

A BIG BOX-OFFICE CHAMPION

BLUES



ANOTHER WA

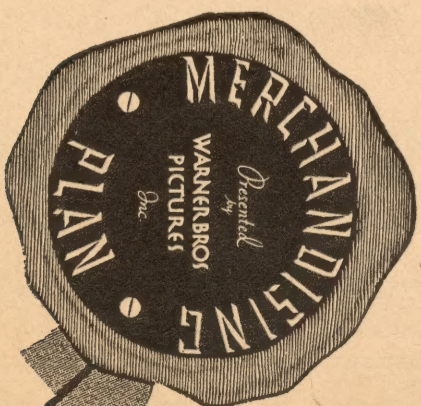


RENT

*It's the Showdown on the Guy
Who Gives You the Lowdown.*

with **LEE TRACY**
MARY BRIAN
DICK POWELL

NER BROS. SMASH HIT!



Your Papers Will Echo These Reviews!

'BLESSED EVENT' A SMASH PICTURE-DEPRESSION CHASER

Story, Direction,
Cast Perfect

"BLESSED EVENT"
Warner-First Nat.

DirectorRoy Del Ruth
From play by.....Manny Seff,
Forrest Wilson
Screen Play.....Howard J. Green
PhotographySol Polito
Cast: Lee Tracy, Mary Brian, Allen
Jenkins, Ned Sparks, Milton Wall-
ace, Ruth Hall, Frank McHugh,
Walter Walker, Dick Powell, Emma
Dunn, Ruth Donnelly.

Give the Warner production staff a yarn with a bunch of gangsters in it, the sirens of a police patrol, a couple of night clubs, the ranting of the press in a newspaper office, a dash of guns punctuating a double-cross here and there, and 99 times out of 100 you will get a swell piece of entertainment. "Blessed Event" is all that and a bit more. To this reviewer Warners have topped all their fast-moving, fast-talking, fast-shooting pictures with this production.

In cosmopolitan centers, with populations that know their tabloids, their columnists, this picture is a cinch to be a smash hit. In the rural districts that are not so well acquainted with present-day journalism as it pertains

to keyhole peepers and scandal-dishers, it will still be a big attraction, but not with the understanding and word-of-mouth plugs that it will get along Broadway, in the Loop and other mazda lanes.

However, Mr. Exhibitor, we suggest you look into this whole thing. You have no names to play with, nothing to draw them in where they have not read those blessed events or been able to talk about the stage show as a hit.

But you have a GOOD picture to play with that moves from start to finish like a shot out of a cannon, and some of the best performances you or I have ever seen on the screen, directed by one of the best. If you have anything in you that may identify you as a showman, pull it out and start to work. Get them in for the first show and that audience will do the rest.

You probably know the story of "Blessed Event" better than this reviewer can tell it. So why go into that. Suffice to say that this yarn, as originally written by Manny Seff and Forrest Wilson and adapted for the screen by Howard Green, has been given an excellent production by the Warners. Roy Del Ruth is the director, and what direction; Sol Polito photographed it and what photography.

Lee Tracy, a long, anemic, fast-talking actor (and what an actor) polishes off the leading role in a manner that would be hard to duplicate. He gets plenty of assistance from Ruth Donnelly, Allen Jenkins (from the stage) and Ned Sparks. The rest of the cast, consisting of Mary Brian, Milton Wallace, Ruth Hall, Frank McHugh, Walter Walker, Dick Powell and Emma Dunn, do everything they are expected to do.

There is one scene that caught this preview-looker right where GREAT scenes are supposed to catch you. Tracy is trying to talk a hoodlum out of some things he has in mind for that columnist. He starts a run of chatter about an electrocution that is faster than a machine gun trigger, but every word is enunciated perfectly, you do not miss a syllable, an inflection of the voice. He gets the hoodlum worked up into a heavy perspiration by the graphic picture of the chair. It was one of the best acted and directed scenes we have ever seen.

What more can be said?

We hope that the exhibitor gives as much to the exhibition of this picture as Warners have given to the production. This being done, "The Blessed Event" engagement will pay off the panic for several weeks to come.

WALTER WINCHELL says:

"That 'Blessed Event' Flicker Is Something to Rave About It Is Magnificent Movie Magic!"

"BLESSED EVENT" IS A BIG SHOW - - SELL IT AS SUCH

Here at last is the real thing in columnist pictures. Based as it is upon the great stage hit that is inspiring a lot of "quickie" imitations, "Blessed Event" is so vastly superior to anything that has been shown before, that there simply is no comparison.

The tremendous stage show, which was a national sensation, was grabbed off the noses of all other producers. The picture has a ready-made audience waiting for it because of the nation-wide fame of the play. The title has become a national by-word.

SELL the picture as a BIG SHOW, getting over to your public the thought that "Blessed Event" is tremendous in scope, with music, uproarious comedy, romance, night club scenes, newspaper glamour and melodrama.

SELL it as being twice as great as the sensational stage success from which it has been adapted and which created the vogue of columnist pictures.

PLAY UP DICK POWELL as the "BIG FIND" of the year! He is immense in this picture and has a screen personality that will have the fans wild about him.

Liken this picture to a great appearance at a big event is delayed until lesser people have had their fling, thus creating a great dramatic entrance.

SELL the picture as the starter and the finisher of the columnist picture cycle.

"Blessed Event"

A NATURAL ACE ENTERTAINMENT ALL AROUND. HIGHLIGHTED BY KNOCKOUT PERFORMANCE BY LEE TRACY.

Based on the Broadway stage hit, this is a fast-moving drama about a Broadway columnist of the Walter Winchell type. As an exposition of how such a dirt disher works, the story leaves nothing to be desired, and Lee Tracy in the title role gives a dynamic performance that goes down as one of the screen's best. Del Ruth's direction keeps there is a small, comely, nutty wisecracker and human interest stuff so that the story will strike an appeal with Peoria as well as Broadway audiences. The principal dramatic moments in the piece concern Tracy's refusal to be intimidated by a racketeer who wants his scandal kept out of the paper. Tracy crashes a ritzy night club opening which had advertised that he would be barred, and there he foils the gangsters, with the head crook being bumped off in the set-to. Mary Brian is the love interest, and Dick Powell is well as a "crooner" who is poison to the columnist.

—FILM DAILY.

OFFICIAL BILLING

Warner Bros. Pictures, Inc.
& The Vitaphone Corp. 5%
present
"BLESSED EVENT" 100%
with
Lee Tracy—Mary Brian 75%
Directed by Roy Del Ruth 20%
A Warner Bros.
and Vitaphone Picture 40%

Running Time.....84 Min.
Length.....7722 Feet

"Blessed Event"

"The picture goes merrily on its way to providing some of the best screen humor and entertainment seen in many a day. Most hilarious epic. Tracy's performance in 'Blessed Event,' which is little short of brilliant, shouldn't be missed. Packs a ending is exciting. Tracy gains admirable support from Ruth Donnelly and from Ned Sparks. Sparks' dry wit is particularly effective. Allen Jenkins gives color. Roy Del Ruth, the director, deserves praise for retaining a rapid tempo and the screen play by Howard Green is excellent."

—Los Angeles Times.

Enlarge these raves and give them a big advance play in your lobby.

THE STORY

Alvin Robert, a youth in the advertising department of the Daily Express, has contributed so many scandal items to Moxley's column that he is allowed to run the column while the latter is on vacation. Far from avoiding the libelous, Alvin dishes all the dirt he can get, and hits on the phrase "Blessed Event" for describing the news of births to come, regardless of whether they are with or without benefit of clergy.

Moxley returns from his vacation to find the paper threatened by libel suits and the office crowded with subscribers complaining of the tone of Alvin's column. Instead of being fired, Alvin is given the regular job of columnist while Moxley is shifted to feature writing when Miller, the publisher, senses that the sensational Alvin will build circulation.

There are no secrets of the great or near great that Alvin does not learn—and tell. As a result of running several items about Gobel, a Big Shot racketeer, Frankie Wells, a Chicago gunman, pays Alvin a visit and threatens him with a one-way ride if he does not lay off. Getting Wells into conversation in which he admits a murder, Alvin switches on a dictaphone and records the conversation on a wax record which he sends downstairs with a boy. With this con-

crete evidence, he is not only able to intimidate Wells, but also to win him as an unwilling ally.

Wealth and fame come to Alvin, and things go easy with all but his love for Gladys, motion picture editor of the paper. She cares for him but disdains his column, especially when he betrays the confidence of Dorothy, a radio singer, and almost wrecks her life by announcing her as expecting a "blessed event—without benefit of clergy." Alvin tries to make up for it, but the damage has been done.

Alvin has conceived an utter contempt for Bunny Harmon, a radio crooner, whom he pans in his column almost daily. When Bunny opens his night club, he announces to the world that Alvin will never be allowed there. Alvin promises that he will. The challenge intrigues Broadway, and although Bunny has a gang guarding the doors, Alvin manages to get in. Because Frankie Wells has failed to rub out Alvin, and on the chance that the columnist may show up, Gobel and a couple of henchmen lay for him in the night club. Frankie Wells warns Gladys of this, and she rushes to the night club and tries to head Alvin off, but without success.

Bunny gets up to make his announcement that his arch-enemy has failed to put in an appearance when Alvin burst in on the scene. The merriment is cut short by pistol shots, but when all the confusion is over,

Alvin is untouched and it is Moxley who received the bullet, only wounding him slightly.

When Alvin and Gladys return home, Dorothy burst in on them with a gun in her hand. She had shot Gobel, who was the father of her child and who had double crossed her. A policeman who saw the shooting comes to arrest her, but Alvin is sure he can get Dorothy off by starting a campaign to show what sort of a man Gobel was.

All differences between Gladys and Alvin are patched up, and when he phones in the story of the shooting, he also dictates an item about his marriage to Gladys and that they expect a "blessed event"—as soon as possible.

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THE PLAYERS

Alvin	Lee Tracy
Gladys	Mary Brian
Frankie Wells	Allen Jenkins
Miss Stevens	Ruth Donnelly
Moxley	Ned Sparks
Bunny Harmon	Dick Powell
Moskowitz	Milton Wallace
Gobel	Edwin Maxwell
Alvin's mother	Emma Dunn
Miller	Walter Walker
Office boy	Bobby Gordon
Dorothy	Isabel Jewel
Miss Bauman	Ruth Hall
Hanson	George Chandler
Reilly	Frank McHugh
Cooper	Tom Dugan
Boldt	Walter Miller
Flint	William Halligan
Church	George Meeker
Shapiro	Jesse DeVorska
Bell Boy	Harold Waldridge
Emil	Herman Bing
Kane	Charles Levinson
Louis De Marco	Jack LaRue
Joe	Lew Harvey

PRODUCTION STAFF

Based on play byManuel Seff and Forrest Wilson
Screen play byHoward Green
Directed byRoy Del Ruth
Photographed bySol Polito
Edited byJim Gibbons
Art DirectorRobert Haas

YOUR ADVANCE PUBLICITY

your 1st story

"Blessed Event," Hailed As Outstanding Picture, Coming to Theatre

Every once in a while, Hollywood goes speechless before a picture which defies the inventive genius of the film capitol to coin its well known, flamboyant adjectives which would really do the picture justice.

In such a case, they literally and figuratively let the picture speak for itself; and according to all advance reports on "Blessed Event," the Warner Bros. picture which comes to the Theatre next unburdens itself of a lot of the "real stuff."

When Broadway decided to tell tales on the tale-bearers, "Blessed Event" was hailed as the most entertaining vehicle in which snooping columnists were brought before the public gaze, including their methods of news gathering, their own love affairs, and their other deep, dark secrets.

This successful stage hit by Manuel Seff and Forrest Wilson was immediately purchased by Warner Bros. as a vehicle for Lee Tracy and an all star cast. It went into production with the screen adaptation written by Howard Green.

The applause of press and public which greeted the advance showings of the film definitely pointed to it as being one of the outstanding productions of the year, because of its plot—its sustained rapid-fire comedy, and consistent fine acting.

The pains with which Warner Bros. in casting this picture is the cast which was chosen with great care. Lee Tracy, who will long be remembered by Broadway as the original Hildy Johnson of "The Front Page," is typically suited to the role of the columnist. Allen Jenkins, Milton Wallace and Isabel Jewel were transported from the original New York stage play to do their parts in the picture. The ideal leading lady was found in Mary Brian, and Ned Sparks, Ruth Donnelly and Emma Dunn were chosen after a careful survey of possible candidates for their respective roles. All of the smaller parts and "bits" were filled by well known and capable players.

The pace at which the picture moves, demanded and received the highly capable acting which could keep up with its rapid tempo. It is claimed that "Blessed Event" contains more laughs and thrills per reel of film than any picture produced since talkies first came in.

New York life as seen by a gossiping columnist is no slow procession, and when things happen to him and around him in this picture, the audience is promised a breathless time keeping up with its surge of events, dizzy chatter, and fast, wise-cracking dialogue.

The direction of this production was given to Roy Del Ruth, ace Warner Bros. megaphonist, who proved his mettle last year by such knockout sensations as "Winner Take All," "Taxi" and "Blonde Crazy."

From the standpoint of entertainment, critics have hailed "Blessed Event" as one hundred percent, and good to the last flicker.

your 2nd story

Keyholers, Keyholed in Film, "Blessed Event"

Keyholing the keyholers is the unique and hilarious process by which the new Warner Brothers picture, "Blessed Event," adapted from the famous stage play of the same name, provides audiences with an unusual hour of entertainment. It comes to the Theatre

The sudden flare for confidential journalism, which breaks down closet doors and brings family skeletons to



LEE TRACY
Cut No. 1 Out 15c Mat 5c

light, predicts births, marriages and divorces before the principals involved want the world in general to know about them, has brought into existence a new kind of newspaper reporter, typified by Lee Tracy in his dashing role as Alvin Roberts in "Blessed Event."

Naturally the life and activities of such a reporter are excellent material for a screen comedy-drama. A writer who treads constantly on the toes of the public must, of necessity, lead an exciting life. Alvin Roberts in "Blessed Event," is no exception. Based on the career and exploits of one of Broadway's most famous gossiping columnists, "Blessed Event," has a furious tempo and a tremendous "punch."

Lee Tracy has able support in this classic expose of modernistic journalism with Mary Brian, Ruth Donnelly, Ned Sparks, Dick Powell, Milton Wallace, Emma Dunn and many others, several of whom were brought to Hollywood from the New York stage production of the play to carry their original roles. Roy Del Ruth directed.

your 3rd story

"Blessed Event" Reveals Operations of Columnists

The ways and means by which the gossipy columnists of modern journalism get their information are amusingly exposed in Warner Bros. picture, "Blessed Event," which comes to the Theatre Lee Tracy, famed Broadway star and wit, plays the role of a chatter writer which closely parallels that of a famous Broadway columnist.

The picture shows Tracy as the columnist, getting information, hints and tips from dozens of varied sources. He uses his friends and his enemies, his experience and his imagination; he relies on his luck and his intuition and not infrequently he puts two and two together and makes seven or eight.

It is generally understood that a newspaper reporter, if he is to succeed, must have a kind of sixth sense, popularly called a "nose for news." A columnist has to have that as well as an ear for gossip and an eye trained to see things as they are, and not as they seem to be.

Much of this material straddles the narrow line between slander and news, much of it must of necessity be hearsy, all of it is dangerous and often libelous but every line of it is interesting reading matter. It builds circulation. It irritates a few people and entertains millions of others. It gets the writer into many dangerous complications.

The majority wins, of course, and the millions who enjoy reading about "Blessed Events," in advance of now relatives can look forward to the showing of the picture by that name to learn how the gossip is gathered.

Supporting Lee Tracy in "Blessed Event" are Mary Brian, Dick Powell, Allen Jenkins, Ruth Donnelly, Milton Wallace, Ned Sparks, Frank McHugh, Emma Dunn, Walter Walker, Edwin Maxwell, Tom Dugan and others. The production was adapted to the screen by Howard Green, from a play by Manuel Seff and Forrest Wilson.

Roy Del Ruth whose recent directorial efforts on "Winner Take All" received loads of praise directed "Blessed Event."

your 4th story

Mary Brian Plays Female Lead in "Blessed Event"

Mary Brian, who plays the leading feminine role opposite Lee Tracy in "Blessed Event," coming to the Theatre Warner Bros. startling screen version of the stage play of that name based on the lives, loves and libel suits of a famous New York columnist, got her real start in motion pictures in the demurest of demure roles in "Peter Pan."

Only recently has Miss Brian been able to leave the "good but simple" characterizations which she played so successfully on the screen and to display her real and obvious dramatic ability in parts more worthy of her talents.

With Douglas Fairbanks, Jr., in "It's Tough to Be Famous," Miss Brian evidenced such real ability with a modern and somewhat sophisticated role that Warner Bros. chose her immediately for the role opposite Tracy in "Blessed Event."

Miss Brian is a native of Dallas, Texas, and entered pictures by way of a popularity contest in Los Angeles. Her first role was the famous one of "Wendy" in "Peter Pan," and she has been a featured player in dozens of well known pictures since that time. She is unmarried and lives in Hollywood.

