film version of his prize novel, now called "The Southerner," co-starring Zachary Scott and Betty Field, will be shown at the . . . Theatre to-morrow.

morrow.

Jean Renoir, son of the famous French impressionist artist, Pierre Auguste Renoir, directed the film. Known for his fine interpretation of dramatic stories of simple folk, Renoir has contributed another fine example of the type of film for ample of the type of film for

which he has become internationally famous. "The Southerner" is certain to take its place among this year's "best." For all its stark realism, it has heart and warmth and tells a love story that transcends some of the post touching in the him. of the most touching in the history of our pioneering land.

ACTOR NAISH IS ONE SMART GUY

In the light of the current housing shortage, consider the problem in diplomacy which faced J. Carrol Naish, during faced J. Carrol Naish, during the filming of Jean Renoir's production, "The Southerner," now playing at the . . . Theatre thru United Artists, starring Betty Field and Zachary Scott.

Naish's landlady is none other than Estelle Taylor, who also emotes in "The Southerner." Every time Estelle had to face the camera Naish was however.

the camera, Naish was hovering about, looking a bit worried. He kept giving director Jean Renoir slight hints.

"What a fine job she's doing," he'd say, "don't you think she should have a close-up right here?" Or, "Is Miss Taylor perfectly happy in her role? If

I play a scene with her, it's alright with me if my back is to the camera."

No fool, that Naish. He loves that beautiful Hollywood home he lives in. Miss Taylor laughingly admits that her actor tenant made her feel like a blackmailer. But she added that he mailer. But she added that he can settle down.



Betty Field, starred with Zachary Scott in Jean Renoir's production, "The Southerner," the United Artists release now showing at Theatre. Miss Field plays the role of a tenant farmer's wife in this new film drama.

13A-1 Col. Mat (.15)

Square Dances Gain Following

"Chase the rabbit, chase the squirrel, Chase the pretty girl around the world. Chase the baboon, chase the coon. Chase that pretty boy around the moon."

As the caller twangs these words, laughing couples stomp breathlessly through a rousing square dance. They're a fine sight to see in an important sequence in "The Southerner," the Jean Renoir production now the Jean Renoir production now showing at the . . . Theatre. It is the rustic wedding party which precedes the climax of this film of George Sessions Perry's prize novel, "Hold Autumn In Your Hand, released by United Artists.

Betty Field and Zachary Scott are the stars. In this scene they are prancing with the Texas farmer folk, as are Blanche Yurka and Percy Kilbride, the blushing newlyweds for whom the celebration is

being held.

being held.

Sherman Saunders is the square dance caller. There's a story to this Saunders. Five years ago he formed the "Go-Getters," a club dedicated to American folk dancing. There are now 170 men and women participating in the weekly gatherings at the clubhouse located in Hollywood cated in Hollywood.

Many of the membership depend on motion pictures for a livelihood. Studios have heard of the "Go-Getters" and are constantly calling the organization to come over and do its

stuff for pictures, as in the case of "The Southerner."

Years ago Saunders became fascinated by square dancing. When he settled down in Hollywood he started interesting neighbors and friends in Saturday night square dance socials.

"Soon everyone was in-trigued," he says, "and we danced our way right out of one small club room into our

present greatly increased quarters. It's nothing for our membership to wear down the en-thusiasm of three fiddlers and a couple of guitarists in a single

evening.
"When we have a group of strangers coming to one of our dances to look things over, they invariably think it's going to be dull. So they ask us to make it short. It usually ends up with these same people hanging around for hours and then asking for encores."



Little Jay Gilpin in "The Southerner" at the Theatre thru
United Artists release. 14A-1 Col. Mat (.15)

Camping Out Location Site Fun For Stars

Life on location during the filming of a picture often assumes the proportions of a mass picnic party. The many dis-comforts are turned into sources of amusement, for there are many laughs as the company just takes the lack of accomodations and the day's work in merry stride. The friendly spirit of "camping out" pervades.

This was especally so during the filming of "The Southerner," the new Jean Renoir film drama at the Theatre thru United Artists, starring Betty Field and Zachary Scott. The troupe roughed it in a tent village built in the midst of a huge cotton field along the San Joaquin River in Northern California,

River in Northern California, tenting together.

