IOWANS RETURN TO THE TOP

Lorentz's Brewers Again Exceed Their Quota

(Continued from page 1) for them. And the Iowans are a stubborn and persistently visionary people still too often not recognized. Joe Huber's Winnipeg, which experienced the K-Rent Drive period, is counting on first place. They have already shown they can earn the title, but they will not be content with the amounts to overtake Chicago, which is building up a July that will refillgrub company coffers.

Prairie and Chicago offices, with O'Loughlin's Canadians, have made arrangements for keeping Getrude's Centers in different districts—Chicago, the Drive, the Prairie and Chi-

cago, through the heavier work—and got the results that have prevented Kopp-

er's Westerners from snatching victory in this division from the Centrals.

Chicago and Montreal have set a territorial record of which they can be proud, for in the past 20 months they have con-

sistently been among the first four divisions in total monthly delivery. They have led the Chicago office, and Toronto, that has the Central division in first place for six months in a row.

But, the Canadians are defi-

nitely in a tight corner right now.

Minneapolis, Charlotte, Oma-

ha, and Wisconsin—Iowa's neigh-

bors—are definitely on their trail. To be sure, they still hold on to the

11th, and dangerous, but they now show signs of falling out of the pennant race. Overlook the presence of Grady's Chicago, the Central division. Each of the states—Indiana, Illinois, and Minnesota—leads-

ing and Cincinnati are parted by only ten points in the order.

For a while, Cincinnati looked like one Eastern contender that stood an exceptionally splendid chance for catching the Iowans. But along came strikes, shortages, and diversions over which the Iowans had no control and they stepped down below quota. In the stretch last month some 53 houses in the Cin-

cinnati territory suspended operations because of local strikes, etc. All this cut deep into Cincinnati's reve-

nue.

THIS WEEK

The most excellent were the over-quota deliveries of Charlotte and Jack Lachman at Little Rock. A view of the fact that both rang the bell in this, their K-Rent Drive week. The Brewers are very excited about winning this month and Charlotte, as already reported, were more enthusiastic.

The battle between Charlotte and Des Moines is overshadowed all other tussles, even though the Des Moines showed a half dozen ambitious, alert rival efforts by the breweries of the country.

Meanwhile, here is an interest-

ing feature of the present race among offices seeking partic-

ipation in the distribution of the eight prizes for outstanding delivery on the 52-week period of the season:

With this week's drive back on the over-quota road, records certain to come in from Chicago in the next seven weeks, with Indian-

apolis instead of being a doubt, the hearty and with promises from the Iowans. The enthusiasm pointed strongly to the possibility of Great Lakes breaking up the K-Rent Northwest division into K-Rent districts. The specific stipulation is that the President's prize goes to the head of a point aimer whose district finishes first. The Iowans are definitely in a position to present the President's prize this time.

There is no district manager equaling the affairs of the Great Lakes affairs.

Driving Manager A. Levy qualifies strongest for the Presi-

dent's prize now because the Prairie division is leading, but he is the only one who can take himself on the throne in question-able.

Minneapolis, Des Moines and Omaha are all strong enough to do some fancy driving to stop Great Lakes, but only one finishing first, if Chicago, Minneapolis, I-

dianapolis and Detroit develop their plans into per-

fectly sound operations.

THE CONTEST

There were no changes in status among divisions or districts as a result of what hap-

pened during the past week. There was no change in the head of the column, where Milwaukee exceeded its quota, according to the usual pattern.

Mayor's Prize

Mayor's prize, now because the Prairie division is leading, is definitely the placing of a point on the Chicagoans across the eighttenths of a point on the Chicagoans again, which is a point ahead of them for the second straight two-

tenths of a point ahead of the others, who were now five tenths behind them.

Neither Des Moines nor Chicago can afford to ig-

nore Winnipeg, for the latter is on the way in for leadership as either present pace or runner-up.

The battle between leaders is far from being settled. The Roy-

alists hold No. 5, trailing St. John, leading by 22 points, which is the point of a head of the column, where Milwaukee exceeded its quota.

Des Moines or Chicago can tactfully get a raw deal in this battle for leadership as either present pace or runner-up.

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HENDRIX SPLURGES ON K-7 SELLING

Texas, Quakers and Brewers Acquire Cozier Pegs

Dallas’ Hendrix gave the K-7 leaders the jittery this week. In the salesmen’s standing, the Texas leaped from 17th to sixth place.

But Pittsburgh’s Moore and Intermate and St. Louis’ Eckin continued to hold their ground — and were fighting it out for the top.

However, as the K-7 season winds its wind, salesmen are becoming more excitedly involved in the race for K-7 features.

In 11 days until the end of the season, it’s anybody’s race, notwithstanding the fact that the Texas leaders are traveling at a spectacular pace.

Dallas’ Hendrix is one of the few who succeeded and Cleveland’s Sam Linn in moving from the bottom to the top of the standings.

The top of the market is giving the top trio plenty of action.

Al Taurie of San Francisco got this week and leaped from 17th to fifth place.

There are now only five salesmen who have not been credited with the sale of a single K-7 feature product. Tennessee’s P. Altman in New Orleans’ Pantin swung in for his second appearance in 13th place.

The 10 salesmen who have not sold a feature in the K-7 market are: T. Brooks (No. 1), G. Orlando (No. 2), J. B. T. (No. 3), J. A. D. (No. 4), J. A. L. (No. 5), J. D. L. (No. 6), J. S. L. (No. 7), J. W. L. (No. 8), J. W. L. (No. 9), and J. W. L. (No. 10).

SALES'S STANDING ON K-7 FEATURE LINEUP

Sadlake, New London, Charlotte, Cincinnati Oklahoma Move Ahead

(Continued from page 1)

Butler’s Mid-East tags among the Rocky Mountain states and keeps that division from catching the Westerners divisionally. Mid-East was one-half point behind Canada and 9.1 stronger than the tail-ending East Lakes.

THE BRANCHES

Wilson's Atlantas are still tops in the K-7 classification territorially credited to date in the Mid-West.

But unless the Georgians spend up their operations in the Western selling they are doomed, for right now their heels are Belberdorof's Dallas. The Texans and 1.2 behind the Crackers. Another week and Ontario and Dallas will take the Georgians into the 200,000 mark and could be the ones to watch.

While the Mid-Easters are far away in the lead in the Golden State, they are not weakening in any way.

San Francisco's operations are running on cylinders.

The towns are being pursued with more vigor than ever, but the two are parted by only one point, although the Uniteds moved ahead of Schmitt's Cleveland.

The latter last week gained 1.4 points on the marketplace.

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DELIVERY IS NEW FIRM RECORD FOR WEEK'S SHORTS BLASTING
FROM 37 TO 19!
IN A SPECTACULAR STANZA

DALLAS BRINGS 107% OVER
Albany Back Leading the Offices; Prairie's Pacing

Tom Young's Memphis delivered 529 per cent of his K-6 Moviemont-Territory short subject quota last week. This is the greatest over quota delivery performance any U. S. exchange has must in the history of this company.

In fact, the week was packed with new performances of the over quota variety.

Not in any past Kent Drive have the performance of the U. S. offices been so dramatic on short subject delivery. In delivering 529 per cent of quota, Memphis, for instance, leapfrogged from 37th last—19th place this week.

Grassgreen's Alabamians recovered from an error that cost them a first place in two territories. The Alabamians got quota where Edmond's Oklahomans did not. In fixed goal, 21.7, the Alabamians now lead their nearest competitors on short subject delivery by a margin of three tenths of a point over their strongest opposition, the Oklahoma Spectacular. 

For the first time, too, was the performance of Edmond's Oklahomans which delivered 107.6 per cent over quota for the week.

And the Texans moved from seventh to fifth position, with 21.1, of Clark's Oklahomans who, hanging to the third step, three tenths of a point ahead of Longdon's Carolinians who traded ranks with him. The third place office by 2.4.

With the exchanges exclaiming their short subject deliveries.

Not only was there a change in occupancy of territory leadership but each exchange mounted the throne among the district topers the Great Lakes by 1.1.

OVER QUOTA

The biggest news is now 3.1 behind Great Lakes and just one point richer than Dallas' Southeastern, who are lead coast by Coast.

Bailey's Northeast, still sixth, is 1.7 behind Coast and only one point ahead of Longdon's Carolinians-Mid-East. Two point under the Mid-Easterners stand O'Loghlin's Carolinians, the new ruling on the mid-Atlantic-Endings by two marks.

Following are the exchanges that have not only delivered over K-6 Moviemont-Territory short subject quota but have also added percentage over their fixed mark.

Grassgreen's Alabamians (21.7), Clark's Oklahomans (21.1), Heimb (84.1), Beierdorff's Texas (84.2), Longdon's Carolinians (72.2), Edmond's Oklahomans (61.5), Longdon's Carolinians (62.4), Grady's Cinncinati (25.8), Mayo's Iowans (84.8), Dick's Missouri (76.1), Edmond's Oklahomans (61.1), Landis' Hoosiers (61.6), Scherif's Washington-Democrats (65.6), Wheelock's Washington-Democrats (72.4) and Wilson's Atlantica (60).

Kupper's West is still howling on the new setting of Centrals, with 3.3, now replacing the two Centrals, at the beginning of the 43rd week of the season, as 4.3 behind Sussman.

THE RACE

The standings of a majority of branches changed.

Huber's Winnipegs were socked by Dallas and Edmond's Stumps, which dropped into the sixth notch, while Winnipeg kept them off by sixth to eighth position, 1.1 below Seattle and 3.7 below Yep's Stumps, the Destroyers, who stuck to the ninth post. Boston's triad continued 17.6 behind Dallas, but now only one-half point more powerful than Dallas.

Mayer's Des Moines advanced from second place to first, which was in news for Dillon's Los Angeles, which best quota, and for English's Montreal. The latter moved ahead of NLBO, and into a notch such. Bailey's Toronto dropped a pair, while Los Angeles' Montrealians surrendered three. The latter move enabled only a narrow margin for the means by which Denver and Salt Lake City advanced. The Caledonians beat quota, but the Mormons did not.

DELIVERY ON SHORTS

S. R. KENT
CLOSE
TIFF RAGES ON IN NEWS TEST
15 Branches Beat Quota: 11 Over for Season

It's still a battle royal that is raging among all branches, districts and divisions for the season's Moviemont News delivery honors.

None of the leaders deserted its position. Grady's Cincinnati is still at the head of the branch parade. Twelve branches exceeded quota last week.

Two Canadian branches—Winnipeg and Vancouver—missed making quota by less than 2%. The delivery and its Kansan Citizens may also claim some logic in connection with the 'hoopla' currently being staged in the Missourians, 13th, missed quota by just 2%, but they refused to allow Mayer's Iowans to overtake them. The two are divided by three-tenths of a point.

Seven exchanges had an accumulated 41 weeks' over-quota delivery on News.

And all again went over the hill, excepting Wilson's Atlantica.

But the Atlantica have a real back on their heels, for they are only 1.4 ahead of Dillon's Los Angeles. The Atlantica-based quota, but are only three-tenths of a point above the Kansas Citizens. OVER QUOTA

Over quota last week on Moviemont News delivery were the following exchanges:

Delivered News:

May 27th
Cincinnati
Salt Lake
Philadelphia
Philadelphia
Cincinnati
Washington
Los Angeles
New York
Philadelphia
Cincinnati

Boost Ads!

DELIVERY ON SHORTS

BRANCHES

May 27th
Branch (Manager) May 27th
Branch (Manager) May 27th
Branch (Manager)
1 Atlantic (Gay)
2 Atlanta (Miller)
3 Baltimore (Shaw)
4 Boston (Landis)
5 Buffalo (Turner)
6 Chicago (Mayer)
7 Cleveland (Grady)
8 Detroit (Grady)
9 Los Angeles (Dillon)
10 Montreal (O'Loghlin)
11 New York (Roberts)
12 Philadelphia (Rose)
13 Philadelphia (Beiersdorf)
14 Pittsburgh (Landis)
15 St. Louis (Grady)
16 St. Louis (Morrison)
17 Toronto (Bailey)
18 Toronto (March)
19 Toronto (Bogue)
20 Washington (Cohn)
21 Washington (Grady)
22 Atlanta (Sturm)
23 Atlanta (Humbert)
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TRAFFIC PARALYZED IN SPRINGFIELD, ILL. AS THOUSANDS CHEER "YOUNG MR. LINCOLN"

BUT ORDER RULED Above picture was taken from the en- trance of Lincoln Boulevard in Springfield, Ill. Because of the record turnout of people, police gave orders that only vehicles carrying the city's guests for the world premiere of the Zanuck entertainment classic would be allowed in the downtown streets. Never has Springfield known such crowds, but there were no accidents and peace ruled the day.

EXTRA! 27 HOLDOVERS ON "ROSE"

Telegraphic reports from the branches Friday morning indicated a total of 27 holdovers on "Rose of Washing- ton" Theatre in as many cities.

This Zanuck musical is nationally and locally outstanding the major specials of all other dis- tributors, according to reports from branch managers to Mr. Wobber.

Meantime, to this de- partment came word of a continued stream of repeat bookings on Jesse James.

WOOBER TO STUDIO FOR CONFERENCE

Mr. Wobber is going to Movietone City next week for a production conference with Mr. Zanuck.

The exact day when the sales chief will leave has not been fixed when this issue of New Dynamo was going to press at Springfield, Ill.

Over the long distance telephone, Mr. Wobber Friday stated he would remain on the Coast until after Drive leader M. A. Levy started on his first swing around the branches.

Mr. Levy and Roger Ferri will leave for the Coast in two weeks, joining Mr. Wobber at the studio.

Mr. Zanuck is making rapid progress on the K-7 thesis, with the first, "Shiner and Living- stone," now in the cutting and editing department. However, there will be some six more weeks’ work on this super spec- ial.

Leslie Bronfman’s "The Reins Came" is in production, "Fall- ing Stars" with Alice Faye and Don Ameche was to be started this week.

RIO CONFAB! MR. KENT CHIEF SPEAKER

MANAGERS HAIL VISIT TO LATIN AMERICA BY STAR

By Cable to New Dynamos

RIO—(Friday)—The first South American sales convention of 20th Century-Fox Film Corporation got under way here yesterday.