Others in the cast are Dick Powell, Emma Dunn, Ned Sparks, Allen Jenkins, Frank McHugh, Walter Walker and Ruth Donnelly. Roy Del Ruth directed.

your 5th story

Threats, an Every Day Occurrence in the Life Of Newspaper Columnists

"It's a wise columnist who knows where the exits are located," in the opinion of Lee Tracy, who plays the leading role in Warner Bros. new and racy comedy expose of the modern journalistic tattling, "Blessed Event," adapted from the successful stage play of the same name. It comes to the Theatre

Famous columnists up and down, know that their peculiar type of reporting puts them in more or less constant danger physically and financially. It is a dull day in a chatter writer's life when he is not threatened with murder, mayhem or man-handling.

There are few more exciting occupations in a modern world than finding and publishing gossip and "Blessed Event," has made excellent use of all the experiences which crowd the working days and the snooping nights of such a reporter.

Lee Tracy and Mary Brian share honors in "Blessed Event," with a large cast of excellent supporting players, several of them brought to Hollywood from the New York cast of the play for the express purpose of playing these parts. They include Allen Jenkins, Ruth Donnelly, Ned Sparks, Dick Powell and Milton Wallace.

"Blessed Event" was produced under the direction of Roy Del Ruth, one of Warner Bros. ace megaphonists.

your 6th story

Super-Sensitive "Mikes" Used for "Blessed Event"

At the end of the first day during which Lee Tracy worked in the filming of Warner Bros. "Blessed Event," which comes to the Theatre, Director Roy Del Ruth had the "Be Quiet" signs taken down all over the sound stage.

They were replaced the following morning by new signs which read: "Be Quieter."

Although some doubt as to the cor-



MARY BRIAN
Cut No. 2 Out 15c Mat 5c

rectness of the grammar used was raised by an observing script clerk who claimed that the signs should read "Be More Quiet," the director meant them to mean just what they said.

Tracy's mile-a-minute diction and his remarkable ability to double-time words and still make them understandable, had made it necessary to use super-sensitive microphones, usually reserved for whispers and dropping pins, above any scene in which he was to talk.

It followed naturally that the surrounding set had to be kept especially quiet since the same sensitive mechanism used to catch Tracy's vocal gymnastics would automatically pick up the slightest noise anywhere in the vicinity.

So "Blessed Event" was filmed on what was probably the quietest set ever had in Hollywood.

Supporting Lee Tracy in "Blessed Event" are Mary Brian, Dick Powell, Allen Jenkins, Ruth Donnelly, Milton Wallace, Ned Sparks, Frank McHugh, Emma Dunn, Walter Walker, Edwin Maxwell, Tom Dugan and others.

The production was adapted to the screen by Howard Green, from a play by Manuel Seff and Forrest Wilson.

Roy Del Ruth directed.

your 7th story

"Blessed Event" Turns Spotlight on Columnists

The worm has turned at last, and the Broadway columnists who have been hiding behind their by-lines while telling the world everybody else's secrets, are having the spotlight thrown on their own lives.

For the first time, the screen tells their secrets to the public, exposes their methods of collecting news and "spills the dirt" about their private lives in the Warner Bros. picture, "Blessed Event," which comes to the Theatre next

"Daisies won't tell," says Lee Tracy who plays the leading role in "Blessed Event," "unless they happen to have the phone number of a columnist. And now that the movies are telling all about the keyhole snoopers themselves, there aren't any more secrets left in the world."

The lives, loves and libels of wise-cracking columnists are revealed in this hilarious screen production which leaves no stone uncast.

A splendid cast which supports Lee Tracy, includes Mary Brian, Dick Powell, Ned Sparks, Allen Jenkins, Emma Dunn, Ruth Donnelly and many others. Roy Del Ruth directed.

SUGGESTED SHORTS

A "LOONEY TUNE" or "MERRIE MELODY"

An E. M. Newman "WORLD ADVENTURES"

A Technicolor Musical

A "Pepper Pot" Novelty

YOUR CURRENT PUBLICITY

Opening Day Story

"Blessed Event" Opens Today at Theatre

Columnists of the eye-to-the-keyhole variety will come in for a taste of their own medicine when "Blessed Event," the Warner Bros. picture which reverses the spotlight and shows all and tells all about these snooping gentry, opens today at the Theatre.

As sensational as the revelations which these columnists make daily, this picture is even more sensational in revealing just how these snoopers dig up their juicy items. The fast moving story of "Blessed Event" takes the public behind the scenes and follows the career of one Alvin Roberts who apparently has nothing in common with the three little monkeys who represent the old Chinese proverb: "Hear no evil; see no evil; speak no evil."

Patterned on the character of the world's most famous columnist whose name is a household byword, the film also paints a vivid picture of the world and life in which he moves and from which he is able to glean many a choice tidbit of gossip. It is a picture of New York in all of its gaudy and brilliant splendor, its comedy, pathos and romance.

From one pithy incident to another moves the figure of Alvin Roberts, with his slangy, crackling dialogue and explosive wisecracks which bid fair to set new standards of fast moving mirth in Hollywood picture making.

The screen play is the work of Howard Green, based on the play by Manuel Seff and Forrest Wilson which rocked Broadway with laughter and proved a sell-out smash hit for many months.

The vital, meaty story is acted by a carefully chosen cast headed by Lee Tracy, who plays the role of the columnist. A typical Broadway char-

acter brings to the White Way and the gusto which made him famous as the original Hildy Johnson in the stage production of "The Front Page." He was also seen recently on the screen in "The Strange Love Of Molly Louvain," "Love Is A Racket," and "Doctor X."

From leads to bits, the picture is hailed as the best acted screen production since talkies came in. The strong supporting cast includes Mary Brian, Ned Sparks, Allen Jenkins, Ruth Donnelly, Dick Powell, Emma Dunn, Frank McHugh, Walter Miller, Harry Seymour and Harold Waldridge. Dick Powell, for three years master of ceremonies at the Stanley Theatre in Pittsburgh, makes his debut on the screen as a crooner in "Blessed Event," as a result of which he is already being hailed as one of the big "finds" of the year.

The rapid, machine-gun tempo of the film is credited to Director Roy Del Ruth who was responsible for such successes as "Winner Take All," "Taxi," and "Blonde Crazy."

1st day of run

"Blessed Event" Gives 'Lowdown' on Columnists

That sadly over-exercised arm of coincidence has been replaced in the picture, "Blessed Event," now at the Theatre, at least, by the long nose of curiosity.

The Warner Bros. screen version of this popular stage play, featuring Lee Tracy and Mary Brian, makes frank use of all the known methods gossiping columnists have of gathering news and rumors and lets the public in on all their secrets.

There is enough excitement in the life of the average chatter writer to supply the foundations for a dozen comedies and dramas, but it has been all crowded into one fast moving, thrill packed hour in the screen version of "Blessed Event."

The "hows" and the "whys" behind the gathering of a column of "tattle," the risks that are run, the hearts and heads that are broken, the skeletons which are uncloseted, all of these figure in this amusing expose of the wise-cracking, big-time columnist in "Blessed Event."

Supporting Tracy and Miss Brian

"Blessed Event" Immense— One of Year's Best Films

(Review)

For sheer fun and honest entertainment value, "Blessed Event," the Warner Bros. comedy drama feature which opened yesterday at the Theatre, must be given front rank. If not the best picture of the year, it comes so close to being such that it easily takes a place among the great picture of all time.



MARY BRIAN
Out No. 5
Out 15c Mat 5c

"Blessed Event," made into a screen play by Howard Green from the Broadway production of Manuel Seff and Forrest Wilson, is the season's most refreshing gift from all angles—

close second the star has to step on it to keep in front.

Mary Brian is delightful as the heroine and Ruth Donnelly, as Alvin's secretary, gives one of the finest performances any actress has brought to the films since talkies came in. She gives the character fine and delicate shading where the average movie secretary type would indulge in "mugging" and over-acting. This girl should be given more opportunities in the films.

Ned Sparks, as Moxley, the columnist whom Alvin roots out of his chair, is another of the standouts in a cast of fine acting talent, and swell bits are contributed by George Chandler, Walter Walker, Milton Wallace, Emma Dunn, Harold Waldridge, Frank McHugh, Betty Gillette and Isabel Jewel.

A brand new and captivating personality is introduced to the screen in "Blessed Event" in Dick Powell. He portrays a sort of Rudy Vallee bandsman-crooner and turns in the finest acting job of the kind that ever has been shown. It was his first picture and he did so splendidly that Warner Bros. signed him to a long-term contract. He gives promises of skyrocketing to the stars inside of six months or a year, if he is provided with the proper roles and material.

"Blessed Event" is swell on all counts, a fine quality of show for which producers, authors, cast and director are to be given a great, great big hand. Roy Del Ruth, in turning out this one, has added to the laurels he won with "Taxi," "Winner Take All" and others. Everybody should see "Blessed Event" at the Theatre to avoid short-changing themselves out of one of the finest pictures that expert showmen ever welded together.

A Great Scene

His description of the electric chair for the benefit of a gorilla who has come to wipe him out, because he has offended a big shot racketeer, is a classic that will be long remembered. It is gorgeously played by Lee Tracy, as Alvin, and Allen Jenkins as the gunman whose imaginative temperament overcomes his enthusiasm for killing folks.

Next to the rapid-fire dialogue, which induces almost unceasing laughter throughout the length of the picture, the acting is the most compensating feature of "Blessed Event". Tracy was an ideal selection for the role of Alvin and his work, every moment he is on the screen, is so fascinating as to rate the designation of superb. But Jenkins, as Frankie Wells the gangster, runs him such a

2nd day of run

Photographs of 150 World Notables Form Props in Tracys Newspaper Den

More than 150 of the world's noted public men play silent roles in support of Lee Tracy, the Alvin Roberts of "Blessed Event," the Warner Bros. sensational screen story of a modern newspaper columnist, at the Theatre.

Tracy, as the dynamic newspaper columnist, occupies an office whose walls are littered with the likenesses of the greats. And in the ensemble there are only three women—Helen Wills, Mrs. Sinclair Lewis and Megan Lloyd George, daughter of the British war-time premier.

Assembling of these photographs was the work of several weeks for the research department of the studio and, after they had been collected, every picture had to be autographed to Alvin Roberts. Because Alvin is a "big shot" who meets all the important folks. The work of name-signing by the originals being obviously impractical, it was done in the research department.

From opposite walls two dictators—Mussolini and Stalin—glare at each other, but there are no stenographers around to whom they may dictate. Ruth Donnelly plays a stenographer in the picture, but she has her hands full keeping up with Tracy's machine-gun style of news writing.

In the cast are Ned Sparks, Frank McHugh, Dick Powell, Emma Dunn, Allen Jenkins and Ruth Donnelly. Roy Del Ruth directed.

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On one broad panel, politics, art and industry come together; for there are Ramsay MacDonald, Paderewski and Henry Ford. Just around the corner, Red Grange, in his vacation role of iceman, is pictured. Other sports notables in Alvin's gallery are Marchmont Schwartz, Notre Dame star; Jack Sharkey, World's heavy-weight champion and "Big Bill" Tilden, the Old Master of tennis.

Besides MacDonald and Lloyd George, politics has on view Herriot of France, Al Smith, Jimmy Walker and Andrew Mellon, who quit President Hoover's cabinet to become Ambassador to Great Britain. Finance also is represented by George F. Baker, famous New York capitalist.

Literature is represented by Sinclair Lewis and Eugene O'Neil, the theatre's delegate is George M. Cohan.

Dr. Einstein stands for science and the late Thomas A. Edison is the symbol of invention.

Lee Tracy and Mary Brian share honors in "Blessed Event," with a large cast of excellent supporting players, several of them brought to Hollywood from the New York cast of the play for the express purpose of playing these parts. They include Allen Jenkins, Ruth Donnelly, Ned Sparks, Dick Powell and Milton Wallace. Roy Del Ruth directed.

3rd day of run

"Blessed Event" Exposes Columnists Who Expose

Tattling has been raised to a fine art in modern journalism and the tattlers who used to be spanked, now find their names in the paper.

"Blessed Event," Warner Bros. screen version of the sensationally successful stage play of the same name, featuring Lee Tracy and Mary Brian in the leading roles now at the Theatre, is the inside story of the adventures of a keyhole columnist, one of the tattling fraternity which has introduced a new brand of newspaper reporting in the metropolitan press.

"The man who tells and runs away will eventually have a signed column in the newspapers," suggests Lee Tracy, whose long association with reporter roles on the New York stage has equipped him to speak with authority.

"Newspapers started out to be mediums for expressing an editor's opinions," Tracy says. "Then they became simple news carriers. Now they have found, what women (and men too) have always known; that gossip, backed by a little authentic information, is the most readable copy in the world."

Profiting by this discovery the newspapers of the world have recently developed "Tattle" columns. Using these columns for a background, Playwrights Manuel Seff and Forrest Wilson have devised a dramatic comedy called "Blessed Event," which tells the columnist's story from the "inside" out.

Supporting Tracy and Miss Brian in the cast are Ned Sparks, Frank McHugh, Dick Powell, Emma Dunn, Allen Jenkins and Ruth Donnelly. Roy Del Ruth directed.

4th day of run

Lee Tracy's Lament Is 7 o'clock Studio Calls

The brilliant cast which appears in Warner Bros. sensational production, "Blessed Event," now at the Theatre, calls vividly to mind the fact that talking pictures have succeeded in changing the habits of the whole theatrical profession.

The "great migration" of stage talent from New York to Hollywood a few years ago, after Al Jolson and Warner Bros. had provided the public with the first taste of sound pictures, turned daytime into work time for the first time for most of the night owls who go to make up that profession.

It took months to teach stage people, used to working late nights and sleeping later mornings, that pictures were made during the daylight hours and that a nine o'clock call meant a seven o'clock alarm. Most of them eventually learned it—or went back to New York.

A few are still struggling against the inevitable. One of these is Lee Tracy.

Tracy, who plays the columnist role in "Blessed Event," still finds it difficult to get over the habit of sleeping late. His periodic turn to pictures and return to the stage and vice versa, has his sleeping habits in a serious muddle.

As a consequence a second assistant director was assigned the duty of getting Tracy to the sets on time during the production of "Blessed Event." He soon found that merely waking the actor was not enough. Tracy could go back to sleep in half the time it took to prod him to consciousness. He had to waken him and then stand by to see Tracy bathed, shaved, dressed and breakfasted.

One sequence in "Blessed Event," caught Tracy's eye and gave him a short lived contentment with his lot. It was a scene in which he was photographed asleep in bed at 4:30 in the afternoon.

"That's swell," said Tracy. But the afternoon scene in the picture was photographed one morning at nine o'clock with the grumbling and heavy-lidded Tracy pleading fruitlessly for "realism in just this one scene."

Tracy is supported in the picture by a marvelous cast of veteran actors, headed by Mary Brian, as the leading lady; Allen Jenkins, Dick Powell, Ned Sparks, Ruth Donnelly, Milton Wallace, Frank McHugh, Walter Walker, Edwin Maxwell and others. The story is an adaptation of the play by Manuel Seff and Forrest Wilson; the screen play written by Howard Green. Roy Del Ruth directed.

Term "Blessed Event" Used in Place of "Stork"

The term "Blessed Event," so skillfully and humorously treated in the Warner Bros. production of that title now at the Theatre, is threatening to put the stork out of business.

Any new way of saying an old truth is a welcome addition to the literature of the times. And when the new expression deals with a matter so vital as birth or death, the man who coins the new phrase for it is apt to become an immortal.

Out of the World War came at least one new way of describing death, "Gone west." It has become a part and parcel of our everyday language.

Now, after generations have talked about storks and the doctors' little black bags and cabbage leaves and "delicate conditions," there is something new in the vocabulary of those who predict the arrival of babies.

It's a "Blessed Event." Short, pat, logical, ethical, proper and not irreverent, it has been accepted by the English speaking world as a welcome relief from the trite phrase, "expecting the stork."

Only a few times in the history of civilization has the method of announcing anticipated babies been really changed. The stork has held almost undisputed sway over biological secrets for centuries.

"Blessed Event" may put an end to all such nonsense without shocking the sensibilities of the most sensitive.

Introduced into general use by a wise-cracking New York columnist, it has caught the public fancy, is seen everywhere in print and heard everywhere by voice. It has been incorporated into a successful motion picture by Warner Bros. which is now being shown at the Theatre.

Lee Tracy and Mary Brian are supported by a marvelous cast of veteran actors, headed by Mary Brian, as the leading lady; Allen Jenkins, Ned Sparks, Ruth Donnelly, Milton Wallace, Frank McHugh, Dick Powell, Walter Walker, Edwin Maxwell, and others. The story is an adaptation of the play by Manuel Seff and Forrest Wilson; the screen play written by Green. Roy Del Ruth directed.

6th day of run

Dick Powell's a Rare Treat—A Crooner Who Can Act

A crooner who can act or an actor who can croon are the hardest things to find in the world of entertainment. Which is exactly why Dick Powell won a long term movie contract before the public at large had ever heard of him, much less seen him on the screen.