Miss Field and Mr. Scott, along with supporting players Beulah Bondi, J. Carrol Naish, Blanche Yurka, Percy Kilbride, Charles Kemper, Norman Lloyd, Estelle Taylor and Director Renoir, practically lived in a heap with the members of the hairdressing, wardrobe, make-up and stage hand departments. and stage hand departments.

Due to transportation difficulties, the company found it impossible to seek recreation in even the nearest towns. How-ever, a soft drink parlor and play room were constructed in the temporary village and though a bit crude, they pro-vided the setting for plenty of spontaneous fun and entertainment. Movies were shown nightly. When the thermometer hit 100, as it often did, the nearby river offered a fine cooling off swimmin' hole.

All this was such a refreshing change from the usual studio routine that the members of the company decided to treat it as a vacation. A pretty fine one, too. One with free food (three meals a day served at the commissary), free recreation and good pay.

Renoir Does Great Job of Directing

Jean Renoir's father made pictures too. They hang today in the Caillebotte Room at the Luxembourg and in the Tate Gallery in London. Their creator—Pierre Auguste Renoir—was the leader of the French impressionist school and his "Bathers," "Rowers' Luncheon" and "Ball At The Moulin de la Galette" are known around the world.

In many of the elder Renoir's paintings there appears a small boy with long reddish hair who was destined to grow up and make pictures which would gain a popularity rivalling those of his father. The boy—Jean Re-noir—is today one of the best known directors in motion pic-

Born in Paris, September 15, 1894 Renoir spent most of his life in that colorful city and on his famous father's estate at Cagnes-sur-Mer in the south of

High on the list of film "greats" is "La Grande Illusion" which Renoir made in France with Eric von Stroheim and Jean Gabin. Another film which added lustre to the Renoir megaphone was "La Chienne," the first of the so-called "realist" pictures to come from the French studios.

In 1940 Renoir transferred his directorial activities to

his directorial activities to America rather than collaborate with the hated Boche. His latest screen achievement—"The Southerner," produced by Loew-Hakim for United Artists release and co-starring Zachary Scott and Betty Field, is a deepiy-moving tale of regeneration in the Texas farmlands. The picture will be shown at thetheatre on

BLANCHE YURKA AIDS NEWCOMERS

When not appearing before the motion picture camera, Blanche Yurka, one of the featured players in the Loew-Hakim production "The Southerner," operates a one-woman "theatrical unit" in which she is producer, direc-

tor and cast.
This "One Woman Theatre" represents a collection of scenes from some of Miss Yurka's great footlight triumphs, the span of roles including Greek tragedy as well as modern drama. She plays before little theatre groups and dramatic students in colleges throughout the country.

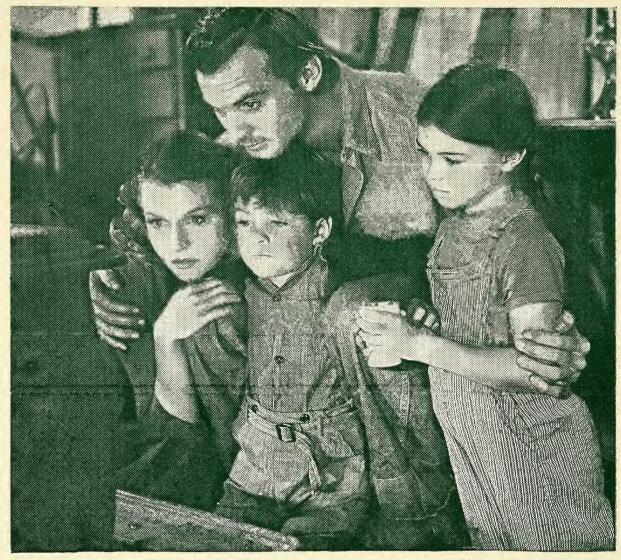
the country.

Notable films in which Miss Notable films in which Miss Yurka has appeared include: "Escape" starring Norma Shearer and Robert Taylor; "City for Conquest" and "Bridge of San Luis Rey." Miss Yurka maintains residence in both Hollywood and New York. Whenever she finds a young person with talent she gives freely of her time and experience to help develop the newcomer into good

velop the newcomer into good

stage material.

stage material.
In the film, "The Southerner,"
Miss Yurka plays the part of
"Ma," a role calling for a great
emotional range. Directed by
Jean Renoir for United Artists
release, the picture will be
shown at the.....theatre
on.....Zachary Scott and
Betty Field are co-starred.