The convention continued today and will come to an official close Saturday.

In the opening session, officials greeted R. Kent, President, on his arrival here.

The company’s foreign sales head, Mr. J. H. Hutchinson, who arrived here earlier in the week from England, was at the pier to welcome Mr. Kent, and Messrs. S. R. Cohn and I. S. Cohn came down here on the SS. Brazil.

Today (Friday) Messrs. Kent and Hutchinson were to be re- ceived by President Vargas and other Administration officials.

President Vargas has it publicly known that Brazil is very pleased with the interest taken by 20th Century-Fox Film Corporation in this country and its announced intentions to expand Latin-American rela-

tions. He was to inform Mr. Kent that the Brazilian govern-

ment would co-operate to the fullest degree in successfully carrying out whatever plans of expansion that company or the American industry might have.

About two scores of managers, salesmen and bookers from branches in Brazil, Argen-

tina, Chile, Uruguay and Para-

guay were here for the conven-

tion.

Arrangements for the convention fair were made by J. Carlos Boretta, managing director of the Brazilian Film Corporation. Man-

aging Directors Sidney S. Horen of Argentina and Arthur Rus-

cica of Chile also attended their re-

spective delegations.

Among the matters that came up for consideration was the 1939 R. K. Kent Drive, South America, like Europe, will have its own driver, Mr. Drive, and a procedure that brought praise from Mr. Kent.

HIS STATEMENT

Mr. Kent, as in his earlier convention statements, expressed the view that newspaper men and correspondents of jour-

nalists in Buenos Aires, Santiago (Chile) and in America’s great ports and Mrs. Kent on their ar-

ival.

To them Mr. Kent made the following statement which he personally reiterated at the con-

vention later in the day:

"The company that I have the honor to head is interested in a reopening of the entire Latin-American market, and I hope to develop further the motion picture possibilities of Latin America. I am here here to find out just what we can do to bet-

ter our relationship.

"For years this industry has neglected the unlimited possibili-

ties of development of the Latin-American market. But such de-

velopment will have to benefit not only the people of this country as well as those of my country. We want to be helpful and co-oper-

ating with those people.

"I will spend a few days here making a survey of the situa-

tion.

"I bring you the greetings of not only my company, but of the American motion picture indus-

tory."

During his talk to the conven-

tion, Mr. Kent said that it is to Latin-American countries that the company’s Overseas department must look for further increases in business in the future. "But," he added, "we realize our own responsibilities. We intend to foresee with you the means to increase your earnings.

"I am glad to be among you because you are the men who have opened our eyes to the possibilities of Latin America, and I am happy to have shown us that we have not, in the past, devoted the atten-

tion that we should have given to this continent. That will be changed."

"I bring you the greetings of not only our New York office, but of your studio, of Joe Schenck and Darryl Zanuck per-

sonally."

Mr. Kent then outlined the corporation’s plans for 1939-40. Mr. Hutchinson was to outline the 1938-40 product that Mr. Zanuck is bringing to South America.

Cables congratulating South American branches on their fine showing yesterday were sent by Messrs. Schenck, Zanuck, Goetz and Wurtzel.

By order of Distribution Herman Wobber called the attention of the domestic organiza-

tion.

PLAYER ANGLE

Messrs. Ravotta and Horen of Messrs. Schenck and Hutchinson that the recent visits made to South America by our staff have done much to heighten interest in our company’s prod-

uct. Both referred to the ac-

claim that marked the recent premieres of "New York Mike" by Chiles and "Ruscica and Goetz" of Distribution Herman Wobber called the attention of the domestic organiza-

tion.

It is all well and good for Washington to send high official to the Pan-American conference, but the presence of Hollywood stars is what the public wants and is the right way to make things work. Messrs. Schenck and Zanuck can develop the same in both America and for us down here. The Hollywood stars will visit us—and we believe that Mr. Zanuck should continue to encourage our stars to come here.

"We also extend an invita-

tion to Messrs. Schenck and Zanuck to pay a visit to us."
**THE LATEST TALK & TALK**

**Comment**

This entire edition is being written, set up and printed in Springfield, Ill., Memorial Day morning. The stars (in heaven) probably do not know of the recent past tea party. They will soon be making a personal appearance at this time. Thousands of people, by train, in automobiles, buses, etc., and many others, had the field force couldn't be here. But it is well represented. 

YES, Springfield is one of the cap - ital cities, all of which they're supposed to make laws for. Cincinnati and other Illinois communities are supposed to enforce them. Whether or not they do is none of our business, but Springfield is in a Cline Echekhett territory. To be on Cline's side then and the Republicans are.<p></p><p></p><p></p><p></p><p></p><p></p>**HOME office statisticians were right. The Phila - phin's short subjects delivery showed Tom Young's office a four per cent increase over the same period last year, better than 500 per cent of quota in the case of George E. Lack. Not since Montreal deliv - ered 50 per cent of its normal quota has any one office boasted such a 1939 record. This year's office is in that frank performance during a Kent Drive rally.</p><p></p><p></p>**WILL,** by the time you read this, have been appointed to the Educational Anniversary Month campaign which will have passed into history. What the final figures will be will be seen in time, or so will determine. But, pointed out all over the town, the passing of Educational Month, for all of us, will be a joy and not the worry of any other. No job has been done, he says, until the last leaf of Educational Film has been turned into dust.</p><p></p><p></p><p>**MARIAN Anderson, fa - mous Negro contralto, who is playing at Lincoln Mem - orial with the theme of 'You Mr. Lincoln,' will have five public appearances in the next five recitals which she will have given at the beginning of her tour. She is starting with her engagement at Carnegie Hall, New York, last week, and end - ing her tour in Chicago White House while President Roosevelt was there to address the Council. She also will go to George VI and Queen Elizabeth, of whom, the 30,000 who will have collected $21,000 from this company. For appearing at Spring - field and on June 2 at the Coast town of "Young Mr. Lin - coln," Miss Anderson will have received 80000 for each recital. That is well enough for her appearance at Carnegie Hall, at the world's fair in San Francisco, and what the Government will pay her to entertain their British Majesties.</p><p></p><p></p>**WESTERN Division Manager and Manager of the Mid-Western Division is making a personal tour of the branch offices on the Coast. Not only has he been visiting the branch managers on K-7 deals, but he has been personally taking the participation in the coming Drive. The District Manager has another ambition; he sincerely hopes that the next seven days, his division has an ex - cep - tion, but should not be. From the trip, including Gehring's Column, That means Kupper is still hopeful the West will do its part. This is the last season as divisional champion.</p><p></p><p></p><p></p>**SALESDORIALS**

"Young Mr. Lincoln" is definitely our and exhibi - tion has, to use a trade term. Make no mistake about that. Darryl Zanuck and the studio have given us the most precious film promoting letter regarding say "most precious," because what it does in the way of busi - ness is that it has a chance to support it gets in its presenta - tion. This is a point of advantage and publicity force, under the supervision of Charles M. Hill. There is no room for error in this business need. Exhibitors can be bewildered. We definitely are.

This company, advertising and publicity force, under the supervision of Charles M. Hill. There is no room for error in this business need. Exhibitors can be bewildered. We definitely are.

**COPIES of the "Young Mr. Lin - coln" booklets of the" "Young Mr. Lin - coln" booklets of the history of the United States and Can - ada—and abroad. This is being done because the audience ap - peal of the study is universal. These copies will reach every important theatre operator by this week-end. By Tuesday every important account on the continent will have received a copy, for a batch is being dis - patched to the New York office of the Pan-American Atlantic Company.

**PHIL LONDON, alert Char - lotte branch manager, pens a letter to his staff, which shows the obstacles tossed in the way of that office. He refers to the infantile paralysis that has hit the territory, that has closed many box offices, and that is operating houses to a mini - mum. He points out that his staff, with a smile and firm deter - mination, gave the branch the best possible. How well it is done it is indicated by the fact that last week the office hit an all-time high in branch sales that exceeded total de - livery sales. Congratulations, Charlotte.

**WE** ducked and climbed our cage exchange building that will be ready for occupancy about July 10. We were most impressed with the thought given to the work personnel movement when the new struc - ture was being built. We were told that the building, which has been installed in the build - ing, is not only a great accomplishment, but much greater accomplishment in every department. There will be no walls to be run up and down and sta - lice. All such inter-department communication will be taken care of by a tube system. Ar - ranged of offices has been laid out in accordance to inter - com system. Mr. McCarthy is telling that he is using all the tube system. Mr. McCarthy is telling that he is using all the" 

*SALESDORIALS*
Sidelines

Romantic "Young Mr. Lincoln"

THE "Young Mr. Lincoln" premiere special of New Dynamo, printed as a separate edition, is by richly decorated and full of interesting features. This special is in the hands of important exhibitors in your territory. In that special, printed in Springfield, Ill., there are many photographs of the events and comments and other matter of direct concern and interest to your exhibitors. The special is designed to cover the premiere with their interests in view.

That it was one of the finest spectacles sponsored by any motion picture company is now a fact. It was an exploitation stunt done in such good taste a feat state and a great historic city gladly co-ordinated to the limit.

In New York late this week, Mr. Wobber had Dr. Leader Morton A. Levy in for conferences on the 19th drive. Numerous suggestions regarding method of competition were submitted to this district. The suggestions were given every personal consideration and were carefully analyzed with a profit mind. The first issue of the Drive publication reaches you, you will get all the facts—exactly what you hear in the meantime—for reasons, usually unknown, always will crop out from the busy hour—mobilize your forces for what should be the most interesting, exciting and lucrative Kent Drive co-operative in history. The first Latin-American convention sponsored by this company was in fall at a meeting in the program from Thursday, stated both President S. R. Kent and Overseas Sales Director Walter J. Hatch. Mr. Kent had arrived there that morning. Mr. Kent's ad- visory board is flushed by the Latin-American area. His words will reflect the future activity of the industry in Latin-American countries. The existing film market has been neglected by American distributors is a fact known to all. This company is taking the initiative in further develop- ment of relations with South and Central America in countries.

Judging from pledges and reports pouring into this department from domestic and overseas branches indicates progress should reach a maximum of 20 percent increase over that of 1928-39. Domestically, that should not be difficult. A high percentage of the industry there are many factors, all known to you. For one thing, the first issue of the K-7, now in the market, is far stronger than those available in recent weeks. Dig into the K-7 release schedule for that period, period, period, period, period, union outfit and compare our own. The New Dynamo—and compare it with the releases for the same period. You will be convinced. Better this season's "take" by 20 percent, domestic or foreign, will come from our K-7.

When the exploitation plans for "Second Fiddler," "Sauannah of the Mounties" and other recent release, the K-7 production investment over and above the total investment in national advertising for this season's specials is likely to amount to something like $300,000 and the original amount set aside for that purpose at the outset of the winter season—about $50,000—and its significance. The "Tall" Spies" Bunting stunt cost material, designed for a Kentucky Derby broad- cast for "Rose of Washington Square" cost well over $100,000. The "Sauannah of the Mounties" Mr. Lincoln" and its broadcasting, etc., cost the combined amount for sale and delivery definitely un- world market will involve another $25,000. And this is only a beginning of the exploitation spent on co-operative advertisements in local newspapers, trade paper advertising, press books, etc.

Right here we want to express our gratitude to Clyde W. Eckhardt in particular and to his entire organization personal, in general, for the magnificent co-operation extended this writer in getting out the "Young Mr. Lincoln" special. The mailing was supervised by Clyde's able assistant, A. A. Workman, who had occasion to call upon the Chicago exchange's personnel for assistance—and always was given whatever was demanded. We want to par- ticularly express our gratitude also, to Mr. Eck- hardt, his assistants, Lawrence Beach, salesman Arnold Mozett. But everybody pitched in to help us. Everyone was interested very much. It's co-operation like this that makes our task a pleasant one.

And it is not in the spirit of gratitude that we offer the following: the "Young Mr. Lincoln" special is not to be appreciated by the industry, but rather from personal knowledge of what is happening in the do- main of exploitation. It is one of the most unique that has never been done. It is the one that is going to finish in first place on the 15th drive and the樱花 peak period of the season. Des Moines is still hopeful and its next speaker, who knows, we can only say that this week will see Chicago over quota.

And right here, we have the news that the only newspaper ad that is going to be seen in the Wyoming, May 7th North Anniversary-Money.—will see the branch's entry as the second one of the season. That potential July record will make Chicago no easy prey for any 1939-40 expen- sive management section later from an unbiased observer.

Highlights

Mortons A. Levy, Prairie district manager, had better watch his step. Right now he has advanced his management to include 90 per 100 Ballance, Bailey, Moss and Roberts insofar as the district is concerned. But, it may be that none of these great districts, interesting because of the district rating on 25 weeks' (total delivery stand- ing. And if that happens, we will very much doubt the district manager will be able to make the first or second or third to qualify for promotion. The "All-new drive" prize will be will be determined by Mr. Wobber.

From Mr. Zanuck's quarters it was stated that "The Adventures of Sherlock Holmes," which is slated for K-7 release, will be something different in the line of mystery material. It is the story of a man who, no small stretch of the imagination, and be- fusion among the Coast writers has resulted from the fact that Basil Rathbone and Nigel Bruce will play Sherlock Holmes and Dr. Watson, respectively. Mr. Zanuck has started production on "The Adventures of Sherlock Holmes" within the next few days.

You today were to ask the same 65 motion picture critics and ask them what they thought of the world premiere of "Young Mr. Lincoln" at Springfield, Ill., which should have added the Academy award for the best performance of 1938 the answer, unanswerable, would be that the critics' portrayal of "Young Mr. Lincoln" will never be forgotten. It is his best performance; and on that score alone, the "Young Mr. Lincoln" holds Henry Fonda right at the top of the list the few times when it comes to GREAT acting. It is a flawless, huma- nity understanding, that the performance, one of the greatest the screen has known.

A DOZEN salesmen are "dishing" with Pitts- burgh salesmen in the usual spirit of joking on results on K-7 sales. Leading this procession was Ray Ballance, Western sales manager, who has been haunting the Pittsburghers from the begin- ning of the season. Ray has the world to himself and Austin Internutts still pace him. A year ago, Mr. Ballance was the top man in the office and stayed there right through the K-7 season, being the first salesman to sell his every four weeks' total. But the possibility that Mr. Ballance will be defeated shortly after the K-7 season started. He still believes he will win this time. But if "Young Mr. Lincoln" and this writer has no doubts that he will do so, but when, whether some other salesman will beat him to that mark is something that time will have to determine. But it seems pretty certain, individual salesmanship is the outstanding fea- ture of the present sales effort.