Dick (no relation to William) Powell is the personality-plus crooner in the current Warner Bros. film, "Blessed Event," at the Theatre. Primarily, he wasn't an actor who could croon; he is a crooner who can act—and how!

When Warner Bros. executives were casting about for someone to fill this role in "Blessed Event," they went all the way to Pittsburgh to get Powell who was acting as master of ceremonies at the Stanley Theatre there. They did not have much hope of getting a consummate actor; but they had to have someone who looked like a crooner and who could really croon. Imagine their surprise when the first few days' "rushes" of the picture convinced them that they had found what was supposed to be practically non-existent—a crooner who could act.

Before the picture had finished production, Powell was in possession of a long term Warner Bros. contract. He returned to Pittsburgh to finish his engagement at the Stanley Theatre before returning to Hollywood to embark on his screen career.

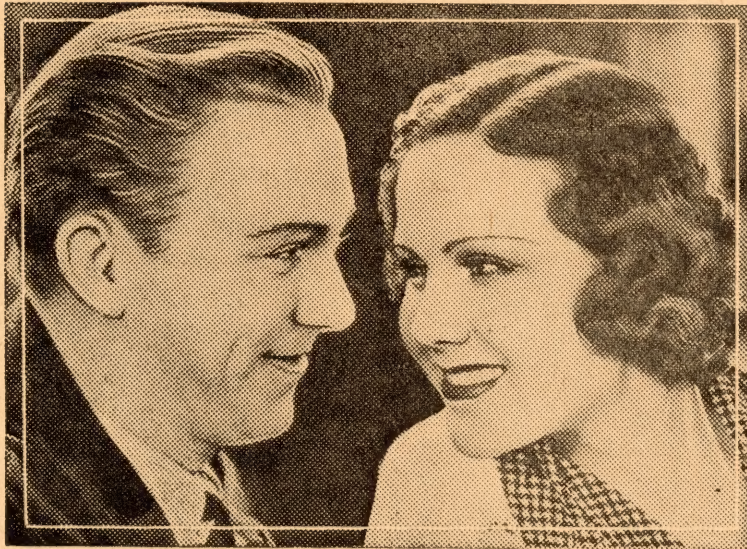
Dick Powell, Popular M.C. Cast in "Blessed Event"

Dick Powell, who has been master of ceremonies at the Pittsburgh Stanley Theatre for the past three years, will appear in Warner Bros. screen edition of "Blessed Event," which opens at the Theatre.

The role to be played by Powell is that of Bunny Harmon, a radio crooner.

Roy Del Ruth directed "Blessed Event," which features Lee Tracy at the head of an all-star cast.

YOUR SHORTS



LEE TRACY and MARY BRIAN, who are featured in the widely heralded "Blessed Event," opening at the Theatre tonight. It was adapted from the Broadway stage hit and from all reports is one of the outstanding of this season's photoplays.

Out No. 3 Cut 30c Mat 10c

ADVANCE

Al Jolson Comments On "Blessed Event"

Al Jolson, generally acknowledged to be one of the world's greatest living entertainers, is probably better able to judge entertainment values than the average citizen because of his long and successful associations with stage and screen, his "Jazz Singer" having been the greatest money-maker since the talkies came in. Al saw "Blessed Event," the Warner picture coming to the Theatre next with Lee Tracy, Mary Brian and Dick Powell, on the West Coast just after it was completed. He immediately wrote to Darryl Zanuck, chief executive in charge of production, to tell him what he thought of the picture. Here's Jolson's letter:

"Dear Darryl—
"I don't know when I enjoyed anything more than I did 'Blessed Event.' To my mind, 'Blessed Event' and 'Front Page' are the two outstanding pictures of newspaperdom.
"Make more pictures like 'Blessed Event.'
Very truly,
Al Jolson."

Lee Tracy Sends a Wire To Walter Winchell

When Lee Tracy, Warner Bros. featured player, learned that Walter Winchell, a Broadway buddy, was ill, he was quick to send a typical Tracy telegram of sympathy from Hollywood. Lee, who plays Alvin Roberts, columnist in "Blessed Event," which comes to the Theatre, Western Unioned, collect:

"Sincerely sorry you are tuned out but old Alvin Roberts is ready to pinch hit the blessed events if needed. Stop Have discovered Hollywood has as much system as a guy with St. Vitus Dance."

"Blessed Event" Has 3 Players from Stage Cast

Three original members of the cast of "Blessed Event," the Broadway play by Manuel Seff and Forrest Wilson, which comes to the Theatre as a Warner Bros. picture, were drafted to appear in the forthcoming screen version.

Allen Jenkins appeared in the stage cast as a gangster, while Milton Wallace was Mr. Moskowitz, the gentleman from the Bronx who wanted to have the birth of a baby announced by the columnist hero. Isabel Jewel plays the role of a night club entertainer. They play the same roles in the picture, which has Lee Tracy for the featured role. It was directed by Roy Del Ruth.

Pretty Mary Brian Seen Again in "Blessed Event"

Mary Brian, who was recently seen here with Douglas Fairbanks, Jr. in "It's Tough To Be Famous," has the leading feminine role in Warner Bros. forthcoming screen version of "Blessed Event." It comes to the Theatre with Lee Tracy and Miss Brian heading an all-star cast.

Roy Del Ruth directed the picture, which is now being listed as the greatest comedy of the year.

Among the players who have important places in the cast, besides Tracy and Miss Brian, are Allen Jenkins, Isabel Jewel, Milton Wallace and Dick Powell.

The first three are from the original stage play, while Powell, who makes his screen debut in this picture as a radio crooner, is already being groomed as a future star.

Allen Jenkins Has Same Role in "Blessed Event" He Played on the Stage

Allen Jenkins whose role as Frankie Wells in the Warner Bros. picture, "Blessed Event," playing now at the Theatre, has brought him suddenly into national notice as a character actor, is an old hand with New York audiences but a newcomer to the screen.

Jenkins was brought to Hollywood from New York to play this particular role after representatives of the studio had watched him play the same part in the stage production, "Blessed Event."

Previous to that Jenkins had played an important role in the New York production of "The Last Mile" and in the sensationally successful "Five Star Final," which was later made into a picture by Warner Bros.

Following his introduction to pictures in "Blessed Event," with Lee Tracy and Mary Brian, Jenkins found enough interesting parts waiting him in Hollywood to enable him to stay on. It is doubtful if producers there will let him return to New York for many months to come.

"Blessed Event" Adapted From Sensational Play

"Blessed Event," Warner Bros. screen version of the stage hit by Manuel Seff and Forrest Wilson, comes to the Theatre, labeled the greatest and most authentic of the columnist dramas.

The cast comprises the following players: Lee Tracy, Mary Brian, Allen Jenkins, Ruth Donnelly, Ned Sparks, Dick Powell, Milton Wallace, Edwin Maxwell, Emma Dunn, Walter Walker, Harold Waldridge, Sheila Terry, Ruth Hall, George Chandler, Frank McHugh, Tom Dugan, Walter Miller, Harry Seymour, George Meeker, Jessie DeVorska, Bobby Gordon, Herman Bing, Charles Levinson and Isabel Jewel.

Three of these players—Allen Jenkins, Milton Wallace and Isabel Jewel—are former members of the original Broadway stage cast of "Blessed Event," which was the sensation of Broadway.

Roy Del Ruth directed.

CURRENT

Lee Tracy Gets Off A Few Wisecracks About "Blessed Event" News

"The hand that rocks the cradle and which used to rule the world," says Lee Tracy, "is no more powerful now than the hand which tells the world whose cradle is going to be rocking next."

The "Blessed Event" has taken its proper place in the day's news along with deaths, elections, murders and divorces, Tracy believes, and a good prediction is worth two announcements in public interest, any day.

Tracy, playing the leading role in the picture, "Blessed Event," for Warner Bros. at the Theatre, a story which rather closely parallels the career of a famous New York columnist, is an actor by profession but a newspaper man by adoption. He has as many friends in one profession as in the other.

Stop Up Your Keyhole!

Stop!
Hold everything!
Think before you speak!
There may be a columnist at your keyhole now!

You can't escape them. You can't ignore them. You will just have to grin and bear it.

"Scoop," the reporter has been replaced by "Snoop," the columnist. Even your thoughts aren't your own. How and why he does it is told fearlessly and hilariously in the picture "Blessed Event," featuring Lee Tracy and Mary Brian, as filmed by Warner Bros. from the stage play of the same name, and now at the Theatre.

"Blessed Event," is a side-splitting text book on how keyholers keyhole.

'Blessed Event' Role Wins Dick Powell Long Term Contract

Prone to prophecy though it is, Hollywood seems to be justified in its forecast of stardom, within the next year, for Dick Powell of Pittsburgh. He made his debut on the local screen in "Blessed Event," the Warner Bros. laugh sensation now at the Theatre, as "Bunny" Harmon, radio band leader and crooner, and registered so strongly in a cast of brilliant and seasoned actors that the girls are going gaga over him already.

As the result of his work in this sensational picture he was placed under a long term contract by Warner Bros. and it is whispered that they will groom him for stardom.

Famous Stage Players Cast in "Blessed Event"

Milton Wallace, now playing in the Warner Bros. production of "Blessed Event" at the Theatre, was one of the principals in the original cast of "Abie's Irish Rose." He appeared in 1776 performances during the classic run of that comedy at the Republic Theatre, New York.

Allen Jenkins, another member of the "Blessed Event" cast, followed Spencer Tracy as Killer Mears in the Broadway production of "The Last Mile;" he was also a member of the original cast of "Five Star Final."

Lee Tracy and Mary Brian head the all-star cast which is such a sensation at the Theatre.

"Blessed Event," because it is the only genuine columnist picture, will undoubtedly be played up by newspaper critics. Plant these stories with critics and editors.

YOUR FEATURE STORIES

Advance Feature

"Blessed Event" Focuses Attention on Columnists

It was inevitable that the ubiquitous newspaper columnist, having become a figure of importance, should be immortalized on the screen.

To Warner Bros., who pioneered talking pictures and have been first in so many other things, must be given credit for being first to discover the columnist as an entertainment entity and bring him to the screen.

They did it first with Douglas Fairbanks, Jr. in "Love Is A Racket," and now comes "Blessed Event," featuring Lee Tracy; which opens at the

Theatre next and which is hailed as not only the finest of the columnist stories but the greatest piece of screen entertainment to come out of Hollywood in five years.

"Blessed Event" is the most authentic of all the columnist dramas and the only one that was produced in play form on Broadway. It had enthusiastic support and admiration during its New York run. Warner Bros. have brought it intact to the screen, even to the extent of acquiring some of the original players from the Broadway production.

3 From Stage Cast

Those who were transplanted were Allen Jenkins, Milton Wallace and Isabel Jewell. She, by the way, is the "victim" of the hero's column. Mary Brian, who did such a swell job with young Doug Fairbanks in "It's Tough to Be Famous" is the heroine.

The rise of the columnist to his present position in everyday American life is dated by many from the advent of Walter Winchell, who, with his uncannily accurate forecasts of "blessed events" (births in high places), forthcoming marriages, divorces and even murders, made publication of the deepest secrets, an industry.

Such things formerly were frowned upon as mere gossip and car dropping. But now, practically all columnists are trying to scoop each other with intimate gossip stories.

That is the type of columnist you will meet in "Blessed Event." The fellow who is columning today, may involve the scorn of the old time newspaper reporter, but the fact remains, that columnist's columns are the most widely read features of the newspapers.

Column-conducting has long been a phase of newspaper life, but it has not always been so impish, so bold and so telltale as it is today.

A quarter of a century ago, Bert Leston Taylor, with his "Line o' Type or Two" in the Chicago Tribune, was the outstanding daily columnist of America.

The Rise of the Columnist

He it was who invented that coy style of initialing words, using "w.k." for well known, "o.f." for old fashioned, etc. That trick still survives in wisecrack writing and at least one famous columnist, the famous "F.P.A." (Franklin Pierce Adams) of the New York Herald-Tribune learned his trade at the knee of old "B.L.T." Adams, however, has been a celebrated wit in his own right for over twenty years and was the author of the noted baseball lyric whose catch-lines, "Tinker-to-Evers-to-Chance," immortalized the famous double-play trio of the great Chicago Cubs.

Hugh E. Keough (HEK) and Ring Lardner also did their first columning on the old Trib.

Heywood Brown, whose "It Seems to Me," was born on the late lamented Morning World in New York and for more than two years has been published in the N. Y. World-Telegram, probably was the first day-by-day contentious columnist. Others there are and have been, who did not shrink from combat or criticism of any policy or person that had a wal-

lop coming. But "Hey" was the first to make boxing gloves a regular part of his wardrobe.

He seemed to court controversy and did not, from the start, hesitate to challenge preacher, potentate, publisher, or president on their words and works.

Brisbane More Editorial

Arthur Brisbane, sage of the Hearst domain, is generally conceded to be one of the most widely read columnists today, his "Today" running in hundreds of newspapers. "AB," however, is more the editorial commentator than the gossipier.

Arthur "Bugs" Baer, another Hearstling, has been called by his own kind the greatest wit-philosopher of the clan, and with Winchell, has been outstanding as the inventor of graphic new words.

O. O. "Odd" McIntyre is said to be the most widely read of all the columnists and he, like Brisbane and Baer, sails his entertaining course under the Hearst pennant. "Odd" is a self-made columnist, meaning that he became a columnist of his own volition without waiting to be "discovered." "Mc" arrived in New York something less than 20 years ago, a confirmed "fan" of Jimmy Allison, whose "New York Day By Day" was at almost any time a feature of the Cincinnati Times-Star.

"Mc" enlarged upon the Allison idea, which dealt chiefly with theatrical affairs and Cincinnati folk, and wrote "home town" stuff about people from many places. He supplied special columns to a string of papers—at first for scant revenue but later for important money—and then the Hearst eye fell on him. He had a style of his own and made a niche for himself that no reader wants him to leave.

Mark Hellinger, of the New York Mirror, with his human interest drama stories, has one of the largest followings in New York and stands in a class by himself.

H. I. Phillips of the N. Y. Sun, whose column is widely syndicated and whose biting satire is read and admired even by the subject of his keen wit.

Sid Skolsky of the N. Y. Daily News and Louis Sobol of the Journal all are individual—and way up in front for original humor and "Spot" comment. Skolsky is the boy who established the "tintype," a staccato style of biography of prominent men and women.

Nationally Famous

These New York fellows, because of the excellence of their material and the wide syndication thereof, have become nationally famous. But there are, scattered through the country, a great many original thinkers who have a great local following and whose columns are factors in the daily lives of their cities. Most of them, however, seldom go in for "dishing out the dirt."

Practically every section of the country has its columnist and each, surprisingly, has his individual style of writing and comment. Consequently all followers of columnists will doubtlessly claim Lee Tracy, as the prototype of their favorite as the hero or villain of "Blessed Event."



MARY BRIAN, LEE TRACY and FRANK McHUGH in an exciting moment of the Theatre's current hit, "Blessed Event." Cut No. 4 Cut 80c Mat 10c

"Blessed Event" Contains Advance Fashion Hints

(Current Fashion Feature)

No longer does the really smart American girl take her boy friend nightly into the motion picture theatre for the sole purpose of getting a good evening's entertainment, and, incidentally, hoping he'll absorb a few hints in love making from the screen's latest heart throbs. She goes now for another, more practical reason—to find out what to wear.

In "Blessed Event," recent Warner Brothers production featuring Lee Tracy and Mary Brian at the Theatre, the feminine public has been given another picture that is ahead of the times in fashion in addition to being up to the minute in romance, acting and plot.

Mary Brian, as a clever motion picture editor on one of New York's great dailies, and the sweetheart of the most popular columnist in the world, wears many suits and frocks that the ladies will not only admire on the screen, but will adopt for private life. And their interest will center, primarily, on the fascinating new uses for plaids in daytime attire, and the latest of style innovations, square-crowned hats.

Orry-Kelly, brilliant Warner Bros. designer, created for Miss Brian in this picture, a suit of gray tweed, on which a two-yard scarf of stiff blue plaid taffeta ties in a perky bow at the shoulder, the ends falling both to the front and the back. The jacket pulls on, the front being additionally trimmed with stamped brass buttons, and the high round neck, collarless.

With this suit, Miss Brian wears a gray felt hat, gray kid pumps, and purple and gloves of bright blue suede.

Another costume, suitable also for business wear, is of checkered silk in black and white, consisting of a high belted frock with white blouse, all in one piece, and a matching jacket. With this Miss Brian selected black accessories, including one of the new felt hats showing a flat, shallow folded crown, and the medium, tilted brim, somewhat in effect like the old-fashioned straw sailor.

Quite different in type, however, is the hat that she wears with a suit of bright green wool crepe, closely fitted and trimmed with an enormous lei collar of silver-tipped fox. This, designed for more dressy occasions, has a hat matching in shade, of silk crepe intricately tucked into a tiny turban, cut up in front off the face, and worn with a starched, circular black veil. Accessories, in this case, are of green.

