Just as there is an end, there is also always a new beginning. I believe this week marks the end of our less lucrative weeks and the beginning of the more profitable weeks of this Drive.

You know now that our prediction of big box office hits is based on fact. "Stanley And Livingstone" and, now, "The Rains Came" prove that.

Well I know the obstacles that have been in your path. Make no mistake that I do not fully appreciate the magnitude of the task that has been before every man. The unsettled world economic affairs that climaxed with war resulting in curtailment of Overseas revenue have produced an emergency that has prompted me to drive home, in frank terms, the urgency of an extraordinary effort to increase revenue. The urgency of this job must be obvious to all.

It is no great pleasure sitting here and having to point to booking delinquencies and other prevailing causes for delayed revenue. But there is one way all of us can do this big job as it should be done—and so by directing your attention to these weaknesses, we get right down to the root of the evil.

We now know the cause. We have the remedy. You never deliberately blinded yourself to facts. And you won't start now! I know this is the end of our more trying days, domestically—and the beginning of a new order. I am relying on you and know that you, again, will get the necessary results.
Zanuck’s picturization of Louis Bromfield’s “The Rains Came” followed through beautifully! Telegraphed reports from every situation where it had opened by press-time were to the effect that it had exceeded the same days’ grosses on “Jesse James.”

At the Roxy theatre in New York it entered its second week, with indications that the second Friday’s attendance would be substantially above that of the opening day, due to the Jewish holiday, opening of doors one hour earlier in the morning and a later night show.

In the reviews of the theatre engagement, “The Rains Came” had played to a total of 131,196 admissions. Wednesday’s attendance was the lowest, 17,007, but on Thursday it jumped to 20,382. Thus, in the two days it showed to 37,382 people.

In view of conditions, the first week’s attendance and gross, substantially greater than the corresponding seven-day period of the “Jesse James” engagement, were remarkable.

The second weekend promised to be just as big and a third week was certain by early predictions.

Meantime, reports reached New York on openings in Philadelphia, Kansas City and Seattle. In the Quaker City the opening day’s figures ran well ahead of “Jesse James.”

Playing two houses—the Esquire downtown and the Up-town, “The Rains Came,” on opening day, grossed $5,857 as the “Radio City Band” by a little more than $300.

From Seattle came figures that showed this spectacle opened $49 stronger than did “Jesse James.”

Some of the source of other engagements were starting in as many cities in the United States on Friday.

Following are the details attending the first week of the Roxy theatre engagements:

**What Other Cities Think of Latest Hit?**

**Philadelphia—Local critics rate “The Rains Came” one of the best accomplishments of the 20th Century-Fox lot and of Darryl Zanuck personally.**

Wednesday it opened at the Stanley theatre. The first day’s gross showed it led “Jesse James” in gross and in attendance with every indication that its margin of stronger earning power would grow daily, though the Technicolor special was a sensational hit here.

Critics’ comments on “The Rains Came” were most enthusiastic. The Daily News said: “With the showing of ‘The Rains Came’ the Stanley gets a handsome production that does well by its sources, the Louis Bromfield best seller of the same name. Every item in the film from settings showing the gaudy trappings of the maharajah’s palace to the overwhelming disaster, created by the heavy downpour of the wet season, is given detailed attention with the result that the photoplay is a fitting share of eye-filling moments.

“Power is better than usual, while George Brent is his usual capable self. Brenda Joyce makes an auspicious start. Here exemplified by all the players is Maria Ouspenskaya, Nigel Bruce, Joseph Schildkraut and Mary Nash have important parts, too.”

Laura Lee in the Philadelphia Bulletin wrote: “An earthquake, cloudburst, flood, fire, the plague and heart break have been stirred up by Darryl Zanuck to tell the story of Louis Bromfield’s best seller. These natural phenomena were magnificent created by Lou Witte, who started the configuration for Mrs. O’Leary’s cow in ‘In Old Chicago.’ Little wonder that those

**B.M. Drowning "JAMES"**

**B.O. RECORDS EVERYWHERE!**

**Philadelphia, Kansas City and Seattle Duplicate Its Big Success**

**In New York—151,196 At Roxy In First Seven Days!**

**COAST RAVES, TOO!**

**PRESS AND TRADE AGREE**

**REACHES HIGH EXPECTATIONS**

**TRADE CRITICS PREDICT THAT IT’LL BE SRO HIT EVERYWHERE**

**MOVETONE CITY**

—Unleashing a terrific barrage of advance good will fulfilling in highest praise the press expectations surround—

Zanuck’s greatest production to date and the “Rains Came” through 20th Century-Fox history, more than two score Hollywood critics, wire service men, trade paper representatives, columnists, magazine writers, radio commentators and others were privileged to see “The Rains Came” the opening day in special projection screenings at the studio.

Unanimously, these moulders of picture opinions of readers running into countless, hailed Zanuck’s monumental achievement as undisputed “tops” in star-studded, spectacular entertainment destined to make new box office history.

The press legion hoofed tributes on Zanuck, Director Clarence Brown, Associate Producer Harry Joe Brown and everybody else connected with the special production; thrilled the stars, Darryl Zanuck, Brenda Joyce, George Brent, for the finest performance and quality of their endeavors; hailed the sensational new personality, Brenda Joyce, and acknowledged the earthquake, fire and flood scenes as the screen’s supreme thrill.

Zanuck approved the special showings a week in advance of the official Hollywood press preview, the General Theatre on Sept. 14 to permit many of the writers and correspondents to see the sensational new projections deadline in nation-wide coverage.

Among the reviewers and press guests were Louldes O. Parsons, motion picture editor of the New York Herald Tribune; Harrison Carroll, Columbia Features; Al Wright, Time Magazine; Richard Pollock, Life Magazine; William R. Weaver, Motion Picture Herald; Ruth Waterton, Photoplay Magazine; James Crow, Hollywood Reporter; Angeles Herald and Express and others; Ralph Joelson, International News Service.

**ON THE AIR**

**Robbie Coons, Associated Press; Jimmy Filder, radio network and radio writer; Jack Swing, Associated Press; Ralph Wilk, Film Daily; Whitlark & Associates, King Features Syndicate; James Crow, Hollywood Reporter; Elmer McDevitt, National American Newspaper Association and Detroit Times; Ted Hopper, Hopper Syndicate; Frank Daugherty, Christian Science Monitor; Jack Grant, Picture Reports; Clark Wales, Screen and Radio Weekly; Paul and Luci Harris, New York Cinerama Association; Mark Hallinger, King Features; Philip K. Scheuer, Los Angeles Herald; Wilson, Silver Screen and Screenland Magazine; Joe Blair, Hollywood Review; Whitley Williams, Motion Magazine; Richard Ams, Hollywood Script; Harrold Kerry, Associated Press; Prewett, Ochman, United Press; Walter Green, Weekly Variety; Jack Jungmeier, Daily Variety; William R. Wilkinson, Hollywood Reporter; Harry Minos, Los Angeles Daily News; Virginia Wright, Los Angeles Evening News; Ted Magie, Picture Play Magazine; Ivan Spear, Box Office; Dudley Early, Family Circle Magazine; Ralph Wilson, Box Office Digest; Julius Lewis, Showman’s Trade Review; Al Kahn, United Press; Sidney Skolnik, New York Evening Post Syndicate; Lois Siverns, Modern Screen Magazine; PARSONS SAYS**

**THE MORNING AFTER THE PROJECTIONS WERE MADE**

Louldes O. Parsons wrote a column and a half rave review in which she said:

“The Rains Came” so completely fulfilled every expectation of its transition to the screen that no one reading of the popular novel will be disappointed. In the next 20th Century-Fox

Continued on Page 7
Press-time found some 1,200 employees in 37 branches in the United States and Canada perfectly mobilized to dig out the very last dollar to make their celebration of Darryl F. Zanuck Week the outstanding event so far in the seventh annual S. R. Kipper Week drive.

Every human effort was being applied by one of these employees to attain quota. Although "The Rains Came" does not get fully under way until next week, only a limited number of prints have been delivered, reports from district, branch managers, salesmen, bookers and adsales managers indicated that nothing that could earn an extra dollar was being overlooked.

...that selling is only now beginning to loosen throughout the nation, individual enterprise on the part of salesmen and bookers promised to put through a week's delivery of which the field could be proud.

"The Rains Came" will help every branch, for virtually every office had anywhere from one to three engagements starting this week-end. But, the full force of this smash-hit will not begin to feel its effect until next week.

However, in setting the coming week as an "all-out" week, Mr. Webber had in mind a real tribute from the field to its production chief.

It was his intention that the field be given an opportunity to perform an outstanding achievement of its own, initiative and enterprise as possible. Setting up a high over-quota mark with the studio's biggest box office attraction, since "Jesse James" would be nowhere a suitable test for the field force, for it would be the studio itself that would be putting over the event.

For a month the field has been blazing away at ways and means of making Zanuck Week produce a record that would mark the beginning of this Drive's most lucrative stanza.

The field "can 'hook up" are very inculculous in any Drive has been proved time and again. They made possible the existing stronghold of the studio in the four, five Drive. Without the push that was applied to the special weeks in the fourth and fifth Drive, the records could not have been equalled.

This Drive-wise field took full advantage of this effort and regardless of what the final result is there is no doubting the fact that it will represent the very "best dollar" obtainable in every zone, territory and district.

And for whatever success is attained in this Zanuck Week the full glory will have to go 100 per cent to the men and women in the field, the district and branch managers, salesmen, bookers, adsales managers and other employees. They have carried this work on strictly on their own.

Without any assistance from anyone outside their own branches and districts, this field force has been building and conducting a "special week" push that is decidedly its own.

Drive Leader M. A. Levy's observations at the branch meetings were that the field had overlooked no bet to boost revenue for the week to the highest possible maximum.

Adsales delivery for the week, according to reports from the local advertising departments, will top that of the first round thanks to the stimulus furnished by "The Rains Came."

Shorts subjects revenue, too, is due for a considerable boost in the week, according to reports...

Unlike "special weeks" in past years, the field worked on stats that was not a "set-up." Zanuck Week comes in a stanza when each individual branch's real earning power will be given its first, real acid test in the Drive.

Mr. Webber's expectations for the week are high.