Why drive branch meetings will be held by some of the president's firm to furnish the branches with fresh "inside" infor- mation, it is known that the president of this firm is the field is agreed on and that is that in the past the meetings Xmas season was held much too early. This opinion seems to pre- vy not only among our own managers and sales- men in the offices of other companies. At the coming Drive sessions, managers and sales- men will try to discuss the second half of the season, some of which material that should help them importantly in selling the 1939-40 product.

One thing managers of National Theatres Corporation houses are learning in the cur- rent by their research, is that the circuits, too, will never ever give you a chance over ever to bring him to their theatre. Its salesman- ship counts more, ever in these days. The managers who just sit down and "criss" is not enough anymore. They must be out of the silver-glow era that has, happily, passed into oblivion.

MARY HEALY will be developed as a single- story character for a series of six stories, with her rendition of several Irving Berlin tunes she sings on a daily basis, she will be a "pizzazz" success. She is going to "catch on" quickly. And her participa- tion in that will be "Second Fiddle" will do much to clinch that fact that "Second Fiddle" will do much to clinch that fact.

OLLY LODDY is doing the industry, as a whole, a good turn in urging its stars to tour regions of the county. Several of them have been appearing in the studio from the studio that Tyrone Power and Annabella are doing in Hollywood, while in South America. Henry Fonda is down there now. His presence has further confused the industry. He is the showman who is in fact the industry.
AUDIENCE APPLAUSE AND COMMENTS INDICATE TEMPLE IN HER BEST HIT

That Is Conclusion Drawn by Studio—Brand Terms It as
“Shirley’s Most Exciting, Moving Story!”

By HARRY BRAND

HOLLYWOOD—Applause and well-wishing toasts herded what should prove another hit for the world’s exhibitors the other night when the new Shirley Temple picture, “Susannah of the Mounties,” received its first accolades at a “snack” preview which rolled, playing themselves and recruting the dangerous of its forfathers, highlighted Indian atmosphere before transferred to the screen with such dramatic fidelity that a new romantic team—Randolph Scott and the English star, Shirley Temple, who are at the moment two of the most popular personalities in support of Shirley, Scott, who appears with the star, and Ossian Meldrum, who directed the picture, as the United States marshal in “Jesse James,” marked a new high in the studio. The team is in the making of the handsome, hard-riding rodeo, Inspector Angus Montgomery.

BRITISH STAR CLANS THE GONG

Shirley’s leading man nearer her own age, Martin Good Eder, the 13-year-old Blackfeet boy discovered by Zanuck and developed into a real star in his first picture, won the hearts of the preview audience. Scenes in which he teaches Shirley English customs and she rebels at the homely expression of a “square” legspectators screaming with laughter.

The new Shirley Temple, with outstanding personalities include J. Parcell MacDonald, Maurice Moschov, Victor Jory, Moroni Olsen, Strand, Jack Llewellyn, Lewis, Thomas Jinn, John Sutton and Indian actors who glory in names like Chief Big Tree, Mal Prince, Sassy Bagle, Bull Plume, Yellow Kidney, Chief Coward, Mole, Indian Wolf, Black Eagle, Thomas Jinn, Chief Head and Yellow Breast.

THESSALIAN PROD. PAYS

Associate producer of many other 20th Century-Fox hits, among them “Legs of London,” “Mildred Pierce,” “The Story of Alexander Graham Bell,” and “Young Mr. Lincoln,” Kenneth Macgowan, of Thessalian Productions, was present at the premiere. He was accorded a spectacular magnificence deserving of the subject. The picture received the graphic tint of breath-taking beauty.

William A. Schickel, who with imagination, spectacle action and romantic drama, turns in a directorial job rating superlative with the picture includes Robert Ellis and Helen Logan, who wrote the picture, Charles E. Belden’s adaptation, is based on Muriel Denison’s book; Arthur Miller, chief cinematographer; Richard A. Good and Albert Rogoski, set designers; George Little, set decorator; Robert Bischof, film editor; Gwen Wakefield, costume designer; Robert Beatty, sound recorders, and Louis Silver, musical director.

DRIVE CONFERENCES UNDER WAY

Drive Publication Will Disclose All Details

The seventh annual S. A. A. Drive Conferences was the main event of the week and attracted a record-breaking start. That conclusion was easily drawn from the summary of the first official Drive conference Leader M. A. Levy has announced his appointment as manager of Distribution Herman Wobber.

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That was reached after Mr. Wobber advised the Drive leader with the releases that Darryl Zanuck plans to have available, especially in the Big Push. Mr. Zanuck pointed out also that this was a minimum. Whether all will be done to the Technicolor extravaganza “Drums Along the Moun- ties” and “Falling Star” was added to the list of attachments to such specials as “Shirley and Her Friends,” “The Rains Came” and others.

And, of course, H. R. Maxwell’s “Hotel For Women,” the first of the RKO-Pathe products, which will launch the studio in the summer, also will be available.

Its arrival here Thursday morning and will be handled by the conferencing with Mr. Wobber.

QUOTAS ARE NOW

Within the next few days, the Drive Division Managers will submit their K-7 quotas to Mr. Wobber for his approval. The sales chief informed Maxwell Rees, general sales, that only “Darryl” and Kuper what the company expected to sell. The products were instructed to get together and fix the quota with Mr. Wobber’s final approval.

At these quota conferences here, the excellence the drive leader was to be ascertained what the quota figures would be, and it was determined that the quota war between normal K-7 weeks was to be determined at the conference with Mr. Wobber. When that work was also to make an analysis of territorial sales reports showing conditions today. He was also to pass them on to his offices here.

J. J. WITHERS, former Drive Division Manager, was in New York, and was prepared to detail a summary and recommendations which he and from in his report. All final de- cision at conferences that will be made after Mr. Wobber will be left for the sales next week. Mr. Wobber pointed out that Darryl Zanuck has a few days before the first official conference at the K-7 drive branches will start early in the next month.

Complete and final rules and regulations concerning the Drive are expected to be arranged in the coming and the ranking and other pertinent facts will be printed in the first issue of the drive publication. In this issue, too, will be reported the cash prizes for all Drive competitive efforts.

LIQUIDATE AND 100%
Winnipeg Still Haunting the Leaders!

Mayor's Dos Moines has recovered the throne in the 52 weeks' total delivery prize race! But Clyde Eckhardt's Chicago continue to fight for first place, Phil Longdon's Charlotte cannot be ignored by either delegation.

The North Carolinians are looking forward to the bright June and July in their history. If Longdon's hopes and plans materialize into delivery, then both Dos Moines and Chicago will have plenty about which to worry.

The Carolinians, who exceeded quota last week, are now in seventh place, but they are within 34 of Dos Moines and 27 of Chicago.

Charlotte has finally snapped Southern's annual delivery leadership from Landale's New Orleans.

But, before it can overtake either Dos Moines or Dos Moines, the Carolinians will have to beat Huber's Winnipeg, March's St. John, English's Montreal and Podoloff's Minneapolis.

Among the quartet, most dangerous, insofar as Charlotte is concerned, looms Winnipeg. But the Gophers are only three tenths of a point ahead of the Tarheels.

O'Loughlin's Canadian offices are battling with all their might to remain in prize-paying berth, but this task is seemingly becoming increasingly difficult.

(Continued on page 2)

RECORD SUMMER PRODUCTION INVESTMENT
A DEFINITE CHALLENGE TO EARNING POWER

Representative of the largest investment any company has made in summer releases, the June and July productions are, from every angle, a challenge to the power of the field distributing organization.

That's the interpretation General Manager of Distribution Harry Wehler placed on the release in the next eight weeks of Young Mr. Lincoln, Second Fiddle, Susannah of the Mountains, Frontier Marshal, a fourth production. The prospect is to see that these productions are not only properly booked for a right length of time, but also given an effective release to enable the public to see them.

"These are times," said Mr. Wehler, "when it becomes the duty of every manager to apply an extra advertising effort to the local introduction and exploitation of such costly attractions as we are releasing.

"The company increased its investment in its summer releases fully cognizant of what might develop economically plus its knowledge that extraordinary attractive vehicles would have to be made available to magnetize ticket-buyers in the sufficiently large numbers to produce the grosses and rentals it now possible in the final weeks of the season.

"We were consulted before this increased investment was made. You were asked at the district managers' meeting in Los Angeles and New York whether the company could feel safe in making this investment. Your answer was an emphatic affirmative. Now we must assume the responsibility of obtaining the revenue that justified this production policy.

"The studio has done its part—and very well. It rightly looks to us to fulfill its obligation, to get for these attractions the revenue they are entitled to receive.

"In view of our superior box office power, I believe your company has every right to expect June and July to be the greatest revenue-producing months of the 1939-40 (K-6) season. I know no one will fail to play his part in this job.

(Continued on page 3)
“Young Mr. Lincoln” Given Unprecedented Ovation!
Stirred by Its Mass Appeal

Two Views of the Crowds That Poured Into Springfield for Premiere

50,000 Jam Streets of Springfield, Ill., As Critics, Stars, Other Notables Applaud Zanuck’s Latest Achievement!

By ROGER FERRI

Overshadowing the brilliant and never-to-be-forgotten festivities that marked its world premiere at the Lincoln theatre here on Memorial Day were the sincere, thunderous applause and loud “Bravos!” from everyday moviegoers inspired by Darryl Zanuck’s greatest human drama, “Young Mr. Lincoln.”

And these moviegoers were representative not only of the city type of folks, but ruralists as well. They included lads and lassies who delight in the swing music, who still think Mr. Moon is the sweetheart of them all, who want their entertainment down to earth.

And there were adults who know life, who live with their memories of younger days. There were business men and there were men and women of learning. There were factory workers and there were professional people. And each paid from $1 to $3 for the privilege of mingling with the stars and notables at the first public showing of “Young Mr. Lincoln.”

And from various parts of the country there came fastidious newspaper critics, publicity men and exhibitors. And these, too, were swept off their feet by this admixture of comedy, romance, drama, suspense and action.

For weeks everyday theatre goers, newspaper readers had been reading about the great picture that was coming to town. For years Springfieldians have been hearing about their most distinguished citizen, Mr. Abraham Lincoln. He was nothing new to them. Every phase of his life, his every utterance, his every move was known to these folks.

This company subjected “Young Mr. Lincoln” to the stiffest possible test when it selected Springfield, Ill., for the world premiere. Make no mistake about that. Folks down here may speak in reverence of the Great Emancipator, but a majority of them even today differ with his political doctrine.

Believe it or not, where Lincoln’s political beliefs are concerned, there is little difference between Springfield, Ill., and Macon, Ga. But Springfieldians know superlative entertainment when it is presented—and, so they cheered “Young Mr. Lincoln” because it provided them with what Mayor John W. Kapp said was “the most enjoyable picture we have seen in a long, long time.”

And it had to be a great picture, an extraordinarily great picture, to earn the applause of an audience, tired from a day of unusual activity and participation in an endless line of festivities, of star worshipping, of listening to numerous speeches, of being jostled about under a boiling sun.

By the time “Young Mr. Lincoln” was flashed on the screen, Springfield had undergone a program few cities have ever had to cope with. And just before the picture was screened, there was the singing of the greatest contralto of the day, Marian Anderson. And whatever ordinarily follows Miss Anderson finds itself in anything but an advantageous spot.

But then you cannot measure the worth of “Young Mr. Lincoln” by ordinary standards. It is something that stands apart from anything cinematically created this season. It is great in every way, in its conception, in its production, in its performance. And all this was proved not only by the world premiere audience, but by the crowds that were on hand at the showings the following day when Springfield became its normal self.

Critics representative of every daily east of Kansas City agreed “Young Mr. Lincoln” was one of the outstanding triumphs of Hollywood. There were some among them that placed “Young Mr. Lincoln” first among Darryl Zanuck’s accomplishments.

(Continued on page 134)
COAST, TOO, ACCLAIMS "LINCOLN" AS DOWN-TO-EARTH SUREFIRE B. O. SMASH

Other Studio Heads, Stars And 2000 Theatregoers Who Pay $5 To See It Agree At Press-Preview That It Is Destined To Enjoy SRO Business—Fonda’s Performance Labelled Best Of Year!

By HARRY BRAND

LOS ANGELES.—Some 400 newspaper and magazine correspondents, studio executives, producers, directors, writers, stars and technicians and exhibitors believe that Zanuck has the most stirring American drama Hollywood has produced in "Young Mr. Lincoln."

This was indicated by the ovation accorded this Cosmopolitan production at a brilliant press preview tonight at the Wilshire Theatre. The audience had expected something unusual, but treatment and dramatization of a little known chapter in the early life of Lincoln took them all by surprise. It was a reception that must go down among Hollywood’s most historic.

But, it was not because John Ford and everybody who had any hand in the creation of "Young Mr. Lincoln" had made a truly remarkable screen triumph, but because of the box office value this down-to-earth story carries that brought the cheers that this audience sent forth tonight. Such major studio heads as Louis B. Mayer, Pandro Berman, Samuel Goldwyn, Mervyn LeRoy, Jack Warner and others hailed "Young Mr. Lincoln" as a triumphant human drama that will not only bring the industry an added glory, but that will prove a smash hit at the box offices of the world.

Local trade papers—Daily Variety and Hollywood Reporter—hail it a surefire drama whose greatest appeal is not only the never-to-be-forgotten portrayal of young Lincoln by Henry Fonda, but the fact that it minglest laughs with pathos, romance with drama, excitement with suspense.

Charles Skouras and other leading and representative exhibitors raved as they have rarely been known to rave over any motion picture. But, most significant was the enthusiastic reaction and applause of today’s theatregoers. Sel- dom has a motion picture brought the unanimity of opinion that "Young Mr. Lincoln" has proved as its greatest ability to entertain all types of spectators. The tribute canmained by popular request of the entire audience at all walks of life.