The brave little farming family gather round the first fire in their new home, a barely livable shack in the midst of an uncultivated cotton field. This is a poignant scene from Jean Renoir's production "The Southerner," the United Artists release coming to the . . . Theatre next . . . starring Betty Field and Zachary Scott and featuring Beulah Bondi, Percy Kilbride and Blanche Yurka. "The Southerner" was adapted from George Sessions Perry's prize novel, "Hold Autumn In Your Hand." $2C-Three-Col.\ Mat\ (.45)$

Noreen Roth Likes Role Of Farmer's Daughter

You can lead a clothes-horse to the camera but you can't make her act. Noreen Roth had this in mind when she abandoned sequins for sock-and-buckskin and attitudes for acting. Glorified by MGM in "Ziegfeld Follies," Noreen struck attitudes more often

in "Ziegfeld Follies," Noreen struck attitudes more often than a clock striking twelve.

She got tired looking like the Statue of Liberty in nylons. She had gone on the stage to act not strut. They told her she was dreaming but she kept right on. The dream came true when Loew-Hakim signed her for their production of "The Southerner," which was directed by Jean Renoir for United Artby Jean Renoir for United Artists release and is coming to

ists release and is coming to the Theatre on

In the picture, which stars Zachary Scott and Betty Field, Noreen plays the part of Becky Devers, daughter of an embittered farmer in the Texas cotton country. She gets plenty of chance to act. And her performance has called forth much critical acclaim. Her only costume for the picture is a gingham gown—worth exactly gingham gown-worth exactly

Born in Wenatchee, Washington, Noreen was nominated the Apple Blossom Queen of her home state in 1942. An apple blossom queen a day never kept a talent scout away and after one look at Noreen, they came

by the bushel. Miss Roth did not try to hide her light under that bushel. So her light was shortly shining in Hollywood where she was billed as a glamorous personality. But she tumbled to the fact pretty fast that glamorous personalities had been heard of in Hollywood be-fore and that the more they were heard of today sometimes, the less they were heard of to-

Noreen preferred the school of Garrick and Bernhardt to glamour and heartbreak. She wanted to speak her lines instead of show them. In the films "Girl Crazy," "Mr. Co-Ed" and "Mrs. Parkington" she had some opportunity to concentrate on cues rather than curves but it wasn't until "The Southerner," a film adaptation of "Hold Autumn In Your Hand" that she really got her teeth into Thespis. Noreen preferred the school into Thespis.

As Becky Devers she has an emotional role which offers wide scope for her talents. The former glamour girl is much happier in a gingham gown.

Others in the fine cast of "The Southerner" are Beulah Bondi, cast as the garrulous old granny, Blanche Yurka, well-known stage and screen star who plays "Ma," and J. Carrol Naish, who is perfectly cast as Devers, Noreen's screen father.



Noreen Roth is happy because her role in "The Southerner" at last gives her a chance to act. The film, a United Artists release, opens on . . . at the . . . Theatre.

12A—One-Col. Mat (.15)

COUNTRY "QUIET" NOT FOR SCOTT

Don't talk about the quiet of the country to Zachary Scott, who is co-starring with Betty Field in "The Southerner," due at the . . . Theatre thru Uni-ted Artists release. During the filming of the picture, players and crew were on location 25 miles outside Fresno on a huge cotton farm within a stone's throw of the San Joaquin River.
And now, if you don't mind,
Zachary will settle for Hollywood and Vine Street. There's
less racket, so he says. The
pastoral countryside is anything
but soothing to the nerves, according to the actor, and he had
a good taste of it during the
many weeks he camped out
making the picture.

"How can you sleep?" he
demands. "Roosters crow, hens
cluck, dogs bark, turkeys gobthrow of the San Joaquin River.

cluck, dogs bark, turkeys gobble, crickets chirp and I swear many's the night I could hear

the cotton pushing up a couple of inches!"

He's just one of those city dudes who thinks cows and chickens are noisier than subways and taxi horns.

Cows Give Cast Plenty of Trouble

An amusing incident occurred during the filming of the Loew-Hakim production "The South-erner" which resulted in the erner" which resulted in the formation of the "Hollywood Gauchos.