Business girls, college girls, and those who merely stay at home, will like her all-around frock of black crepe, tucked vertically as to skirt, and lightened with wide collar and cuffs to the elbow, of heavy dull crepe. Plain black pumps are correct for this model, and the dashing flat black hat worn with the checkered outfit might be made to do double duty.

Isabel Jewell, a new actress of the sophisticated blonde type, playing a radio singer, also introduces new fashion ideas for evening wear in "Blessed Event," in which Ruth Hall, Ned Sparks, Frank McHugh and Ruth Donnelly also have important parts. Roy Del Ruth directed this story of the modern newspaper columnist.

Lee Tracy Best Known Journalist Actor in Films

(Advance Feature)

Just because an actor is very convincing on the screen as a prize-fighter, reporter, or gangster doesn't necessarily mean that he knows any too much about these professions. But stage and screen producers have been taking it for granted that Lee Tracy is "in the know" on whatever profession his play or picture character calls for.

His wise-cracking columnist role in the Warner Bros. picture, "Blessed Event," which opens at the Theatre is a result of just this circumstance. Tracy has become a writer and keyhole peeper despite the fact that he doesn't know how to write and wouldn't know a gossip item if it sprang out of the keyhole and bit him in the eye. Moreover, he is determined to remain an actor.

When he jumped into fame as a hooper who didn't have to hoof in "Broadway," a Hollywood sent for him post haste to play a hooper who really hoofs in a picture called "Big Time." Despite all of Tracy's protestations that he couldn't hoof to save his neck, the producer merely winked and said:

"You can't fool me. I saw you in 'Broadway'."

Tracy played the role in "Big Time," and the producer still believes that the actor is a hooper.

He was saved from a career of simulated hoofing by playing a reporter who didn't have to report in "The Front Page." In some way or other, that impersonation seemed to suit him better with the public and the producers, and he did three reporting roles for Warner Bros. before turning columnist in "Blessed Event."

There is something in his happy-go-lucky, care-free and independent personality which matched up with the public's conception of what a newspaper man should be. Publishers, editors and real reporters may complain bitterly that Tracy represented only one kind of reporter—and that a rapidly disappearing kind—it makes no difference. Tracy was an ideal reporter as long as he didn't have to report.

His identification with reporter roles on the New York stage brought Tracy a wide acquaintance with, and many friends in, the newspaper fraternity there. He was probably the best known pseudo journalist in America—and so far as any one knows, he has never written a stick of copy in his life.

Friendship with many famous newspaper men, however, gave the actor an added assurance in playing his reporter roles in "The Strange Love Of Molly Louvain," "Love Is A Racket," and "Doctor X." Without ever having reported as much as an amateur baseball game, Tracy developed the "feel" of the newspaper game. He learned the language, the tricks of the trade and the reporter's attitude toward life, love and the pursuit of happiness.

Tracy is supported in this picture by a marvelous cast of actors, headed by Mary Brian, as the leading lady, Ned Sparks, Ruth Donnelly, Milton Wallace, Frank McHugh, Dick Powell, Emma Dunn, Edwin Maxwell and others. The story is an adaptation of the play by Manuel Seff and Forrest Wilson; the screen play by Howard Green. Roy Del Ruth directed.

NOTE:—Almost any story or feature in the publicity section of this merchandising plan can, with slight revision, be used as either advance or current material.

It is to your best advantage that all publicity matter be submitted to your paper typewritten and NOT merely cut from this manual.

BIOGRAPHICAL MATERIAL

Advance Feature

Lee Tracy, a Riddle Without Answer to Hollywood Studios

Broadway players who came to conquer Hollywood have always been an enigma to the hundred per cent film folk; but of all the mysterious stage folk, there is none to compare with Lee Tracy. To a Hollywoodian, Tracy is a riddle without an answer.

He just will not "stay put," and the fame and fortune attendant on film success, which is the aim in life of so many show folk, does not mean a thing to him. He reached the peak of his career in the Warner Bros. picture, "Blessed Event," which comes to the Theatre, and saw a vista of glowing achievements ahead of him—but all he did was snap his fingers at it and uttered the Broadway version of "Ay tank ay go home."

Three times picture producers have put him under long term contracts, but each time the tug of Broadway has yanked him away. The last attempt collapsed upon completion of "Blessed Event," which was not only his greatest performance but also considered one of the finest pieces of screen entertainment filmed since talkies came in. Just prior to its starting, Tracy, who had already made three pictures for Warners, decided to accept a five year contract with the company and relax like a good home body into the quiet of Hollywood for that period. But even while the publicity department was announcing the signing, he calmly went about getting a release from his contract.

Tracy brought to Hollywood from New York, a reputation not unlike that which followed John Barrymore into stardom from years as a theatrical playboy.

Indifferent to Rules

He has the same indifference to the rules of decorum, the same flare for daring to do the unusual and the same devil-may-care attitude toward life and his profession that characterized the young Barrymore.

But he has the ability too, and, though he keeps it a secret from his friends, he has a sincere streak in him which makes it impossible for him to give a shoddy performance, under any circumstances.

It is impossible to start an appraisal of an actor by announcing that he is good to his mother. An actor, like other human beings, is supposed to be good to his mother—albeit some of them are not.

But this does not alter the fact that Lee Tracy is particularly fond of his mother, and that it is largely because she likes Hollywood better than he does, that he even considered plans to stay there.

The mention of matrimony during a recent interview caused those very blue eyes to close, and that funny Tracy face to wrinkle into a most impressive expression of distaste.

"Ugh!" he says. And you gather that he is not for it.

It is motherly Mrs. Tracy who keeps house for Lee. It wasn't exactly keeping house either, in Hollywood, for they lived at a hotel there.

But even in an apartment hotel, Mrs. Tracy is Lee's one tie to domes-

ticity, which he says on his studio biographical questionnaire, he "hates."

It was Mrs. Tracy who waked him up mornings almost early enough to reach the studio on time. But it was also Mrs. Tracy, the mother, who didn't wait up nights for her boy, a thoughtful attitude which Tracy appreciated.

There is a good deal of understanding between these two, and no little tolerance on the mother's part which the actor repays with a very genuine affection.

"Say," says the subject matter of all this. "Are you trying to make out that I have a face only a mother could love?"

The fact that she does love it doesn't alter the pertinent fact that it is a funny face. But there's personality in it, and behind it, and there's ability back of it.

William Wellman, famous director of many Warner successes, has been credited with a very pat description of Lee Tracy.

"He has," said Wellman, "a face like a baked potato and a smile that's like a glimpse of heaven."

Which all does not as yet explain the mystery of why Lee Tracy won't listen over-long to any call from Hollywood. There is no explanation for it—it just happens.

It's an even bet that movie fans will see Lee Tracy again, for movie producers have a very persistent manner with people who have "the goods." But you can bet your new fedora that as soon as Tracy has given in, Broadway will once again be whispering in his ear, and the back to the bright lights movement will start once again.

Tracy's restless character is best revealed in the role he plays in "Blessed Event." When you see the picture, you will know what we mean.

He is supported in this production by a marvelous cast of actors headed by Mary Brian as the leading lady, also Ned Sparks, Allen Jenkins, Isabel Jewel, Ruth Donnelly, Milton Wallace, Frank McHugh, Dick Powell, Walter Walker, Edwin Maxwell, Emma Dunn and others. The story is an adaptation by Howard Green of the great Broadway stage success by Manuel Seff and Forrest Wilson. Roy Del Ruth directed.

SPECIAL BIOGRAPHICAL NOTES

Use for Player and Picture Build-Up

LEE TRACY

Lee Tracy, whose amazing success with the role of Alvin Roberts in Warner Bros.' picture, "Blessed Event," playing now at the Theatre, is one of the sensations of the theatre year, spent five years on the New York stage before he could be persuaded to appear in pictures.

Tracy was born in Atlanta, Georgia and was educated in the Western Military academy at Alton, Ill. and in Union College in Schenectady, N. Y. After five years of experience in stock companies and two years on the road, he won his first Broadway role in "The Show Off."

As the hooper in "Broadway," Tracy found himself suddenly acclaimed a star by the New York press. This was followed by the tremendously successful "Front Page," and it was after the show finally closed, that he was first persuaded to come to Hollywood under contract to Fox studios. He made two pictures there and returned to New York, where he remained in various stage parts until signed by Warner Bros. to play featured roles in "The Strange Love of Molly Louvain," "Doctor X," and in "Blessed Event."

Tracy is thirty-four years old, unmarried and his hobby is fishing.

EMMA DUNN

Famous For Her Fine Mother Roles

Emma Dunn, who appears in support of Lee Tracy in the Warner Bros' picture, "Blessed Event," which opened at the Theatre, has become one of the screen's most famous and best loved "mothers" without losing her sense of comedy and her ability to put zip into old lady roles.

Miss Dunn is famous alike on stage and screen. For a number of years she was a star in well remembered productions on the English and American stages, including "Old Lady 31," "Courage," "Mother," and "The Governor's Lady." She started in pictures in 1919 when she played "Old Lady 31," on the silent screen and she has been featured in countless roles since that time.

Recent parts played by Miss Dunn include "It's Tough To Be Famous," "Under Eighteen," "The Guilty Generation," and "Juvenile Court." Miss Dunn is English born and educated and she has been on stage and screen almost since childhood.

DICK POWELL

Dick Powell, Hailed as Film Find by Thousands, Makes Good in Big Way

(Current Feature)

When Dick Powell left Pittsburgh for Hollywood to play a part with Lee Tracy and Mary Brian in the Warner Bros' comedy "Blessed Event," now featured at the Theatre, he took with him the expressed good wishes of the thousands of fans and friends he had made during his three years as master of ceremonies at the Stanley Theatre there.

He returned to the theatre after the picture was completed but for only a limited engagement because he took back with him a long term contract with Warner Bros. under which he will soon be featured in leading roles.

Dick Powell is the exception that proves some kind of rule in Hollywood. He looked like a screen 'find' before he was sent to Hollywood for the part in "Blessed Event" and he has lived up to that 'look.' No new comer to the screen was ever so flooded with mail during the first few weeks of production as was this favorite son of Pittsburgh. Literally thousands of letters reached the studio from admirers of the youthful orchestra leader, all of them recommending Powell as a promising new leading man for the screen. For once these early fans seem to have been one hundred per cent right, too.

Powell hails originally from Little Rock, Arkansas, where he stopped on his way to Hollywood to be feted as a conquering hero. Pittsburgh gave the boy what amounted to almost a civic reception on his return from Hollywood.

"Blessed Event" is his first screen appearance.

NED SPARKS

Ned Sparks, whose hard boiled characterization of a disgruntled newspaper columnist adds much to the hilarity of the Warner Bros. picture, "Blessed Event," which is promising to break records at the Theatre, is a Canadian by birth and a pessimist by nature.

Sparks won his first attention on the New York stage which he deserted some years ago for Hollywood and parts in pictures. He is frequently featured in brief comedies of his own and he has been seen recently in "The Miracle Man," "Kept Husbands," "Corsair," and "Big City Blues."

Lee Tracy's Reporter Role Even Fooled Real Editor

Knowing that editors will be particularly interested in stories written around newspaperdom, the subject with which "Blessed Event" treats to a great extent, we have included three features on that phase of the picture.

He is an ace newspaper reporter in his particular line of work—and yet he has never written a line in his life and confesses he wouldn't know a good story if it stared him in the face.

It was as a newspaper reporter that Lee Tracy first made himself conspicuously convincing to the world at large. The stage production of "The Front Page" did this for him. He didn't really know how good he was in that role until a real newspaper editor wrote him a sarcastic, disparaging letter in which he said: "You are not any different from twenty drunken reporters I can name." That, to Lee Tracy, was the highest compliment he had ever received. He had played his role well enough to fool an editor.

Not that newspaper reporting is the only thing he portrays on stage and screen, but it is the role in which he excels. Following his nose for news into many dark and forbidding corners makes him an outstanding figure in the mystery melodrama, "Doctor X," the First National picture which is now playing at the Theatre.

Fast thinking and especially fast talking have put Lee Tracy where he is today. It is these qualities which act as his trademark that make even critical showmen believe Tracy is the sort of type he plays.

When he scored highly as the hooper in the stage production of "Broadway," a Hollywood producer wired him to play a

hooping role in a picture called "Big Time." He did not dance a step in "Broadway"—just talked about it at his usual rapid rate—and it took all his powers of persuasion to convince the Hollywood producer that he really couldn't dance.

Dancing happens to be one of his pet aversions, along with people who eat oranges on trains, women with umbrellas, phone calls, women who use lipstick constantly and harsh voices.

But the proof that he acts the reporter so consummately lies in the fact that producers immediately think of a Lee Tracy type when they read a script having a reporter role in it.

This Entire Campaign Smacks Over "Blessed Event" as a BIG, BIG Show!

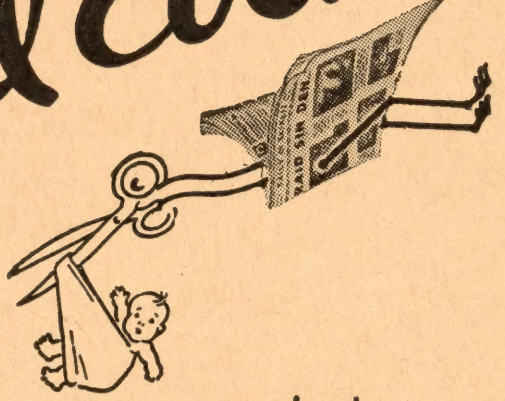
Walter Winchell's Endorsement

Because of the tremendous influence that Walter Winchell, most famous of all columnists, wields, we are giving you nine ads in this section with Winchell's published tribute to "Blessed Event." By all means be sure to use these ads in your local newspaper carrying the Walter Winchell column.

Okay Blessed Event!



Here's what Walter Winchell America's favorite columnist, says about 1932's biggest screen show!



"That 'Blessed Event' flicker is something to thrill about.... It is magnificent movie magic." Walter Winchell

"BLESSED EVENT"

Warner Bros.' Million Laugh Version of the Broadway Stage Success! with

OPENS TOMORROW
STRAND

MARY BRIAN
LEE TRACY
DICK POWELL

Out No. 31 Out 60c Mat 15c

Out No. 26 Out 20c Mat 5c

Okay Winchell!



America's favorite columnist certainly knows how to pick 'em. Here's what he says about the funniest, fastest, raciest show of the year!

"Something to thrill about.. It is magnificent movie magic." Walter Winchell

"BLESSED EVENT"

Warner Bros.' Scandalous Comedy About Scandal Columnists!



with
LEE TRACY
MARY BRIAN
DICK POWELL
and 1000 others

NOW PLAYING
STRAND

Out No. 22 Out 40c Mat 10c

Walter Winchell says

That "BLESSED EVENT" flicker is something to thrill about... It is magnificent movie magic... Lee Tracy gives the greatest performance of his career, and Warner Bros. are to be congratulated on the best portrait of a columnist.

• NOW
STRAND

Out No. 23 Out 40c Mat 10c

25 Striking Ads Which Sell Picture's Tremendous Scope

The picture has all the ingredients of a great box office champion — it has comedy, music, night club scenes, drama, romance and newspaper office glamour. These ads have been designed to impress the public with the picture's well-rounded entertainment.

IF YOU PAID \$10 A TICKET
 YOU'D STILL BE GETTING MORE THAN YOUR MONEY'S WORTH!



SCANDAL! . . . the private lives of your favorite celebrities bared by this keyhole peeper.



ROMANCE! . . . a sweet and hot love story that'll make your heart jump a beat.



MELODRAMA! . . . gripping enough to out-thrill "Little Caesar."



WALTER WINCHELL says: "It's something to thrill about. Magnificent movie magic!"

STARTS TODAY
STRAND

Here it is — sensation of sensations! Picture of pictures! Warner Bros.' spectacular production of the stage success that New York paid \$3.30 to see! Bigger and better on the screen than it was on the stage! . . . One grand, glittering, breath-taking entertainment that packs every conceivable kind of thrill!

"BLESSED EVENT"

That Scandalous Comedy About Scandal Columnists!

With
LEE TRACY
MARY BRIAN
DICK POWELL

Ned Sparks, Ruth Hall, Frank McHugh and 1000 others.



NIGHT CLUBS! . . . behind the scenes in Broadway's famous joy caves.

"BLESSED EVENT"



gives you the low-down on the scandal columnist who sees all, knows all and tells everything!

"BLESSED EVENT"



bares the private lives of your favorite celebrities, their wives . . . their sweethearts . . . and their lovers.

"BLESSED EVENT"



takes you behind the scenes of night clubs, radio stations, newspaper offices and the underworld.

"BLESSED EVENT"



"is something to thrill about. Magnificent movie magic."—WALTER WINCHELL

"BLESSED EVENT"



is Warner Bros.' million dollar production of the sensational stage success! With LEE TRACY, MARY BRIAN, DICK POWELL, NED SPARKS and 1000 others.