During the week's returns will bring about a wholesale change in standings in both national and international groups is a foregone conclusion.

John Dillon's Los Angeles continues in command, with over quota for the six-week period, it was some 5.7 points ahead of Wheeling's Washington.

But pace advance in the six weeks' standing on total delivery was noted by Miss Wheeling, which jumped from 41st to seventh place, within ten-thousandths of a point of Grass Valley.

Beulah's Dallas climbed five and is now in eighth place. Storey's Cleveland and Powers' Portland each advanced three. Denver, New Haven, Chicago, Kansas City and Philadelphia fell surprisingly hard.

The districts' standings remained unchanged for Coast still first, 1.0 ahead of Bailey's Northeast.
Prairie Now Menacing Midwest—Los Angeles Advances Nine, Omaha Steps Up With Winnipeg, St. Louis And Portland!

It will not be long before the Kent Drivers will be rounding the turn and speeding down the home stretch. No one knows that better than Central Division Manager W. C. Gehring, himself a former Drive leader.

Knowing that the championship his division effected in the last two Drives is at stake, Gehring is leading his forces in a campaign to maximize delivery by speeding up sales. His Central division is now only 10 points behind Sussman's East on K-7 feature sales and it expects not only to cut the latter, but also to pull up Kupper's West, which remains first, 5.3 points ahead of the Easterners.

The next few weeks, with buying now speeding ahead, has not been in months, will develop new changes in standings of every phase of the K-7 sales race. Some of the longest advances this season were brought about by the past week's maneuvers, with two Central districts, the Prairies and Canadian profiling to best advantage.

Prairies are now fourth, only six points behind Scott's Midwest, which trailed Ballance's South by 6.3. Moss' Atlantic is still out-selling its rivals, being 10 points or more than the DIXIE combination.

O'Loghlin's Canada has quit the cellar and has passed Great Lakes by 2.3. Roberts' Midwest tops Canada by 5.4 and trails Coast by just four points. Bal-ley's Northeast was eight points of a point ahead of the Coast and were two tenths of a mark to the voracious Prairies.

But, the real star of the week on K-7 feature sales was John Ballance's Los Angeles. The Angelinos recovered nine places and moved up fifth in Central as of Tuesday.

Buster Toops' management of a point. Central division is first, heading Tom Young's Midwest, which is second.

But, both Pittsburgh and runner-up Memphis will have to watch out for Wheeler's Washington. The latter is only one-half point under Memphis, but has been out-scoring both those contingents in all efforts during the past month.

Beverly's Dallas remains as dangerous as ever and is still fourth, four points behind Washington and 1.1 better off than another smart Southern con- tester, Mustang's South. Walker's Salt Lake Citizens are worry- ing those in front with Reingold's St. Louis now haunt- ing the Tarhums. The Missouriites vaulted into the seventh slot, 1.9 behind to the rear of the Mormons and only one-half point more powerful than Hube's Winnipeg which advanced two, Oklahoma City and Phila- delphia dropped two and are, respectively.

Philadelphia's Way Philadelphia's Book- er Francis J. Kelly believes in making the most of opportunities. In this season of civilization, delinquencies are to distribution—and the Quaker Arizonian believes the message throughout the country is one and it is printed on a multiple blower. It pays to be original—and to base everything on practice. That's what the Philadel- phian son of Erin and his assistants are doing.

WAR IS HELL!! SO ARE DELINQUENCIES! Our Drive Is On Now! To December 16 Send Us Those Dates

W. C. Gehring

NEW DYNAMO

CENTRAIS CRASH THROUGH WITH GREAT HOPS IN SALES

K-7 NEWS SALES

K-7 SHORTS SALES

Following is the standing of all branches, districts and divisions on sale of 1939-40 Minnesota short out-of-state product and Terry-Toon (K-7), based on contracts sold in all possible, as of September 12.

K-7 FEATURES SALES

K-7 SHORTS SALES

BUILD FALL PLAYTIME
Effectiveness of this company's advertising is revealed in an analysis of Life magazine made by Store Advertising Rating Service, Inc., a research organization familiar with the advertising world.

The analysis covers a survey made among the readers of Life magazine for a 12-week period of Life to ascertain which advertisement commanded the most attention. That issue of Life carried a 4-color ad on "Stanley and Livingstone." The ad was published on page 22.

The survey shows that the "Stanley and Livingstone" ad was read by 56,316,888 out of the 67,397,082 people queried by the Storech research. This is over 84 per cent of the audience which had greater visibility among the readers of Life than any other advertisement in the book. The Camell ad was seen by 12,616,689, or 18.69 per cent of the readers. The ad listed third in visibility among Life's readers was the "Adirondack Rover" ad, which had a rating of 57.9 per cent.

In the check-up of those who read some or all of the advertisements in Life's "Stanley and Livingstone" ad had a tremendous lease over the others, as shown in the book. The survey showed 63.4 per cent of the 9,079,634 people who were queried, 56.1 per cent of the 1,847,549 people of the "Stanley and Livingstone" ad. The next highest percentage of those who said they read some of any ad was 51.0 per cent, which applied to an ad carried by Albert Michelson.

One of those readers who read most of the advertisements, the percentage was: "Stanley and Livingstone" 40.5 per cent and the second highest was Sinclair Penn, Motor Oil, which was 19.9 per cent.

Broken down between men and women, the reader percentages show that Camell Cigarettes, as seen by 72.2 per cent men readers; "Stanley and Livingstone" ad, which was second, 63.9 per cent and the third highest eating was Schlitz Beer with 58.8 per cent. Of the men who read any of the three or all three ads, as we can see the "Stanley and Livingstone" ad copy and the running ad copy the percentage saturation was RCA - Victor radio with 56.2 per cent. Of women who read most of the advertisement, the "Stanley and Livingstone" ad was the third highest, according to the reader of the "Stanley and Livingstone" ad which was 56.2 per cent against a runner-up of Kellogg's All-Dran, which showed a percentage of 39.9 per cent.

"Little Old New York," Master-blink's "The Dime Bird" and "ITTSBURGH DISTRICTS"

PITTSBURGH, Aug. 26—In no industry. Of all the department stores in this district, only two, the department store of the famous "Little Old New York," Master-blink's "The Dime Bird" and "ITTSBURGH DISTRICTS"

PITTSBURGH, Aug. 26—In no industry.

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WHOLESALE DRIVE SHIFTS ON SHORTS

St. Louis And Toronto Clim'b O' Shorts

Pitts Scores Big On News

First Month of Drive Status Changed

Wholesale changes in the short subjects deliv-
ery market featured the fourth week of the Kent Drive. In a Cohn's Pittsburghers
bounced into fifth place on News delivery and starred in that phase of the Big Push.

But, the most excitement was in the short subject sector.

Long advances were unusually
plentiful. However, only three branches, exceeded quota on shorts—and they were Phil Longdon's Charlotte, Grady's Cincinnati and Wheeler's Wash-
ington.

For Charlotte that meant it was able to quit last place, fin-
ishing the first month of the campaign in 27th place, within
exactly one point of Sturm's Butler.

On News, the fourth week saw six branches best quota.

They were Charlotte, Los An-
geles, New York, Philadelphia, Pittsburgh and San Francisco.

Leadership in every place of
shorts and News competition re-
mained unchanged, according to the official figures.

Sturm's West was still lead-
ing the short subjects divisional race, topping Kupper's West by 73 and Gehring's Centrals
by 28. On News, the West re-
mained on top, 1.9 richer than East and 0.2 above Central.

In the district, Edgar Moss' Atlantic's were still pacing on
shorts, over quota for the four weeks and 15.5 ahead of Scott's Midwest which led Coast
by 51 and Chicago by one-tenth of a mark. Roberts' Midcen-
tur is six-tenths under Midwest, but 14.3 stronger than Bailey's Northeast.

And O'Loughlin's Canada needed 2.9 to
book. Northeast, leading Bal-
zane's South by 4.5, with Great Lakes 6.1 below the Dixie Exe-
cutive and only eight-tenths in advance of Pacific.

Over quota for the first four
weeks of the Drive on short sub-
jects delivery are: Pittsburgh,
Washington, Portland, Cincin-
nati and Los Angeles.

Of that list, Grady's Cincin-
nati dished from ninth to fourth
place, within 7.7 of Powers' Portland which trails Wheeler's Washington by six-tenths of a
mark. Pittsburgh topped Wash-
ington by 4.9.

On Shorts

Reingold's St. Louis distin-
guished themselves, too, going
from 11 to sixth place, but 15
points to the rear of Dillon's
Anchorage and four-tenths ahead
of Morrison's Denver.

Grose's Philadelphia tumbled
from the fourth to eighth dug-
out, with Wilson's Atlanta, who flew from 12 to 9, only four-
tenths of a point behind the Quakers.

Fulley's Kansasana took it on
the chin, for four branches and Cal-
ham's Boston dropped one to
make room higher in the struc-
ture for Atlanta. Bailey's Toronto
stepped up four, finding San-
non's Buffalo easy picking. The
Riosua dropped from eighth to
ten position, Toronto's climb
cost Clark's Oklahoma City one, while Skerry's Calgary remained
16th.

Mayer's Des Moines advanced
four, from 20 to 16, in two
points of Calgary. Ballington's
San Francisco added a pair, standing 19th, within 15 of Des Moines, after lurching Seattle,
Winnipeg and Salt Lake City. The
Utahans dropped four and are
now only 32 ahead of Schenectady's Clevelanders who jumped from 23 to 21, beating
out Montreal which is now and
three points better off than Lan-
dashire's New Orleans which
rocketed from 26 to 23. New
York gave up two and New
Haven one.

Detroit dropped one and is
now endangered by Charlotte
which climbed 10.

Above, Reingold's St.
Louis exchange which jump-
ed five places on four weeks' Short
subject delivery status, points 11 to
6. At left, Bailey's Toronto exchange personnel who
advanced from 14th to 13th posi-
tion, almost arresting Ballington's Bostonians, but four-tenths of a point sepa-
rating the placing at the end of the Drive's first month.

It was a dan-
dy week for Phil Longdon and his Charlotte branch (left) on shorts and News. The
four weeks' standings show the Tarheeds jumped from 47th to 27th place on short sub-
jects delivery. On News, the North Caro-
linians continued beating quota and held third
to place. Charlotte was the only
office to exceed both News and short subjects quota.