After the press-preview was in accordance with the greatness and glory of "Young Mr. Lincoln."

Thunderous applause punctuated the completion of the showing.

Fresh from her appearance at the world premiere in Springfield, Ill., came Marian Anderson, famous Negro contralto, to repeat the repertory of songs she sang in the former city.

It took the combined efforts and co-operation of police from Los Angeles, Beverly Hills and the studio to handle the crowd that turned out for the preview.

Originally it was planned to hold the press preview at the Cathey Circle, but the demand for tickets from studios and public, which paid $5 per ticket, made the theatre seem too small for a larger theatre. Hence, the Wilshire Theatre, with a seating capacity of 2,400, was selected for the occasion. Even so, the house had been sold days before the preview, with resales offering as high as $350 per ticket to the care of the last-minute customers.

Police estimated that 10,000 people turned out to see the notable arrival and leave the preview. The crowds pouring into the Wilshire district hours be-

(Continued on page 8)
NEWSPAPERS ISSUE SPECIAL, SOUVENIR EDITIONS

Illinois State Journal

"Young Mr. Lincoln Special"

Not As Old As Mr. Lincoln

but

Adhering To The Principles
Of Lincoln

OUR THANKS TO
20th CENTURY FOX

FOR THEIR DISTRIBUTION
OF "20TH CENTURY FOX'S"

LINCOLN

GRAND PRAIRIE,
ILLINOIS

SUCCESS

TO THEIR DISTRIBUTION OF "20TH CENTURY FOX'S"

LINCOLN IN GRAND PRAIRIE, ILLINOIS.

Welcome "Young Mr. Lincoln"
MORE THAN 50,000 ENJOY PREMIERE

WAITING, WAITING! Wherever the notables went they found they had to motor through packed streets and thousands waiting their arrival. Here the crowds are awaiting the departure of the visitors for a sight-seeing tour of Salem.

ON THEIR WAY The motorcade starts crawling its way through crowds of 50,000 people representing four Midwestern States, to the Leland and Abraham Lincoln Hotels, from the C. & A. station. Note the dome of the Illinois State House in the background.

Binnie Barnes
Quite the loveliest person in Springfield was this charming star. Here, escorted by Cesar Romero, she is shown on her arrival at the Lincoln theatre, posing for her New Dynamo picture as Publicist Christy Wilbert goes directorial. Gentleman entirely in white is Eddie Collins. At the right, back to camera, was Manager Zimmer of the Lincoln, a bustling, bustling showman.

Grand Trouper This adorable creature is none other than Alice Brady whose performance was highly praised by all who saw "Young Mr. Lincoln."

FROM NEW YORK Frank Nugent, The New York Times motion picture editor, third from the left, could not make the trip, but he came down to the Grand Central Terminal to see the newspaper folks off to Springfield. Rosalee Cross- ther, second from right, represented The Times. At extreme right is Charles E. McCarthy. At extreme left is Leonard Gaynor, the press agent who is most popular with metropolitan editors. Next to him is the always charming Rose Pelswick of the New York Journal and American.

Mid-Day Club Luncheon The huge ballroom of the Leland Hotel was taxed to overflowing when the Mid-Day Club, comprising the city's leading businessmen and municipal officials tendered a luncheon to Lowell Thomas and the visiting stars.
WORLD-WIDE BROADCAST JUNE 26
INTRODUCING “SECOND FIDDLE”


With the nation ringing with praise for “Young Mr. Lincoln” and with the trade and newspaper men and women characterizing the world premiere at Springfield, Ill., the greatest event of its kind sponsored by this industry, official announcement was made this week of a world-wide radio exploitation arrangement made by Publicity Director Charles E. McCarthy and Irving Berlin.

This radio broadcast will officially introduce Darryl Zanuck's second Irving Berlin 1938-39 musical special, “Second Fiddle,” to millions not only in every nook and corner of the United States, Canada and the Hawaiian Islands, but also in England, the Scandinavian countries, France, Germany, Italy, Africa, South America and Mexico.

It positively casts into oblivion any broadcast of its kind. The date for the broadcast, which will embrace the NBC network of some 140 stations in this and other countries, is June 26.

The Magic Key program, comprising 60 minutes, will be devoted entirely to the introduction of music and personalities from ‘Second Fiddle.”

Messrs. Zanuck and Berlin will personally appear in the broadcast as will Tyrone Power, Sonja Henie, Mary Healy, Rudy Vallee, Edna May Oliver and many other stars.

The tieup was made with John Royal, Vice-President of National Broadcasting Corporation, who was formerly an executive of RKO theatres in the Ohio territory.

Announcement of the broadcast was made following a conference among Messrs. Berlin, Royal and McCarthy.

Executives of NBC’s international organization also were consulted along with the sponsors of the Magic Key program, which is a weekly Sunday feature. However, on June 26 it changes to a weekly Monday night program. The “Second Fiddle” broadcast will start at 8 o’clock, eastern daylight time, and terminate at 9 o’clock.

Mr. Royal this week dispatched production directors to Movietone City to confer with Production Chief Darryl Zanuck and Studio Publicity Manager Harry Brand for mobilization of the personalities who will participate in the broadcast from there.

“Second Fiddle,” which features original music by Berlin, co-stars Sonja Henie and Tyrone Power and features Rudy Vallee. It introduces the “find” of the season, Mary Healy, formerly secretary to New Orleans Branch Manager E. V. Landaische. Miss Healy is reported to have scored a sensational personal triumph in this spectacular musical. She introduces several of the Berlin songs.

FAMOUS BANDS FROM TWO CONTINENTS WILL PARTICIPATE

Rudy Vallee is personally interested in this broadcast and giving remarkable cooperation in lining up the best known orchestras in this country, London, Paris, Berlin, Stockholm, Buenos Aires, Rio, Havana and Mexico City.

Never have so many outstanding bands appeared on a single program. Not only Rudy’s own Connecticut Yankees, but other popular American bands will participate in the broadcast.

Some seven internationally different arrangements of the Berlin tunes will be introduced.

Arrangements also have been made for various versions of Berlin’s new number, “Back to Back,” which is expected to set a new dance craze.

Copies of Berlin’s tunes were flown to leading European orchestras via the Pan-American’s Atlantic Clipper last week-end. Other copies were flown to Mexico City, Havana, Buenos Aires, Rio and Santiago. These orchestras will make their own orchestrations, characteristic of them and to be broadcast.

The broadcast will originate at NBC’s studios in New York with Rudy Vallee acting as master of ceremonies and introducing several of the songs. Then he will “pick up” popular orchestras in various parts of the nation.

At the end of the first 15-minute period, the broadcast will switch to Stockholm, Sweden, where Sonja Henie, who will be vacationing there, will be heard, with a Swedish orchestra furnishing background music.

From Stockholm the program will switch back to New York. There Irving Berlin will take personal charge and lead an orchestral presentation of his ballad. Then the program will transfer to Movietone City where Darryl Zanuck will be heard from and introduce stars and players in “Second Fiddle.”

Mary Healy will positively be heard from Hollywood. She will sing two songs.

Tyrone Power, if he is not here, will be switched in from Buenos Aires or wherever he may happen to be on June 26, for he and Annabella (Mrs. Tyrone Power) will leave on a belated honeymoon in the nature of a flying trip through South America.

Back to New York will continue the program and from there to London, Paris, Berlin and Mexico City. There will be a return to Movietone City with the windup in New York.

It is expected that some 12 of the world’s most famous orchestras and vocalists will be heard.

NBC’s Mr. Royal characterizes this as the most elaborate world-wide broadcast ever attempted by radio organizations.

There will be advance radio announcements of the broadcast, not only over the U. S. NBC stations, but those in the participating cities.
CRITICS JOIN EXHIBITORS, PUBLIC IN LAUDING ZANUCK’S LATEST HIT

Not Only Do They Rate Fonda’s Performance Best Of Year, But They Are Enthusiastically Impressed With Humor And Excitement Of Dramatization Of Youthful, Romantic Lawyer Of The West

The nation’s most fastidious critics for newspapers, magazines and trade papers were unanimous in their superlative praise of “Young Mr. Lincoln.” This was clearly indicated by excerpts from reviews they wired their publications following the world premiere at Springfield.

Most significant feature of these reviews was the writers’ observation that this production is “unquestionably a story that has been produced and acted in a manner that will appeal to every type of theatregoer—and particularly the women,” as “Buck” Herzog of the Milwaukee Sentinel put it.

Most enthusiastic were the feminine critics. Prunella Hall of the Boston Post, for example, informed the writer that “there’s something fundamentally wrong with the individual who does not get extreme enjoyment seeing this picture unreeled.

Terry Ramsaye of Motion Picture Herald, representative of the trade press, reserved: “A remarkable picture that will help every theater that shows it.”

Katherine Best, speaking as a magazine writer, prescribed: “I think every picture that shows Young Mr. Lincoln is a lot richer—and certainly here is a picture that is just loaded with entertainment—love, fun, surprise, drama and the element of surprise. How can it miss?”

And each and every one of the critics marveled at the performance given by Henry Fonda. Each went into a rave where Fonda’s performance was concerned. Most of the writers nominated him for the Academy award for the year’s best performance.

John Ford’s direction with his eye fixed on box office value and mass audience appeal came in for his share of praise.

But all were in union that Darryl Zanuck has done it again.

“Young Mr. Lincoln” will discourage a cycle because no intelligent producer can hope to come anywhere near the entertainment richness and production perfection of this one,” was the way Norman Clark of the Baltimore News-Post put it.

Following are excerpts from the critics’ reviews.

Three Widely-Read Critics and a Philadelphia Press Agent

Joan Younger portrait of young Abe Lincoln.

Everett Callow York World-Telegram: “A fine picture. I enjoyed every minute of it. Fonda gives a great performance.”

George LaIt interest, every second and there is enough of everything to make it popular with every sort of moviegoer.

Katherine Best

Three Widely-Read Critics and a Philadelphia Press Agent

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George LaIt interest, every second and there is enough of everything to make it popular with every sort of moviegoer.

Katherine Best

Helen Eager

Helen Eager, Boston Herald: “Henry Fonda’s impersonation of Abraham Lincoln is brilliant in performance.”

John K. Hutchins, Bos- ton Transcript: “An extra-ordinary performance by Henry Fonda, which captures the strength, the wisdom and compassion of a great man.”

Dorothy Deere, Chicago American: “Henry Fonda contributes an immortal performance.”

Frank Farrell, New

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Frank Farrell, New
TYPICAL SMALL TOWN EXHIBITOR SAYS: "LINCOLN WILL GET A WHOLE LOT OF MONEY! WONDERFUL!"

Joseph Lyman, owner-operator of the Princess theatre at Whitehall, Ill., was among the many small-town exhibitors from three States who enthralled or motored to Springfield, Ill., for the world premiere of "Young Mr. Lincoln." Following the premiere he walked up to St. Louis Salesman George Ware, who had only a few days ago sold him the 1939-40 product, and voluntarily cut loose with a barrage of sentiment and superlatives describing the reaction of the audience. Mr. Ware thoughtfully invited his correspondent to meet Mr. Lyman, who then volunteered this significant observation and thought:

"I tell you there is the finest motion picture I have seen in many, many months. I never enjoyed any picture any more. Young Mr. Lincoln. Young Mr. Lincoln. This is the way I should describe that..."

Mr. Lyman then told the story of the screening at his own house.

"I say particularly in the small towns, because I think we operators are in closer contact with our customers, because our customers in the small towns, tell us what to show and how long we will stay in the entertainment, and I tell you I, for one, am very thankful for a picture like this because I can, in all honesty, promise my patrons a rare entertainment, a great evening. This picture will send my regular customers out of the theatre serving us the best advertisement for it, for it is thoroughly worth while. I think it is a wonderful picture. I think it will get a whole, whole lot of money and I for one am going to start advertising it tomorrow-right after I get home. Promise of this picture will help our business in the meantime, for I know the reports in the big cities and prior run situations will be raves."

"JUST WHAT THE INDUSTRY NEEDS!"

COAST OPINION
SAME AS THAT OF EASTERNERS

(Continued from page 2) for this town introduced a dazzling display of pyrotechnics and when the sun arcs started sailing into the horizon.

The Cosmopolitan banner under the screen was being re-leasing "Young Mr. Lincoln" and hailed as specially solving the problem of Young and old of all races and creed paid tribute.

PRAISE FOR ALL

Audience and press accolades were heaped upon everyone connected with "Young Mr. Lincoln" as its great achievement.

But, Henry Fonda's performance was most outlandish. It was here that was the portrayal that will win the 1939 best-acting honors for male stars.

The Los Angeles Examiner, Herald, News, and other newspaper critics went the limit in praising the performance.

But outstanding as was his performance, none overlooked the fine work of Alice Brady. Mrs. Brady, in the role of a girl who would gladly vote to give him the Academy's award for directorial results.

Kenneth More as the lead and associate producer, was not forgotten. Lamar Trotti's original story and screenplay was surefire for consideration by those who distribute the Academy honors.

But, what impressed me was the boy who kept all that kept in turning out a down-to-earth girl with real and normal ordinariness that would tickle all types of the world.

No Hollywood premiere attracted more attention than this press-preview.

His short recital brought the crowd to its feet in repeated ovations. She was given a royal reception when she acknowledged the introduction by Louis Broum- field, author of "The Ballad Game" and who is here writing the screenplay for another important R.K.O. special super- star, "Bingham Young."

THOSE ON HAND

Mr. and Mrs. Zaruck had as their guests: Messrs. and Mes- dames Samuel Goldwyn, Jack Warner, Spencer Tracy, Callie Gibson (Hollies Del Rio), Charles Boyer and Pat Patterson, John Walter Rabin and Virginia Bruce, Robert Taylor and Barbara Stanwyck, Clark Gable and Carole Lombard, as well as Richard Barthelmess, Arthur Hornblow and Myrna Loy, Robert Maitzy, Douglas Fairbanks, Sr., Douglas Fairbanks, Jr., Tyrone Power, J. S. Harnett, Roland Gilbert Ross, Marlene Dietrich, Erich Maria Remarque, Joan Bennett, Eugene O'Neill, John Howard, Lena Horne, Priscilla Frank, Norma Shearer, Bette Davis, George Brent, Joan Crawford, Louis B. Mayer, and others. Mr. and Mrs. William Guest hosted Dr. and Mrs. Joel Press- man (Claretta Colton), Mr. and Mrs. L. B. Mayer, Mr. and Mrs. Myron Cohn, Leo, Mr. and Mrs. Van Zandt (Shaw), Mr. and Mrs. David O. Selznick, Mr. and Mrs. Merlvin LeRoy, Mr. and Mrs. Harry M. Warner, and Dr. Max Gordon.

