



PRESS SHEET AND AD. SALES CATALOGUE



CERTIFICATE . U"

LENGTH 6.090 FEET

RUNNING TIME 68 MINUTES

Entertaining Comedy-Drama

Danny Faxon, the male half of the vaudeville act, Florette and Faxon, is taken ill on tour, and dies. His wife, Florette, who now has to provide for her little son, Jimmy, prepares a single turn. Brown, the theatre manager, does not like the act, but he offers Florette a two-week booking at a beer garden he owns. Brown advises Bud Hannigan, a broken-down comedian who has befriended Florette, to tell her that single acts are no good-she should get another male partner.

In her act, Florette imitates Bonnie Kay, a famous singer, whom she has never seen. When Bonnie comes to a local theatre, Bud takes Florette and Jimmy to see her. During Bonnie's turn, Jimmy is surprised to see tears running down Bud's cheeks.

At the beer garden, Florette meets the good-looking Hap Stanley, who finds out that she owns the Florette and Faxon act, and persuades her to revive it with himself as partner. The partnership is successful, and they soon get a theatre booking. Jimmy instinctively dislikes Hap, and is heartbroken when he hears that his mother is going to marry him. Florette's happiness does not last long. She and Hap continually quarrel, mostly about Jimmy. Hap declares that the boy must go away to school.

When they break a train journey at a town where Bud is appearing, Jimmy steals away to see his pal. Bud convinces him that he would make things easier for his mother by going to school. Jimmy becomes a cadet at a military academy, where he is bored and miserable. Hap renews an old affair with Lita Lacey. As he and Florette are going on for their act one day, he tells her that the rest of their booking has been cancelled, and that he is joining the Lacey sisters. Florette tries to stifle her sobs as she sings in their swing song, but she is so unnerved that she falls from the swing and is killed.

Bud goes to the school to break the news of her death to Jimmy. He finds the boy with Bonnie, who has come to give her annual entertainment to the cadets, and is amused by Jimmy's knowledge of vaudeville life. Bud tells the boy that his mother has accepted a year's booking for her single act, and had to go abroad at once.

Jimmy fears that he will have to stay at school for a year, but Bonnie tells him that she is Bud's wife—he left her because he thought that he was keeping her back; now they are going to act together again, and they will take Jimmy with them. Jimmy is delighted.

House Organ Scene Block, No. 8. Hired at 3/+.



A Scene from the Paramount Picture "YOU BELONG TO ME."

"	You	Belong	To	Me"	
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Picture Shows Drama of Life Behind Scenes

A story of the heartbreak, pathos and the human drama that goes on behind the curtains of the vaudeville state, and in the private lives of vaudeville folk, Paramount's "You Belong to Me," is now at the the state.

Heading the cast of "You Belong to Me," are Lee Tracy, Helen Mack, Helen Morgan and the latest juvenile star, David Holt, aged six, who makes his debut in this picture. Lynne Overman and Arthur Pierson appear in the supporting cast.

"You Belong to Me" was directed by Alfred Werker, director of "House of Rothschild," from an original story by Elizabeth Alexander. The story, at the outset, presents Lee Tracy as a hard-drinking, broken-down, vaudeville comic, who looks after the welfare of Florette Faxon and her fatherless little son after her husband has died.

Their courses separate, and the manly little boy appoints himself his mother's guardian, protests against his mother's marriage to Hap Stanley, another vaudevillian, and finally goes off to military academy under protest.

While he is at school, his mother is killed doing her act, and Tracy, determined to adopt the little boy, comes to the school, meets his wife whom he had left years ago, and who had since become a headliner. For the sake of the boy, he decides to reform, and go back to his wife. The film closes happily with these three joined and determined to face the world together.

Grover Jones and William Slavens McNutt wrote the film adaptation for "You Belong to Me," and Sam Coslow contributed two new songs to the picture.

HOUSE Organ Block No. 9. Hired at 2/.



LEE TRACY Appearing in the Paramount Picture "YOU BELONG TO ME."

HOUSE Organ Block No. 9b Hired at 2/-



DAVID HOLT Appearing in the Paramount Picture "YOU BELONG TO ME."

Tempted

Imagine a dog whose manners interfered with his natural inclinations to such an extent that he refused to eat a plate of ice-cream because it wasn't presented to him in the right manner!

"Dumpsie," in the film, was supposed to sneak up on a plate of ice cream set down by David Holt, the young boy actor. Possibly because he resented the slur on his character, or the intimation that he would do anything in a sneaky fashion, "Dumpsie" refused to have anything to do with the ice cream until it was offered to him directly.

School Days

Two score little boys went to school recently, during their summer vacation—and loved it!