Charlotte No Longer Last In Drive On Shorts

BULLETS

ANNABELLE DUE NEXT TUESDAY

(John Snow), the Columbia University American. They will arrive at New York, N. Y., next Tuesday (19).

DIVISION HEADS CONFER IN PENNSYLVANIA

NEW YORK—Eastern Divi-
sion Manager William Susman spent Tuesday in Philadelphia and at Cincinnati next Monday, Con-
duct manager, is back after C.

Gehring returned to New York from the Drive trip through the Central offices on Thursday.

SAILINGS FOR POSTS IN WAR

NEW YORK—European Di-
rector of Miviem News, Russ-
ell Math, and Bernard Donnell
expected to be able to leave New York for duty in Europe. The former will be assigned to
America. He headquarters in

EXHIBITORS ARE INVITED

NEW YORK—Branch manag-
ers at all eastern branches have extended an invitation to the leading circulators and inde-
pendent exhibitors to attend the Drive meetings next season.

COMINGS, GOINGS IN THE FIELD

Terrytown News Manager Harvey Day returned to New York from a tour of the Central bureau where he attended the Drive meetings... Bill Susman returned from a business trip to Toronto and Buffalo.
COAST, TOO LAUDS 'RAINS'
Called the Best Spectacle Yet Produced

Continued from Page 2
today's invitation to come to a private preview yesterday with some trepidation for I wonder how it would be possible to picture the book as Louis B. Mayer has written it.

"But, so oddly it has been announced that you get all the excitement, the atmosphere of the making of one of the great story of mystical India. Darryl Zanuck has had many million dollars and each of the dollars, the reviewer has ever seen on the screen.

"It is overwhelming and breathtaking of all never seems as if we were deprived of it ever. You will see the drama gradually grow and see the torrents sweep everything — and before it, it has as much as if the end of the world had arrived.

"Myrna Loy, whose selection as Lady Easketh was a subject of comment, has won an extraordinary piece of work. Tyrene Powers, British actor, has a performance that is outstanding and convincing. She wins in the film. George Brent fits perfectly the role of Major Loy. Because Brent gives performances that are cynical but lovable, Tom Ranstone, Brenda Joyce, as Fern, has been with the American—provided she never left her role.

"More 'RAINS' TRIUMPHS PRE-RELEASES SMASH HITS

STARTS FIELD BALL ROLLING

WHAT CRITICS IN THREE KEY CITIES HAVE TO SAY ABOUT IT

Continued from Page 2

who lived through such catastrophes came out transformed and purified. Very pretty, in a sort of a white evening gown, Myrna Loy is the glib and crafty Lady Easketh. George Brent achieves his most successful portrayal. Brenda Joyce sparked in the performance of some veteran actors. For the sake of entertainment romance supplants the social aspects. It is an impressive motion picture.

Henry T. Murlock of the Public Ledger reported: "Louis Bromfield's 'The Rain's Cane' reaches the screen in a form which Mr. Bromfield has publicly declared to be completely satisfactory.

"As authors, particularly famous ones, have few tolerant words for the film translations, his recommendation should carry weight.

"A visit to the Stanley offers proof that Mr. Bromfield knows a good movie when he sees one. 'The Rain's Cane' is an engrossing entertainment, made with the aid of superior cinema magic, a glamer cast and a complete disregard for the budget. The photoplay rests on interesting narrative and on varied characterization that holds the attention. The general outline of Bromfield's story is followed faithfully.

"It is never hard to watch Myrna Loy. There is ample sincerity in Tyrene Powers' work. Because of the construction of the story, the film is right for the explosive magic, the picture and it is to the story's credit that it picks up interest and gives further release through the realistic flood and earthquake offer the most convincing and elaborately staged scenes of the picture. Elise Finn of the Philadelphia Record wrote the following: "There's an abundance of fine box office in 'The Rain's Cane.' It can't miss. This welter of assorted material has been nicely fed together in a compelling, satisfying and brilliant screenplay. It's first-rate entertainment."

"Although the story of 'The Rain's Cane' is developed through highly dramatic and exciting situations, it is neither over-done nor superficial. Vivid characters are provided for three principals, who give their best—especially Tyrene Power, seldom as restrained or as smooth.

"Much of the effectiveness of 'The Rain's Cane' must be credited the supporting cast.

"Mildred Martin of the Philadelphia Inquirer reported: "The Rain's Cane' has been brought to the screen with considerable dexterity. The picture is handsome, eye-filling and an entertaining story of India decorated with screen-shaking scenes of flood, earthquake and fire."

"Chief acting honors we believe go to Myrna Loy. Tyrene Power manages to make surprisingly borelable the role of Major Rama Satti, while George Brent's drunken womanizer man, Brenda Joyce as the missionary's reckless young daughter, and Maria Ouspenskaya's tiny, lion-hearted Maharani all contribute sound performances."

"The Rain's Cane' bulbs on the screen in such magnificently

Continued on Page 10
"We've Just Begun" That's the message that emanated from New Simon's New Haven, which this week surrendered Drive leadership among the Interals to Jack Loretz's Milwau- kee News from his West Side location. The move of the News from the city's liberal(273,313),(653,340)(273,313),(653,340)

New York, N. Y. Vol. VIII Sept. 16, 1939 No. 22

Published In The United States Every Week In The Interest Of Sales Promotion By The Distribution Department Of

20TH CENTURY-FOX FILM CORPORATION SIDNEY R. KENT, President HERMAN WOBERG, General Manager Of Distribution

Roger Perri, Editor

"THEIR" are two vital things before civilization today: (1) the effort to bring war to an end, and (2) the maintenance of peace in countries not now at war. The sufferings from war can best be relieved and the maintenance of peace is a prerequisite to human progress if motion pictures play their part. So editorialized a Chicago newspaper this week. The editorial went on to say: "One can not get relief from radio because war announcements shower the home-fronts worse than the frontlines in the theater of war than all the other newreels combined. More than a score of our men have done uniform and are at the front. The procedure is this: these men headed in what is now and then, by government edict, the negative is turned over to the military "highlyoniums." The next move, in all likelihood, is to the community. This industry never played a more important part in the scheme of life than it does today. It has the greatest opportunity. And it is encouraging to observe that exhibitors are getting recognition by their patrons in the gathering and greater responsi- bility to their community. If every user of this industry performed team-work, now is the time.

Alway's At Your Service!

A L L T H E F A C T S

NEW DYNAMO

This company's total number of 1939-40 releases will be 52, as announced at the convention. This is made possible by Zanuck's farsighted policy. We know production is at a standstill in Eng- land. But, also we know that in the vaunts at the Home Office are the negatives of the four international specials produced by this company at its London studios. Those will be released at the rate of one per week by Dr. Frank C. Frick, President of "Shipsbuck Daily" (Oct. 20), "Inspector Horthorn on a H. I. I. d. " (Oct. 23), "Submarine Patrol" (Nov. 10), a new hit, based on George M. Cohan's stage success that once served as a Navy propagandist for the U.S. Navy, and "The Wonders of Two British Made-shears also are in New York. See that you give those specials to your box offices for complete details.

"Watch out for that Prairie district!" Minneapolis, Omaha and Des Moines are about to cut loose! That's placing dynamite in the path of the other eight districts that top the Prairies. But, it's all right, economically because it indicates that from top to bottom every district and branch is getting increasingly stronger with the advent of each week. Belatedly having on the part of exhibitors has seemingly come to an end. Exhibitors realize that producers and distributors cannot cope with this international emergency without their help. And they must help. They owe it to their community. This industry never played a more important part in the scheme of life than it does today. It has the greatest opportunity. And it is encouraging to observe that exhibitors are getting recognition by their patrons in the gathering and greater responsi- bility to their community. If every user of this industry performed team-work, now is the time.

"Adventures of Sher- lock Holmes" is being rated the best mystery product. By far the most newsworthy, Sun, for instance, said: "This is the best mystery picture shown here in years," And Fault of Adventures of Sherlock Holmes is just what the doctor ordered to take you off the world's p. t. t. r. b. u. l. e. " Still another o. b. e. r. b. d. " Basil Rath- bone is do- ing such a fine job. Sherlock Temple is playing Patrice Marbury. In the future when we hear about Conan Doyle's character stories, also picture Basil Rathbone." Article is by G. W. Fuller.

The picture is slightly changed when advance rentals are figured. Minneapolis News has its own district leadership effort. Here are the district booking sales men on basis of accumulated four-weeks' delivery plus 14 weeks' advance rentals against drive quota.

hat's off to our women book- ers! Do you realize that the name that ran five second on advance rentals in the National group are headed by women. Mrs. Ann Young, head kicker atiner and Washington and Miss Florence Patke is No. 1 at the runner-up, New York. Some food for thought for the male sex on this fact.

Sarah Young DELL GOOD- MAN'S Fan Kost not only is showing the way in the Overseas Drive's first week, but on returns for the first 36 weeks of this year it also lands. In 1938 Kost errors were out front, but they substantially beat that start.

The Latest Shop Talk

Comment

Oklahoma City's News earnings power has been growing consistently each month. The office started a cam- paign to get a new lease on life and the new monthly counts to start their contracts. In the first three weeks four such situations were got under way.

From this coming week on, it is expected that all exhibitors will be able to play a major part in the Drive. This week-end finds the office casting two top special, "Stanley and Livingston," and "Dan Ralston." These, the branch points out, "are to turn in a revenue of which we can be proud."

Jim Morris, President, said that the next wave of advan- vances are cahisting in beautifully. "Submarine Patrol," which opened last week when war broke out in Europe, the office swiftly circulate- larized the territory with the news that the picture will be re-issued. The more groved entries have been quite popular, but exhibitors are not faced for them. If the first week exceeded even the office's highest expectations, Okla- homa City's News is doing well with this re-issue.

In offering the "First World War" for re-issuance, manuscript to the branch, it might be pointed out that book- ers are urged to line up play- tractions, so that the Home Office may proceed accord- ingly. Laurence Staffind edited the book that inspired the Movietone special that Tramman T. Talley produced. It is the only com- plete historical, and authentic cinemographic record of the last Big Conflict.