Henry Fonda and his wife are in South America, but the star's mother witnessed his triumph. Among the personalities in "Young Mr. Lincoln" who attended the press preview were: Myrna Loy, Spencer Tracy, Alice Brady, Merle Oberon, Anne Hays, Callie Gibson, John Carra- die, Edith Head, George Cukor, Ben Lyon, William Wrather, Max Gordon, Leon Heerman, Kay Francis, Ben Hecht, writing on stage, William Wanger, Max Gordon, Harry Cohn, Abe Weiss, and others.

At those on hand included in theatre parties were: Alice Faye, Mary Nash, Edna May Oliver, Ruth Collier, Binnie Barnes, June Gale, Anita Louise, Nancy Kelly, Gloria Stuart, Louise Young, Linda Darnell, Maria Ouspenskaya and Barbara Bresler.


Producers, writers, directors and other personalities were the most jubilant in praise of Henry Fonda's performance. For a long time it has been suspected that he would make a good Lincoln. But Fonda is better than just 'good.' He is one of the greatest performances in screen history.

That is the view of industry attachments and of the critics. "Young Mr. Lincoln" is the first picture hooked, into the Vaudeville under its new policy. "Young Mr. Lincoln" is bigger than just 'good.' It is one of the greatest performances in screen history.

For the distribution of National Theatres, predicts "Young Mr. Lincoln" will bring in "back millions to motion picture theatres" thanks and away from the radio, for to see it is to revel and that's what I think theatregoers will do.

Some critics say "Young Mr. Lincoln" is the finest picture Zanuck has produced.

Eddie Collins, Marjorie Weaver, Pauline Moore, Arleen Whelan, Richard Cromwell, Ward Bond and others at the cast were introduced.

It certainly was a big and great night and "Young Mr. Lincoln" is the big news since "Juno James" was previewed.
BIGGEST CROWDS IN HISTORY OF SPRINGFIELD

ALL DAY LONG From early morning until "way after midnight" Springfield's downtown streets were jammed with folks eager to "show up" Hollywood and Broadway when it comes to participating in a world premiere. Police solved traffic problem — by forbidding automobiles in the downtown area.

TURN THE CITY OVER Mayor John W. Kapp did just that. Every available policeman in Springfield and several scores of State deputies were pressed into service. Springfieldians opened their hearts and pocketbooks to the premiere. With Mayor Kapp and Senator G. R. Maypole is Rodney Bush, exploitation manager, who with Lou Davidson succeeded in getting the entire city to take cognizance of the premiere.

CINDERELLA'S IN TOWN Auburn-haired Arleen Whelan greeted her admirers with a contagious smile. She, Alice Brady and Eddie Collins were the premiere participating stars who appear in "Young Mr. Lincoln."

"HERE THEY COME!" As far as your eyes can see, you'll behold people — thousands and thousands were down at the station to welcome the special train.

A DEDICATION

This and two other full-page reproductions give you a good idea of the cooperation extended by the local advertisers.

"THEY'RE HERE!" State troopers made a lane for the automobiles that transported the stars, State and city officials and other guests from the railroad station to the Leland and Abraham Lincoln Hotels. The Hollywood visitors never did get a more enthusiastic nor more sincere welcome than they received in Springfield.

"AU REVOIR, NEW YORK" New Dynamo snappd this scene as newspapermen from all over the East assembled at the Grand Central.

LOCAL BOOSTING

"Welcome to Springfield, "Young Mr. Lincoln"

Springfield Poster Art Co.

Welcome to Springfield. "Young Mr. Lincoln"
“LINCOLN” BROADCAST TEARS OPEN TICKET BUYERS’ PURSES

SHOWMEN HAIL RADIO PROGRAM

Marian Anderson, Thomas, Stars Applauded

For the third time in a year this corporation, on “Young Mr. Lincoln,” sponsored a Coast-to-Coast radio broadcast that brought praise from exhibitors and the public generally.

Over a net work of some 75 Mutual and affiliated stations, from the stage of the Fox-Lincoln theatre in Springfield, Ill., Monday night, was broadcast a program that not only penetrated the heart of millions of people, but that unquestionably broke the rubber band around the purse of the motion picture theatregoing public.

That millions will begin this week-end finding their way to the box offices of some 60 theatres scheduled to present “Young Mr. Lincoln,” then, was the comment of corporations who wired their congratulations for the broadcast, the superlatives in which it was put on and reporting their success.

Within a half hour after Marian Anderson brought the broadcast to a close punctuated with a thunderous ovation, telegrams began to reach Publicity and Advertising Manager Charles E. McCarthy, the singer, Lowell Thomas, the stars and members of the cast.

Western Union and Postal Telegraph Company wired that between 9:15 and midnight Monday, they had cleared over 5000 telegrams to all parts of the country. All concerned the broadcast. Every written word reported how much he or she enjoyed the broadcast.

It was a broadcast that differed from the long distance telephone sponsored by a motion picture company.

The presence of the great Marian Anderson assured a maximum audience and took on to Coast.

And Lowell Thomas, who served as master of ceremonies, presented the facts as only he can.

More exhibitors wired their congratulations on this broadcast than were heard on the airings of the Kentucky Derby for “Rose of Washington Square.”

Insofar as potential ticket-buying power is concerned to Thursday was far greater than that in previous broadcasts last year’s historic Coast-to-Coast “ Abraham’s Last Stand” broadcast.

Spectators reported such great interest that they “played back” the entire program on Wednesday afternoon and night.

Cincinnati’s WLW ran the playback two times, immediately following the completion of the actual broadcast. Few radio stations did so.

OTHER FACTS

Many exhibitors resorted to use of the long distance telephone to transmit their congratulations to the country.

STARS WHO PARTICIPATED IN BROADCAST

Millions from Coast to Coast learned about Miguelito at the world premiere and thrilled to the singing of Marian Anderson, famous Negro contralto, for some 62 stations on the Mutual network broadcast the event. With Lowell Thomas presiding, the program aired the night of triumph into millions of homes.

Below, account of the stars who spoke. Mr. Anderson, black-clad cameraman caught them, left to right, they are: Alice Brady, Arleen Whelan, Bonnie Barnes, Cesar Romero and Eddie Collins.

“None Other Than Lowell Thomas”

LOWELL THOMAS

Good evening, everybody, citizens of Springfield, Illinois, and our Coast-to-Coast radio audience. I hope you, who are listening to this over the air, will be able to picture in your imagination what is happening tonight in Springfield. If Abraham Lincoln is looking down from on high tonight, I wonder what he has to say about this scene? Well, I have been here in Springfield many years. Two years ago, I often came here as a newspaper reporter, sent down on assignment by any Chicago editor. And every time I came I had a reverential feeling. For this, as every American knows, is the home country of Lincoln, this is the place where the great Emancipator began his career and built the foundations of his fame. Of course the folks here in Springfield don’t go around with their heads bowed in awe and reverence all the time. This, however, is a special occasion, and one can imagine the spirit of the Great Emancipator brooding over this impressive event. One might even feel that the shade of Lincoln is somewhere in this crowd, here in the Fox-Lincoln theatre, here with the people in this audience who are the descendants of Lincoln’s old friends and neighbors.

Now, here’s something appropriate, something most fitting to this occasion. We are celebrating the memory of the Great Emancipator, and there happens to be in the world of music today a great Negro soprano. She is at the height of her career, renowned in the international realm of music, famous, also, among the millions in this nation, among all who love beautiful melody and beautiful voice. Could there be anything more appropriate, more fitting, than to hear Marian Anderson sing in memory of the Emancipator of her race. So now—Marian Anderson sings “America” and at its conclusion, Mr. Thomas resumes.
"One of The Greatest Human Dramas," They Say

Tom McCoy
Peggy Doyle
Andy Kelley
A. M. Miller
Marjorie Adams
C. B. Roseberry

WHAT NATION’S ACE CRITICS HAVE TO SAY

(Continued from page 7A)

John Walker, New York Herald-Tribune: "It's a great picture and a thrilling experience."

Fred Smith, Liberty Magazine: "The best performance of any young actor this year. A thoroughly enjoyable picture."

Russell Olsen, Times Magazine: "Great performances by Henry Fonda and Alice Brady."

Colin MacPierzen, St. Louis Post-Dispatch: "As much as we have read and seen of Lincoln, here is a new drama that preserves our story book illusions and delights, has the poetic direction of John Ford and an extraordinary sincere performance by Henry Fonda. We recommend it."

E. B. Radcliffe, Cincinnati Inquirer: "It is a great picture, very human and interesting and entertaining. Henry Fonda is Lincoln. Eileen Creegan, New York Sun: "A beautiful mirror, I loved it, Henry Fonda's performance is a triumph for himself as well as for 20th Century-Fox."

Sam Shain, Motion Picture Daily: "The kind of a picture every theater man will be proud to handle. Here's one that proves that motion pictures furnish the best entertainment. Get behind this one—and you'll make many trips to the bank, and on each you'll deposit profits."


C. B. Roseberry, Albany (N.Y.) Knickerbocker: "Henry Fonda gives a masterly characterization of the ungaunt, drawing Lincoln which will assuredly rate consid-

Katherine Hillyer, Washington News: "It's an excellent entertainment, beautifully set, splendidly directed and superbly acted. Henry Fonda is at his best. Alice Brady again scores."

Los Angeles Herald & Express: "An experience that you will not forget in a hurry. It was a magnificent evening, made so by a picture that is outstanding and important."

Baltimore Evening American: "One of the few important pictures of our time and one that one can afford to miss—not if one wants to enjoy the really worthwhile things of his life-time."

Houston (Tex.) Chronicle: "One of history's principal characters is the hero of the picture at the Metropolitan. No-Von. It is a picture furnishing weather, the audience forgets climatic disturbances, enjoys some of the finest pictures brought to this city. Here is a motion picture that does not try to become a prisoner; rather, the creative ability of Hollywood has been used advantageously. The story of Lincoln is the principal character, the story itself would make good entertainment without him."

Los Angeles Times: "Zanuck's newest creation will be popular because it is excellent entertainment, beautifully set, splendidly directed and superbly acted. Henry Fonda is at his best. Alice Brady again scores."

Los Angeles Herald & Express: "An experience that you will not forget in a hurry. It was a magnificent evening, made so by a picture that is outstanding and important."

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Houston (Tex.) Press:

Russell Olsen
Jack Harrow
John Hutchinson
Terry Ramsaye

Katherine Bos, St. Louis Post-Dispatch: "This is without a doubt Henry Fonda's finest performance."

Terry Ramsaye, Motion Picture Herald: "A very remarkable picture."

Katherine Hillyer, Washington News: "It's an excellent entertainment, beautifully set, splendidly directed and superbly acted. Henry Fonda is at his best. Alice Brady again scores."

Los Angeles Herald & Express: "An experience that you will not forget in a hurry. It was a magnificent evening, made so by a picture that is outstanding and important."

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Houston (Tex.) Press:


NEWSY SPLINTERS FROM WORLD PREMIERE

By ROGER FERRER

It’s not all over. This world premiere in Springfield, III., and the general release the beginning for Darryl Zan-uck’s first venture into the cinema. These two showings indicate the possibilities of this great attraction—and its terrific mass audience appeal. If we may have seen “Young Mr. Lincoln” in a cold point premiere room it’s great, you’ll get an even greater thrill to sit down in a theater where the latter’s reaction. And what a reaction! The audience was the thickest out of it. And that is GREAT news for the future of the fair sex that sends any enter-
tainment vehicle in the right way to box office success. And “Young Mr. Lincoln” is a first, a romance, its comedy, its heart-
searching and a lot of the womenfolk love it.

WE SAT between two ladies at the première at the Fox-
Lincoln, they are a won-derful sixty. The other a young
woman of about 28. She must have been our toreado that made them tal-uminate. But what an audience they had captive. They made use of their bandannas and they laughed loud and long at the humorous lines and nifty col-
ons. And the romantic scenes, from beginning to end. Rutledge and then with Mar-
jorie Main as Mr. Todle, brought a laugh. THERESA’s “beautiful,” “aren’t they a grand couple?”, etc., etc. When the show was over they applauded
end and in their seats they were determined not to move. They had just walked out of the screen to take a well-
deserved bow.

HENRY FONDA, after this, will rank as the greatest actors of our time. And don’t forget that! Everyone here was praise for him. All of the critics voted his performance the best of the evening. You know, here in Springfield they have been hearing so much about Lincoln year after year that anyone attempting to characterize him has no easy task to perform. Here the folks on Mr. Fonda a neighbor. And to hear some of the old-timers say they felt that Abe is still around town. And he might turn up in a neighborhood who could write his own ticket. And when Hank Fonda— and we are not thinking of the day’s be an excellent near miss in the seemingly impossible, Lamon Tracy, young Mr. Lincoln was as fascinating to Springfieldians as he will be millions every-

WELL never forget the thrill we got when Marian Ander-
sen, her hands behind back, flanked by notables, proudly and insistently said “America.” The word “beautiful” does not begin to describe the reaction of the audience. As she went by, under the tree, the audience rose to their
rition to the effect her singing had on her audience. As
she reached the end of the alley, we heard the name of the Atlantic and Pacific, and, before she came away, she ravished every nation of the world.

TELL your exhibitors to positively
lay off contacting anyone in the press Cove-
ties in advance exploitation. For the present it’s not that sort of a picture. This is great entertainment story even if the character were not an actor. Make certain exhibitors utilizing the advertising campaign

effort. And make sure they realize not to touch the

Eddie Collins Gets an Ovation!

and wrestled their way into a tuxedo.

A THIS city there were scores of farm wagons in which the citizens of Springfield had
lived in the country, was literally chock with automobiles.

The taxies did a record business for the local cab company. The newspaper agency that business was up 2000 per cent, which gives you an idea of how
this unusually quiet young town was tossed on Memorial Day.