They were members of the cast of Para.nount's "You Belong to Me," coming to the....... Theatre, which went on location at the Black-Foxe Military Institute, Hollywood.

The company included Lee Tracy, Helen Mack, Helen Morgan, David Holt, six-year-old "discovery," playing one of the most important roles in the production, Director Alfred Werker and the tiny extras who portrayed the parts of the military school students.

Tracy Enacts Glib Comedian In Newest Film

In addition to Tracy, the picture features Helen Mack, Helen Morgan, David Jack Holt, a young fiveyear-old actor; Arthur Pierson, and Lynne Overman. The film was directed by Alfred L. Werker, the man responsible for "House of Rothschild," and it was adapted from an original story by Elizabeth Alexander.

It tells a touching, dramatic story of three of life's "secondraters." First, there's the shiftless, carefree comic, who lives for a laugh; a girl who is an incompetent, helpless, vaudeville performer, unable to guide her own life, but who struggles desperately to guide that of her young son; and the boy himself, a five-year-old man, the only real thing in his mother's makebelieve life.

Fate tangles the threads of their lives, throwing them together in a dramatic situation. How they fight and eventually win brings the film to a happy climax.

Grover Jones and William Slavens McNutt adapted the story to the screen.

Overman Featured

Lynne Overman, noted stage actor, who made his film debut only six months ago and has since appeared in five films, is featured with Lee Tracy, Helen Mack and Helen Morgan in Paramount's "You Be-

> HOUSE Organ Block No. 9a Hired at 2/-.



HELEN MACK Appearing in the Paramount Picture "YOU BELONG TO ME."

Crowd Laughs As Performer Escapes Death

Only the woman herself, Pauline Loretta, and Gregory Novikoff, an old circus trapeze performer, who watched from the floor below, knew that for one brief moment it appeared that tragedy had struck.

After Miss Loretta had been pulled high in the air, she was temporarily blinded by a powerful arc light and was unable to see a small red lamp that was to warn her when the swing would break.

When the break occurred she clung tenaciously, grabbed a curtain and hung by her fingers fifty feet above the stage. Her face bruised and scraped, Miss Loretta was lowered calmly to the floor. Only strength, unusual even in a professional performer, saved her life, it was said.

Directed by Alfred Werker, who was responsible for "House of Rothschild," the film "You Belong to Me," features Lee Tracy, Helen Mack and Helen Morgan in a touching story of stage folks, their loves and their courage in the face of hardship.

He's Happy!

Director Makes Boy a Present of Uniform He Wanted

The glamour of the Paramount studio, the proximity of the famous stars, the possibility of himself being chosen to play in a picture, none of this meant anything to little Junior.

All Junior cared about was that military school uniform. His mother, worried, told Director Alfred Werker that Junior would not take off the uniform when he went to bed, even sleeping in the hot woollen outfit.

"He just loves that suit and is worrying himself sick because the picture ends next week, and he won't be able to wear it any more," the mother said.

Director Werker solved the problem by presenting the uniform to Junior as his very own—and life was made bright for one five-yearold lad.

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Tracy and Boy Star Both Excellently Cast In 'You Belong To Me'

New Child Star

Under the genius of Director Alfred L. Werker, who brought "House of Rothschild " to the screen, the tale of the broken-down vaudeville comic and the helpless little actress-mother, whose lives were regenerated by their love for a little boy, reveals Tracy as an actor whose actual dramatic talents are just being revealed, elevates Miss Mack to her true position among Hollywood players, and launches what promises to be a career of stardom for young Holt. He is the most personable and believable little boy the screen has shown since the advent of Jackie Cooper.

The story revolves around the offstage experiences of a vaudeville team. David's mother in the picture, Helen Mack, cannot keep him with her in the cheap, little hotels on the road since her marriage to her new partner, Arthur Pierson. So David is sent away to military school, always hating it and always longing for the smell of greasepaint.

Inrough the boy's idolization of Lee Tracy, the mother is able to keep her son in school, but it is difficult. At last, the step-father. Pierson, decides to break up the successful dance-team and throw over Helen Mack. Through the boy's idolization of

Thrilling Climax

Because mother and son are in desperate need of his aid, Tracy becomes regenerated, self-respect-ing, and eventually wins back the love of his own wife as the film noves rapidly forward to a thrilling and happy climax.

Adapted for the screen by the famous writing team of Grover Jones and William Slavens McNutt. from an original story by Elizabeth Alexander, the film features hit tunes written my Sam Coslow, author of the smash hit, "Cocktails for Two."

In the supporting cast Helen Morgan, the famous piano-sitting blues singer, is excellent and admir-able as Lee Tracy's forgiving wife, and Arthur Pierson and Lynne Overman render flawless and delightful performances.