Gauchos."
During the shooting of scenes
"on location" in California's
Madera Valley, a number of
cows were driven onto a vegetable garden which, according
to the script, they were supposed to trample.
They ground the beets, tomatoes, beans and carrots underfoot and then forded the San

foot and then forded the San Joaquin River and began work-

Joaquin River and began working on the crops of a farmer on the opposite bank.

This was not in the script. Zachary Scott, who co-stars in the picture with Betty Field, Charles Kemper who plays the role of Tim, a bevy of technicians and make-up men, jumped into the river and swam across.

Waying arms and sticks the

Waving arms and sticks the Waving arms and sticks the impromptu cowboys tried frantically to save the farmer's property and herd the cattle back across the river. It was quite a job. Tommy Thompson, member of the sound crew, pushed one cow into the San Joaquin and, while the animal swam to the other side, hung onto its tail, getting a free ride for his trouble.

for his trouble.

The others had more trouble. The cows did considerable damage to the farmer's crops before age to the farmer's crops before they were all herded out of harm's way. After the farmer's wrath had been placated the members of the movie troupe who had participated in the unscheduled bit of cow-punching, assembled and solemnly formed themselves into the order of "The Hollywood Gauchos."

"The Southerner," directed by Jean Renoir for United Artists release, will be shown at theTheatre on......

Little Jay Gilpin Fine In Film Debut

It's a wise father who knows

To Joe Gilpin, production manager of the Loew-Hakim film "The Southerner," his four year old son, Jay, was simply a good-looking, happy-go-lucky lad who liked hamburgers, ice cream and hot dogs, in the or-der named and all at the same time if the occasion offered.

That Jay was concealing any talent for the screen about his person seemed as unlikely as that Hitler had a heart or that the Japs would dictate peace in the White House. Then one day Jay was driven by his mother to the studio to pick up his father.

his father. As the elder Gilpin walked toward the machine he was accompanied by Jean Renoir, director of the picture. The two men were deep in discussion. Their problem was the procurement of a youngster to play the role of Jot, son of Sam and Nona Tucker (Zachary Scott and Betty Field) in the

During the day, Renoir had interviewed a number of appliinterviewed a number of applicants for the part but none had suited him. He and Gilpin reached the car. After a short chat with Mrs. Gilpin and Jay, Renoir turned to go. He had taken only three steps however when he swung about, viewed four-year-old Jay in sudden concern and said: "There's the boy for Jot."

Mr. and Mrs. Gilpin stared at their son with new respect. Since they could see no reason

Since they could see no reason for raising any objection to Renoir's proposal, they went along with it and Jay was screen - tested and stamped "okay" for the part. In the picture, Jay fulfills the director's confidence in him. But the Cile

ture, Jay fulfills the director's confidence in him. But the Gilpins are still surprised.

The role of Daisy, Jot's sister in the film, was played by seven-year-old Jean Vanderwilt, another screen find.

"The Southerner," released through United Artists, will be shown at the Theatre

on

NO HOLDS BARRED IN THIS FIGHT!







Zachary Scott may be on the ground but he's certainly not out in this fight with neighboring farmer, J. Carrol Naish. When he gets back on his feet it's pretty tough for Naish. Scene is from the Loew-Hakim film, "The Southerner," due at the . . . Theatre soon thru United Artists release. Betty Field co-stars with Scott. Jean Renoir directed.

3C-Three-Col. Mat (.45)



This friendly scene takes place during the wedding party in Jean Renoir's 'The Southerner' now at the . . . Theatre thru United Artists release. At left, Percy Kilbride and Blanche Yurka (the happy newlyweds) and at right, Zachary Scott and Betty Field who are co-starred in the film. 1C-Three-Col. Mat (.45)

Three Careers At Once Are A Cinch For Talented Actress Betty Field

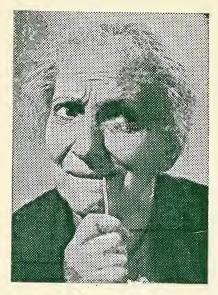
For one so young, Betty Field does a magnificent job of handling what you might easily call three careers. She's a successful screen star, an equally successful stage star, and an excellent manager of her home, husband and children. Did we say for one so young? It's a noble feat at any age!

At the moment she is star-ring on Broadway in the stage play, "The Voice Of The Turtle," which assignment she dashed into after completing her screen role in Jean Renoir's production, "The Southerner," the heart-warming film drama which was adapted from the novel, "Hold Autumn In Your Hand."