OPENS THURSDAY 8:30 STRAND

Out No. 17 Out 40c Mat 10c

THE SHOWDOWN ON THE GUY WHO GIVES YOU THE LOW-DOWN!

Peep through the keyhole of the world's most famous keyhole peeper. Eavesdrop on his love life! Trail him through the night clubs and broadcasting stations. See how he gets his scandal!



"BLESSED EVENT"



Warner Bros.' Million Laugh Production of the Broadway Stage Success with LEE TRACY, MARY BRIAN, DICK POWELL and 1000 others.



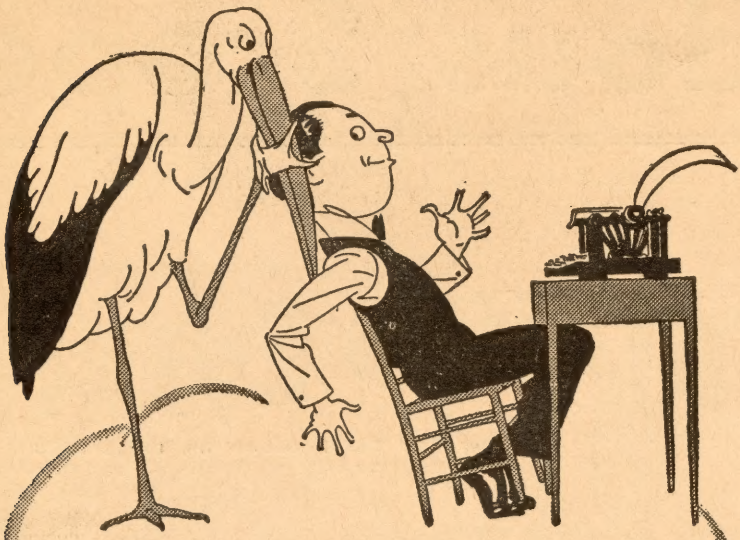
HE'S A FIND!
 Hear Dick Powell sing 4 hit tunes in this picture!

STRAND

Out No. 9 Out 40c Mat 10c

Out No. 33 Out 60c Mat 15c

**THE INSIDE STORY OF THE
GUY WHO KNEW THE STORK!**



Funniest, fastest, raciest picture of the entire year! The scream-by-scream description of a scandal columnist's private life! See him invade the night clubs, radio stations, hotels even maternity wards in his wild search for scandal!

"BLESSED EVENT"

Warner Bros.' Million Laugh Production

with **LEE TRACY**
MARY BRIAN
and 1000 others



YOU'LL LOVE HIM!
Hear Dick Powell
sing 4 new hit tunes.
He's a find!

NOW PLAYING **STRAND**

Out No. 14 Out 40c Mat 10c

Ads to Help You Vast Ready-Made

WOW

The smash Broadway production...

"BLESSED EVENT"

with
LEE TRACY
MARY BRIAN
DICK POWELL
and 1000 others

... STRAND

Out No. 18

Will Pay You to Give Dick Powell Big Plug

Because of his sensational work in this picture, Warner Bros. signed Dick Powell to a long term contract. His is one of the most engaging personalities the screen has known. Men and women will go wild over him. By putting in a strong plug for him now, you will be building not only current business, but you will also be building up patronage for future Dick Powell pictures.

IT'S TROY'S BIGGEST HIT IN YEARS! IT'S A BLESSING!

"BLESSED EVENT"

LAST DAY **R E X Y** LAST DAY

Out No. 32 Out 40c Mat 10c

**HIS TYPEWRITER K
DOORS OF A THO**

The scandalous story...

"BLESSED EVENT"

Warner Bros.' Production of the Broadway Stage...

LEE TRACY
MARY BRIAN
DICK POWELL
and 1000 others

Out No. 11

You Cash in on Made Audience

W! IT'S BIG!
IT'S FAST!
IT'S FUNNY!

new season's greatest entertainment
! A sensational Broadway stage success
ht to the screen in a million laugh pro-
on that is absolutely the last word in
g pictures! Melodrama, comedy, ac-
music, romance — all rolled into one
gigantic show!

BLESSED EVENT

Warner Bros.' scandalous comedy of the
scandal columnist who peeked through
the nation's keyhole!

Hear DICK POWELL, the
find of the year sing 4
hit tunes.



STARTS
TOMORROW

MISS IT
AT YOUR
OWN RISK!

Out 60c Mat 15c

KEYS UNLOCK THE THOUSAND BOUDOIRS!

private life of the famous
scandal columnist who sees all,
knows all and spills everything!

BLESSED EVENT

Million Laugh
the sensational
Success!

With
LEE TRACY
MARY BRIAN
DICK POWELL
and 1000
others!



Out 40c Mat 10c



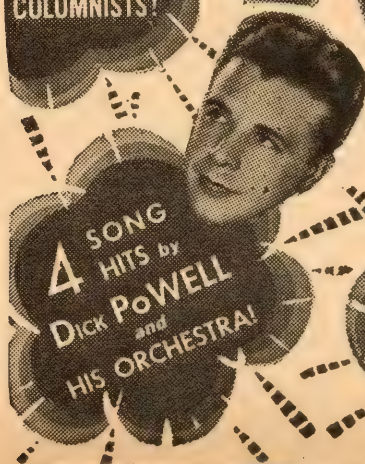
The Picture of Pictures! Most terri-
fic screen value of the entire year!
Warner Bros.' Million Laugh produc-
tion of the sensational Broadway
stage success! Packed with every
conceivable thrill! Don't dare miss it!

BLESSED EVENT

THE
SCANDALOUS
Low-Down
on Scandal
COLUMNISTS!

BEHIND THE
SCENES IN THE
BROADCASTING
STUDIOS!

"It's something to thrill about!
Magnificent movie magic."
—WALTER WINCHELL



4
SONG
HITS by
DICK POWELL
and
HIS ORCHESTRA!

SCENES
IN
BROADWAY
Night Clubs!

FAST
and
FURIOUS
NEWSPAPER
MELODRAMA!

with LEE TRACY
MARY BRIAN
and 1000 others.

STARTS TOMORROW
STRAND

SWEET
AND HOT
ROMANCE OF
THE BIG CITY!

Out No. 12 Out 40c Mat 10c

The Year's Comedy Smash! IT'S A BLESSING!



"BLESSED EVENT"

With LEE TRACY,
MARY BRIAN
DICK POWELL
and 1000 others!



NOW

ORPHEUM

NOW

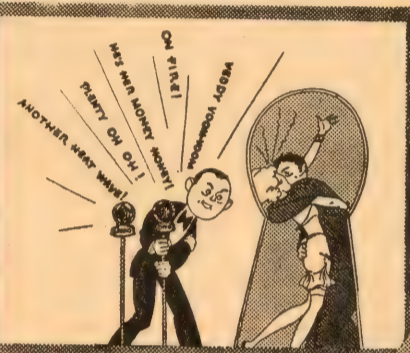
Out No. 24 Out 40c Mat 10c



He has bedroom eyes—
and a nose for news...



Predicts babies like the weather
bureau predicts the weather...

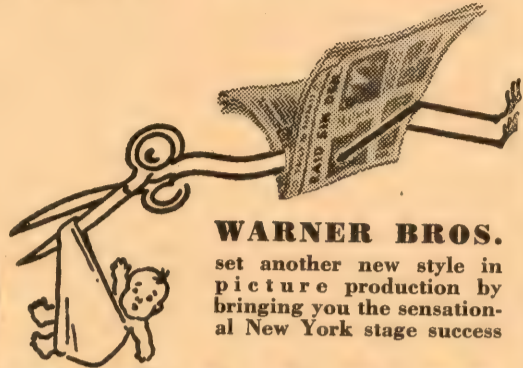


Sells scandal by the square inch—and
cleans up in the shock market...



Sees all—knows all—
and tells everything!

Here it is! The scandalous comedy
of a scandal columnist who rose
**FROM A KEYHOLE TO A
NATIONAL INSTITUTION**



WARNER BROS.
set another new style in
picture production by
bringing you the sensation-
al New York stage success

"BLESSED EVENT"

The private life of
the man who abol-
ished privacy... the
**SCANDAL COLUMN-
IST!**... Take Wal-
ter Winchell's word
for it—"It's some-
thing to thrill about.
Magnificent movie
magic!"

WITH

**LEE TRACY
MARY BRIAN
DICK POWELL**

and 1000 others

**OPENS TODAY
STRAND**

Out No. 7 Out 60c Mat 15c

Catchines to Help You Make the Picture a Box Office "Blessed Event"

It's the Showdown On the Guy Who Gives
You the Lowdown.

* * * *

The Scandalous Comedy About That Scandal
Columnist.

* * * *

From a Keyhole to a National Institution.

* * * *

Fastest, Funniest, Riciest Expose Ever Filmed.

* * * *

Twice as Great on the Screen as the Sensa-
tional Stage Hit.

* * * *

His Typewriter Was More Deadly Than a
Machine Gun.

* * * *

Okay, Duluth! Here's the Dirt on the Dirt
Dishers!

* * * *

It's Truly a "BLESSED EVENT."

* * * *

The Private Life of the Man Who Abolished
Privacy.

* * * *

He Made a Million Dollars Profit as a Baby
Prophet.

* * * *

For the First Time, the Real Low-Down on
Keyhole Journalism.

* * * *

His Typewriter Keys Unlocked the Doors of a
Thousand Boudoir Secrets.

* * * *

They Gave Him the Keyhole to the City.

* * * *

Don't Miss Peeking Through the Keyhole of
the World's Champ Keyhole Peeker.

* * * *

All the Scandal That's Fit to Film.

THE BARE TRUTH ABOUT A THOUSAND AND ONE "LITTLE ACCIDENTS"!

Learn about the hilarious
philanderings of the Gossip
King who rose from a keyhole
to a national institution!

"BLESSED EVENT"



Warner Bros.' Million
Laugh Production with

**LEE TRACY
MARY BRIAN
DICK POWELL**
and 1000 others.

**NOW PLAYING
STRAND**

Out No. 10 Out 20c Mat 5c



Out No. 8 Out 20c Mat 5c



Out No. 25 Out 20c Mat 5c

HE MADE AMERICA SAFE FOR THE PEEPING TOMS!



Hilarious expose of the pri-
vate life of the scandal col-
umnist who knows all, sees
all and spills everything!

BLESSED EVENT"

Warner Bros.' Million Laugh Pro-
duction with LEE TRACY, MARY
BRIAN, DICK POWELL and 1000
others.

**NOW PLAYING
STRAND**

Out No. 20 Out 20c Mat 5c

For a Corking 2-Column Ad

Use this cut and follow the layout and copy of 1-column ad No. 19 at left.

**He Peeked Through
The Nation's Keyhole!**



See the private life of the man who abolished privacy — the scandal columnist!

**"BLESSED
EVENT"**

Warner Bros.' Million Laugh Production with LEE TRACY, MARY BRIAN, DICK POWELL.

**NOW PLAYING
STRAND**

Out No. 19 Cut 20c Mat 5c



Out No. 35 Cut 80c Mat 10c

Elastic Ads

Please note that the art work in this ad section is such as to permit more than usual freedom for re-vamping purposes.

NOW PLAYING STRAND

**HE MADE A MILLION
DOLLARS PROFIT AS
A BABY PROPHE!**

Here's the private life of the man who knows the stork! . . . The famous scandal columnist who sees all, knows all and spills everything! Eavesdrop on his philanderings . . . see how he discovers his "blessed events"! Follow the greatest Gossip King of all time in a round of riotous adventures behind the scenes along Broadway!



**"BLESSED
EVENT"**

Warner Bros.' Million Laugh Production of the Sensational Broadway stage success! with

**LEE TRACY
MARY BRIAN
DICK POWELL
and 1000 others!**



Out No. 23 Cut 40c Mat 10c

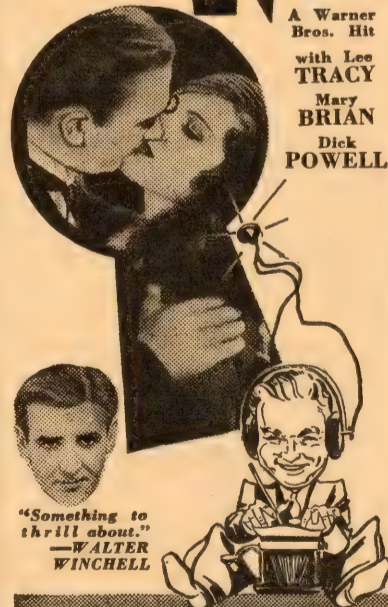
STRAND

**THE SHOWDOWN ON
THE GUY WHO GIVES
YOU THE LOW-DOWN!**

Peek through the keyhole of a scandal columnist's private life!

**"BLESSED
EVENT"**

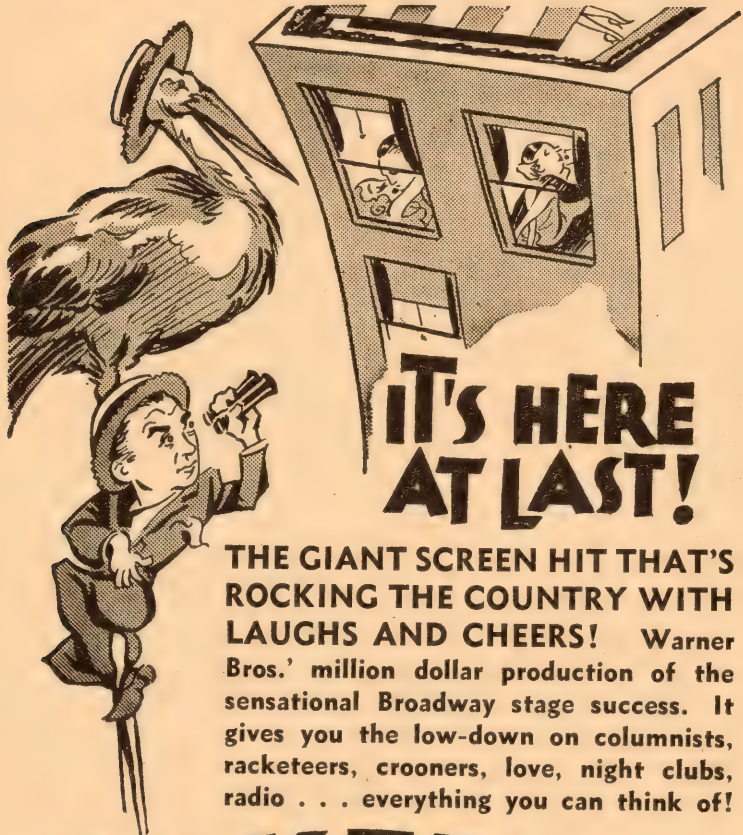
A Warner Bros. Hit with LEE TRACY MARY BRIAN DICK POWELL



"Something to thrill about."
—WALTER WINCHELL

Out No. 16 Cut 20c Mat 5c

Ads That Sell Picture's Success



**IT'S HERE
AT LAST!**

THE GIANT SCREEN HIT THAT'S ROCKING THE COUNTRY WITH LAUGHS AND CHEERS! Warner Bros.' million dollar production of the sensational Broadway stage success. It gives you the low-down on columnists, racketeers, crooners, love, night clubs, radio . . . everything you can think of!

**BLESSED
EVENT**

The complete adventures of the scandal columnist who peeped through the nation's keyhole!

with
**LEE TRACY, MARY BRIAN
DICK POWELL and 1000 others!**

"It's something to thrill about.

Magnificent movie magic!

—WALTER WINCHELL



STARTS TODAY STRAND DOORS OPEN 11 A.M.

Out No. 18 Out 40c Mat 10c

PRIVATE LIFE OF THE MAN WHO ABOLISHED PRIVACY

Peep through the keyhole of the world's most famous key-hole peeper! Learn how he predicted a thousand "blessed events," but didn't know prosperity was just around his own corner!



**BLESSED
EVENT**



Hear Dick Powell, the find of the year, sing 4 new hits!

Warner Bros. Hilarious Expose of The Man Who Knew the Stork! With LEE TRACY, MARY BRIAN, DICK POWELL and 1000 others.

STRAND

Out No. 21 Out 40c Mat 10c

TO INSURE PERFECT MAT REPRODUCTION

The mats illustrated in this merchandising plan will reproduce perfectly, if cast properly.

The following rules, if observed when casting the mat, will insure perfect stereotypes. Pass them along to your printer.

The casting box should be heated before making the cast. This is very important, as pouring molten metal into a cold box chills the metal so that it does not give a perfect cast. The casting box operates most efficiently when it is warmed up.

The simplest way to do this is to run some metal through the casting box before the mat is inserted.

The mats should be heated before trying to make a cast, in order to dry out any moisture that may have been absorbed from the air. Unless the mats are dried out, first, they will blister when the molten metal touches them. Don't run the metal too hot. Be sure to use a good quality metal.

When using only part of an ad, cast the entire mat and then saw up the cast to get the part you want.

OUTSTANDING ENTERTAINMENT SMASH OF THE ENTIRE YEAR!



Peep through the keyhole of a Gossip King! Eavesdrop on his philanderings!