With contracts covering the New England Central States circuit, which operates in 16 of the 31 important situations. Des Moines will be taking a "Flight Line." The price of admission will be fulfilling the flock of pledges that they made. Omaha and Minneapolis made A. Levy when he tem- porarily absented himself from his district manager's duties to take up the Drive leadership.

The Minneapolis Drive meet- ing was held this week. Not only were there delegates from three K- prize - winning branches - Min- nesota, and Cal- ifornia and a flock of North- east exhibitors, too, went on with it. The war situation, which affects Canada and Russia, and all countries in the Axis, and China, is taking its toll of interest in the film business. Jane Withers is no exception to the rule. She sported a new dress for the opening night. Mary's film, "Smack of Storey, respectively, reported.

Pittsburgh sales are kept in the field two weeks at a time, and all the men go to the office for a week-end session. At that meeting every man's zone is analyzed, situation, Pittsburgh is prepared to give the biggest spurt in this Drive.
"20,000 Men a Year" is one of the more important releases of the season that has just gone into production. Left to right: President Potter, Margaret Lindsay, Robert Shalom, Randolph Scott. The male lead. Mary Healy, Maxie Rosenblum and George Ernest are others in this timely production, the most important K-7 on Wurster's list.

BUFFALO CAN THE WILL THAT 8 SEATTLE, DETROIT, WASHINGTON, hit the states. Joe himself brought in two, Bob Berkole saw those. Harold is red. A1 and Gordon Halloran five. Appeal of this batch of contracts will help the Omahas get on the right path.

THE Cedar Rapids, Iowa, location that was built for "Drums Along the Mohawk," will west best purposes for the studio. This week a second company, by Norman Foster, went there to film aerial views of the "20,000 Men a Year." Later some work on "Young Brown" is scheduled for the location.

I WAS a great week on sales for Joe Scott's Omahas. A total of 37,000 tickets. Joe himself brought in two, Bob Berkole saw those. Harold is red. A1 and Gordon Halloran five. Appeal of this batch of contracts will help the Omahas get on the right path.

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FOUR SPECIALS WITH STRENGTH OF "THE RAINS CAME" ON K-7 SLATE

That this company's bombardment of box office records has just got under way with the sensational gatherings enjoyed by "Drums Along the Mohawk" is made a foregone conclusion when one takes into consideration that Darryl Zanuck will have at least 12 major super specials of the attraction strength of his publicizing of Louis Bromberg's best-sellers—and four bigger ones.

And for the information of salesmen the season hereafter "Rains in the Snow" is to be made a "Little Old New York " "Grapes of Wrath" "Swanne River" (1) "Evening Happens at Night" "Swanne River" (1) "Little Old New York " "Grapes of Wrath" "Swanne River" (1) "Evening Happens at Night"

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"Hollywood Cavalcade": Great Hit at Preview

AUGUSTE CHEERS!
"TOPS IN EVERYTHING"

HOUSE MANAGER REPORTS

FIRST OF FOUR TECHNICOLOR SPECIALS GETS AN OVA

By HARRY BRAND

INGLEWOOD, CAL.—Hollywood came of age last week in the opinion of a crowded house that assembled for the World Premiere of Zanuck's crowning screen achievement, "Hollywood Cavalcade".

Following the terrific outburst of applause that evidenced its enthusiasm for the picture, the audience—a majority of whom gave to the lobby the tickets and expressed its critical affirmation on the preview cards expressly provided for that purpose.

Some previewers take the "card and write" responsibility very seriously, and there was long deliberation on the part of these individuals in filling out their reports. That, in its way, is a great tribute to "Hollywood Cavalcade"; for unless the audience deems the picture worth the price bought from them, and the quality of a picture can well be evaluated from the thought the audience gives to the filling out of preview cards.

Now Don Zanuck and Zan-
uck in his wide span of record-
breaking successes, had a finer preview reaction. Card after card speaks in glowing terms of the greatness of the picture, the tender heart-warming dramatic scenes, the arresting sequences, production.

But these cards also tell an- other story that will be a most important factor in the final suc-
cessal result of the picture. "Hollywood Cavalcade" tells a tale, from the point of view of the younger generation, and yet it has that nostlac magic, that revives grand memories for the genera-
tion that can remember back to the early days of filmdom's struggling infancy.

There were wild shrieks of laughter—hysterical laughter— in the audience; then, when the "K Staye Kops" were speeding with hair-raising humorous scenes down the streets, and there were wild shrieks of laughter. Then, when the picture hit Alice Faye in the face. That was a reaction that meant a hit, but it was no less impres-
sive to those who remembered so well that period in silent screen days.

GREAT ACTING

But more important than the hilarious comedy was the drama of the picture, a portrait of those who struggled to fame, and Alice Faye, as a star who helped him to make his own history. There was a tender, heart touching laugh in which the actor and that ever more pitucate as the pic-
ture unfolded.

The scenes between Don and Alice Faye, those in "Alka-
Seltzer Bathtime Band" which critic and public hailed as the sublime height of sensation and sentiment. Both players are seen in the best performances of their careers, running the gamut of dramatic and romantic emotion, and that gives them their greatest opportu-

ity to date.

Merrill Curtain and drive Leader Levy and Eastern Division Manager Jack C. Jacky were the stars of the play and both were brilliant. Both Lincoln, Jack Cooper; and other stars of the cast combine, the whole was a brilliant success. Al Jol-

ton's re-creation of his triumph in "The Jazz Singer" drew raves.

Irving Cummings, who di-

rected "Hollywood Cavalcade"

World Premiere On October 4

By Tokyoirak

LOS ANGELES—Definit-

ite date for the première has been set for the Hol-

dwood Cavalcade," first of four Technicolor special-

es. The picture will be seen in all cities on October 4. The preview will be held on October 1 in Central City, with the New York City scheduled for October 1 in Ziegfeld theatre.

The showings in New York City are scheduled for national release as the first Technicolor special. The three others will be "Drum Along the Mohawk," "The Blue Bird," and "Gavine River."

Next Week's Schedule

Meetings are scheduled for every day next week, excepting Saturday which is another Jewish holiday.

Monday the full and drive Leader Levy and Eastern Division Manager Jacky were the stars of the play and both were brilliant. Both Lincoln, Jack Cooper; and other stars of the cast combine, the whole was a brilliant success. Al Jol-

ton's re-creation of his triumph in "The Jazz Singer" drew raves.

Irving Cummings, who di-

rected "Hollywood Cavalcade"

has reached a new peak in its career. Ernest Pascal has fashioned a truly heart-warming story from the adaptation which Hilary Lynn and Brown Holmes made from the Lou Beim story idea. The Technicolor values of the photograph are greatly to the picture's improvement. Here Joe Brown's work as associate producer was also impressively reflected in the production.

The sentimental modern story of love and sacrifice and college life in which Richard Greene makes his solo debut as a full-fledged star and the new discovery, Brenda Joyce, enjoys an even greater personal triumph than she did in "The Rains Come," alternately keeping a packed house at Pas-

adena's United Artists theatre applauding and laug-

hing.

Hundred of opinions cards, written in the lobby after the preview and sent to the preview card di-

"General Manager of Distribution Herman Wodrich this week announced the branches a copy of the following report made by James Britton, manager of the United Artists theatre, in Cal., on the recent release of "Hollywood Cavalcade". "To say that this is one of the finest pictures ever pro-
duced is a statement that the audience was under-stated. Everything and everybody who had anything to do with this making should take a mental bow. For, here in everything that a showman could de-
sire in a picture: uproarious comedy, hilarious slapstick, tender romance and eye-filling pathos. It is a made-to-order picture, made-
to-order for every moviegoer in the land." The performance by Don Ameche is the finest thing he has ever done, and indeed follows him a close second. Every actor in the picture is marvelous, and that just what I mean. "Darryl Zanuck can be proud of this achievement, for it is a picture that will live long in the memory of everyone who Alice Faye saw it. "It has the tragedy of a star is born and all its attendant delights. It has the lure of love and their hilarious antics. It has swell comedy, enough to satisfy the most comical movie, fan. But, more important, it has a tender, romantic scene that will make you storm the doors of the theatre playing the picture. In short, this picture has everything. "This motion picture is a joy" was Irving Cummings' direction. All tech-

ical departments are at a performance of J. Edward Bromberg is in.

This, gentlemen, is a picture that every showman in the land will welcome with open arms, for it has what it takes: "Audience reaction: overwhelming!"

PREVIEW!

At Pasadena

PASADENA, CAL.—Stirring reaction that stamps it a preview of outstanding success. Richard Greene makes his solo debut as a full-fledged star and the new discovery, Brenda Joyce, enjoys an even greater personal triumph than she did in "The Rains Come," alternately keeping a packed house at Pas-

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adena's United Artists theatre applauding and laug-

hing...
Poland

Not until it was absolutely impossible to operate did this personnel of the Warsaw, Poland, office evacuate. To date there is no way of communicating with any of these employees. Centre, front row, is District Supervisor G. Jaffe, and to his left, A. Jesieter, Poland sales manager. Most of these men volunteered for military service.

France

Although 80 per cent of the French organization's manpower was in uniform, with many men already at the front, the Paris office drove on and, everything considered, did a remarkable business in the first week of the Overseas Drive. Among those pictured above are Managing Director W. B. Morgan and Sales Manager E. Ball.

Germany

And here we have branch managers and bookers from Berlin, Vienna, Frankfort and other offices in the new Germany. Like those in Poland, no word had been heard from these workers up to the time of going to press.

ORIENT, LATIN AMERICA

RESULT OF EUROPEAN WAR

JAPAN LEADS DEPARTMENT IN EVERY REVENUE CALCULATION

Far East and Latin America now loom the backbone of the company insular as Overseas business is concerned.

The situation in Europe has quite definitely brought this about.

That both sections are concentrating on ways and means of helping offset the drop in revenue in the British Isles, France, Germany and Poland is apparent from what they did in the first week of the Overseas Drive.

Furthermore, the Far East is geared to cope with the situation, with revenue in Dell Goodman's territory showing the best increase, from any perspective, as regards returns from both any other territory in either the Overseas or domestic market.