Betty's persevering nature is no accident. One branch of her family is descended from Prisramlly is descended from Priscilla, the Pilgrim maid who got her man by daring to utter the immortal line, "Speak for yourself, John Alden." And not quite so far back is Cyrus Field, the man who laid the Atlantic applies.

She was born in Boston, Massachusetts, but by the time she reached high school age, Betty was living in Morristown, N. J. Up to that time her stage experience consisted of starring in plays she staged herself. She remembers that she was sensational in "The Taming of the Shrew," tickets selling for as high as two cents.

While in high school she haunted the stage door of a stock company theatre in Newark, not to idolize the actors



Beulah Bondi, who plays the gnarled old granny in "The Southerner," now showing at the Theatre, starring Betty Field and Zachary Scott. It is a United Artists release.

9A—One-Col. Mat (.15)

and actresses, but to watch how they walked and talked, so she could be like them. She finally got herself a walk-on part, that of a Chinese girl peeping from behind a lattice-work, by bom-barding the management with

This brought about her decision to quit high school and enroll in the American Academy of Dramatic Arts in New York. Understudying Florence Rice's role in "She Loves Me Not" led to her debut as a qualified stage actress. She played the role in the London production of this comedy and upon her return to America, George Abbott discovered her and gave bott discovered her and gave her the leading feminine role in "Three Men On A Horse." "Boy Meets Girl," "What A Life," "Room Service," and "The Primrose Path" followed.

Hollywood signed her to appear in the picture version of "What A Life" and her screen career got a firm foothold immediately. Hollywood respects Betty for her versatility, for she's run the gamut from the baby-talking teen-age vamp in "Seventeen," to the unfortunate derelict in "Of Mice and Men," to the psychopathic daughter in "Kings Row," and now the steadfast wife of a farmer in "The Southerner,"



Betty Field, co-starred with Zachary Scott in the new film drama "The Southerner," now playing at the . . . Theatre. It was directed by Jean Renoir for United Artists release.

10A-One-Col. Mat (.15)

now at the Theatre thru United Artists release.

She is married to playwright Elmer Rice, whom she met while rehearsing in his play "Two On An Island." The meeting led not only to marriage, but to more leading roles in "Flight To The West" and "A New Life." It also led to a lovely old home in Stamford, Conn. and two adorable children—Johnny and Judy.

Beulah an Old Lady Again!

Beulah Bondi has never known what it's like to be young on the screen. Old age crept up on her when she was in her early twenties and made her footlight debut with the Maurice Browne theatrical troupe in Chicago. Her first role was that of an elderly spinster and she did such a fine job that she was immediately cast in like roles. She's been tottering ever since, the victim of a flourishing acting career.

Her latest role is that of the shrill, shrewd, beady-eyed granny in Jean Renoir's new film drama, "The Southerner," the United Artists release now showing at the Theatre, starring Betty Field and Zach-

ary Scott. With her lovely dark hair, smooth complexion and chic clothes, Miss Bondi as herself bears absolutely no resemblance to the old crone she plays in this picture.

Asked about her old women, Miss Bondi smilingly answers, "We're personal friends, my old ladies and I." But there's more to it than that. Certain now that she will never play a young part, this fine actress has made a thorough study of elderly people — their habits, modes of dressing, pasts, thoughts on politics and religion and their reactions to people and events. She really becomes one of the old women she's playing, while she's play-

Stage Star Gave Zach Scott His First Start

Zachary Scott is a Texan playing a Texan in Jean Renoir's new film drama, "The Southerner," the United Artists release now showing at the Theatre, co-starring Mr. Scott with Betty Field. After having spent five years shedding his Texas drawl, this fine young actor had to learn it all over again for this new role.

He got along fine except when it came to learning Texas colloquialisms. These gave him a bit of a tussle. His standard stage diction, which he had worked over for so long, kept asserting itself at the most inopportune moments. However, Texas triumphed after a few strenuous rehearsals. Now, Zachary is probably having a time of it getting back to his hard-won cultivated voice with the slight Oxford touch.

Born in Austin, Texas, the son of Dr. Z. T. Scott, wellson of Dr. Z. T. Scott, well-known surgeon, our hero remained in his home town long enough to finish high school and get a start at Texas University. In college, dramatics and athletics were his main interests. By the end of the third year the call of the great, big outside world became too much for him. The result was the for him. The result was the usual. Overnight he packed up, kissed the family goodbye, hopped to New Orleans and grabbed a freighter to England.