**NOW PLAYING
STRAND**

Hollywood's prize film! A grand and glittering expose of what goes on behind the scenes in night clubs, radio stations, newspaper offices and the underworld! It's the show-down on the guy who gives you the low-down—the scandal columnist! Don't miss it!

**"BLESSED
EVENT"**

Warner Bros.' Million Laugh Production of the Stage Success That Rocked and Shocked Broadway!

with

**LEE TRACY
MARY BRIAN
DICK POWELL
and 1000 others**



Hear handsome Dick Powell sing 4 peppy song hits! He's a screen find!

Out No. 15 Out 60c Mat 15c

Special Feature Story

Note to Exhibitors:—We are giving you this extra fine story on Dick Powell because he is a positive sensation in this picture. Once the picture opens you are sure to be besieged by requests for some more Dick Powell publicity material.

Hollywood Hasn't Spoiled Dick Powell, Screen 'Find'

Florence Fisher Parry, star writer of the Pittsburgh Press and famous throughout the Eastern part of the country for her daily column, discovered that Dick Powell, the new screen "find" whose first picture work in "Blessed Event," the Warner Bros. picture now playing at the Theatre, catapulted him to film fame and fortune, remains the same "regular," "home-town" fellow he always was, when she recently made a Hollywood trip for her newspaper.

Miss Parry interviewed Powell, who for three years was master of ceremonies at the elaborate, de luxe Stanley Theatre in Pittsburgh, while she was in Hollywood. She found Dick still amazed at the great good fortune he had had, a fortune which brings him into national prominence with the release of the picture. Dick continues to be amazed that everybody in Hollywood circles thinks he did such an excellent job in a featured role the first time he appeared before the sometimes-fatal cameras. He persists in saying "I didn't do much," exemplifying the same modesty and wholesome charm with which during his three Pittsburgh years, he captivated audiences.

"I met Dick on the very day his father and mother had come on to stay with him," Miss Parry wrote in the Pittsburgh Press, "and he was all excited, getting them 'fixed.' He'd gotten a sweet home for the three of them; not 'Hollywood' but real. A place in which they could be comfortable as well as proud of what their son is doing. And if you could have seen Dick's eyes as he told me of their delight with 'everything,' you'd know it was going to take more pressure than even Hollywood could yield, to change that boy, or spoil him, or take away his natural clean charm.

"We went over to the Ambassador's Coconut Grove for dinner, and sat at a side table watching the 'stars' come in, pressing their way through the aisles of staring visitors. Dick seemed younger, more a boy, in this sophisticated setting, than I had ever seen him in Pittsburgh. He is very brown and ruefully admitted that he had taken on 20 pounds out here, sleeping and eating and playing and waiting for his new picture to start.

Loves Hollywood

"He loves it here; he's busy taking in the incredible scene and making it his, without letting it spoil him. He admitted a certain uneasiness over his first work in 'Blessed Event,' which he hadn't seen when I first saw him. But since then he HAS seen it, and he knows that far from being 'awful' he's a genuine hit. He HAS to know it, although he says he simply can't believe it. 'The part's so small! I haven't anything to do'. As a matter of fact, he sings four songs, beautifully, and gives out a smile and personality that will quickly place him among the coming juveniles of the screen. When 'Blessed Event' is released Dick Powell will be doing no more sitting around, waiting. His talents will be wanted for a dozen pictures calling for a boy whose face is unspoiled, whose smile is radiating, and whose voice records flawlessly.

Is Genuinely Happy

"For there aren't many boys like Dick out here, and Hollywood has need of them. You see there are mil-

lions of movie-goers, all over the world, who care to see wholesomeness in a juvenile's face. You can't be with him without feeling an essential health about him, a rightness, a realness. He's genuinely happy, naturally clean. His eyes are clear and straight and young. And he can bring an eagerness and wholesome charm to the juvenile roles assigned him which the cameras will gratefully catch up.

"There are enough young sheiks out here, too many boys with a menacing, knowledgeable smile and heavy-lidded eyes. There are too many boys who come out here and get caught up in the net of women's smiles, go 'party,' try to 'do' a Hollywood act—and lose their youth's firm bloom. The very thing that made them an asset to their producers, their freshness and their unspoiled charm, fades under the soft disintegrating forces surrounding them. I do not believe that this will happen to Dick Powell. He strikes me as being altogether sound.

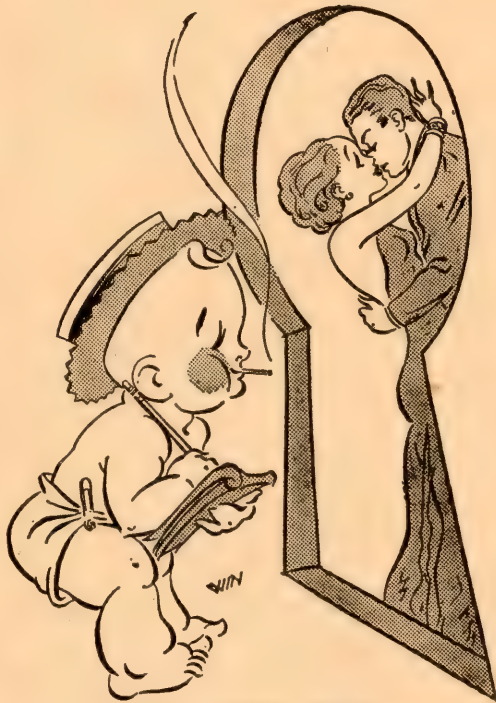
First Tests Were Terrible

"He told me how terrible his first tests were, when he was tried out for 'Crooner,' and lost to David Manners. 'I looked like nothing human,' he said, 'I don't know what they did to me with make-up and lights and photography, but when I saw that test I thought I'd die. Later, someone from Warners happened to pass by the Pittsburgh and saw me on the stage and afterwards met me. He had seen that terrible test and couldn't believe I was the boy who made it. So he ordered another test, under better technical conditions. We took a day to do it, although the actual shooting of the test was only about five minutes. This time it caught on. I looked as least human. Scared? Of course, I was. Anyone who says he isn't nervous in a test is—well, there's no such person! Of course when it came to the singing I was sure of my ground. But it's all like a dream, my making the 'grade'."

Miss Parry believes that Powell's success is due in great part to this sense of humility which excludes any possibility of losing that essential freshness which characterizes Powell's work in "Blessed Event," in which he plays with such popular established players as Lee Tracy and Mary Brian. The famous writer, after close contact with Powell and his family in Hollywood, is confident that "there's a big place for him." Her opinion represents the consensus of the thousands who are seeing "Blessed Event" in theatres throughout the country, and hailing it as the year's greatest comedy, thanks to the performances of Powell, Tracy and Miss Brian.

"Blessed Event" is the story of a columnist who becomes involved in a rapid-fire round of events which furnish laugh after laugh and a love story of a type rarely seen on the screen.

USE THESE CUTS IN YOUR PROGRAMS AND FOR A TEASER AD CAMPAIGN



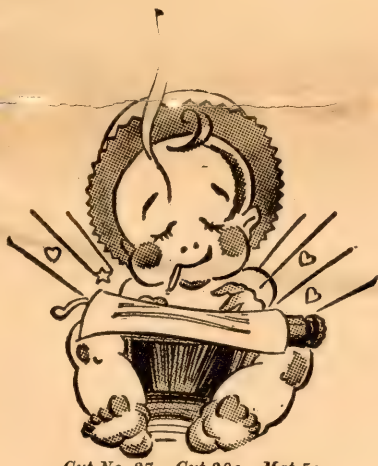
Cut No. 29 Cut 20c Mat 5c

Peep through the keyholes of your favorite celebrities with the world's most famous keyhole peeper. See "Blessed Event."



Cut No. 28 Cut 20c Mat 5c

How does America's favorite columnist get his scandal? Learn his methods of dishing the dirt. See "Blessed Event."



Cut No. 27 Cut 20c Mat 5c

What a "little accident" he turned out to be! Get the low-down on the private life of the man who abolished privacy. See "Blessed Event."



Cut No. 30 Cut 20c Mat 5c

He's years ahead of cupid and months ahead of the stork! Get the latest scandal straight from the shock market. See "Blessed Event."

Vitaphone's A Great Trailer

The official Vitaphone trailer on this picture is just about the finest ticket-selling agency you can use. It is easily one of the most intriguing advertising mediums ever gotten up.

With your screen as your most valuable advertising space, you owe it to yourself to use it to the best advantage. BE SURE TO USE THE VITAPHONE TRAILER IN YOUR OWN AND ALL AFFILIATED HOUSES FOR ABOUT THREE WEEKS BEFORE YOUR PLAY DATE.

SCREEN RECORDS

LEE TRACY:—"Big Time," "Lil-liom," "Born Reckless," "She Got What She Wanted," "Strange Love of Molly Louvain," "Love Is a Racket," "Doctor X."
 MARY BRIAN:—"The Royal Family," "The Runaround," "The Front Page," "Homicide Squad," "It's Tough to Be Famous."
 RUTH DONNELLY:—"The Spider," "The Rainbow Trail," "Transatlantic," "Jewel Robbery."
 NED SPARKS:—"Kept Husbands," "The Secret Call," "Corsair," "The Miracle Man," "Big City Blues."
 EMMA DUNN:—"Too Young to Marry," "Under Eighteen," "It's Tough to be Famous."

DICK POWELL:—Master of Ceremonies at Pittsburgh Stanley theatre.
 WALTER WALKER:—"Tomorrow and Tomorrow," "The Mouthpiece," "Rebound," "The Rich Are Always With Us," "Life Begins," "Two Against the World."
 FRANK McHUGH:—"Corsair," "Union Depot," "High Pressure," "Millie," "The Crowd Roars," "The Dark Horse," "One Way Passage," "Life Begins."
 RUTH HALL:—"Local Boy Makes Good," "Union Depot," "Heart of New York," "Miss Pinkerton," "A Fool's Advice," "One Way Passage," "Ride Him, Cowboy."

EXPLOITATION

Blessed Event Column

Make arrangements with the maternity hospitals in your neighborhood to keep you posted on the prospective mothers who register. Have them give you also all information available on the births as they occur.

As fast as you get the information relayed to you have a local newspaper feature it in a breezy manner, instead of the stereotyped announcement of births. Take the "blessed event" idea out of the usual category and put zip and pep into it.

Get the city clerk's office to give you information regarding local marriages and divorces and combine them into a "chatter" column, thus offering the paper something it would have to pay for from syndicated columnists. In being localized your column will have more reader interest.

Start it ten days in advance of your opening and tie in the showing of "Blessed Event."

Snapshot Contest

Snapshots of infants are always interesting and most newspapers jump at the chance to obtain them for their columns or roto sections. In this respect, you might arrange a contest and award promoted prizes for the best snapshots of babies, asleep, awake and at play.

Baby photos are always interesting subjects and command attention. Offer passes for the "honorable mentions" and promote substantial awards for one, two, three place winners.

Get the contest under way well in advance so you can arrange a full page break coincident with your opening. Display all of the snapshots in your lobby and announce the display in the papers.

Birthday Cards

A fine exploitation stunt—a good-will builder that will get attention is to print up special birthday cards to be sent to parents of children who are born during the month in which you are to play "Blessed Event."

These might read something like this: "CONGRATULATIONS—We Congratulate You on Your 'Blessed Event' and Anticipate One Ourselves On (date.), Manager, Stanley Theatre."

Another method in which this stunt may be utilized to good advantage is to select a list of names and send them a special card reading: "We ANTICIPATE A 'BLESSSED EVENT' ON (date) AND URGE YOU TO BE ON HAND FOR THE CELEBRATION, Manager, Stanley Theatre."

SPECIAL NOVELTY HERALD



Here's one of the cleverest heralds in years! Cut and folded in the shape of a diaper, as illustrated, it is printed in full color and opens to the regular large herald size. Ample space for imprint.

NO INCREASE IN PRICES: 1M to 5M—\$3.00 per M
Over 5M—\$2.75 per M
At Your Exchange

Columnist Preview

There is no better publicity medium than the columns of your local papers. Crash the columns by inviting the columnists in and around your city to a special preview of the picture. Try to get their comments for publication and ask them to give the picture a write-up in their columns.

Popularity Contest

You can conduct, through your theatre, a contest to determine the most popular columnist in town. Give slips to all patrons who attend the theatre one week prior to the opening of "Blessed Event" and continue the contest to the final play date of the picture. Be careful in conducting this contest so that no columnists will be offended. Get their consent before putting on the contest.

Country Doctor

Have an old, retired country doctor tell of his experiences with "blessed events" in the old days, comparing them with the comparative ease of today. Have the old doc reminisce of the times when he used to ride forty miles in a storm to bring in a "blessed event." Run the reminiscences in the newspaper and try to get the doctor to tell a few anecdotes from your stage.

Store Window

Make a tie-up with a local department store for a window devoted to a bride and groom background, or a love nest. Have a complete window of wearing apparel and different articles necessary in a happy home.

Also, include the things required for the care of a baby, such as baby carriage, crib, teething rings, etc. Place a card in the window surrounded by stills from "Blessed Event" and get your theatre name displayed prominently.

Kiddie Shops

"Blessed Event" gives you an opportunity to tie-up with kiddie shops on co-operative advertising. Get them to distribute throwaways reading:

"If you are expecting a 'blessed event' be sure to see us. Anyway, be sure to see 'BLESSSED EVENT' at the Strand Theatre."

Amateur Columnists

Stage a contest with one of your local newspapers for amateur columnists and get them to carry the prize-winning columns. The contest might be handled along the lines of "chatter" or "gossip" picked up here and there about town by the entrants.

The stunt affords an opportunity for the newspaper to stimulate reader interest and gives an opportunity to local budding writers to make a name for themselves.

A great stunt in this connection would be to sell the newspaper on the idea of putting the winner of the contest on the payroll for a few weeks as the prize for his or her efforts. That inducement ought to have wide appeal to journalism students. The balance of the prizes could consist of passes or cash, depending on the extent of the tie-up.

Savings Accounts

Tie up with the banks to give each baby born during the showing of "Blessed Event," its first dollar in its savings account. This won't cost you or the bank much money and will get plenty of good-will, as well as valuable publicity.

First Babies

Announce on the screen, in your program and in newspaper publicity that you will offer prizes for the first five or ten babies born during your showing of "Blessed Event." The first baby born should get a special prize. There should also be a special prize for the first baby given the name of Lee, after Lee Tracy.

Prizes can undoubtedly be promoted from a local kiddie shop with the silver loving cup for the first baby promoted from a local jeweler. Give this stunt plenty of advance publicity.

Birthdays

A stunt that lends itself to newspaper space as well as excellent advertising exploitation is to award tickets to the residents of your city whose birthday occurs during the week that you are showing "Blessed Event."

It is a simple matter to obtain this data from the records of the local city hall. Write each lucky person a letter of congratulations and enclose a pair of passes to see "Blessed Event." The lucky persons can be notified through the columns of your local paper, which should use photos of these individuals.

LOBBY FRAMES



Still—"Blessed Event"—28



Stills in this frame—

Lee Tracy—"Blessed Event"—Pub. X

Mary Brian—"Blessed Event"—47



Still—"Blessed Event"—40

Illustration adapted from ads in this manual

IDEAS—CONTESTS—STUNTS

Lobby Stunt

Fix up a 40 x 60 frame as a board on which to post items of local interest under the heading of "Dishing The Dirt by Alvin Roberts." If you can stir up enough interest in the idea, you will find plenty of contributions from patrons in your mail box. The customers will look forward to reading the "dirt."

Your theatre employees can help greatly in getting the stunt under way. Have them gather news items from their friends and their friends' friends in order to give it a start. If you get enough material, change the items each day. If the squibs come in slowly change the board every other day.

Keep the frame on the sidewalk next to the box-office. You will find people will walk down to the theatre to see if their name is "posted." Have the items "published" by your artist in a quick one-stroke letter.

Prizes for Mothers

During the week you are to play "Blessed Event" announce through the columns of your local newspapers that your theatre will award gifts to all women who become mothers during the week of the showing of the picture. Promote the gifts from local merchants.

Get the newspapers to break the stories in advance of your opening so you will obtain maximum benefits from the stunt.

Add interest to these stories by obtaining from the local maternity wards the names of those mothers who stand a possible chance of carrying off the prizes.

For a good sock punch, make a last minute announcement regarding special awards for mothers of twins, triplets or quadruplets. This will help stimulate reader interest and attract attention to your feature picture.

Unusual "Blessed Events"

Offer passes as prizes to readers who can remember stories of unusual "blessed events," such as births in street-cars, taxis, airplanes, etc. In this connection, pick out a few of them from the newspaper files, and have the newspaper repeat them in connection with the contest.

SPECIAL BANNER



Colored in brilliant shades especially for suspension in your lobby or under your marquee. Size 20 x 30 inches and printed on heavy, durable canvas. Complete with eyelets ready for hanging.

Economically Priced at
45c EACH

Available only from
MORRIS LIBERMAN

729 Broadway New York, N. Y.

Cash with order or C.O.D.