This is remarkable, for it must be remembered that the "war" still prevails in China. Still, that country exceeded quota. But the wonder of wonders is in the first week's Overseas Drive performances came from Japan where the quota was quadrupled, thanks to "Alexander's Ragtime Band."

In Latin America future prospects for increased revenue are looking brighter.

Japan, however, also leads the Overseas department in the matter of accumulated 36 weeks' delivery for 1939, being some 85 per cent over quota for that period. Colombia is second and, like Norway, also over quota.

Another surprise is furnished by the fact that Spain, only recently emerged from a civil war, ranks fourth on revenue for the first 36 weeks of this year.

FOR 36 WEEKS

Following is the standing of all foreign countries on accumulated delivery for the first 36 weeks of this year as of September 29.:

| Country | Total | 1 Japan | 2 Argentina | 3 Cuba | 4 Chile | 5 China | 6 Colombia | 7 France | 8 Germany | 9 Hungary | 10 India | 11 Italy | 12 Japan | 13 Latvia | 14 Mexico | 15 Netherlands | 16 Norway | 17 Peru |
|---------|-------|---------|------------|-------|--------|--------|-----------|---------|----------|----------|---------|--------|--------|---------|---------|-----------|-----------|--------|-------|
| REVENUE |       |         |            |       |        |        |           |         |          |          |         |        |        |         |         |           |          |        |       |
| of       |       |         |            |       |        |        |           |         |          |          |         |        |        |         |         |           |          |        |       |
| America  |       |         |            |       |        |        |           |         |          |          |         |        |        |         |         |           |          |        |       |

比较

Japan in the first 36 weeks of the year increased its accumulated delivery for the same period by some 80 per cent, according to the figures just revealed by Overseas Sales Director Walter Hutchinson. Federated Malay States showed a boost of 46 per cent, three per cent more than Mexico offered, Norway and Sweden both went 20 per cent above their 1938 business for 36 weeks.

Following is the standing of all foreign countries based on percentage of increase in accumulated total delivery for the first 36 weeks of this year against accumulated total delivery for the same period of last year (1938):

| Country | Total | 1 Japan | 2 Argentina | 3 Cuba | 4 Chile | 5 China | 6 Colombia | 7 France | 8 Germany | 9 Hungary | 10 India | 11 Italy | 12 Japan | 13 Latvia | 14 Mexico | 15 Netherlands | 16 Norway | 17 Peru |
|---------|-------|---------|------------|-------|--------|--------|-----------|---------|----------|----------|---------|--------|--------|---------|---------|-----------|-----------|--------|-------|
| RANKS   |       |         |            |       |        |        |           |         |          |          |         |        |        |         |         |           |          |        |       |
| in       |       |         |            |       |        |        |           |         |          |          |         |        |        |         |         |           |          |        |       |
| REVENUE  |       |         |            |       |        |        |           |         |          |          |         |        |        |         |         |           |          |        |       |
| of       |       |         |            |       |        |        |           |         |          |          |         |        |        |         |         |           |          |        |       |
| America  |       |         |            |       |        |        |           |         |          |          |         |        |        |         |         |           |          |        |       |

THE END

Thanks to the hard work of all members of our editorial staff, this book is at hand just in time to help the drive in the States and overseas.

Carrying On At Two Overseas "Fronts"

Drive Notes

Continued from Page 5

Women's angle. In a postscript, Charles added: "I would suggest that you combine the subjects, 'Submarine Patrol' and 'Lancet Eggs.' Prints are available immediately. So, rush in your dates. And they have !

Sam Lichter leads the Cleveland salesman's Drive contest with Eddie Bergman second and Ted Schembri third. Miss Massing leads the office employee's race, with Frank Hunt and Tom Alley second and third, respectively.

On bookings in New Haven, among the office employees, Miss Dechon is first and Miss Tendler second.

A representative group of exhibitors from every zone will be on hand at the Washington Drive meeting. Here's an office that is going to be hard to beat in the National's race.

Our day is coming? That is the way Kansas City Drive Leader Gus Kubitzki put it in a letter to his Distribution Manager. He also writes: "You know, there can be only a limited number of hurdles for us to clear, but one of these days we will reach the open field and then watch us go."

Okay, Gus, everybody's watching.

Bill Germaine again socked his hearers with an enthral-ling talk at the Drive meetings held at his Central branches. The ex-Drive leader never was in better form, reported Harvey Day and the branch managers.

After several postponements, "Stanley and Livingston," finally opened in Montreal and now, New Manager English points out, the way has been paved for his exchange to make its presence more solidly felt.

The Gold team is leading the Minneapolis race, with a margin of 13 points over the Marcon, combination, reports Harold Landquist who is doing a fine job leading the local contest, reports Manager Podoloff.

Ben Reingold's St. Louis team are ambitious. They want the world to know they are out to get one of the top prizes in every Drive competition.

Barrow leads the Detroit race, with Eddie Westcott, second, Kellar third and Local Drive Leader A. D. Knapp fourth.

Drive Notes
POPULAR ABROAD, TOO
Overseas Sales Director W. J. Hutchinson, during his recent trip to the Coast with Mr. Wobber, met Mary Healy.

BEAUTIES SEEKING A CAREER
Here are some of the young ladies waiting their turn to be called by the judges for selection of a girl for a screen test.

THE WINNER
This is the charming New York girl who was chosen for a screen test among a field of some 300 candidates from the metropolitan area.

Lucky Girl Wins Screen Test At Fair

BRITISH PRODUCER ON COAST
British Executive Producer Robert T. Kane, and Mrs. Kane, were snapped by the New Dynamo cameraman when they arrived at the Los Angeles airport late last week.

"RAINS CAME" AUTHOR IS DINED
Eastern Division Manager William Huseman, District Manager G. A. Roberts, Branch Managers I. J. Schmertz of Cleveland and Sydney Samson of Buffalo and Salesmen Sam Lichter and Ed Bergman, were among those who attended the dinner given to Louis Bromfield on the occasion of the premier at the dinner at Mansfield, O., of Zanuck's picturization of his best seller, "The Rains Came" which exceeded the grosses of "Alexander's Ragtime Band" and "Jesse James." Mr. Bromfield is at head table, fourth from left, lighting a cigarette.

KANSAS CITY READY TO DIG INTO QUOTA
Kansas City Branch Manager George W. Fuller (standing, fifth from left), forwards the information to New Dynamo that with "The Rains Came" off to a flying start at the Esquire and Uptown theatres in that city, his branch will begin to pound quota. He is more confident than ever that when the 18-week's total is compiled he will have beaten its Drive quota. The above Kansas City personnel picture was snapped on the occasion of first meeting of this year's Drive.
PRODUCTION IS NOW AT ITS PEAK

Four Are Sent Into Work

MOVIVETONE CITY—Production is at peak at the studio. Four former important 1939-40 specials were sent before the cameras over the weekend. They are: Maeterlinck's "The Blue Bird," "Daytime Wife," "Everything Happens at Night" and "The Adventurer." By the latter part of the week, "The City" and "The Man Who Wouldn't Talk" were scheduled to be started. This would boost the total of pictures "shooting" to nine. And on Monday another Zanuck special, "Little Old New York," was to be started. Jane Withers' "High School," her third for the season, and "The Simple Life" were continued on Page 2A.

Action Romance

Sol Wurtzel's most important 1939-40 special, "20,000 Men A Year," is about to enter its third week of "shooting." Above are three of the principals, Randolph Scott, Margaret Lindsay and George Ernest. Alfred Green is directing this timely romantic picture which has for its background the aviation classes on several American colleges where the Government is putting thousands of young students through training for future service in its own aviation corps. Scott plays a former famous flier placed in charge of this training. Mary Healy, Robert Shaw, Maxie Rosenbloom and many others are in the cast of this special which has been in preparation for more than a year. It is by no means an aviation story, dealing largely with the drama of conflicting personalities.

Youth Dominates "High School"

Youth, indeed, has its flipt in Jane Withers' third starring vehicle for 1939-40 release, "High School," which was completed last week. Jane, at right, is pictured with some of her chums.

"Swanee River"

This scene depicts the first meeting of Stephen Foster, as played by Don Ameche, and the famous minstrel man, Christie, as portrayed by Al Jolson. This Technicolor dramatization of the eventful career of the writer of America's best loved melodies is now rounding up its first month of production. Sidney Lanfield is directing. Andrews Leeds has the romantic feminine role. Both Jolson and Ameche sing some of the seven Stephen Foster songs heard in "Swanee River."

"The Simple Life" Pays Well

Production on this domestic comedy of young newlyweds living beyond their means was completed this week. The pensive young lady is Marjorie Weaver who is co-starred with Stuart Erwin.

Linda Darnell Waits and Waits

Here is an early scene from "Daytime Wife" which co-stars Tyrone Power and Linda Darnell (above). Binnie Barnes, Wendy Barrie and Joan Davis also are in the cast.

Negatives Of Four British-Made Specials At Home Office

Story on Page 2A
Continued from Page 1A

by Herbert A. Swope

MOJAVE CANYON—Virginia Field, who this week signed to play the role of the modern-day "Gypsy" in "The Adventurer," the first of her new Columbia series, starring Cesar Romero in the title role. She will make her debut at the Tyrone Power-Linda Barn- nell was the complete result of a comedy farce, "Daytime Wife," which is before the camp- er, Lady Duff and Robert Barrat also were added. Tyrone Power's film will be recalled as the most recent "Adventurer," in which Tyrona Power will make his first semi-

THE cast for "20,000 Men A Year" is nearing comple- tion, and Mary Pickford has joined the cast. The role of Pickford in the cast include Preston Foster, Barbara Stanwyck, Jack Garvan, Marie Roosbein, Deanna Durbin, Leila Macintyre, and Robert Sterling. Miss Pickford will make her debut in a comedy that is to be produced by Ben Hecht and with William A. Seiter producing, and the actress was signed to do the Brewster Twins, Estelle Broderick and Milly Miller.

THE special is being readied for the cameras and is expected to be completed some time in next October. At the time that is in preparation for the "Big Horn," there have been other special started. "The Big Horn," "Everything Happens at Night," and "Happiness Is a Thing with Feathers," "Happiness" is a Thing with Feathers," "Happiness" is a Thing with Feathers," are all Technicolor spec- ies. The director is Richard Dix and the story is the work of the play the main character opposite John Barrymore.