He even surprised himself.

In England he succeeded in talking Gerrard Neville, of the English Repertory Company, into giving him the juvenile role in "The Outsider." He accomplished this by doing some very fancy fibbing, feeling quite safe with a big ocean between him and his alleged acting experience back in the States.

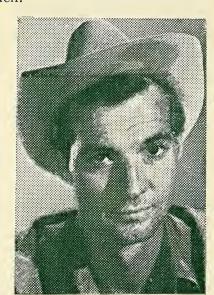
For purely romantic reasons he returned to America and Austin, where his promised bride, Elaine Anderson, awaited him. Elaine also had stage ambition, so the honeymoon couple headed for New York as soon after the "I wills" as common courtesy to family and friends would permit.

Managers in New York re-fused to recognize the unusual talents of the Zachary Scotts. Pretty soon they were back home and broke, with Zachary filling in his time as a Little Theatre director and attending the University to secure his

degree.

Just about in the nick of time he met Alfred Lunt and Richard Whorf, who were appearing in Austin as part of their tour with "There Shall Be No Night." They both took an interest in Scott to the extent of getting him a job with the Westport, Conn., summer theatre

Three years of this perfected



Zachary Scott, co-starred with Betty Field in "The Southerner," the film drama which was directed by Jean Renoir, now playing at the Theatre thru v United Artists release.

11A-One-Col. Mat (.15)

Zachary's acting technique and he finally landed on Broadway, he finally landed on Broadway, attracting the attention of critics by his work in "The Damask Cheek," "The Rock," and "Those Endearing Young Charms." It was in the last named that he attracted the attention of Jack Warner, who immediately gave him a Warner contract and thus brought about his screen debut in "The Mask of Dimitrios."

The Scotts, now with a seven

The Scotts, now with a seven year old daughter, live unostentatiously in a small hillside house in West Hollywood. Their home is a gay, friendly one, for the chief form of recreation indulged in by this enthusiastic young couple is enter-taining their good companions.

Kilbride Twang Has Made Him Famous

Percy Kilbride, the whimsical comedian, whose portrayal of the hired man in both the stage and screen version of the play "George Washington Slept Here," skyrocketed him to dramatic fame, made his theatrical debut under trying circum-

Kilbride was appearing in a play in San Francisco called "The Only Way" when the 1906

earthquake struck that city. From there the company toured the country. For the next eleven years, Kilbride followed his star in the theatre. In 1917 he signed up for a new show—World War I. He served in the U.S. Signal Corps.

Mustered out, he returned to this country and his first love. The road to Broadway continued long however, and it wasn't until 1928 that he arrived on that street in a play called "Those We Love," which was co-produced by George Abbott and S. K. Lauren.

Kilbride's performance gained him immediate recognition. He scored in "Post Road" and "Three Men On A Horse" and became an outstanding stage and screen personality with his performance in "George Wash-ington Slept Here."

When Jack Benny asked him to repeat his original stage role of the handyman in "George Washington Slept Here," Hollywood swung wide its doors of welcome. Kilbride subsequently appeared in "Guest In The House" and is currently featured in "The Southerner" in which he were transported to the state of the subsequently appeared to the su which he appears as Harmie, a small-town samaritan.

Produced by Loew-Hakim and directed by Jean Renoir for United Artists release, "The Southerner," co-starring Betty Field and Zachary Scott, is now at the Theatre.

OUCH!

During the filming of "The Southerner," the Jean Renoir drama at the Theatre thru United Artists, Betty Field was enchanted with the natives of the location site along the Southerners. the location site along the San Joaquin River.

"For instance," she exclaimed, gasing across the river at a picturesque looking character trudging along the opposite bank, "There's a type! I'd love to talk to him. You can tell he's sprung from the soil.'

Zachary Scott, Miss Field's costar, and Jean Renoir, the director, both glanced at Betty witheringly.

"I don't want to disillusion you," said Scott, "but that type is none other than Joe Gilpin, our production manager. He always looks that way in his 'on location' clothes."

Miss Field immediately let the

whole matter drop.

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SHE WAS HIS WOMAN!

FOR SHE SH FOLIOUS TEMPLATION AND TEMPLATION AND TEMPLATION AND TEMPLATION AND MAIN TE



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