NOT AT EXCHANGE

NOVEL DOORKNOB HANGER



This door-knob hanger is a "natural" that will create plenty of comment and warrants wide distribution.

Use it for house doors, store doors, auto doors and anything that gives you a chance to hang it.

Size: 10½x6 inches—on cardboard—Medium.

Prices, with imprint:

1M	\$4.50
2-3M	4.00 per M
4-5M	3.50 per M
Over 5M	3.00 per M

Order directly from

EXPLOITATION PRINTERS
20 West 22nd St
New York City

Not available at the Exchange

Keyhole Stunt

Make a survey of the empty stores in the business district. Next, make arrangements with the landlords to white wash the windows from the inside. Leave an outline of a small keyhole in the center of the glass. Place it just high enough so that passers-by will be able to look in conveniently. Paint this message on the window with an arrow pointing to the keyhole: "Take A Peek At The Biggest Event Of Your Life."

Inside, on an easel, have a card reading: "You Will See Just What You're Looking For in "Blessed Event" with Lee Tracy and Mary Brian at the Earle Theatre Next Week!"

This same stunt lends itself to a novel contest. In that case, place a series of hidden words on the other side of each keyhole and have the contestants put them together correctly for pass prizes.

Cooperative Page

Put over a full page or double-truck cooperative ad splash on "Blessed Event" among the local merchants and run it in the newspapers as a final smash the day before your opening.

"Blessed Event" lends itself to an ideal spread on every conceivable type of article: Dress Suits, Shoes, Hosiery, Wedding Gowns, Baby Carriages, Flowers, Candies, Baby Foods, Books of helpful hints to mothers, Kiddie Goods, Toys, Furniture, etc.

Anything that applies in any way to marriage, love or motherhood is a cooperative possibility in connection with "Blessed Event." Turn one of your local newspaper advertising departments loose on it. They'll cooperate in exchange for the idea.

The head across the top of the page should read: "IT'S ALWAYS A 'BLESSSED EVENT' TO SHOP AT THESE STORES." Be sure to see that each ad mentions the picture, star and playdate at your theatre and get a good-sized ad free for your idea and efforts.

Teaser Campaign

"Blessed Event" lends itself to effective teaser advertising as few titles do. Use tack-cards, one-sheets and throwaways with the following teaser catchlines:

"A Blessed Event Will Happen Soon at (give theatre address but not the name)"

"Sh-h-h! Scandal! There's Going To Be A Blessed Event In Town!"

"It Will Be A Boy At (give theatre address but not the name). You Can Tell By The Heart Beats, You Dope."

"Tomorrow You'll Know All About The 'Blessed Event'."

The teasers should be very small as you should reserve plenty of money for a big smash ad on the opening day.

Street Stunt

With street ballyhoos falling off tremendously in the past year, a good street stunt as follows will attract plenty of attention. Build a big keyhole which a man can carry over his shoulders. In other words, a sandwich man carrying a keyhole. This keyhole should carry title, stars, playdate announcement and catchy phrases directly tied in with the theme of the picture, as follows:

"Look out! He will get your secret!"

"Lee Tracy as the Broadway Keyhole Columnist."

"Mary Brian as the girl on the other side of the door."

"If it's scandal, he gets it—if it's dirt, he prints it!"

The columnists in your city probably have their own pet phrases. Use these, with variations to carry out the theme of the stunt.

Program Stunt

If you publish a program, invite your theatre patrons to contribute articles which you will publish under the heading of "Dishing The Dirt by Alvin Roberts." The public will go for this stunt because it likes to see its name in print and gives the writers a chance to "dish the dirt" about some of their intimate friends. It is very important that the announcement of this stunt be handled properly so contributors can give their own name or a pen name for publication.

This stunt can be carried further and used in a similar way in a newspaper, the idea being for the newspaper to establish a "Dishing The Dirt" column for the run of "Blessed Event." The newspaper will ask its readers to send in articles and intimate bits of gossip. The stunt has reader interest which should make it valuable for the newspaper, as well as theatre.

Adjectives Contest

Offer passes as prizes to the newspaper readers who can think of the largest lists of adjectives to use in describing "Blessed Event" and its entertaining features. Run a few entries each day until the end of the showing and tie-up with book-dealers for dictionary display in conjunction with still and poster display on the picture.

Insurance Tie-Up

Get insurance companies to advertise to the effect that "blessed events" should insure themselves and the "blessed event" with the companies, and that readers can insure themselves of great entertainment in "Blessed Event."

HOLD-TO-LIGHT NOVELTY

GET AN EYEFUL!

Hold To Light

for a startling revelation — then turn card for important news.



(over)

This clever novelty hits "Blessed Event" from another smart angle: the "keyhole snooper." When held to the light the keyhole reveals the scene illustrated here. Copy on back reads: "The Showdown On The Guy Who Gives You The Lowdown"; cast and title prominently mentioned; large imprint space, and Walter Winchell's rave about the picture. Reasonably priced, it makes an excellent supplement for the special herald on the opposite page.

Prices, with imprint: 1-2M, \$5.00 per M; 3-4M, \$4.50 per M; 5M or over, \$4.00 per M.

Order directly from

EXPLOITATION PRINTERS

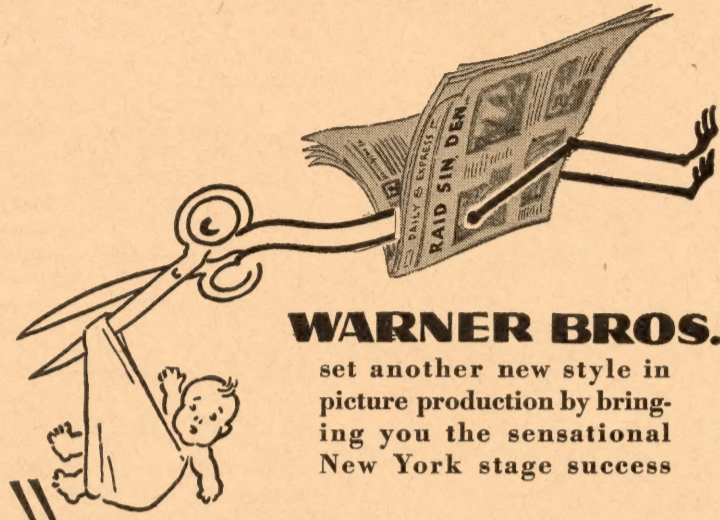
20 West 22nd Street

New York City

Not Available at the Exchange

SPECIAL 40x60 DISPLAY

Here it is! The scandalous comedy of a scandal columnist who rose FROM A KEYHOLE TO A NATIONAL INSTITUTION



WARNER BROS.

set another new style in picture production by bringing you the sensational New York stage success

BLESSED EVENT

with **LEE TRACY . . . MARY BRIAN**
DICK POWELL
 Directed by **ROY DEL RUTH**



The private life of the man who abolished privacy...The lowdown on the Gossip King whose name bounced from Broadway 'round the world!...Take the *Los Angeles Times*' word for it—"it's the best screen entertainment seen in many a day" . . . By all means watch for your theatre's announcement of this great hit.

The famous Longacre Theatre where New York crowded to pay \$3.30 a seat to see "Blessed Event"

WARNER BROS.
 will bring you the new season's biggest thrills!

AT YOUR LEFT:—

Here's a peach of a display for your front! Read by more than 10,555,468 movie fans in six October fan magazines, it is available enlarged to 40 x 60 inches. Use it a week in advance with a date line and all during your run. At your exchange for 50 cents each.

Free Displays

Warner Bros. have effected a national tie-up with the Bee-Dee Manufacturing Co. whereby free window displays are made available to exhibitors. The tie-up has resulted in specially designed sports dresses for three Warner players, among whom is Ruth Hall, appearing in "BLESSED EVENT."

The Bee-Dee company has national coverage and will be able to secure the free window displays no matter where you are.

Notify the company when the picture will play your theatre, suggesting which store you would favor for the tie-up. The Bee-Dee Co. will secure a window display on the Ruth Hall Dress and the picture. A fashion sheet of great interest to women will also be furnished to the store for distribution, carrying helpful style hints, picture of the Ruth Hall Dress and a plug for the picture. If you are running a contest on the picture, they will assist you gladly.

The Bee-Dee tie-up is mutually beneficial, giving you and the store effective selling display.

Address your playdate information to:

Joseph Liebner
 Bee-Dee Mfg. Co., Inc.
 241 West 36th St.
 New York City

Columnist Appearances

Contact local columnists and secure their appearance on the stage of your theatre. Have them tell interesting bits about newspaper life and things even columnists can't tell their readers. Be sure the columnist brings out all the romance and glamor of his phase of newspaper work.

Sidewalk Stencil

Use a sidewalk stencil for this picture, but make a mixture which can be easily washed off. Use the following copy for the stencil: Prepare Yourself for a "Blessed Event." Use this copy on the stencil long in advance of the regular campaign. When the regular campaign opens wash off the first stencil and with the following copy: "The 'Blessed Event' of a Lifetime Will Be At The Strand Friday."

Biggest Family

Offer promoted prizes for the biggest family in town, keying announcement copy in the papers to get across the idea that the Strand Theatre is offering the prizes for the family which is most "Blessed Event Conscious." Run photos of the families in the papers and make it necessary for the families to come down to the theatre the opening night of "Blessed Event."

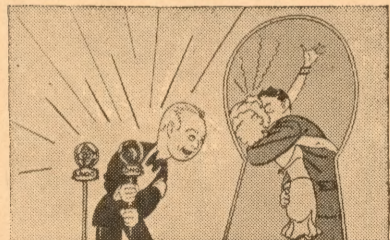
Anniversary Stunt

If your theatre's anniversary falls during the showing of "Blessed Event," tie-in both events in a big celebration week. Gag it up along these lines: "We had our first 'blessed event' 5 years ago—Our greatest will be 'Blessed Event,' with Lee Tracy and Mary Brian, next week. Join in our "Blessed Event" celebration."

The anniversary celebration gives you a chance for an additional cooperative merchants' ad.

COLORTONE PRESENTATION

Make your showing as colorful as the picture with this decorative opening slide.



- 4x5—Colored positive only....\$2.00
 - Set (positive and negative)..... 3.00
 - 3 1/4 x4—Colored positive only 1.50
 - Set (positive and negative) 2.25
- Order by Number N-326

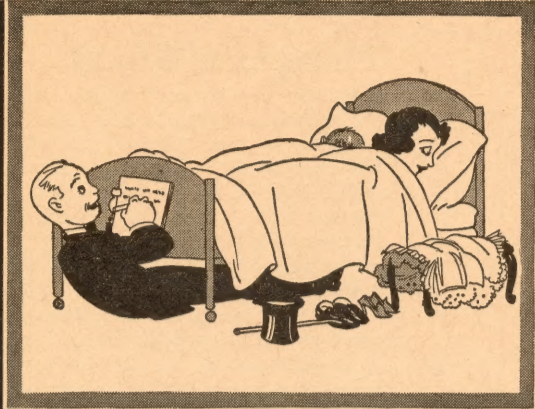
NATIONAL STUDIOS, Inc.
 226 W. 56th St., New York, N. Y.

Be sure to specify and include remittance with order to avoid parcel post and C.O.D. charges.

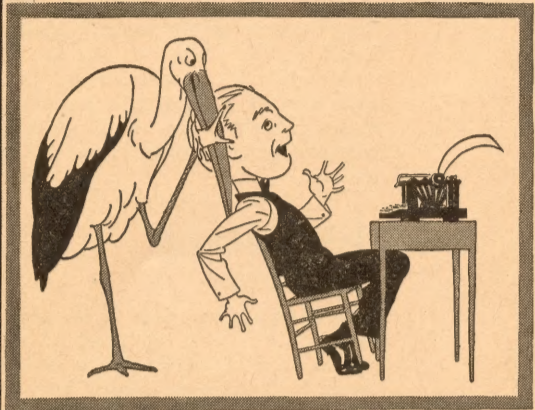
KEEP AN EXPLOITATION SCRAP-BOOK

Each Warner Bros. and First National Merchandising Plan contains a comprehensive exploitation section, made up of practical ideas. We suggest that you cut them out and paste them in a scrap-book for future reference. You'll find them valuable time and time again.

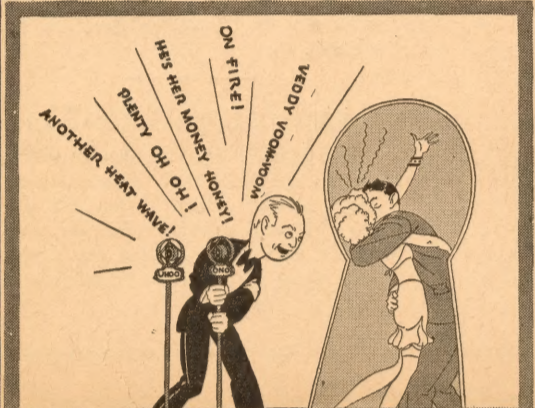
Have Selling Ideas At Your Finger-Tips!



He has bedroom eyes—and a nose for news . . .



Predicts babies like the weather bureau predicts the weather . . .



Sells scandal by the square inch—and cleans up in the shock market . . .



Sees all—knows all—and tells everything!

Throwaway

"Blessed Event" provides an opportunity to put over an effective throwaway that ought to be a wow of an eye-catcher. Have your printer get you up one the size of an ordinary book when folded.

On the outside cover in bold display type print, "WHAT EVERY ONE SHOULD KNOW—." Then on the inside devote one page to this kind of copy:

"Keep your boudoir keyholes safe from the prying eye of gossip-mongers like LEE TRACY in 'BLESSED EVENT,'" etc., etc.

On the third page reproduce scenes from the picture and give playdate and full details. Sell a merchant the idea of sharing half the cost of the throwaway by placing his own ad on the back page.

School Tie-Up

With the cooperation of your local high school, get out a 1-page miniature newspaper, the editorial contents of which are to be furnished by class presidents. The only cost to you is the printing. The newspaper, of course, is to include a plug for "Blessed Event," as well as your theatre. As a good-will builder with the high schools, there's nothing to match it.

SMASH MUSIC CAMPAIGN WORKING FOR YOU NOW!

The publishers of the song hits in "Blessed Event" are ready to give you plenty of free publicity and tie-ups. M. Witmark & Sons are the publishers of the songs. Here is what they will do for you and have already done for you:

Upon receipt of playdates, which the company receives automatically, exhibitors will receive a campaign letter explaining the items and methods to use for a supplementary music campaign.

All radio stations have received orchestrations and professional copies of the song hits, along with a campaign letter explaining that the songs are from "Blessed Event."

Dates will have been set for the rendition of the song hits on the largest national hook-up programs. These programs will emanate from such centers as New York and Chicago and will be coast-to-coast in scope.

Orchestrations and professional copies may be had in reasonable quantities from the publishers. These orchestrations should be distributed among local dance bands and vocalists who can make use of them in public places, thus reaching a large number of people with the songs and the announcement that they are from the picture.

Illustrated title slides showing still from "Blessed Event" will be distributed to theatres who employ organists and write to Witmark's for the slides.

Music stores affiliated with Warner Bros. will feature large window and counter displays of the songs in "Blessed Event." They will also receive special plaques on the songs; as will hundreds of other music stores.

Illustrated post cards bearing a script message on the songs, stars and picture of the title page of the songs and a few lines of words and music have been made available to exhibitors at \$2.00 per thousand (see illustration this section). These are suitable for mailing lists, theatre and house-to-house distribution, carrying a message about the picture directly into the home.

In addition to the postal cards available at cost, the music company will furnish title pages and streamers, especially created for exhibitors to facilitate tie-ups with music stores. The exhibitor has only to write to the publishers, telling when he will play the picture and which stores he can secure for the tie-up. The music company will then mail the necessary amount of title-pages and streamers to take care of the cooperating stores.

The branches of the music company, located in the key cities, have already been at work on the songs in the picture, establishing them on the radio, with dance orchestras and vocalists.

The music campaign is gratis to you, except in the case of the postcards which are sold at cost, and is an excellent supplement to your own regular campaign on the picture. Utilize it to the fullest possible extent.

Radio Tie-Ups

1. Tie-up with your radio stations for advance announcements on "Blessed Event." Use the radio as a teaser medium for the first several days in advance of any publicity or advertising by any other medium prepared for a "Blessed Event" on (date). Full details next Monday. Have this announcement repeated several times a day for several days in order to work up interest and heighten curiosity. Make a full announcement on the appointed day, which should be the day that you crash the papers with the first ad and publicity on the picture.

2. Songs on air: There are four songs all together in "Blessed Event":

- "HOW CAN YOU SAY NO"
- "MAKING HAY IN THE MOONLIGHT"
- "TOO MANY TEARS"
- "WAITING FOR A CALL FROM YOU"

Contact your radio station to have vocalists and orchestras play these numbers as often as possible, particularly the first two, which are brand new and of hit calibre. M. Witmark & Sons, the publishers, are exploiting the first two only, but for radio purposes use all four. Have the songs played on a special "Blessed Event" period sponsored by a prominent merchant who is having a "Blessed Event" Sale—These Bargains Are Your "Blessed Event." Announce that the songs are from the picture.