THEO. KUTCH is being considered for the role of John Barrymore in "The Adventurer." The production chief for the "Spicy" series, which was written by the director, was looking for an actor who had been in a major role in a major film in the past. The director, who is well known for his work in Technicolor, was looking for an actor who could bring a new dimension to the role of John Barrymore. The choice of Theo. Kutch as the lead in "The Adventurer" is a testament to his versatility and his ability to bring a new level of intensity to the role.
SWANER RIVER—A Technicolor super special dramatic film. The most sensational theme in years, it features popular melodies, Stephen Foster, the story of a man whose songs had the re-making of a nation. A magnificent Technicolor production. Consolmated is this drama the colorful career of the first minister, D.C. Foster. On the day of his death, Foster started his journey on a railroad to fame. In the telling of the Foster legend, critically acclaimed by the Foster whose songs are sung by Don Ameche, the famous Hollow Johnson and Al Johnson the numbers including "Oh Susannah," "Swanee River," "Camptown Races," "Swanee River, Black Joe" and others. Don Ameche portrays Foster. As the narrator, David Wayne is on board a steamboat. The romantic lead. Others in the cast include Chick Chandler, George Macready, James Cagney, Marlene Dietrich, Milburn Stone, Charles Trowbridge and George Meeker. Sidney Luft is directing. A Zanuck super special. In press in New York.

DRUMS ALONG THE MOHAWK—A Technicolor super special. Based on the best selling novel by Walter D. Edmonds, with screenplay by Lenny Frank and Sonya Levien. A stirring, action-packed story of the colonists' fight for liberty, for the right to live in a world they had to open up and to settle, incorporating the love of two young people who found happiness and security, when their lives were constantly in danger. One of the greatest American stories ever written, of liberty-loving whites fighting against their own and being subjected to torture from Indians, laid in the Revolutionary War period. This production is based on the Zanuck five-years-inproduction Co-starring Claudette Colbert and Henry Fonda as Kit Carson and Eliza. Kenneth Tobey, Virginia Dwyer, Dennis Bowd, Jessie Ralph, Arkush, Arthur Shields, Robert Lowery and Roger Immed, with hundreds of others. Directed by John Ford. A Zanuck super special. Now cutting.

HOLLYWOOD CAVALCADE—A Technicolor super special. The history of the movies from the log cabin on the prairie, wood of the dramatic movement of picture pictures over a period of 20 years from the days of Mack Sennett and Betty Blythe to today. Today, one of the most glamorous stories inspired by the story of show business, the contributions of a man and woman who rise from an impoverished place in the scheme of life and fame, the personal conquest of two people who truly bring the world to their feet. Don Ameche plays the part of a movie producer, who, reviving motion picture motion and brings to world fame an unknown unknown America. Putting thousands of dollars by Alice Faye. Others in the cast including J. Edward Bromberg, Robert outline, Busby Berkeley, Burt Lancaster, Donald Meek, Robert Greer, Alice Faye, Virginia Diw, Dennis Bowd, Alice Faye, Joe. Others in the cast are, among others, including Cassius and Brown Holmes, with screenplay by Ernest Pintoff and music by Kay Thompson. Directed by Irving Cummings. A Zanuck super special. Now in cutting and will be given 411 procl in press in New York.

THE GRAPEST OF WRATH—The most sensational best-selling novel of this century, by John Steinbeck. Some of the most moving and moving scenes of a sensational exposure of a condition that threatens to affect the people of an entire nation. The most startling picture of the history of American economies. One of the most important undertakings of this industry a Technicolor special, this picture on the 1930-40 line from point of public interest. Henry Fonda was this week given the male lead. Others in the cast are Doris Dowd, Edward Gaffan, Jane Darwell and others to be announced. The story concerns a people, long submerged and the upholders, roaming the West in search of a place of the life and all over their own, where they can make a home, only to find themselves unwanted in a land they could have truly opened its hearts to their own refugees, a stirring dramatization of a vital problem that this nation must solve. What "Uncle Tom's Cabin" was to the generation, is the emphasis of a picture released. The story of America today. Author Steinbeck has approved November 24 as the date of the premiere. John Ford will direct. A Zanuck super special. Production starts Sept. 25.

LITTLE OLD NEW YORK—Based on the famous play by Rita Johnson Young. Not a re-make of the silent picture, but a dramatically rendered adaptation of the immortal "The Shadow of the Crescent," the story of the most sensational city in the world during its days of greatest growth and development. The picture is developed around the romantic and turbulent days of Robert S. Decker, a young businessman of the world who is by his invention of the steamboat. A colorful drama of New York's most colorful days, when Broadway, Park Avenue, and Fifth Avenue were one. Co-starring Edward Greene as Robert Fulton, Alice Faye as the innkeeper's daughter, James Cagney as a tavern keeper, Jean Arthur as a vagabond girl, a score of others. Written by a New York showbuilder. Brenda Joyce, who is scoring a personal triumph with her performance in "The Raines Come," and Henry Stephenson are also in the cast. Henry King, who megaphoned "In Old Chicago," Alexander Lamont as New York's "Tillie Lamont," "E. L. Fordwinkle and Livingston" and other smash-hits, will direct. Production starts Sept. 18. A Zanuck super special.

THE RAINS CAME—The sensational triumph of the day. Just opened to smash SRO business at the Roxy theatre in New York. A classic picturization of another best seller in its day, written by Lewis Brown- field. Superlatively praised by New York critics as a picture replete in thrill and spectacle such hits as "San Francisco," "In Old Chicago," "Alexander's Ragtime Band." Zanuck super special, giving this company a new star in Brenda Joyce. Every critic in New York predicted that it will do sensational box office business. The film as predicted, greeted every showing at the Roxy on Friday. One of this company's strongly recommended Starring Tyrone Power, Myra Loy and George Brent, with Martha O'Driscoll, Nigel Bruce, Robert Frazer, Jack Warner, Johnnie Mack, June Darwell, Joseph Schenkraft, Marjorie Ramboe, Harry Travers, B. H. Warner and thousands of others. Directed by Clarence Brown. A Zanuck super special. Exceeded "Jesse James" grosses in its first week in New York, which is the greatest performance in Philadelphia, Kansas City and other cities.

MARK OF ZORRO—A Darryl Zanuck production. With Tyrone Power and Linda Darnell, who have written a romantic legend of early California will be brought back to life in all its picture glory. It's a battle of proud aristocracy against hopeless labor, but with one man with courage enough to denounce the wave of greed and surfing through the arithmetical from which he springs. Tyrone Power will lead an all-star cast. One was the bandit crusading against railroads in the West; the other, the Mexican fighting for freedom and wealth and power. Zanuck super special.

STANLEY AND LIVINGSTONE—The outstanding box office hit so far in this 1939-40 season. Starring Claire Trevor and Raquel Welch, who has played four weeks in seven big cities and three-week engagements in 47 of the nation's 100 largest cities. At the time and again exceeded the earnings of "Alexander's Ragtime Band," and was the only picture to be reported by a branch already reporting repeat runs later. Unequivocal approval. "It was the best picture of the season," the studio's story. Directed by Irving Cummings. A Zanuck super special. In now cutting and was given 411 procl in press in New York.

WURTZEL K-7 PICTURES

SAY IT WITH MUSIC—An Irving Berlin Musical. Built on a similar, but larger scale than "Alexander's Ragtime Band. Just as in "Ragtime," this has a well-connected story, with romance running through it. Among the Berlin songs to be heard will be "Always," "Russian Lullaby," "My Wife's Gone to the Country," "At the Demon Ball," "As Deep as the Ocean," "My Sweetie," "Call Me Up Some Saturday Night" and "Baby Face." "The best picture I leave the world behind," "Mandy," "You'd Be Surprised," "All By Myself," "Lady of the Night," "That's Enchanted," "It Isn't So." "I don't care. "Don't Lie to Me," "I Love You." It will have the biggest cast, biggest picture ever released in America today. In its masterly way, the last VIPS tied the story of romance and the solution of the mystery.

WURTZEL SURVEY OF 1939-40 LINEUP

THE BLUE BIRD—Technicolor super special. Masterkin's great story. This company paid $900,000 for the story of this film, which is a love story of two young people who fall in love over to be transferred to the screen, with Masterkin's story of their adventures. The screen play, which Ernest Pascal has written. Being produced on a lavish scale and unquestionably the most expensive vehicle ever produced for this studio, which is due to appear next. So far the cast includes Shirley Temple, Nigell Bruce, George Brent, Eileen Connolly, Spring Byington, Otto Kruger, Robert Warwick, John Shubert, James Ralph and Leonora Roberts, Walter Lang directing. A Zanuck super special. In production.

THE MOTHER OF THE YOUNG—Another successful story, "Children of God" by Virdie Fisher, which was written for its author, Louis Bromfield, author of "The Rains Came.

ZANUCK K-7 PICTURES

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THE GREATEST GALAXY OF TODAY'S AND INCOMPARABLE BOX OFFICE PERSONS

Shirley Temple  Tyrone Power  Alice Faye  Fred MacMurray  Nancy Kelly  Don Ameche  Claudette Colbert

Sidney Toler  Gladys George  Ida Lupino  Binnie Barnes  Joan Davis  Gene Autry

Richard Dix  Mary Healy  Lionel Atwill  Leo Carillo  Alice Brady  John Carradine  June Carlson

Roland Young  George Brent  Walter Brennan  Stuart Erwin  Henry Hull  Al Jolson  Bela Lugosi

Arleen Whelan  Jed Prouty  Wendy Barrie  Lynn Bari  Lyle Talbot  Henry Armetta  Pauline Moore
AY'S AND TOMORROW'S STARS AMONG PERSONALITIES IN 1939-40 PRODUCT

Claudette Colbert
Richard Greene
Sonja Henie
Warner Baxter
Andrea Leeds
Henry Fonda
Myrna Loy

Clark
Jane Withers
Cesar Romero
Brenda Joyce
Edward Arnold
Linda Darnell
Spring Byington

Autry
June Carlson
Robert Shaw
Joseph Schildkraut
Kane Richmond
Marjorie Weaver
Andy Devine
Arthur Treacher

Bela Lugosi
George Raft
Sir Cedric Hardwicke
Gracie Fields
Randolph Scott
Jane Darwell
Preston Foster

Pauline Moore
Spencer Tracy
Edna May Oliver
Basil Rathbone
Bobs Watson
Ken Howell
Florence Roberts
UP-TO-THE-MINUTE DATA ON K-7 PRODUCT

Continued from Page 3A
gives Shirley every possibility of showing to the very best advantage. If she is wisely advised, she will again win you will see Shirley Temple in anything but the highest budgeted pictures. Walter Walker will direct "Lady Jane." Brenda Joyce will be in the cast. Production starts in November.