New Villian

Pierson was selected, after an ex-Pierson was selected, after an ex-haustive search of available players by Director Alfred Werker, to play the part of the handsome vaude-ville actor, who must send Helen Mack to her death in the picture and be cruel to her little son, played by David Holt.

Scene Block, No. 5. Hired at 3/-,



A Scene from the Paramount Picture "YOU BELONG TO ME."



Catchy Copy

THREE TWISTED LIVES . . . RESHAPED BY LOVE! The heart-warming drama of three people whose whole happiness de-pended upon each other . . . and the joy they felt when they dis-covered it . . ! "YOU BELONG TO ME," a Paramount Picture, with Lee Tracy, Helen Mack and Helen Morgan.

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Drama That Will Pierce The HEART! * * *

A happy-go-lucky guy, whose whole life was a joke . . . on himself! The role fits Lee Tracy to a "T."

. . . Three lonely people PALS! who found happiness in each other's love! * * *

He was all that was real in her make-believe life! just a kid his mother's castle in the air would crumble . . . , even as the man who watched over them knew they would !

An emotional experience that will gladden vour existence.

SCHNOZZOLA

W. C. Fields recently nominated Lee Tracy's lunch hour these days as the best natural comedy act in Hollywood.

Tracy had been wearing an inch false nose for several scenes i Paramount's "You Belong to Me, which comes to the Theatre. To remove it would in-volve too much time and effort, so he simply followed it to the studio café, sat down and tried to eat. But every time he raised food to his lips or tried to drink out of a cup or glass, the nose got in the way.

He finally perfected a circuitous route to his mouth, which cut down waste energy 66 2/3 per cent., but increased the comedy four times. The "act" clicked so strongly in the studio café that Director Werker threatened to include it in the picture.

Exploitation

The title--" You Belong to The title—" You Belong to Me "--suggests opportunities for co-operative ads. Planted in a headline—" You'll be proud to say—" You Belong to Me," " the title has real sales value in advertising merchandise of fine and exclu-sive quality. sive quality.

Suggested articles to be advertised here : Department stores, a fine fur coat or sumptuous evening costume; jewellers, an expensive neck-lace of diamonds; furniture store, a luxurious living-room suite; automobile dealer, a new streamline model of a car; men's clothing store, ex-clusive suits; an electrical shop, a handsome electric refrigerator or electric range. This does not exhaust the list of possibilities. Others will occur to you. See the advertising manager of a local newspaper and point out the chance such a page will give him for extra revenue.

When you've got the co-op. ad, lined up, get the co-opera-ting dealers to make added use of the headline.



DAVID HOLT

Bleck No. 7b

This Block will print on any kind of paper, and may be hired from our District Office at a fee of 2/ ..



DOUBLE COLUMN BLOCK No. 1. HIRED AT 5/-

SINGLE COLUMN BLOCK No. 2. HIRED AT 2'6



ADVERTISING IN THE LOCAL PRESS REACHES THEM! USE THESE BLOCKS AND GET YOUR MESSAGE TO YOUR PATRONS

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YOU BELONG TO ME



POSTER COLOURS

6-SHEET

Background, maroon and grey; title, yellow with black shadow on maroon; rest, maroon on grey.

12-SHEET

Background, magenta ; title, white with dark blue shadow ; rest, dark blue.

48-SHEET

This poster has a white and maroon background, black and grey title, and yellow on maroon lettering.





PRICE LIST



Selling Price Description. POSTERS s. d. SIX SHEET each 2 6 5 0 TWELVE SHEET 15 0 FORTY-EIGHT SHEET SLIDE ., 1 ()

LOBBY CARDS & STILLS

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INSERT CARD	 	eıch	1	0
22in.×28in. COLOURED SCENES (2 designs)	 	11	1	6
WINDOW CARD	 			6
MIDGET WINDOW CARD	 	,,		3
10in.×8in. B. & W. STILLS (8 in Set)	 	per Set	2	6
11in.×14in. COLOURED STILLS (8 in Set)	 	per Set	3	0

BLOCKS

Hire Price

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SINGLE COLUMN (No. 2)	2	6
SCENE BLOCK (No. 5) Coarse Screen per week each	3	0
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STAR BLOCKS—Suitable for Newspaper reproduction No. 7 LEE TRACY No. 7a HELEN MACK No. 7b DAVID HOLT	2	0
HOUSE ORGAN SCENE BLOCK (No. 8) Fine Screen per week	3	0
HOUSE ORGAN STAR BLOCKS , No. 9 LEE TRACY No. 9a HELEN MACK	2	0

No. 96 DAVID HOLT