DALLAS Manager Herman B.
Beirns, former manager of the theater from Dallas to report the enthusiasm of Bob O’Donnell and his Inter-
state Circuit staff over “Young Mr. Lincoln.” We asked a new-
paper’s special staff for papers
surveys and report on the gov-released official House, Tex., on Thursday. If he

THE folk came to town with a wave of the white flag with nothing, but wisely they forget them and rushed into the pitiful clothing. They go in for comfort-
down, and meekly toil on. And you never saw a more comfortable crowd at an attraction on the streets of any city.

FOUR pride Grand Army vet-

This was one of the greatest of the opening scenes ever viewed on the silver
sheets.

The only new première that proved “Young Mr. Lin-
coln” is one of the most enjoy-
able, best produced entertain-
ments of this or any year.—Thous-
ands will send for that now—
but it also set Eddie Collins with
the critic’s whose daily
writings are read by millions. And
Edom then the minute he
appeared on the real platform at the railroad station. They
for his dramatics and he
be kept in high esteem. Everywhere. If you’re in the after-
noon the whole town was
asking for and clamoring to see or hear or see the show-
ing at the Fox-Lincoln the wire had been burning for people to tramp off in. (Look who’s talking!)

MERCHANTS cashed in on
all the thousands who poured
town from all directions on Monday night. The tourists
camps did a capacity business. Horses that never had a head-
displayed “Rooms for rent.” And
they did that in a big way. A
/orbuck sought to pay a sub-

Masonic car that was
available for while it was a
holiday, from every perspective, the entire premiere was got on with
dignity and in a manner that
honored the memory of this,
company, and that made the city of Springfield truly proud. Of
officials left no doubt about that.

FIVE lamplowers hung arcos
polarized downtown streets left no doubt that this was one
world premiere that goes down into Springfield history some
thing they’ll be telling their
TRIEK pictures. Those arc lights
around. They hurried the
at the history books, get down to
city on this day. And everybody could get down to the railroad station to welcome the stars.

IF THERE is anything that in-
volves profit — if you
want $1,000 for a dollar’s ad-
vertise that you contact Lord (Give Me Davidson. He

MR. WOBBER’S INSTRUCTIONS ON HANDLING OF CHEERED
“YOUNG MR. LINCOLN”

By HERMAN WOBBER

The proper handling of “Young Mr. Lincoln” is im-
pomptu and it is our duty to do everything possible to see
that nothing is missed. This is the most important element of the presentation of this picture. The Adasaler Manager must make a
promotional display of all possible material—and New
Dynes gives you plenty of such material in this very same
paper. It is important that Adasaler Managers and their departments point out to all accounts the
importance and necessity of using more advertising material on “Young Mr. Lincoln.” You have been well supplied with such neces-
saries and we want an extra effort made on their sale.

You have been given every opportunity to properly present this great entertainment in your every-

tation. It is the most important man in the sales organization to get behind “Young Mr. Lincoln” with a vigorous, extra effort!

We strongly urge the Adasaler Department in effecting
great sales of advertising material on this picture to

MANAGERS, salesmen and bookers to assure themselves that

And, Mr. Lincoln is one of the most commercial produ-
tions this industry has created. It is entertainment-
ment that will appeal to all types of theatres and all
generations of people.

We don’t want anyone to do anything that would make the theatre managers believe they are in a promotion, or that this
to be a profit making film. Based on the response to
say “Young Mr. Lincoln” is one of the greatest enter-
tainments ever produced.

When your picture will give a much better account of
itself from the very beginning of every engagement if everybody
in the theatre is aware of its advance. We are anxious that all see “Young Mr. Lincoln” before the
engagement.

A picture that is a real gem...for as much as
possible, they mean that you get the proper house and

proper length of run on “Young Mr. Lincoln.”

It is now for us and our accounts to capitalize what the
studio has done.

We have one of the greatest motion pictures this industry has boasted in “Young Mr. Lincoln.”

“Mr. Lincoln” is the best film ever made. The

campaign came Wednesday when the

A round town all afternoon on this picture, a spec-
tator who certainly looked like Lin-
coln. But the Lincoln the folks were
all the same old familiar face—heard—a young, fun-loving Abe, who was always
happy to talk, and always ready when telling or listening to a joke.

JESSE SILCOZ headed the New Dymes staff of photog-

graphers who covered the pre-

(Continued on page 14A)
Four States' Moviegoers Join in "Lincoln" Ovation

(Continued from page 2A)

Too bad Mr. Zanuck is not here. These folks say what they mean. No double-talking out here. When you ask, you get a frank, honest opinion—like it or not. But one need not be timid about asking ticket-buyers or critics or exhibitors what they thought of "Young Mr. Lincoln." Applause and lobby comments sufficed the answer.

Exhibitors hail "Young Mr. Lincoln" as "just what the industry needs today." And that means greater patronage, higher box office figures. By Wednesday night millions of newspaper readers knew that "Young Mr. Lincoln" was something out of the ordinary, an entertainment that will bring maximum enjoyment to every type and age of theatergoer.

No picture this company has ever released was more brilliantly presented. The advance exploitation campaign, under the supervision of Publicity and Advertising Manager Charles E. McCarthy, was a masterpiece. All you need know that it was assuredly that is more than 60,000 people were in town to attend the screening here.

Springfield will never again know so festive a day as that which brought "Young Mr. Lincoln" to town.

Darryl Zanuck

Alton station platform and Jef- feron street sighted the stars—and broke into cheers.

CROWDS RULE, BUT ORDERLY

The police rushed into action. A path to the north end of the station was closed by police and deputy sheriffs—but the crowd was too quick for them and it broke through. For a while things looked dangerous, but quickly the police became master of the situation.

But not until Mrs. Lowell Thomas was pushed blocks away from her husband, hats were crushed and baggage strewn along the platform. But no one seemed to mind—and soon everybody recovered their possessions all excepting hats.

The autograph-seekers got busy, but the stars had been prepared.

All along the C. & A. line, at every stop, hundreds crowded the stations and cheered the stars. It was the same way along the Santa Fe route from Winfield to Kansas City.

About 10 minutes were given over to the numerous photographers who wanted pictures. And they "shot" from every angle.

Finally, the stars were led to their cars and the motorcade started.

It took a snaky-like route. In and out of the downtown streets clogged the scores of privately owned cars offered by citizens to the city for the day.

Between the railroad station and Leland and Abraham Lin-

(Continued on page 20A)
Eddie Collins, comic character in "Young Mr. Lincoln," will rate top billing and stardom in New York this week. This is the first time in 30 years that so much interest has centered around a picture based on the Lincoln story, and the full effects of the opening are expected to be felt throughout the nation.

The opening of "Young Mr. Lincoln" will be the first of a series of events which are planned to coincide with the 150th anniversary of Lincoln's birth. The events will include a reading of the Lincoln-Douglas debates, a performance of the play "Young Mr. Lincoln," and a broadcast of the play on the radio.

The opening of the play will take place at the New York City Opera House, where it will be performed on a stage specially designed for the production. The cast will include such well-known actors as Fredric March, sp, and Marjorie Main. The director will be John Ford, and the music will be composed by Alex North.

The play will be televised live from the stage, and the broadcast will be seen by millions of people throughout the country. The broadcast will also include interviews with the actors and behind-the-scenes shots of the production. The broadcast will be sponsored by Ford Motor Company, which has a long history of supporting the arts.

The play is based on a novel by Abraham Lincoln, and tells the story of the young man's struggle to become a lawyer and his eventual rise to the presidency. The play is set in the 1830s and 1840s, during the time of the famous debates between Lincoln and Douglas.

The opening of the play is expected to generate a great deal of interest and excitement, and is likely to draw large crowds to the opera house. The broadcast will also be watched by millions of people who are unable to attend the performance in person.

The opening of "Young Mr. Lincoln" is just the beginning of a series of events planned to commemorate the 150th anniversary of Lincoln's birth. It is expected that the events will attract a large amount of attention and will serve as a reminder of the importance of Lincoln's legacy.

(Continued from page 15A)
"UNFORGET-ABLE," WIRE RHODEN

Following is the self-explanatory copy that was wired by Fox Midwest circle general manager, Elmer Rhoden:

"Dear Herman,"

"'Prominent People' in Springfield gave 'Young Mr. Lincoln,' tremendous ovations. Personally I consider it a humorous error on the part of the Daily News. And, at that, we'll bet there were more on duty here!"

MERCHANTS along two thousand miles were pleased with the street decoration furnished by the company, they took three-column advertisements to express their thanks.

INCIDENTALLY, the Springfield State Register and State Register reporters did wonderful job on local coverage.

CHARLES HOWARD, dean of the critics of the British Globe, has been an entertainment critic for fortysome years and is the most influential of these his articles are published in the Transcript.

NEWS syndicates were reproducing articles by Howard, Associated Press; Joan Young, United Press; George Lal, INS, and Variety.

TED FRIEND of the New York Mirror forgot the Big Little Lake behind the scenes, recent efforts in the business and safe society long enough to write:

"HENRY FOUDA gives the first performance in Chicago of the Metropolitan Mirror's Merle Potter's farce 'Making Milwaukee Journal's Walter Mahoney.'"

SPRINGFIELD Chamber of Commerce Thursday voted 296th Century-Fox its thanks for attracting the nation's attention to the city, talking about the crowds that jammed the famous fairgrounds.

We're still hoping some of our folks heard that.

MANY a city can learn about something from Springfield's police. It was reported that a 14-year-old boy was delinquent—and, in spite of Old Saint Nick's efforts to do his errands, the kid had a thoroughly and never-to-be forgotten day.

CHICAGO's Herald-Examiner was to have been on hand, but a publisher was coming to town on Memorial Day to listen to Clyde's K-T story and see the parade. And that's why he asked for the Illinois Times.

CINCINNATI Station WLW couldn't carry the broadcast when it was originally made, so an hour later it was "played back." 'Round midnight, however, the locals were there.

THE two local newspapers ran a total of nine articles on the selection of the city for the world premiere. The biggest thing that happened in this other story was the one in which ro wade off to Washington to become a part of the war effort.

GUS LAMPE, Syracuse, N. Y., exhibitor, observed: "If only all the committee meetings and public meetings could do what the committee meeting did in Harrisburg. It must have been a large meeting. A very large meeting. It was a meeting that decided the future of the company for all of us."

PUNNELLA HALL, motion picture editor for the Boston Post, said that her checking of readers' mail shows that she has been hearing many complaints about Richard Greene in the past year. The idea that he had got on any other male star is not a popular one. Judy Garland has been a good barometer for what New England thinks of her—and in which they are most interested.

NORMAN CLARK of the Balboa of North Hollywood, had an interesting experience after the screening: "This picture—in which everybody can't get a lot of the action for a change—should be examined. There's something wrong with the thinking box."

RIGHT after the premiere, McCarthy wired branch managers brief, direct quotations taken from a newspaper representative from their territory.

TWENTY-FIVE minutes after the screening, General Manager of Columbia Pictures, William M. Worldherr, wired McCarthy: "Congratulations. Program came through splendidly. It was great. Columbia has some people who worked on this campaign. It is to the credit of the company and is bound to get results."

MAYOR KAPP, so pleased with the way things were handled and carried out, made this statement: "Twenty-eighth Century-Fox is proud to come here any time. I never met a floor group of men than those who represent your company. It is a pleasure to work with you, to serve your stars. Springfield is proud of this event. It is a credit to your company, to your picture—and we want you to come and visit with us again. Twenty-eighth Century-Fox will send special branches and real representatives will always find our doors open."

C & A Railroad officials said the train carried a record number of passengers. They ran special trains—and in extra sections.

ANDY KELLEY of Washington said about the screening: "The most enthusiastic crowds for 'Young Mr. Lincoln' will be the ones here."

LOUIS REID represented Cos- mopolitan Productions. Ed- ward had seen the "best in the business." Old timers said it was the most marketable business for all of us."

RIDIN' THROUGH More than 50,000 people parked the streets through which the stars and notables motored on route from the C. L. E. railhead station to the Lincoln Memorial and Washington hotels. In the car below are Miss Alice Brady and her secre- tary. At the Dictaphone studio photo, D. A. Dungan, propaganda, on the protective running board.

DEEVEER: Hector Dode, daughter of the director of the indictment department—and on the dance floor, Ask Arleen Whelan.

C O N G R A T I L A T I O N S to Transportation Manager L. P. C. Wales, the ticket sellers and what not brought to you in home entertainment. The ladies and gentlemen of the press, the fans, particularly the ladies of the rose committee. The New York Central's George Stanton.

THEATRE press agents and exhibitors who made the trip brought to you the following:

THOMAS, who said that it was a "year's excitement" to have the Chicago's B. K.; Harry Ewing, the Fox, Detroit; Everett C. Callow of Warner Bros., Los Angeles, Mr. T., Enfield, New Hampshire; Fred C., St. Louis; and every exhibitor.

A LL of the important nation- ally circulated magazines had representatives present:

They were: Katherine Best, St. John's; Chris Cravens, James Frederic Smith, Liberty, Los Angeles; Owen Davis, How's, New York; Tom P. Miller, Bally, Chicago; John L. Weingartner, Citizen, Chicago.

HAL REFFERER, who has a widely read handbook written in Holly- wood, came in from Hollywood and renewed old acquaintances. That is, some of them. The man- agers with Hal, for he was being courteous and had a pleasant appearance. We always like that about the members who claimed the "fountain of youth.""

CORRESPONDENTS of Chicago and New York newspapers represented those in New York, Chicago, St. Louis, St. Paul, Minneapolis, Mil- waukee, Baltimore, and Chicago, who filed a total of 22,000 words on the opening. Four prime wire photos were wired to these papers.

HARRY BROWNING, publicity manager of the M. P. circuit in Chicago, made this comment: "'Young Mr. Lin- coln' in Leland would be a gratifying situation for every theatre public- ity man and anyone who doesn't get business out of any one thing should be out of the busi- ness altogether. It's the kind of publicity that doesn't enthuse and spur them on."

LLOYD LEE, Chicago News critic, was an authority on the film and wrote a book on Lincoln, and we can honestly report that no one could enjoy more enjoyment out of "Young Mr. Lincoln" than Lloyd. He must have wished he had authored such a grand story as the first one.