JOHNNY APOLLO—By Roland Brown, the author of "Sharks in the Dark," and A. M. Todd. A strong story of crime and the underworld—of a rich father at the head of a vast financial enterprise that makes the stable of 1929, but becomes weakened due to the strain of the crisis. It has a powerful climax—when the father, in an effort to take his place as an honorable citizen. It has romance and is one of the strongest family pictures to be made this season. F. W. Murnau will appear. Nancy Kelly and Edward Arnold will co-star. Will be made later in spring with Irving Cummings directing. Production starts in November.

DANCE WITH THE DEVIL—It is the modern man's struggle for the welfare of mankind, an ordeal that eventually leads him to a bare-knuckled conflict with his own brother. And it's the love story of a showboat entertainer; a moving dramatic tale laid against the background of recent Mississippian events, disputed to be the greatest story of a crusading clergyman since Hail Cains, "The Christian." Anne Amche and George Raft are set for the two leading roles. The author of this novel is Lincoln Kellis, who was the son of the author of "Boyse Town," the Academy Award winner. Roland Brown wrote the screen treatment.

ADVENTURES OF SHERLOCK HOLMES—A mystery drama which will be the most famous Sir Arthur Conan Doyle story, with screenplay by Edwin Blu and George Fawcett. It is the story of an old-time letter-carrier in battle against the underworld. It is the story of a common, every-day letter-carrier in a common battle against the underworld. The man is the chief who rescues and a member of the American Legion. Horsey Fonda will play the main man. Victor McLaglen also may be a part of the cast.

UNTITLED SPECIAL—Starring Warner Baxter with a stellar supporting cast. An outdoor romance in which the male character displays an early-day man's logic. A custom-made story that was originally scheduled for next season, but which will be made for 1939-40 release. The locale is the Pacific Northwest. The story is one of a common, everyday letter-carrier in battle against the underworld. It is the story of a common, every-day letter-carrier in a common battle against the underworld. The man is the chief who rescues and a member of the American Legion. Horsey Fonda will play the main man. Victor McLaglen also may be a part of the cast.

HEAVEN WITH A BAREF-FRAME WIRE—Melo-drama of boys and girls, and can be one of the adventures of a 19-year-old boy who vainly tries to find employment and of an orphan who has run away from an institution in which he had been confined since infancy. Based on an original story by Durland Larned. The locale is the West, where boys, born, Marjorie Remsberg, Glenn Ford, Nicole Conte, and a number of others. Directed by Ricardo Cortez. Delivered to New York.

THE ESCAPE—A melodrama of the slums. The story of a Slum youth who branch out in widely contrasting spheres in life and what the world does to them. Based on an original story by George A. Hill and Helen Logan. With Kate Reinerich, Amanda Duff, Jane Gale, Eddie Foy, Jr., and Frank Reicher and others. Directed by Ricardo Cortez. Delivered to New York.

MOVIECENT NEWS

Issued Twice Each Week

FEATURE PRODUCT

Produced by Durley E. Zannuck. 24
Produced by Sol M. Wurtzel. 7
Produced by R. T. Kline in England. 4

Total K-7 (1939-40) Features. 50

**The productions originally offered to be produced at the 20th Century-Fox lot in England, under 100 per cent financing by this corpora- tion.**

SHORT SUBJECTS

Produced by Mervyn LeRoy:

1. "Vernon Denton's Fashion forecasts in Technicolor" 4
2. "Lowell Thomas' Magic Carpet. " 6
3. "Two Life Drummers in Technicolor." 8
5. "American Accents." 4
6. "Terrorfest." 10

Total. 36

MOVIECENT PROGRAM

As of Sept. 15

SUMMARY OF K-7 PROGRAM

on the screenplay by John Larkin, Donald Wood, Amanda Duff, Jane Gale and others. C. Aubrey Smith also is set. Ricardo Cortez will direct. In production.

THREE BLIND DATES—A Waltz production. A farce comedy based on the widely publicized professional escort service which has supplied companions for lonely women, society dowagers and debutantes, those who have been used to men for chicness, but who now contribute to the unhappiness of one dear to him. One of the greatest screen writers is directing this picture. Will be directed by Robert Ellis and Helen Logan. Lloyd Nolan will play the title role, Joan Rogers, Mac Murrah and Ona Mi Stevens also are in cast. David Burton is the director. In production.

PETER B. KYNE STORY—Based on story, "Corn Cob Kelly," but a new title will be announced later. More details later.

DOG MELODRAMA—Based on a story by James Oliver Curwood, featuring clever dog in Hollywood. More details later.


CHARLIE CHAN SERIES—Four in series now in production. They are: (1) "Charlie Chan at Treasure Island" with Carmen Romero, Pauline Moore, Ben Yung, Sally Blane and others; (2) "Charlie Chan in a City in Darkrooms" with Lynn Hary, Ben Yung, Pedro De Cordobas and others; (3) "Charlie Chan in the Sphinx," which starts next month; and (4) "Charlie Chan on the Orient Express." First has been released. Second is in the cutting room.

JONES FAMILY SERIES—Four will continue this series now in production. They are: (1) "Quick Millions," with the Jones Family, Eddie Collins, Robert Shaw, John T. Murray and others. Directed by Craig Reynolds. Second, "Quick Millions" is now in the cutting room. Joan Davis is co-starred with the Jones Family on "Quick Millions," which is in cutting room. The third and fourth stories in this series have not yet been titled.

BRITISH PRODUCTIONS

4 INTERNATIONAL SPECIALS—Negatives of six of these British-made specials are ready and five are to go. The other special is "The Rhythm of the Road." Four will be selected for release on the Domestic market, one every three months. The first, "Shipyard Sally" with Gracie Fields, is scheduled for release on Oct. 20, and was directed by Monty Banks. The second, released in January, is "Inspector Hornleigh Continued on Page 7A.
SALES SUMMARY OF 1939-40 OUTPUT!

As Of Sept. 15

1939-40

K-7 RELEASE SCHEDULE

As Of Sept. 15

AUGUST
4—Elia Kazan's Hotel for Women
11—Chickie Wagon Family (W)
18—Brooklyn and Livingston
25—Jen象 Fields and Millions of Dollars
SEPTEMBER
1—Adventure of Sherlock Holmes
8—Chim in Tibet (T)
15—Raisin the Raftes
22—Perhaps I'm a Stranger
29—Here I Am a Stranger
OCTOBER
6—The Escape (T)
13—Hollywood Crusade (T)
20—Definitive Class Kid story
27—20,000 Men A Year

November
3—Pack Up Your Troubles (W)
10—Drums Along the Mohawk (T)
17—Jesse James, Too Boky To Work
24—Daytime Wife

VYVAN DONNER'S FASHION FORECAST—A series of super Technicolor productions featuring the work of the best foreign and most noted models and handsome men. The outstanding feature of the current season's program of short subjects, the 1939-40 series will be even more lavish and produced under the personal supervision of Vyvyan Donner, unquestionably the world's greatest style authority. The name "Vyvyan Donner's Fashion Forecast" has come to mean a true style authority. Each release will be a periodic survey of the world's finest fashion, with a following seasonal feature. Exclusive models, but each practical and local. Each subject will be determined by release week and carry unlimited exploitation possibilities. A national homespun fashion feature, and the men's and women's wearing apparel will be negotiated with each production, the opening up new but permanent avenues for local exploitation. A large and varied range of models will be furnished in advance, so that exhibitors may effect advance exploitation properly. A series of releases that has proved itself at the box office. Fashion Forecast will be followed by five fast selling subjects, December, January, March and June. Elia Chase, stage star, will continue to furnish the commentary in each release to continue the catwalk of Vyvyan's fashion world.

MAGIC CARPET OF MOVIVTEONE—This series, featuring commentary by Paul Douglas, popular radio announcer, will be the sequel to Movietone News. Movietone News, still remains the outstanding travelogue on the screen. Movietone News will be a minimum of six releases in this series. A standard product, with authenticity, specially produced with the finest voice of the screen and radio and the best photography to support, this series brings the whole world to motion picture screens. Fascinating and entertaining conditions were sent out to various parts of the world to gather unusual material for incorporation in this series.

TRUE-LIFE DRAMAS OF NEWSREEL CAMERA-MEN—A new series. The name is a quip to the melodramatic Adventures of the Newsreel Camera-Men. A series of one-reel dramas, with a cast of newswomen who actually went through the experiences described on the screen for the production of these subjects; no library material. Each of the four releases will deal with the various personal stories of the recording men who constituted the cast. There will be a smash thrill in each release. The first for the 1939-40 season is entitled "Sand-Hugs" and is the story of men who live underground, boats, bridges, planes, roads, waterways, etc. The sec- ond of the series will be on the men who navigated across the entire Colorado river in a rowboat, one of the most thrilling adventures of modern time. "Pilgrim the Float" has been completed. Commentaries by Pola Negri.

ED THORGERSEN'S SPORTS REVIEWS—Already established by such widely discussed 1938-39 successes dealing with sailing, tennis, golf and hunting dogs, this series next season will dramatically and analytically penetrate new subjects, in subjects to be continued and expanded. According to Movietone Producer Truman H. Talley. Several of these specials, like Lynne Dyer's "The Magic Carpet series may be made entirely in color. On the latter subject, much research has been done in the last year. Featuring Ed Thorgerson, the world's best known sports screen and radio commentator, "Sports Reviews" for 1939-40 will continue with Movietone, of graceful, analytical "fowndom." Each of these five series will reveal the "inside story" of various sports.