3. Columnist on air! Have the local columnists on the air for a broadcast on their work, unusual incidents, etc. Get them to broadcast a program of chatter about prominent local people and events of importance. Announce the broadcast in advance, teasing public interest by stating that the columnist will broadcast about "you and you and you." Stress the fact that he may broadcast about "you," that he will have a load of interesting items about local people and will give the lowdown on many things. Make it a point for the columnist to tell listeners "What columnists have to know."

Song Hits

There are several song hits in "Blessed Event." Get the assistance of the publishers in exploiting them and, thus, the picture. The important

SONG: HOW CAN YOU SAY NO and MAKING HAY IN THE MOONLIGHT.

The publishers are:
M. WITMARK & SONS
1657 BROADWAY
NEW YORK CITY.

If you have any questions on the exploitation of songs in relation to the picture, communicate with S. A. SERWER at the publishers address. He will give you all information on the music campaign supplementing the regular campaign on "Blessed Event."

Other information is given in this section in detail.

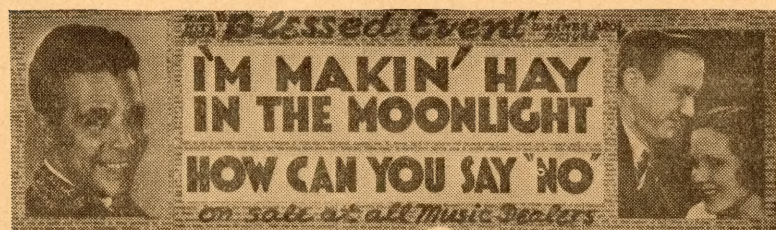
Screen Slides

M. Witmark & Sons, publishers of the song hits of "Blessed Event," will send to any organist in the country whose theatre has booked "Blessed Event" a free colored slide on the picture and the song hits. These slides, plus choruses of the songs themselves, can be used a week in advance of the playdate, as a supplement to the trailer and other usual advertising campaign. If your organist does not use slides, have him make announcement about the songs in a talk before his solo begins. If possible, have the songs sung as well as played.

Fictionization

The October issue of "Screen Romances" will feature a fictionization of "Blessed Event." Get a copy of this magazine and give it to your newspaper to use as an added publicity medium. In all cases, credit must be given to SCREEN ROMANCES. Use the courtesy line: By special permission of "Screen Romances."

18 INCH STREAMER—FREE



For lobby and store display. Available free from S. A. Serwer; M. Witmark & Sons, 1657 Broadway, New York, N. Y.

MUSIC

POST CARD

Be prepared for "Blessed Event"—Warner Bros. latest smash hit—with Lee Tracy, Mary Brian and Dick Powell. You'll love the way Dick sings the great song hits. Get a thrill and see it at once! You'll rave about the picture—its comedy and music—the way I do. Sincerely,

FRONT

BACK

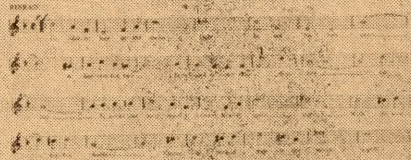
HEAR THESE TWO SONGS
HOW CAN YOU SAY "NO" and
I'M MAKING HAY IN THE MOONLIGHT

TOT SEYMOUR
JESSE GREER

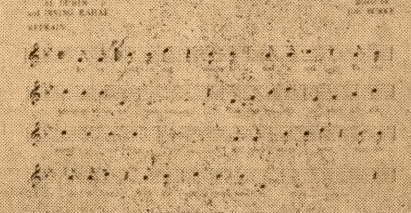
DICK POWELL
IN THE WITMARK SONS
AND SERWER PRODUCTION
"BLESSSED
EVENT"



I'm Makin' Hay in the Moonlight
In My Baby's Arms



How Can You Say "No"
When All The World's Sleeping



These post cards are suitable for theatre, house-to-house and mail distribution. Priced at \$2.00 per thousand. Available from S. A. Serwer, M. Witmark & Sons, 1657 Broadway, New York City. Space for manager's signature as shown. Script message on address side of card and title page and music notes are as illustrated.

TITLE PAGES

Title pages are as illustrated on post card above.

7 GOOD BETS

Because of the tremendous reader interest in newspaper columnists the following extracts from the dialogue in the picture, lends itself to several phases of worthwhile exploitation.

- 1—You can have it printed up as a throwaway or an enclosure for your mailing list, with the play date of the picture and a line stating that "Here are just a few of the snappy lines used by Lee Tracy in the role of a scandal columnist in 'Blessed Event'."
- 2—You can use this for a 40x60 lobby blow-up.
- 3—You can plant this in your local newspaper as a publicity story, by writing a lead stating how closely the dialogue in "Blessed Event," follows the style of America's most celebrated columnists.
- 4—If you are taking time on the radio, you can use it as part of your program.
- 5—If a local columnist is on the air, get him to use it.
- 6—You can plant it in the newspapers under the heading, "A Movie Columnist Says:"
- 7—You can use it for a type one sheet for store windows.

"DISHING THE DIRT" in "BLESSSED EVENT"

Mr. and Mrs. Archie (Polo Champ) Eddington are anticipating a Blessed Event . . . The report that the Howard (Stocks and Bonds) Updykes anticipate a Blessed Event seems to be greatly exaggerated . . . The Thomas H. (Lehigh Steels) Corrigan, who were so quietly married this summer, anticipate a Blessed Event . . . in October!!!! Mrs. Sadye Moscowitz is preparing her seventh bassinet. Her husband, Joe says, "What do you mean, unemployed? . . . Seen along Park Avenue, the former Mrs. Robert (Railroad King) Pinney, 64—with her new playboy husband, 26—parading with her blue ribbon poodle, who is anticipating a blessed event. . . .

Nita Neale is having it abrogated again in Paree . . . we have it on the best authority . . . What well known banker's son has secretly ankled up the altar with one of the more glorified Ziegfeld damouselles . . . Battling Delaney, who recently kayoed Kid Callahan with one punch, has a left orbit that is a total eclipse—and he didn't get it in the ring . . . but they say his wife swings a wicked right. . . .

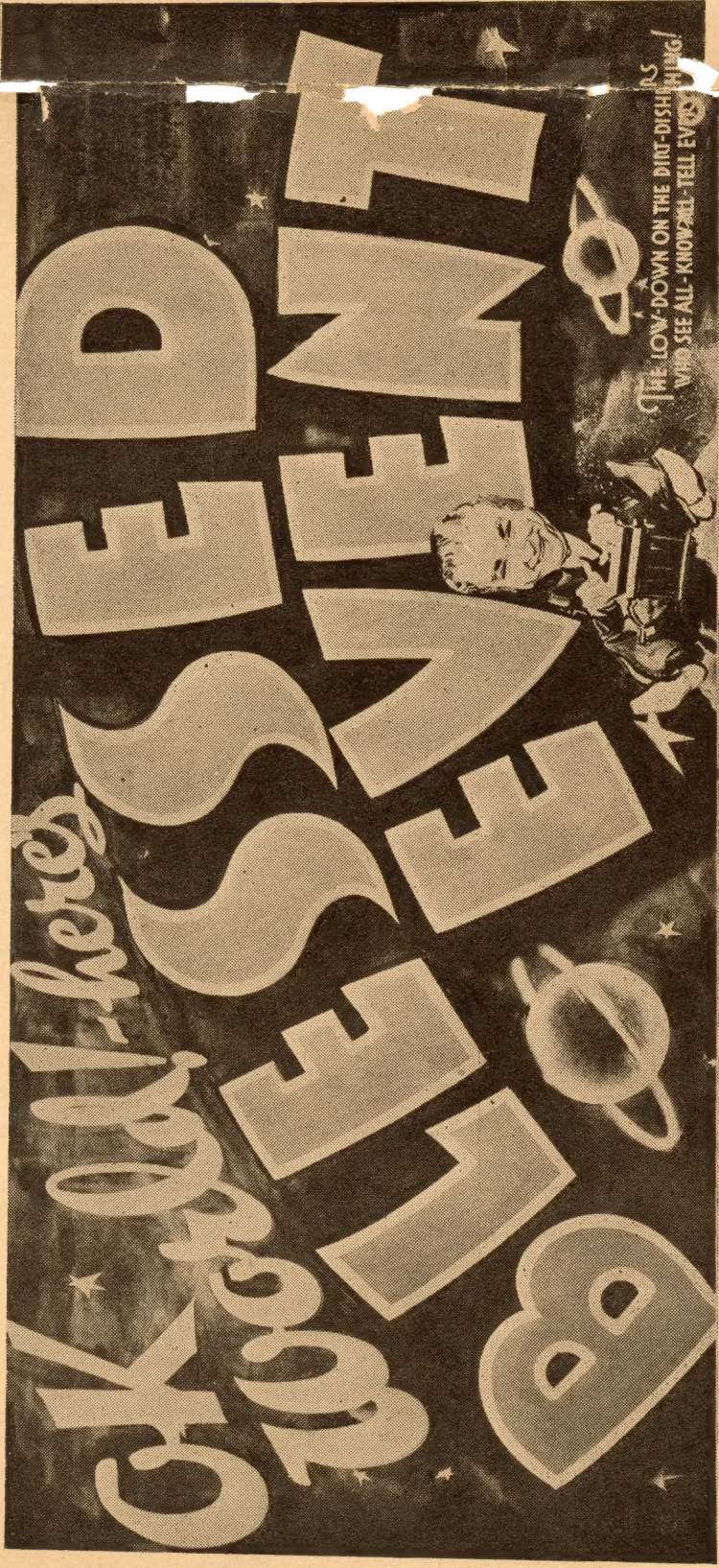
Mrs. Louise (Beauty-Contest) Carter, who threatened to up-and-Reno last week, has had her marital wounds bandaged in a new ermine coat. . . .

Dorothy Lane, singer in the Midnight Revue, anticipates a blessed event—without benefit of clergy. . . .

Sylvia Pearson's new orchid supply is a big-time racketeer, only she doesn't know it. . . .

The Alvin (Gladys Price) Robertses who are to be married at City Hall this morning—anticipate a Blessed Event—as soon as possible.

Tell the World About Your Showing—It's A Blessed Event!



24 SHEET

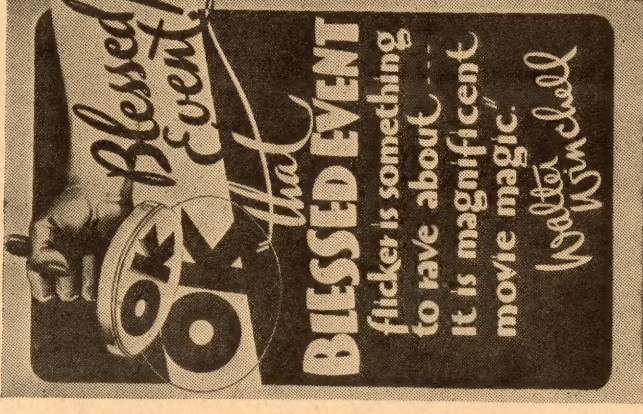
DESCRIPTION: Entire background is in medium blue. Headline and copy on bottom is lettered in white and billing, dark blue. Title is in bright orange with a yellow outline and dark blue shadow. Illustration is in full natural colors. The poster tells the story and sells the picture at a glance—spread it around!



SIX SHEET



1 SHEET "A"



1 SHEET "B"



WINDOW CARD

ORDER BLANK "BLESSED EVENT"

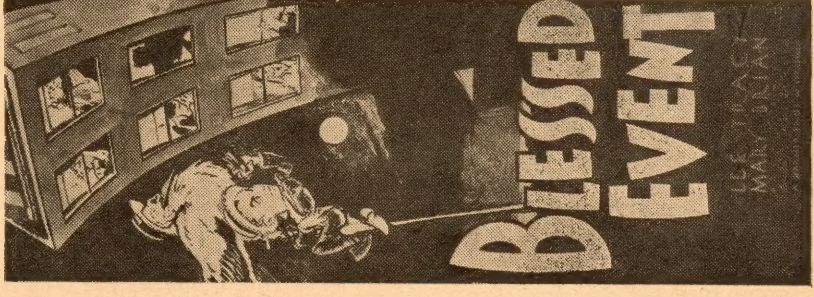
Send to

Manager.....

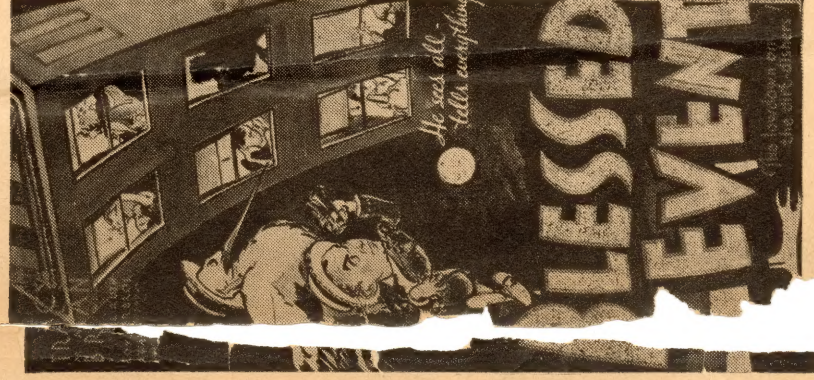
Theatre.....

City.....

	AMOUNT
1-sheets @ 15c each (1 to 50)	
@ 15c each (\$1 to 100)	
@ 11c each (Over 100)	
3-sheets @ 40c each (1 to 25)	
@ 36c each (Over 25)	
6-sheets @ 75c each (1 to 10)	
@ 70c each (11 to 20)	
@ 65c each (Over 20)	
24-sheets @ \$2.00 each (Up to 25)	
@ 1.75 each (Over 25)	
WINDOW CARDS	
@ 7c each (1 to 50)	
@ 6c each (\$1 to 100)	
@ 5½c each (Over 100)	
INSERT CARDS	
@ 25c each (1 to 25)	
@ 22c each (26 to 50)	
@ 20c each (\$1 to 100)	
@ 18c each (Over 100)	
HERALDS	
M @ \$3.00 per M (1M to 5M)	
M @ 2.75 per M (Over 5M)	
PHOTOS	
Set 11 x 14s @ 75c per set (8 in set — colored)	
Set 2 1/2 x 2 1/2s @ 80c per set (2 in set — colored)	
Slides @ 15c each	
Stills @ 10c each	
Merchandising plans.....	(Gratis)
Music cues.....	(Gratis)
TOTAL	



INSERT CARD



THREE SHEET



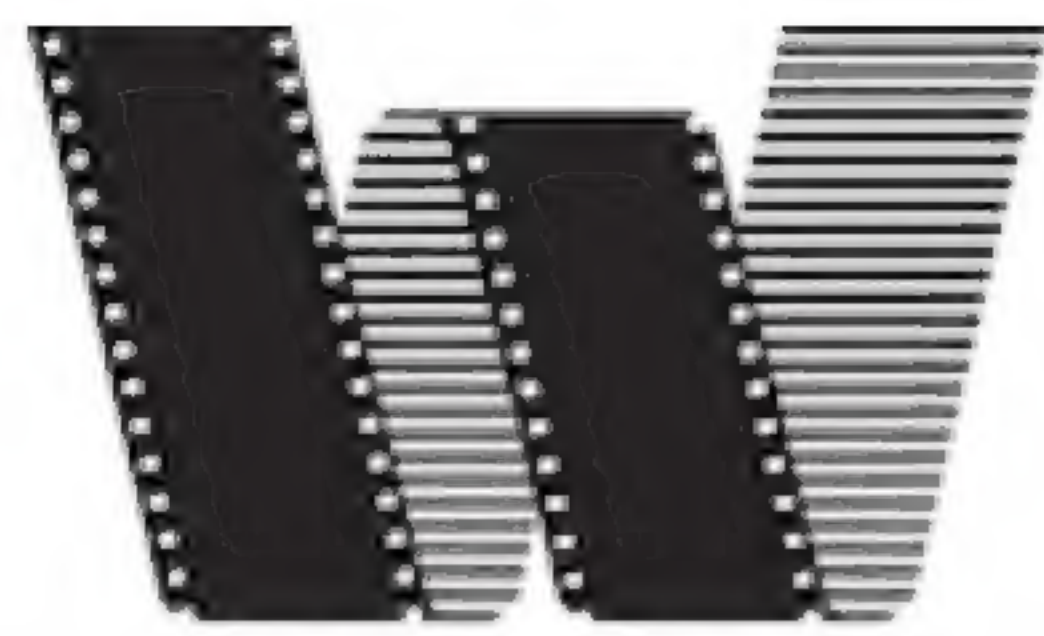
SLIDE

TAKE ANOTHER LOOK at the showman Herald on page 16—it's sure to get into every home.

TAKE ANOTHER LOOK at the convincing 40 x 60 front display on page 18—it's sure to get the passers-by

TAKE ANOTHER LOOK —IT PAYS

**Scanned from the United Artists collection at the
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