LOOKING her usual lovely self, Rose Pellicer of the New York Journal and American was one of the most popular newspaper girls in town. Rose has the knack of anticipating what the Hollywoods will need and Hollywoods would save themselves a lot of unnecessary work if they would follow her writings.

ELSIE PINX of the Philadel- phia Inquirer thought it was "do" a special story on what she observed at the premiere. This showed a keen interest in the pictures and the impact in that pictures place.

ILLINOIS' Governor Horner, who has been ill too long, had the distinguished pleasure of driving the city at the premiere, but he didn't have the time to enjoy the show."

(Continued on page 18A)
“Millions of listeners were tuned in for the premier broadcast of "Lincoln" in Springfield. The drama, written by Doris Lessing and directed by Orson Welles, brought alive the story of the man and the times. Millions of listeners were transported back in time as they listened to the stories of the characters in the drama. The script was filled with powerful dialogues and vivid descriptions, making the listeners feel as if they were there in the historical events. The performance was praised for its acting and production values, and it received critical acclaim. The broadcast was a success and helped to raise funds for the movement to end slavery.
CROWDS EVERYWHERE Here is a scene of the enthusiastic welcome of the crowd that jammed two streets for blocks at the premiere. Note the numerous newspaper cameras on hand to photograph the comings and goings of stars and notables from Hollywood. Are lights turned the Lincoln theatre area into daylight.

THE FAIR SIDE BY JEANNETTE SAUER

Everyone privileged to attend the premiere of Darryl F. Zan-

iuck's new production of "Young Mr. Lincoln," in the per-
rfect setting of the historic Theatre Royal, must have felt the same thrill that I did. The legendarily strong romance that has made the Great Emancipator, while physically handicapped, a household name in every American heart, has been brought into being in a dramatic struggle that glowed with reality. The results we may carry back to the days of the young Abe in Illinois, and through the dramatic forces that made the "survival of the fittest," just as it is today, as a basic principle. It must have been made in the lapse of years, but one can draw an easy parallel between Abe's character and the characters of the young girl kids such as Ann Rutledge, Mary Todd, and Lucy Mer- rill. Abe's mother's country. In what Abe would have known as the "littlest" of the "great river" regionals, Abe had to lead to the highest poet in the land. And Henry Ford is the "Young Mr. Lincoln" in books, in characteristic role. He is a characterization that will live for years to come.

As I sat in the darkened theatre, watching an array of vital, living Lincoln, I was caught up in a dramatic struggle that was gripping, thrilling, and moving. Abe, with his keen, alert, sensitive mind, was making the most of the most trying conditions, of guiding the destiny of his mortality, and he must have been encouraged. His present-day girls were Abe's equal in strength and vitality through individualism, with their unique personalities. One thing impressed me strongly. It was the similarity between women in all walks of life. It was the insight into the women of the New York premiers, attended by Abe, of fashionably and furiously gone celebrities and social leaders, but the premiere of "Young Mr. Lincoln" at Spring-
field was truly as historic a day as Abe proved, beyond doubt, that motion-picture is a powerful force in a far-reaching effect that cities everywhere were aware that the most modern women, whether the richest, or of the New York, Hollywood, in small east-
eran or mid-western suburbs or the west, have perfect taste in dressing. Take the ladies in the hotel given by the Mid-Day Luncheon Club, Springfield, as an example. The feminine members of the club, the visiting stars and newspaper women loved equally. The men, however, preferred their cool prints, stripes and costumes. They admired Abe, but the white and pastel turbans and straw hats made the ladies look fresh. The newspapers that were chosen with an eye to line and color, space, and budget. Judy O'Grady could look as fine as the other stars. She was very much a woman, and it was a case she had acquired taste and her hair, but Abe purchased at a price to fit her person and the occasion, and to drapes of the country— and the colours which have inspired them.

Our Hollywood feminine con-
tingent, consisting of Lucille 
Barthe, Alice Brady and Arleen
Whalan, created quite a stir, first as guests and then later, at the premiere at Lincoln's pageant and the luncheon, and later, of course, at the premiere and the party at his residence. In the world of Washington, and the following is the text of the editorial that appeared in the Illinois State Register, published this Tuesday:

"Young Mr. Lincoln" the Springfield tourists. Famous censors, prominent civil and political leaders will be present. All the brilliant color and excitement of a modern Hollywood will provide the setting for his arrival.

"It is impossible to imagine a greater contrast than that of the poster and the whole affair. 

Giants of Hollywoodinstanced are the audience across the fields and along the winding lanes of what is now known as the Lincoln Trail, between New Salem and 
Springfield, and the Hollywood locomotion with its accompaniment of streamlines, trains, night clubs, radio hook-ups that reach the hearts of the sundry of the audience, to the investment of vast sums of money in the motion picture presentation alone.

"It is peculiarly fitting that the premiere should coincide with the Springfield celebration. Abraham Lincoln is a name that Maran Anderson, famous Negro collaborist, is to appear on the program. It is a fitting occasion to bring the motion picture, "Young Mr. Lincoln," to the attention of the people, with the moment when the world sings 'America' in Young Mr. Lincoln home, on a stage where he began his struggle as a frontier lawyer and man of affairs.

"Springfield welcomes the celebrities—Miss Anderson, Low-
ell Thomas, W. A. Brady, Philip Dale, Walter Lemer, 
Romero, Eddie Collins, and many other wellknown personal-
ages on this Memorial Day. Springfield also welcomes the multitudes who come for the premiere of the motion picture. It is a fitting honor that Lincoln should be so recognized. The Springfield premier will be supported with a tremendous amount of money.

"It is not necessary to make the choice of either one. The Illinois people were at Springfield, and the Springfield interpretation of Lincoln will enlarge our appreciation of all that he was, and what he represented.

"The motion picture industry is today one of the major 
educational forces in American life. Great personalities— 
Beethoven, Lincoln and others—will be available in millions 
for some celestial realm he is looking 
down upon and is happy there in the village where he was born and raised.

"In the language of Tiny Tim we exclaim, 'God bless us, everyone.'"
TYRONE POWER, ANNABELLA TO SOUTH AMERICA

MOVIE-TOWN CITY.—(Special).—When Tyrone Power finishes his current assignment, Louis B. Mayer's "The Rains Came," in 1939-40 super special, he and his wife, the charming Annabella, will go on their belated honeymoon. Meanwhile, they are furnishing their new home.

Tyronne and Annabella are planning to spend their honeymoon in South America.

It was from Rio that the world first heard reports of the romance of this charming pair.

Mr. and Mrs. Power have been delayed with invitations from the South American governments and friends. Tyrone Power was given royal receptions in all of the cities he visited during his flying trip there.

He has many intimate friends in Brazil, Chile, and Argentina.

LIMA, PERU.—Henry Fonda and Mrs. Fonda were here on route to Movie-Town City where they will arrive within the next two weeks. They have been visiting in South America and are now headed north aboard Pan-American Airlines planes. They will return to Hollywood via Mexico City.

BRAZIL'S PRESIDENT WELCOMES MR. KENT

RIO DE JANEIRO.—(By Cable).—In welcoming S. R. Kent to Brazil and in greeting the convention here, Brazil's President Vargas said the motion picture company was the first to back the promise of President Roosevelt for expansion of reciprocal relations between South and North American industries. He said the Government would cooperate to the fullest degree in making Kent's plans successful.

Foreign Minister Oswaldo Maranhao also welcomed the delegations, who were headed by Brazil's Bovettis, Argentina's Bureau, Chile's Rosario and Peru's Chicas.

Overseas Sales Director Walter J. Hutchinson presided over the convention. A banquet will be given the convention a dinner Saturday. Three pictures were seen for a closed screening.

Next week Messrs. Kent and Hutchinson, with Mrs. Kent, will leave aboard the SS. Brazil for New York, stopping off at Trinidad where they will attend the Central American convention.
REVIEWERS WHO APPLAUD "YOUNG MR. LINCOLN"

The picture has been applauded at every performance and I tell you that Henry Fonda is the greatest young actor we have in Hollywood.

Mayor John W. Kaep, Springfield, Ill.: We have been honored, I know, that your company must have produced a picture which it was proud to have planned such an elaborate opening, but, frankly, I am surprised. This picture is even greater than I had expected.

Lowell Thomas: It is a privilege to be associated with a company that has a studio capable of turning out such brilliant entertainment.

Daily Variety: A picture that came up to advance promises. Producer had his eye on box office and young, clean-shaven Lincoln proves a character that should appeal to every type of theatregoer. Crisp Lincoln with another ball's eye and John Ford with another director's head, is the year's directorial triumph.

They can't keep Henry Fonda out of the headlines when the running time comes to select the actor who gives the best performance of the year.

_Hollywood Reporter_: "Young Mr. Lincoln" was applauded by the heads of other studios, by directors, writers, stars and correspondents. It was subjected to a stiff test, but Zanuck's latest achievement will triumph everywhere over anything. Put it down as something that will justify Hollywood being chatty. A credit to the studio that made it and to the industry as a whole—and executives will embrace it because it is box office. A picture they'll remember for years to come.

Springfield Journal: "Young Mr. Lincoln" is a masterpiece. The thin-headed applause of the audience testified to its entertainment quality. Henry Fonda as Lincoln is unbeatable. John Ford has scored another triumph.

Springfield Republican: All that advance reports said it was—and more, for a more entertaining picture has not reached the local theaters in the book. Outstanding is Henry Fonda, but the entire cast does excellent work. Picturegoers photographed, its players go through the story as humans should. They make us laugh and, occasionally, one has to fight tears. Yes, there is suspense and drama.

Bill Hollander, Chicago: A showman's delight. Zanuck, Ford, Trent T, Fonda and the others have done a great job and it is up to exhibitors and publicity experts to capitalize on the excellent results of their effort. A great picture for any theatre privileged to run it, but get behind it.

Harry Browning, Boston: To see this picture is to see one of the best entertainments Hollywood has provided. Therefore, our job is to get people to see it right off the bat—and after that word of mouth will do the rest. If any picture merited an elaborate exploitation campaign, "Young Mr. Lincoln" does.

Charles Winchell, Minneap.: A pleasure to have a picture like this to work on. It's great fun. Henry Fonda is sensational in the title role. I was genuinely thrilled.

The picture that boasted so many fine performances. Yes, Henry Fonda is away out front in the matter of portrayals, but I never saw such a performance as Alice Brady gives when on the witness stand she is asked to read one boy to the gallows if the other is to be saved. The picture is filled with sequences that you keep recollecting hours after you have seen it.

Clyde W. Eckhardt, Chicago: There are no "ifs, ands" or "buts" about it; "Young Mr. Lincoln" is a great picture. This clean-shaven youngster brings us a new conception of Lincoln. This business will never turn out a finer effort; you cannot have an entertainment with more audience appeal.

MORE COMMENTS FROM THE EXPERTS

Carter Barrow

John Walker

Rose Pelick, C. B. McCarthy, Prunella Hall

Tom Kennedy

Lee Morrow

Frank Farrell

adults who take their time about things.

Lee Morrow, New York Mirror: One of the "must" pictures in the theatregoing career of every man and woman.

Bob O'Donnell, Inter-State circuit: "We're all thankful to Zanuck and 20th Century-Fox for such a wonderful piece of entertainment."

Edward M. Fay, Providence, R. I.: We're going ahead with plans for a holodeck. That is what I think of it.

Morris Mechanic, Baltimore, Md.: The Baltimore critic who went to Springfield are back. "Young Mr. Lincoln" is the best picture they have seen in 20 years and that I am justified in predicting just that. What more can I add to that?

Irving Lesser, Roxy, New York: Best evidence of the hold this picture gets on people is the fact that the women are seeing it twice. Patrons' comments are wonderful.

Fred Smith

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EXTRA

By Long Distance Telephone

NEW YORK—This (Saturday) morning newspapers are vibrant with superlatives praising Zanuck's "Young Mr. Lincoln" which opened yesterday at the Roxy.

From the conservative New York Times to the subway rider's and office girls' delight—the Daily News, with the largest circulation of any newspaper in the Northern Hemisphere—came only the highest praise for everything in this production.

The audience applauded the picture at every show. This and the fact that those comments are extraordinarily enthusiastic attested critics sufficiently to incorporate such observation in their reports. In fact, one reported, he heard several women burst out after they had "stayed to see the picture three times."

Rose Pelick and Bland Johansen, who attended the Springfield showing earlier in the week, enjoyed "Young Mr. Lincoln" even more when they saw it a second time.

The New York Times rated "Young Mr. Lincoln" among the four accomplishments of Hollywood, rating over the directorial handling of the situations and characteristics by John Ford. Henry Fonda's performance was reported to be not only his best, but one of the finest any actor ever gives.

Kate Cameron, editor of the Daily News, used such adjectives as "enjoyable," "beautiful," etc. That she derived much joy from the story was apparent. Henry Fonda and Alice Brady were loved. Dorothy Mack, too, came in for the attention of this and several other reviewers. The courtroom scene was appraised one of the best shots on the screen.

Ellen Froehman of the New York Sun followed up on her enthusiastic, wired report from Springfield, going into greater detail in pointing out the many more appealing features of "Young Mr. Lincoln," but devoting most of her review to the superb acting of Henry Fonda.
JANE WITHERS finally will get a chance for a real vacation. At the request of her mother, Mrs. Ruth Withers, Executive Producer Sol M. Wurtzel has agreed to complete the starlet’s 1939 schedule of four starring films by mid-December of this year. This means that Jane will have from December 15 to April 15—four months—for a vacation trip which, according to the studio’s plans, may include a visit to a foreign country. Young Miss Withers is currently at work in “Children in Wartime” with Leo Carrillo, Spring Byington, Marjorie Weaver and Kane Richmond. Before vacation-time, she will make “The Roughneck,” a story with an Army background, followed by “High School.”

STEWART REBURN, Sonja Henie’s handsome young skating partner, won’t have time to hang up his skates for a career as an actor. It’s his personal Canadian ice champion who toured the nation last year with Miss Henie and appears with her in the Irving Berlin production, “Second Fiddle,” went abroad the two-camera ship after he finished his present assignment for a display of dramatic technique. Born in Toronto, Can., Reburn partici-

PREMIERE CROWD IS SURPRISED

(Continued from page 15A)

...and Missouri...