ORIGINAL NOVELTIES—This series will be genuinely representative of something new under the subject novelty, and many of the screen's capacity America, will appear in a series of documentary comedies. In those cases where the subject will be covered for a few seconds, merely in an introductory capacity. Thereafter, he will give a running story in his inimitable dialect. "Dr. Lehr will take apart human and animal peculiarities, and in his own involved manner he will give the public a moment's view on things as they are. In this group also may be featured several other personalities and new features for which negotiations are now

MOVIEPONE NEWS

RELEASE TWO EACH WEEK—Total of 104 issues. Produced by Movietone News, Inc., Truman H. Talley, producer. Unquestionably the world's greatest news reel. More can be learned about the movies regularly contribute to Movietone News exclusively since the combined exploits of these subjects. Produced and released, in native language, in 47 different countries. Commentaries by Victor Fleming, Howland Chamberell, Lew Lehr, Ed Thorgerson, Helene Claire, Paul Douglas and others. Each subject is supervised, genetic manager; Vyvyan Donner, society, women's and fashion editor, and Thomas Cummiskey, sports editor.

1938-39

K-6 RELEASE SCHEDULE

JANUARY
5—Anna Wintour (W)
12—Tell Tale
19—Please Don’t Touch
26—Forbid Our Own
FEBRUARY
3—Wives, Husband, Friend
10—Inside Story
17—The Little Princess (T), Little Princess, Page 1
24—Dance Hall (W)
MARCH
1—The Girls
8—The Girls (W)
15—Trudy (T)
22—Hollywood Bachelor (T)
29—The Girls (W)
APRIL
5—The Girls (W)
12—The Girls (W)
19—The Girls (W)
26—The Girls (W)
MAY
3—The Girls (W)
10—The Girls (W)
17—The Girls (W)
24—The Girls (W)
JUNE
1—The Girls (W)
8—The Girls (W)
15—The Girls (W)
22—The Girls (W)
29—The Girls (W)
JULY
6—The Girls (W)
13—The Girls (W)
20—The Girls (W)
27—The Girls (W)
AUGUST
3—The Girls (W)
10—The Girls (W)
17—The Girls (W)
24—The Girls (W)
SEPTEMBER
1—The Girls (W)
8—The Girls (W)
15—The Girls (W)
22—The Girls (W)
29—The Girls (W)
OCTOBER
6—The Girls (W)
13—The Girls (W)
20—The Girls (W)
27—The Girls (W)
NOVEMBER
3—The Girls (W)
10—The Girls (W)
17—The Girls (W)
24—The Girls (W)
DECEMBER
1—The Girls (W)
8—The Girls (W)
15—The Girls (W)
22—The Girls (W)
29—The Girls (W)

STORY FOUNDATION FOR MAJOR K-7 PRODUCTIONS

The following 1939-40 productions are based on best selling novels and popular books:

Lowe Franklin’s "The Rain's Come"
"Drums Along the Mohawk"
"Masterpiece's "Blue Bird"
Knowles' "The Grapes of Wrath"
"Here I Am a Stranger"
"Mark of Zorro"
"Lady Jane"

Following are important stage plays that will be transferred to the screen for presentation by Zanuck:

"Adventures of Sherlock Holmes"
"Uncensored "(Scotland Yard)"
"Little Old New York"
"The Man Who Wouldn't Talk"

Following are custom-made, original stories:

"Hollywood Cavalcade"
"Stanley and Livingston"
"Iving Berliner's "Day In With Mickey"
"Bright Young"
"Swans River"
"Everything Happens at Night"
"Van Dax's "Shadows in the Snow"
"Ela Maxwell's "For Women "
"He Married His Wife"

"20,000 Men A Year"

The following are based on widely read stories that appeared in nationally circulated magazines:

"Dance With the Devil"
"The Postman Walks Alone"
"Day-Time Wife"

TYPES OF K STORIES

STORY STORIES

SPECTACLES
The Rain's Come
Hollywood Crusade
Studying the Mohawk
Masterpiece's "Blue Bird"
Lew Lehr's "Stars"
Little Old New York
Swans River
Dance With the Devil
Bright Young
The Comic Editor
BIOGRAPHICAL
Say It With Music
Father Knows Best
SWINGING SWEEET
Swans River
MUSICALS
Misty Mea
Swans River
MYSTERIES
The Adventures of Sherlock Holmes
The Shadow in the Snow
"Cherrie Chart"
COMEDY
Three Blind Mice
Shoofly Suits
Pack Up Your Troubles
The Simple Life

SUMMARY OF K-6 PRODUCT

FEATURE PRODUCT
Produced by David Zanuck
24
Produced by S. M. Warner
20th Century-Fox British
2
Total K-6 (1939-40) Features 54

SHORT PRODUCTIONS
Produced by Magic Carpet
6
Tales of the Juggler
6
Michelangelo
6
Miscellaneous
6
Wandering Cameraman
*Fashion Specials
4

Terry-Toons
26
Total One-Shot Shorts
26
Total Cartoons
26
Total Shorts Lineup
32

"(*) Produced in Technicolor.

MOVIEPONE NEWS

STUDIO SPECIAL

Continued from Page 6A

On our front page, Gordon Harker as the Scotland Yard sleuth, and Alanstar Sim. The third will be featured, and M. Colson in "This is London" with Benton Churchill playing the American "Babbit" role that Will Rogers enacted in the version this company made eight years ago, and a supporting cast of international favorites, including George Lawton, Lord Charles, Roy Evans, Stanley Caton, and others. "So This is London" was recently re-released by K, Donald O'Connor, and others. The fourth will be selected from the three other completed specials and an assistant director on that project. Two of the five feature productions during the 1939-40 season, as originally announced, regardless of the presence of war in Europe.

SHORT SUBJECTS

SALES SUMMARY OF 1939-40 OUTPUT!
STUDIO SPECIAL

LATEST PICTORIAL NEWS FROM MOVITONE CITY

JOEL M'CREA AND NANCY KELLY SET IN FARCE COMEDY

MOVITONE CITY — Zanuck this week further strengthened the 1939-40 program when he decided to make "He Married His Wife." He had planned to make this special some time ago, but shelved it until he could get the stars he wanted. This week when Columbia cancelled making "Arizona," the services of Joel McCrea became available. Zanuck was able to make a deal with him to play the male lead opposite Nancy Kelly, who is right now appearing in "The Blue Bird." The two will share the title leads.

HOWEVER, "He Married His Wife" will be one of the major releases and will probably go into production some time next month. Meanwhile, the production chief is casting the picture. He has tentatively set Roland Young, who recently completed a performance in "Here I Am A Stranger," and Cesar Romero. The latter is currently passing his debut in a full-bodied star in "The Adventurers," the first of the new Cisco Kid series, in which also will appear Marjorie Weaver, Virginia Field and others. "The Adventurers" will be completed next month, having just gone into production.

HE MARRIED HIS WIFE is an unusual comedy. It is as new as tomorrow's headlines, breezy and full of action. It reveals the story of a man who tries to do his ex-wife a favor only to find she has a new husband. This discovery starts the ball rolling and the ex-mate finds himself in a seemingly endless succession of trouble. But, of course, it all comes out to the complete satisfaction of—the ex-mates.

THE signing of Joel McCrea further strengthens the 1939-40 star brigade featured in the 48 specialts that will have been made at this studio. Among the stars, freelance and under contract to other studios, who will have been seen in these productions also include: Claudette Colbert, Fred MacMuray, Ray Milland, Edward Arnold, Andrew Leeds, Edna May Oliver, C. Aubrey Smith, Maxie Rosenbloom, Alan Curtis, Walter Brennan, the Myrna Loy, George Brent, Spencer Tracy, Gladys George, Al Jolson, Richard Greene, Roland Young, Sir Cedric Hardwicke, Gene Autry, Wendy Barrie, Virginia Field, Basil Rathbone, Nigel Bruce, Anne Sothern, Randolph Scott, Carman Miranda, Ids Lupino, Margaret Lindsay, Leo Carrillo, Lionel Atwill, Andy Devine, Charles Coburn, Henry Travers and others.

SCREENPLAYS of all of the remaining Zanuck 1939-40 specials have been completed. Louis Bolumfield's "Brighton Young" is now being given casting consideration. A title will be forthcoming shortly for the untitled Warner Baxter special. Screen testing of players for Irving Berlin's "Say It With Music" is under way.

“20,000 MEN A YEAR.” College students undergoing physical examination for the aviation levy. Being examined is Robert Shaw with young George Ernest behind him.

A HULL'S EYE? We hope so. But, Jane Withers, at extreme left, seems very pleased with what's ahead. This is a scene from Jane's third release for this season, "High School," which was completed last week. Jane's second, "Pack Up Your Troubles," with the Ritz Brothers featured, was screened at the Home Office and considered the best comedy in which she or the Ritz Brothers have appeared to date. Her fourth and final for this season is tentatively titled "Jubilee" and in it she will share stellar honors with the crooning cowboy-star, Gene Autry.

STUDIO SCHOOL—This school is attended by all juvenile players under contract to this company. Above you will note teacher's attention being attracted by Sybil Jason, who is appearing in Shirley Temple in "The Blue Bird." Behind her is June Carlson, the "kid" sister of the Jones Family.

ANOTHER ONE COMPLETED. This is a scene from "Too Busy To Work," the second of the four 1939-40 releases in the Jones Family series. It is now in the cutting room. The entire Jones Family is pictured above. Another series was started this week when Alfred E. Green tackled "The Adventurers," which will introduce the new Cisco Kid stories, with Cesar Romero in the title role. Others in the cast will be Marjorie Weaver, George Montgomery, new "Indy" from Montana; Virginia Field and Robert Barrat.

"THE SIMPLE LIFE." Stuart Erwin, as the young husband, is having his say in this scene from the Wurtzel comedy of that title in which he is co-starred with Marjorie Weaver (at left). "The Simple Life" was completed this week. It discloses the turbulent adventures of a newly married couple living beyond their means. Stuart Erwin also pays an important role in "Hollywood Cavalcade," the first of four 1939-40 Technicolor specials, in which Don Ameche and Alice Faye are co-starred.

UP IN THE HEAVENS are the daring, patriotic college boys craving a chance to aid their country. This self-explanatory exterior scene is from "20,000 Men A Year." now in production. Among these pictured above are Randolph Scott, Margaret Lindsay and George Ernest.