...did produce the MBC's...Lincoln...strict Legislature...Lincoln's...tion...The...Chicago...Brady, Lloyd, of the...Travel...Chicago...Lewis, of the...GREAT SCENE This is the sequence where Henry Fonda, as the young lawyer, reads a letter to Alice Brady, the mother of his clients, charged with murder. This scene is full of pathos—and humor. One second there is a lump in your throat and the next you are roaring at some humorous atonement of young Lincoln.

GREAT SCENE

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ON TRIAL Donald Meek, as the prosecuting attorney, too, does a fine piece of acting. Here he is matching wits with the apparently unconscionable Henry Fonda as the lawyer of two boys charged with having killed a man—in the presence of their mother.

The Lawyer from the West and His Clients

The Lawyer from the West and His Clients

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ACE U. S. CRITICS "COVER PREVIEW" FROM COAST TO COAST WHO WERE ON SPECIAL TRAIN AND PULLMANS

Ace motion picture critics and editors from Kansas City to the Atlantic coast and from the southern border to the Gulf of Mexico joined with theatregoers and distinguished citizens in acclaiming "Young Mr. Lincoln."The praise was for the first time in the industry's history of world premières staged outside of New York or Hollywood on a metropolitan newspaper's time schedule. The Times, Herald-Tribune and Sun assigned ace dates to the Springfield affair.

Wirephoto experts were on hand to wire premiere pictures to Hearst and other newspapers throughout the nation. Newspaper writers west of Kansas City were not on hand because of showings in their cities scheduled for Thursday and Friday. But pre-release openings set for Friday, Coast critics were to view the picture at the premiere. The Wilshire theatre in Los Angeles Friday night, with Marian Anderson, famous Negro contralto, singing there, too.

Among those who were transported to Springfield either in the special train from New York or in special Pullman cars from Chicago were:

ALBANY
Buncher, C. H., Rochester Express
Van Olinda, Edgar S., Times-Union

BOSTON
Clark, Vernon, News

BLOOMINGTON
Wells, Herman B., Indiana University

CHICAGO
Adams, Marjory, Chicago Daily News
Boden, Peg, Chicago Daily News
Bridgman, Doris, Chicago Daily News
Halpert, Howard, Chicago Daily News
Kolu, Parnella, Chicago Daily News

BUFFALO
Martin, N. E. A., Courier-Express
McCurry, Tom, Times

CHICAGO
Anders, Doris, Herald Examiner
Buxa, Paul, Apple-Butter, 20th Century-Fox
Cohen, Harold, The Knickerbocker
Copeland, Helen, Times-Telegram
Bailey, Charles, Shaw's Buffalo Theatre

CINCINNATI
Dierkes, E. V., RKO Palace Theatre
Hodgins, E. B., Enquirer

CLEVELAND
Spach, Arthur, Press

DAYTON
Gentry, Charles, Press
Poultier, James B., News Press and Guide
Weatherly, C., News Press and Guide

DETROIT
Center, Charles, Press
Poultier, James B., News Press and Guide
Weatherly, C., News Press and Guide

HOLLYWOOD
Barrows, Mable, Hollywood Examiner
Hollister, Hal, Variety
Howe, Alice, Theatres Weekly
Loudy, Lloyd, News

INDIANAPOLIS
Dierkes, E. V., RKO Palace Theatre
Hodgins, E. B., Enquirer

KANSAS CITY
Erickon, Charles, Kansas City Star
Wright, Walter, Kansas City Star

LAPLACE
Robinson, Thomas, 20th Century-Fox

MILWAUKEE
Peacock, Ed, Milwaukee Journal

MINNEAPOLIS
Winkle, Charles, Minneapolis News

NEW YORK CITY
Buncher, C. H., Rochester Express
Bunke, Robert, Sunday News
Carruthers, E. H., News
Connor, Edward, News
Green, L. E., New York Sun
Hoffert, C. H., News
Hoffert, C. H., New York Sun
Hubbard, Ed, News
Kolb, W. C., News
Lauter, George, News
Mayberry, Charles E., News
Parrish, Louis, News
Potter, Albert, News
Sister, C. C., News
Smith, Fred, News
Wright, Walter, Kansas City Star

NEW DYNAMO
Smith, Frederick James, Liberty
Thomas, Longer, 20th Century-Fox News
Walker, John, Herald Tribune News
Younger, Joe, New York Sun

PHILADELPHIA
Callow, Everett C., Warner Circuit
Flack, Ebenezer, Post-Dispatch
Hoffert, C. H., News
Kolb, W. C., News

PITTSBURGH
Cohen, Harold, Post-Dispatch
Kolb, W. C., News

ROCHESTER
Cullen, William, Herald-Register
Miller, A. M., Times-Telegram

ROCKFORD
Skoogh, William, Illinois State Association

ST. LOUIS
House, Marion, Star-Telegram
Kaufman, Leo, Beacon-News
MacDonald, R. H., 20th Century-Fox
Thomas, S., Post-Dispatch

SYRACUSE
Lampe, Gus, RKO-Schaefer Theatre

WASHINGTON
Barrett, Hurley, Long's Theatre
Dillwyn, Katherine, Star
Kelly, Andrew, Times-Herald

MANAGER ZIMMER OF THE Five-Lincoln Theatre wears a Kleig smile today. And why not? He, and his New York associates have all of its papers, posters, pamphlets, postcards, politicians (The Peepol) —-hailing for tonight's premiere presentation of a company of actors "Young Mr. Lincoln"!

I do hope that when Mr. Zimmer's premiere is over, and the reports of tonight's performance trick into my ears, I shall not hear that these people are missing a "shilling". I can hear our Chicago critics in their usual "blowing" mode: "Oh, it's a lovely film!" I wish our critics would learn the art of giving criticism that is genuine and sincere.

SLEEP better now beneath the God-given maples with my family and old friends in Oak Ridge. I WISH THAT LOWELL THOMAS would incorporate in his broadcasts some of the words of Lindsay who knew Lincoln only as a super-star and super-angel counting on me to countenance his "Ten Building Of Springfield":

"Let not our town be large, remembering that Little Athens was the Museum's home, that Oxford rules the heart of London still, and that Florence gave the Renaissance to Italy. Record it for the grandson of your son — a city is not built in a day; our little town cannot complete her soul till countless generations pass away. Now let each child be joined as to a church To her perpetual hopes, each man ordained. Let every street be made a reverent aisle Where Music grows and Beauty is unchained.

"Let Science and Machinery and Trade Be slaves of her, and make her all in all, Building against our blatant, restless time An unseen, skillful, medieval wall. Let every citizen be rich toward God. Let Christ, the barger, touch divinity. We build up parks that students from afar Would choose to start in, rather than go home, Fair little squares, with Phidian ornament, Food for the spirit, milk and honeycomb."

Eddie Collins Comes in Quietly; Leaves Acclaimed

Comedian Eddie Collins arrived in Springfield, Ill., little known, and quietly, but by 3 o'clock in the afternoon he was being followed by a phalanx like kids used to trail Rube Ruth.

Eddie Collins declared himself to every man and woman in Springfield.

He is a bit of a lout, but he came to town an unknown and left a star.

This veteran trooper was given an ovation everywhere he stopped. The newspaper writers editorialized on the crowds' reception to him and the loud and long applause he spoke.

And when after "Young Mr. Lincoln," was shown, the audience again and again urged that the crowd rushed. In fact, had it not been for the applause of the audience, Eddie would never have got out with an inch of his clothing on. He was mobbed, every look at it all good-naturedly and signing autographs.

It was truly a memorable day for Eddie Collins — he left Springfieldians much happier and as his friends and ardent booters.

"When will they start our volume blood nitrite With Latin words, that set us free? When will they make a path of beauty clear Between our riches and our liberty? We must have many Lincoln-heaved men. A city is not built in a day. And they must do their work, and come and go. While countless generations pass away."

—V. T. DALLMAN, SR. (Admiral).
GREATEST CAMPAIGN OF ITS KIND!

Midwest Showmen Flabbergasted by Turnout

The world premiere of "Young Mr. Lincoln," at Springfield, Ill., climaxd a month of careful planning and team-work on the part of New York and studio amigos here.

Under the supervision of Publicity and Advertising Director Charles E. McCarthy, what was unquestionably one of the greatest and most effective campaigns ever to launch a motion picture was the result.

That some 56,000 people jammed Springfield on Tuesday is the answer to the effectiveness of the advance campaign and the sensational publicity obtained in newspapers—and all in such good taste as to bring the praise of a municipality, from its mayor down to its business men.

Veteran newspaper men who in their time have attended many premieres, were loudest in their praise of the dramatic manner in which "Young Mr. Lincoln" was introduced.

No publicity department received greater co-operation.

Typical of the sort of co-operation received, the Illinois legislature adjourned in order that the visitors could be accommodated at Springfield's two hotels. Mayor Kapp issued a proclamation.

The legislature passed a resolution urging its membership to attend in a body.

Local newspapers published 48-page souvenir editions, with the entire contents devoted to "Young Mr. Lincoln" and historical data on the most distinguished citizen Springfield has had.

The business men co-operated to the extent that they decorated the downtown streets, the stores, made special window displays, etc., etc., the city government authorized the installation of larger lights to turn Springfield's night into daylight.

Shields reading "Welcome 30th Century Fox Stars" were on every post.

Huge banners were flung across principal thoroughfares.

GET THIS

The police issued an order keeping private cars off the downtown streets, the crowds having been anticipated.

Only cars carrying the visitors were allowed to go down to the hotels.

Hotels dressed their employees in the period of young Lincoln.

Newspapers ran a total of 11 editorials—all in advance, two on day of premiere, and two on the day following.

Every taxi-driver and 72 privately owned vehicles went over to the visitors, with distinguished business men serving as chauffeurs.

Even opposition theatres displayed signs of welcome—and profited because of the record crowds, for the overflow was enough to pack more than two score of houses.

All records for a day's volume of display advertising were smashed by the Illinois State Register and Illinois State Journal, thanks to the "Young Mr. Lincoln" souvenir editions. Every store in the downtown area was represented.

The Chicago & Alton railroad ran excursions—and in two and three sections.

Troupes of all descriptions were negotiated.

Night clubs and taverns put on special entertainment—in advance of the premiere.

The famous Mid-Day Luncheon Club called an extraordinary get-together to welcome Lowell Thomas and the stars.

More people were attracted to historic spots attached to Lincoln's life than had visited them in a whole year, according to officials of the historical society.

Showmen throughout the Midwest were flabbergasted by the magnitude of the campaign.

They had never seen anything like it.

Rodney Rush, exploitation manager, and Lou Davidson, working under Mr. McCarthy, attended to the Springfield end.

Publicity Manager, Earl Wiegand, Leonard Gaynor, Bill Chalmers, George Sauer and Christy Wilbert had a multiplicity of assignments, but all contributed importantly to putting on a campaign that brought world-wide attention to "Young Mr. Lincoln," which gave Springfield one of its great days, comparable only with the departure of Lincoln for Washington, celebration of the signing of the armistice and the visit of war-time British prime minister, Lloyd George.

It was a masterpiece in showmanship.

More actual wired press wordage was inspired by the world premiere of "Young Mr. Lincoln" than any other two widely ballyhooed openings held this season combined. The campaign was handled so expertly that for the first time New York newspapers assigned staff writers to cover the opening.

All the news syndicates, pictorial services, radio networks, and important magazines sent representatives.

It was the first affair of its kind that utilized photofaxes.

Some newspapers sent us many as four reportorial-photofax camera men from New York, Chicago, St. Louis and this city were on hand.
EXTRA INDEED! SHOWMEN, CRITICS AGREE!

CHARLES TAYLOR, publicity director of Shea's Buffalo theatres, is pictured above the "Young Mr. Lincoln" special with W. E. J. Martin, critic of the Buffalo Courier Express.

CESAR ROMERO was never too busy to sign his autograph—and that meant he was continuously besieged. Cesar returned to Movietone City Friday preliminary to starting work in "Frontier Marshal," a 1938-39 release that will feature Randolph Scott, Nancy Kelly and Binnie Barnes. Incidentally, Binnie, too, attended the premiere, not only giving autographs, but dancing with admirers from midnight to three in the morning.

JEANNETTE SAUER, the busiest, most accommodating little lady at the premier, but never too busy to co-operate, so it was no wonder that her part brought such sincere praise from the newspaper folks. Distinguished, bespectacled young gentleman in centre is Russell Olsen of the New York Times and at extreme left is Earl Wingart.

CHECKUP at the Grand Central Station with Bill Chambliss checking in Terry Ramsaye, Motion Picture Herald editor, as Transportation Manager J. Lineer (hat and part of profile in rear, right) sees that the publisher's accommodations are what they should be.

MAYOR KAPP of Springfield is flanked by Publicity and Advertising Director Charles E. McCarthy at left and Rodney Bush at the right. The Mayor remained with the visitors from the moment they stepped off the special until they left the very hospitable city.

LOUIS REID, Cosmopolitan publicity manager, is the gentleman in the light suit flanked by other publicists and two critics.

WHAT AN ENTERTAINER he is! Radio Star Howard entertained deep into the night, Monday, Tuesday and Wednesday—and enlivened the trip no little.

MR. AND MRS. Jack Harrower, and Tom Kennedy. Jack is the widely read columnist of Film Daily, while Tom is an ace on Showman's Trade Review. Sam Shain, editor of Motion Picture Daily, came on from Hollywood. All trade papers and regionals were represented.

OBSERVATIONS

So huge was the crowd at the stations that, as Mr. and Mrs. Lowell Thomas stepped down from Ann Rutledge Limited from New York, hundreds of folks crushed in—and the two were parted. It required the service of detectives to find and "rescue" Mrs. Thomas, but being quite a lovely person she took it all with a smile.

* The writer was with the Thomases. We dropped our chapeau and that was that! Made a grand bit for that crowd! Sam Shain, loaded down with golf bags, tennis racquets, newspapers and what not, got through unscathed. Some people have all the luck. But before the day was over Sam reported someone pulled at his 40 (!) tie!
"Young Mr. Lincoln" Acclaimed: