

presenting a Golden Picture

# movies

from **a.a.p.**

courtesy of Warner Bros.

Associated Artists Productions Corp.

*Programs of Quality*  
*from*  
*Quality Studios*

Warner Bros. Features  
and cartoons  
Popeye cartoons



**Great entertainment draws big, responsive**



# audiences

This is true of theatre, radio, movies, television, and all media

For more than 30 years, between  
45 and 60 million people every  
single week have gone out to the  
movies. Americans have the

**movie**



# habit

Now on television, they're watching movies in ever increasing numbers. And they watch every picture from start to finish. Who ever walked out in the middle of a movie?

*George Raft, Marlene Dietrich  
and Edward G. Robinson in "Manpower."*

**For decades,**

**one of the greatest names in  
the most popular medium  
of entertainment has been**

**Warner**

**Bros.**



Box office admissions and critical acclaim have proved the

**consistent**



*Herbert Corthell,  
with Paul Muni,  
star of  
"The Story of Louis Pasteur"*

# SUCCESS

of Warner Bros. movies  
from Academy Award winning  
"STORY OF LOUIS PASTEUR"  
to Academy Award Winning  
"TREASURE OF SIERRA MADRE"

*Humphrey Bogart  
in "The Treasure of  
Sierra Madre,"\*  
also starring Walter Huston*



\*Reserved for theatrical release. Available for first run on television Sept. 15, 1957.



Warner Bros. Movies  
have amassed a total  
up to 1950 of

**over 40 "Oscars"**

and have grossed  
a box-office total of nearly

**a billion dollars**

Only great entertainment  
could achieve this record



*Irene Manning and Dennis Morgan,  
star of "My Wild Irish Rose,"  
which grossed \$3,100,000.*

**what**

**makes**

**gr**

**entertai**

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mmement?

*Leslie Howard and Bette Davis, who star with  
Humphrey Bogart in "Petriefed Forest," by  
Robert Sherwood.*



**great stories**

## **and writers**

Hundreds of thousands of dollars have been paid for single properties, like Lillian Hellman's long-running Broadway hit, "Watch On The Rhine," and Hervey Allen's all time best-selling novel, "Anthony Adverse." Great properties like Ernest Hemingway's "To Have and Have Not" and James Thurber-Elliot Nugent's "The Male Animal" have been translated to the screen and original screenplays written by such top writers as Norman Reilly Raine and Kaufman and Hart.

*Cary Grant and John  
Garfield (right) in  
"Destination Tokyo,"  
produced by Jerry Wald*



**great producers**

**and directors**

Any picture entrusted to such film luminaries as Jack L. Warner, Hal B. Wallis, Jerry Wald, Michael Curtiz, Mark Hellinger, William Dieterle and John Huston can be counted on for popular and artistic success.



*great amounts*



# of time and money

Television once or twice has spent a month  
and \$300,000 on a possibly successful program.  
Movies *regularly* devote months, even years,  
and a million dollars or more to the  
production of *each* picture. There's no substitute  
for the values these elements  
contribute to great entertainment.



*James Cagney and Joe E. Brown in  
"A Midsummer Night's Dream," by William  
Shakespeare, with a cast of 1000.*



great

promotion

Millions upon millions of dollars have been spent on advertising, exploitation, personal appearances and all forms of promotions to build fine pictures and top personalities into the biggest audience-pullers in entertainment history.



*Ian Hunter with Errol Flynn,  
star with Olivia de Havilland of  
"The Adventures of Robin Hood" \**



**great**

## **production**

No detail of a movie is spared to get as near perfection as is humanly possible, as indicated by the Three Academy Awards won by "The Adventures of Robin Hood" for such important elements of quality as Film Editing, Music Scoring, and Art Direction.

*Bette Davis, with  
Fay Bainter in "Jezebel",  
for which roles both  
actresses won Academy Awards.*



## and great stars

Many elements contribute to the making of fine movies, but it has always been the Star personalities that the public have flocked to theatres to see. "The play's the thing" to begin with, but the Star makes the play come alive.

MONUMENTAL BEST-SELLER! TOWERING SCREEN TRIUMPH!

GARY COOPER  
PATRICIA NEAL

"NO MAN TAKES  
WHAT'S MINE!"

A PICTURE  
TO REMEMBER  
FROM  
WARNER  
BROS.

THE FOUNTAINHEAD



what



# is a star?

Many years and many millions of dollars were devoted to building to Stardom those very, very few who are so well known, so well liked that they are more important to the movie-going public than the story, director, or any other element of a picture . . . truly the "Star Attractions". That is why the Star is billed above the title.



Warner Bros. stars drew millions of  
people into theatres...and  
they've been drawing  
even greater numbers  
to television screens.

**stars are stars**



*Charles Boyer and  
Claudette Colbert  
in "Tovarich"*



**everywhere**





**stars and**





**more stars**



the



*Charles Bickford, with Jane Wyman & Lew Ayres,  
stars of "Johnny Belinda" \* which won a total  
of 10 Academy Award Nominations,  
plus the "Oscar" itself by Jane Wyman  
as best actress of the year.*

# **G R E A T**

**stories and writers  
producers and directors  
time and money  
promotion  
organization  
production  
and stars**

are well represented in every one of the twelve groups of  
Warner Bros. movies now available for television.  
Select any number of groups from one to twelve...  
right down the line you get consistently  
GREAT ENTERTAINMENT.

group

# I

David Niven and Jane Wyman  
in "A Kiss in The Dark"



**ADVENTUROUS BLONDE**  
*Glenda Farrell, Barton MacLane*

**\*BADMEN OF MISSOURI**  
*Dennis Morgan, Jane Wyman, Arthur Kennedy*

**BIG SHAKEDOWN**  
*Ricardo Cortez, Bette Davis*

**BORDERTOWN**  
*Paul Muni, Bette Davis*

**BRIDES ARE LIKE THAT**  
*Ross Alexander, Anita Louise*

**BROADWAY HOSTESS**  
*Phil Regan, Winnie Shaw, Lyle Talbot*

**CASE OF THE VELVET CLAWS**  
*Warren William, Claire Dodd*

**CHEROKEE STRIP**  
*Dick Foran, Jane Bryan*

**COWBOY FROM BROOKLYN**  
*Dick Powell, Pat O'Brien, Ann Sheridan*

**THE CRASH**  
*Ruth Chatterton, George Brent*

**DANGEROUSLY THEY LIVE**  
*John Garfield, Nancy Coleman, Raymond Massey*

**\*DESPERATE JOURNEY**  
*Errol Flynn, Ronald Reagan*

**DEVIL DOGS OF THE AIR**  
*James Cagney, Pat O'Brien*

**DEVOTION**  
*Ida Lupino, Paul Henreid, Olivia de Havilland*

**DISRAELI**  
*George Arliss, Joan Bennett*

**EAST OF THE RIVER**  
*John Garfield, Brenda Marshall*

**\*EDGE OF DARKNESS**  
*Errol Flynn, Ann Sheridan, Walter Huston*

**ELEVEN MEN AND A GIRL**  
*Joe E. Brown, Joan Bennett*

**EMPLOYEES ENTRANCE**  
*Loretta Young, Warren William*

**ESCAPE IN THE DESERT**  
*Helmut Dantine, Jean Sullivan*

**ESCAPE ME NEVER**  
*Errol Flynn, Ida Lupino, Eleanor Parker*

**EXPENSIVE WOMEN**  
*Dolores Costello, Warren William*

**THE EXPERT**  
*Chic Sale, Lois Wilson*

**FLAXY MARTIN**  
*Virginia Mayo, Zachary Scott, Dorothy Malone*

**FOOTSTEPS IN THE DARK**  
*Errol Flynn, Brenda Marshall*

**FOUR'S A CROWD**  
*Errol Flynn, Olivia de Havilland,  
Rosalind Russell*

**FRIENDS OF MR. SWEENEY**  
*Charles Ruggles, Ann Dvorak*

**FUGITIVE FROM JUSTICE**  
*Roger Pryor, Don Douglas*

**GAY SISTERS**  
*Barbara Stanwyck, Geraldine Fitzgerald,  
George Brent, Gig Young*

**GOODBYE AGAIN**

*Joan Blondell, Warren William*

**GREAT MR. NOBODY**

*Eddie Albert, Joan Leslie*

**HAUNTED GOLD**

*John Wayne*

**HEART OF THE NORTH**

*Dick Foran, Patric Knowles*

**HELL'S KITCHEN**

*Ronald Reagan, Dead End Kids*

**HI NELLIE**

*Paul Muni, Glenda Farrell*

**I AM A THIEF**

*Ricardo Cortez, Mary Astor*

**I SELL ANYTHING**

*Pat O'Brien, Ann Dvorak, Claire Dodd,  
Margaret Lindsay*

**A KISS IN THE DARK**

*David Niven, Jane Wyman, Broderick Crawford*

**THE KING'S VACATION**

*George Arliss, Dick Powell*

**LADY GANGSTER**

*Faye Emerson, Julie Bishop*

**LITTLE CAESAR**

*Edward G. Robinson, Douglas Fairbanks, Jr.*

**LITTLE GIANT**

*Edward G. Robinson, Mary Astor*

**MIND READER**

*Warren William, Constance Cummings*

**NANCY DREW TROUBLESHOOTER**

*Bonita Granville, John Litel*

**OTHER MEN'S WOMEN**

*James Cagney, Joan Blondell, Mary Astor*

**PETRIFIED FOREST**

*Humphrey Bogart, Leslie Howard, Bette Davis*

**PRIDE OF THE MARINES**

*John Garfield, Eleanor Parker*

**RIVER'S END**

*Charles Bickford, Evelyn Knapp*

**SATAN MET A LADY**

*Bette Davis, Warren William*

**SINGAPORE WOMAN**

*Brenda Marshall, David Bruce*

**STORY OF SEABISCUIT**

*Shirley Temple, Barry Fitzgerald,  
Lon McCallister*

**\*TREASURE OF SIERRA MADRE**

*Humphrey Bogart, Walter Huston*

**TREACHERY RIDES THE RANGE**

*Dick Foran, Paula Stone*

**TWO MRS. CARROLLS**

*Humphrey Bogart, Barbara Stanwyck,  
Alexis Smith*

**TUGBOAT ANNIE SAILS AGAIN**

*Jane Wyman, Ronald Reagan*

**THE UNSUSPECTED**

*Joan Caulfield, Claude Rains*

**YOU CAN'T GET AWAY WITH MURDER**

*Humphrey Bogart, Gale Page*

**YOU SAID A MOUTHFUL**

*Ginger Rogers, Joe E. Brown*

*Dane Clark, Tony Caruso  
with John Garfield in  
"Pride of The Marines"*





group

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*Edward G. Robinson,  
John Garfield and Ida Lupino  
in "The Sea Wolf",  
also starring Barry Fitzgerald*



**AS THE EARTH TURNS**  
*Donald Woods, Dorothy Peterson*

**\*BLACK FURY**  
*Paul Muni, William Gargan, Akim Tamiroff*

**BROADWAY MUSKETEERS**  
*Ann Sheridan, Marie Wilson*

**CALIFORNIA MAIL**  
*Dick Foran, Linda Perry*

**CAPTAIN THUNDER**  
*Fay Wray, Victor Varconi*

**CASE OF THE BLACK CAT**  
*Ricardo Cortez, June Travis*

**DAREDEVIL DRIVERS**  
*Dick Purcell, Beverly Roberts*

**DINKY**  
*Jackie Cooper, Mary Astor*

**ESCAPE FROM CRIME**  
*Richard Travis, Julie Bishop*

**FATHER IS A PRINCE**  
*Grant Mitchell, Nana Bryant*

**FLIRTING WIDOW**  
*Basil Rathbone, Dorothy Mackaill*

**FOUNTAINHEAD, THE**  
*Gary Cooper, Patricia Neal, Raymond Massey*

**FOUR MOTHERS**  
*Eddie Albert, Claude Rains, Lane Sisters*

**FRISCO KID**  
*James Cagney, Margaret Lindsay*

**FROM HEADQUARTERS**  
*George Brent, Margaret Lindsay*

**GAMBLING LADY**  
*Barbara Stanwyck, Joel McCrea, Pat O'Brien*

**GENTLEMAN JIM**  
*Errol Flynn, Alexis Smith, Jack Carson*

**GIRLS ON PROBATION**  
*Susan Hayward, Ronald Reagan*

**GOLD DIGGERS OF 1935**  
*Dick Powell, Adolph Menjou, Alice Brady*

**GRANNY GET YOUR GUN**  
*May Robson, Harry Davenport*

**HARD TO GET**  
*Dick Powell, Olivia de Havilland*

**HER KIND OF MAN**  
*Dane Clark, Janis Paige, Zachary Scott*

**HERE COMES THE NAVY**  
*James Cagney, Pat O'Brien*

**INDIANAPOLIS SPEEDWAY**  
*Ann Sheridan, Pat O'Brien, John Payne*

**JAILBREAK**  
*June Travis, Barton MacLane*

**JOHN LOVES MARY**  
*Ronald Reagan, Patricia Neal, Jack Carson*

**\*KINGS ROW**  
*Ann Sheridan, Robert Cummings, Ronald Reagan*

**LADIES THEY TALK ABOUT**  
*Barbara Stanwyck, Preston Foster*

**LAW OF THE TROPICS**  
*Constance Bennett, Jeffrey Lynn*

**LOCAL BOY MAKES GOOD**  
*Joe E. Brown, Dixie Lee*

**LOVE IS A RACKET**

*Douglas Fairbanks, Jr., Francis Dee*

**MAMMY**

*Al Jolson*

**MAN WHO TALKED TOO MUCH**

*George Brent, Brenda Marshall*

**MARY JANE'S PA**

*Guy Kibbee, Aline MacMahon*

**\*MASK OF DIMITRIOS**

*Zachary Scott, Sydney Greenstreet, Faye Emerson*

**MASSACRE**

*Richard Barthelmess, Ann Dvorak*

**MILLION DOLLAR BABY**

*Ronald Reagan, Jeffrey Lynn, Priscilla Lane*

**MY PAST**

*Bebe Daniels, Ben Lyon, Joan Blondell,  
Lewis Stone*

**MY WILD IRISH ROSE**

*Dennis Morgan, Arlene Dahl*

**OIL FOR THE LAMPS OF CHINA**

*Pat O'Brien*

**OLD ACQUAINTANCE**

*Bette Davis, Miriam Hopkins*

**ONE SUNDAY AFTERNOON**

*Dennis Morgan, Janis Paige, Don DeFore*

**OVER THE WALL**

*Dick Foran, Ward Bond*

**PRIDE OF THE BLUE GRASS**

*Edith Fellows*

**READY, WILLING AND ABLE**

*Jane Wyman, Ruby Keeler*

**ROUGHLY SPEAKING**

*Rosalind Russell, Jack Carson*

**RULING VOICE**

*Walter Huston, Loretta Young*

**SEA WOLF**

*Edward G. Robinson, Ida Lupino, John Garfield*

**SH-THE OCTOPUS**

*Alan Jenkins, Hugh Herbert*

**SHINE ON HARVEST MOON**

*Ann Sheridan, Dennis Morgan*

**SIDE SHOW**

*Winnie Lightner, Donald Cook*

**SILVER RIVER**

*Errol Flynn, Ann Sheridan*

**\*STRAWBERRY BLONDE**

*Rita Hayworth, James Cagney,  
Olivia de Havilland*

**TENDERFOOT, THE**

*Joe E. Brown, Ginger Rogers*

**THIS WAS PARIS**

*Ben Lyons, Ann Dvorak*

**TWO SECONDS**

*Edward G. Robinson, Preston Foster*

**UPPER WORLD**

*Warren William, Ginger Rogers, Mary Astor*

**WALKING DEAD**

*Boris Karloff, Ricardo Cortez*

*Rosalind Russell and Jack Carson in  
"Roughly Speaking"*



group

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Paul Henreid and  
Hedy Lamarr in  
"The Conspirators"



**ACTION IN THE NORTH ATLANTIC**  
*Humphrey Bogart, Raymond Massey*

**ADVENTURE IN IRAQ**  
*John Loder*

**ADVENTURES OF JANE ARDEN**  
*William Gargan, Rosella Towne*

**ALWAYS IN MY HEART**  
*Kay Francis, Walter Huston*

**ANGELS WASH THEIR FACES**  
*Dead End Kids, Ann Sheridan*

**BLESSED EVENT**  
*Lee Tracy, Dick Powell, Mary Brian*

**BOULDER DAM**  
*Ross Alexander, Patricia Ellis*

**BROTHER ORCHID**  
*Edward G. Robinson, Ann Sothorn,  
Humphrey Bogart*

**CEILING ZERO**  
*James Cagney, Pat O'Brien*

**CHILD IS BORN, A**  
*Nanette Fabray, Jeffrey Lynn,  
Geraldine Fitzgerald*

**CHRISTMAS IN CONNECTICUT**  
*Barbara Stanwyck, Dennis Morgan*

**\*CONFLICT**  
*Humphrey Bogart, Alexis Smith*

**CONSPIRATORS, THE**  
*Hedy Lamarr, Paul Henreid*

**DARK HORSE**  
*Bette Davis, Warren William*

**\*DARK PASSAGE**  
*Humphrey Bogart, Lauren Bacall*

**DISPATCH FROM REUTERS**  
*Edward G. Robinson, Eddie Albert*

**FRISCO JENNY**  
*Ruth Chatterton, Donald Cook*

**GIVE ME YOUR HEART**  
*Kay Francis, George Brent*

**GOLD DIGGERS IN PARIS**  
*Rudy Vallee, Rosemary Lane*

**GREEN GODDESS**  
*George Arliss, H. B. Warner, Ralph Forbes*

**GUNS OF THE PECOS**  
*Dick Foran, Anne Nagel*

**HONEYMOON FOR THREE**  
*Ann Sheridan, Jane Wyman, George Brent*

**HOT HEIRESS, THE**  
*Walter Pidgeon, Ona Munson, Ben Lyon*

**\*JOHNNY BELINDA**  
*Jane Wyman, Lew Ayres*

**JUKE GIRL**  
*Ann Sheridan, Ronald Reagan*

**KEYHOLE, THE**  
*Kay Francis, George Brent*

**KING AND THE CHORUS GIRL**  
*Jane Wyman, Joan Blondell, Fernand Gravet,  
Kenny Baker*

**KING OF HOCKEY**  
*Dick Purcell, Marie Wilson*

**THE LASH**  
*Richard Barthelmess, Mary Astor*

**MAKE YOUR OWN BED**  
*Jane Wyman, Jack Carson*

**MAN WHO PLAYED GOD**  
*George Arliss, Bette Davis*

**NANCY DREW AND THE HIDDEN STAIRCASE**  
*Bonita Granville, John Litel*

**OFFICE WIFE**  
*Lewis Stone, Joan Blondell*

**PERSONALITY KID**  
*Pat O'Brien, Glenda Farrell*

**PRIME MINISTER, THE**  
*John Gielgud, Diana Wynyard*

**RIGHT OF WAY**  
*Conrad Nagel, Loretta Young*

**ROAD TO SINGAPORE**  
*William Powell*

**SATURDAY'S CHILDREN**  
*John Garfield, Claude Rains, Anne Shirley*

**SCARLET DAWN**  
*Douglas Fairbanks, Jr.*

**SHADOWS ON THE STAIRS**  
*Frieda Inescort, Paul Cavanaugh*

**SHE LOVED A FIREMAN**  
*Ann Sheridan, Dick Foran*

**SMART MONEY**  
*Edward G. Robinson, James Cagney,  
Evelyn Knapp*

**SON OF A SAILOR**  
*Joe E. Brown*

**STRANGE ALIBI**  
*Arthur Kennedy, Joan Perry*

**SWEET ADELINE**  
*Irene Dunne, Donald Woods, Louis Calhern*

**TAXI**  
*James Cagney, Loretta Young*

**TOP SPEED**  
*Joe E. Brown*

**TORCHY RUNS FOR MAYOR**  
*Glenda Farrell, Barton MacLane*

**TOVARICH**  
*Claudette Colbert, Charles Boyer,  
Basil Rathbone*

**UNION DEPOT**  
*Douglas Fairbanks, Jr., Joan Blondell*

**UNTAMED AFRICA**  
*All Native Cast*

**VARSITY SHOW**  
*Dick Powell, Fred Waring & His Pennsylvanians*

**VOLTAIRE**  
*George Arliss, Margaret Lindsay, Doris Kenyon*

**WE ARE NOT ALONE**  
*Paul Muni, Jane Bryan*

**WE'RE IN THE MONEY**  
*Joan Blondell, Glenda Farrell, Phil Regan*

**WOMAN IN THE WIND**  
*Kay Francis, William Gargan*

**WYOMING KID**  
*Dennis Morgan, Jane Wyman,  
Janis Paige, Arthur Kennedy*

**YES, MY DARLING DAUGHTER**  
*Roland Young, Jeffrey Lynn, Priscilla Lane*

*Humphrey Bogart and  
Raymond Massey in "Action  
In The North Atlantic"*



group

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*Dennis Morgan, with Alan Hale, in  
"God Is My Co-Pilot"*



**ADVENTURES OF DON JUAN**

*Errol Flynn, Viveca Lindfors*

**\*ANTHONY ADVERSE**

*Fredric March, Olivia de Havilland,  
Claude Rains*

**APRIL SHOWERS**

*Jack Carson, Ann Sothorn, Robert Alda*

**CAIN & MABEL**

*Clark Gable, Marion Davies*

**CASE OF THE STUTTERING BISHOP**

*Donald Woods, Ann Dvorak*

**CHANCES**

*Douglas Fairbanks, Jr.*

**COLLEGE COACH**

*Dick Powell, Pat O'Brien*

**DOORWAY TO HELL**

*Lew Ayres, James Cagney*

**EARTHWORM TRACTORS**

*Joe E. Brown, June Travis*

**EMPTY HOLSTERS**

*Dick Foran*

**EVER IN MY HEART**

*Barbara Stanwyck, Ralph Bellamy*

**FATHER'S SON**

*John Litel, Frieda Inescort*

**\*FIGHTING 69TH**

*James Cagney, Pat O'Brien, Dennis Morgan,  
George Brent*

**FLIGHT ANGELS**

*Jane Wyman, Dennis Morgan, Ralph Bellamy*

**FLIGHT FROM DESTINY**

*Thomas Mitchell, Jeffrey Lynn,  
Geraldine Fitzgerald*

**FOOLS FOR SCANDAL**

*Carole Lombard, Ralph Bellamy*

**GOD IS MY CO-PILOT**

*Dennis Morgan, Dane Clark, Raymond Massey*

**GOD'S COUNTRY AND THE WOMAN**

*George Brent, Alan Hale, Beverly Roberts*

**GOLD DIGGERS OF 1933**

*Ruby Keeler, Dick Powell, Ginger Rogers*

**GOLD DUST GERTIE**

*Olsen & Johnson*

**GOOSE AND THE GANDER**

*Kay Francis, George Brent*

**HATCHET MAN, THE**

*Edward G. Robinson, Loretta Young*

**HIDDEN HAND, THE**

*Craig Stevens, Elizabeth Fraser*

**INTERNATIONAL SQUADRON**

*Ronald Reagan, William Lundigan*

**I WAS FRAMED**

*Michael Ames, Julie Bishop*

**THE KENNEL MURDER CASE**

*William Powell, Mary Astor*

**KISS ME AGAIN**

*Walter Pidgeon, Bernice Claire*

**KNOCKOUT**

*Arthur Kennedy, Anthony Quinn, Cornel Wilde*

**LADY WITH RED HAIR**

*Miriam Hopkins, Claude Rains*

**\*LARCENY INC.**

*Edward G. Robinson, Jane Wyman,  
Broderick Crawford*

**LIFE BEGINS**

*Loretta Young*

**LIFE OF THE PARTY**

*Charles Butterworth, Jack Whiting*

**LILY TURNER**

*Ruth Chatterton, George Brent*

**LITTLE MISS THOROBRED**

*Ann Sheridan, John Litel*

**LOVE IS IN THE AIR**

*Ronald Reagan, June Travis*

**MOUNTAIN JUSTICE**

*George Brent, Josephine Hutchinson*

**MURDER OF DR. HARRIGAN**

*Ricardo Cortez, Kay Linaker*

**ONCE A DOCTOR**

*Donald Woods, Gordon Oliver*

**ONE WAY PASSAGE**

*William Powell, Kay Francis*

**ON TRIAL**

*Margaret Lindsay, John Litel*

**\*PASSAGE TO MARSEILLE**

*Humphrey Bogart, Claude Rains,  
Peter Lorre, Michele Morgan*

**PAY-OFF**

*James Dunn, Claire Dodd*

**PENROD AND HIS TWIN BROTHER**

*Mauch Twins*

**THE ROARING TWENTIES**

*James Cagney, Humphrey Bogart, Priscilla Lane*

**SECRET SERVICE OF THE AIR**

*Ronald Reagan, John Litel*

**SERGEANT MURPHY**

*Ronald Reagan, Mary Maguire*

**SIX DAY BIKE RIDER**

*Joe E. Brown, Frank McHugh*

**SMILING GHOST**

*Alexis Smith, Wayne Morris, Brenda Marshall*

**STORY OF LOUIS PASTEUR**

*Paul Muni, Anita Louise, Donald Woods*

**STREET OF WOMEN**

*Kay Francis, Roland Young*

**SUCCESSFUL CALAMITY**

*George Arliss, Mary Astor*

**TELEGRAPH TRAIL**

*John Wayne*

**THREE CHEERS FOR THE IRISH**

*Thomas Mitchell, Dennis Morgan*

**\*TORRID ZONE**

*Pat O'Brien, Ann Sheridan, James Cagney*

**TWENTY THOUSAND YEARS IN SING SING**

*Spencer Tracy, Bette Davis*

**UNFAITHFUL, THE**

*Ann Sheridan, Lew Ayres, Zachary Scott,  
Eve Arden*

**WHITE BANNERS**

*Claude Rains, Jackie Cooper, Fay Bainter*

**WILD BILL HICKOK RIDES**

*Constance Bennett, Bruce Cabot*

*Humphrey Bogart and James Cagney in  
"The Roaring Twenties"*



group

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*Humphrey Bogart,  
Claire Trevor and  
Lauren Bacall in  
"Key Largo"*



**ALIBI IKE**

*Joe E. Brown, Olivia de Havilland*

**ALWAYS A BRIDE**

*Rosemary Lane, George Reeves*

**ANOTHER DAWN**

*Errol Flynn, Kay Francis, Ian Hunter*

**BIG HEARTED HERBERT**

*Guy Kibbee, Aline MacMahon*

**CALLING PHILO VANCE**

*James Stephenson, Margot Stevenson*

**\*CHAIN LIGHTNING**

*Humphrey Bogart, Eleanor Parker,  
Raymond Massey*

**CHINA CLIPPER**

*Pat O'Brien, Humphrey Bogart, Beverly Roberts*

**CITY FOR CONQUEST**

*James Cagney, Ann Sheridan*

**DANGEROUS**

*Bette Davis, Franchot Tone*

**DARK HAZARD**

*Edward G. Robinson*

**DAWN PATROL**

*Errol Flynn, David Niven*

**DIVE BOMBER**

*Errol Flynn, Fred MacMurray*

**EXPENSIVE HUSBANDS**

*Patric Knowles, Beverly Roberts*

**FORTY SECOND STREET**

*Ruby Keeler, Dick Powell, Warner Baxter,  
Ginger Rogers*

**GARDEN OF THE MOON**

*Pat O'Brien, John Payne,  
Jimmy Fidler, Jerry Colonna*

**GIRL FROM TENTH AVENUE**

*Bette Davis, Ian Hunter*

**GIRL MISSING**

*Glenda Farrell, Ben Lyon*

**G-MEN**

*James Cagney, Lloyd Nolan*

**HAVANA WIDOWS**

*Joan Blondell, Guy Kibbee, Glenda Farrell*

**HEART OF NEW YORK**

*Smith & Dale*

**HER HUSBAND'S SECRETARY**

*Warren Hull, Beverly Roberts*

**HIGHWAY WEST**

*Arthur Kennedy, Brenda Marshall*

**IN THIS OUR LIFE**

*Bette Davis, Olivia de Havilland, George Brent*

**I'VE GOT YOUR NUMBER**

*Joan Blondell, Glenda Farrell*

**JEWEL ROBBERY**

*William Powell, Kay Francis*

**\*KEY LARGO**

*Humphrey Bogart, Edward G. Robinson,  
Lauren Bacall, Claire Trevor, Lionel Barrymore*

**KISSES FOR BREAKFAST**

*Dennis Morgan, Jane Wyatt*

**LIFE OF JIMMY DOLAN**

*Douglas Fairbanks, Jr., Loretta Young*

**MIDSUMMER'S NIGHT DREAM**

*James Cagney, Dick Powell, Joe E. Brown,  
Olivia de Havilland*

**MODERN HERO**

*Richard Barthelmess*

**MR. SKEFFINGTON**

*Bette Davis, Claude Rains*

**MURDER IN THE CLOUDS**

*Lyle Talbot, Ann Dvorak*

**MY REPUTATION**

*Barbara Stanwyck, George Brent*

**NINE LIVES IS NOT ENOUGH**

*Ronald Reagan, Joan Perry*

**NOBODY LIVES FOREVER**

*John Garfield, Geraldine Fitzgerald*

**NOTORIOUS AFFAIR, A**

*Basil Rathbone, Kay Francis, Billie Dove*

**ON WITH THE SHOW**

*Joe E. Brown, Ethel Waters, Arthur Lake*

**ON YOUR TOES**

*Vera Zorina, Eddie Albert*

**PILLOW TO POST**

*Ida Lupino, William Prince*

**\*POSSESSED**

*Joan Crawford, Van Heflin*

**PUBLIC ENEMY'S WIFE**

*Pat O'Brien, Margaret Lindsay*

**SAY IT WITH SONGS**

*Al Jolson*

**SHE COULDN'T SAY NO**

*Eve Arden, Roger Pryor*

**SINGING MARINE**

*Dick Powell, Hugh Herbert*

**SMART GIRLS DON'T TALK**

*Virginia Mayo, Bruce Bennett*

**STAGE STRUCK**

*Dick Powell, Joan Blondell*

**STALLION ROAD**

*Ronald Reagan, Alexis Smith, Zachary Scott*

**THANK YOUR LUCKY STARS**

*Humphrey Bogart, Bette Davis, Eddie Cantor,  
Olivia de Havilland, Errol Flynn, Dinah Shore*

**THIEVES FALL OUT**

*Eddie Albert, Joan Leslie*

**THREE ON A MATCH**

*Joan Blondell, Bette Davis, Humphrey Bogart,  
Warren William*

**TILL WE MEET AGAIN**

*Merle Oberon, George Brent*

**TORCHY BLANE IN PANAMA**

*Paul Kelly, Lola Lane*

**VALLEY OF THE GIANTS**

*Wayne Morris, Claire Trevor*

**\*VIRGINIA CITY**

*Errol Flynn, Miriam Hopkins*

**WHILE THE PATIENT SLEPT**

*Aline McMahon, Guy Kibbee*

**WHITE BONDAGE**

*Gordon Oliver, Harry Davenport*

**WIDOW FROM MONTE CARLO**

*Dolores Del Rio, Warren William*

**WINNER TAKE ALL**

*James Cagney*

*Joan Crawford  
and Van Heflin  
in "Possessed"*





# group 6

Ann Sheridan and  
Jack Benny in "George  
Washington Slept Here"



- BETWEEN TWO WORLDS**  
*John Garfield, Paul Henreid, Eleanor Parker*
- BIG BUSINESS GIRL**  
*Loretta Young*
- BIG CITY BLUES**  
*Joan Blondell, Guy Kibbee, Humphrey Bogart*
- BLONDE CRAZY**  
*James Cagney, Joan Blondell*
- BLONDES AT WORK**  
*Glenda Farrell, Carole Landis*
- BROADMINDED**  
*Joe E. Brown*
- BROTHER RAT AND A BABY**  
*Jane Wyman, Ronald Reagan, Eddie Albert*
- BUREAU OF MISSING PERSONS**  
*Bette Davis, Pat O'Brien*
- CASE OF THE CURIOUS BRIDE**  
*Warren William, Margaret Lindsay*
- COLLEEN**  
*Ruby Keeler, Dick Powell*
- CONFESSION**  
*Kay Francis, Basil Rathbone*
- CONFESSIONS OF A NAZI SPY**  
*Edw. G. Robinson, Francis Lederer,  
George Sanders, Paul Lukas*
- DEVIL'S SADDLE LEGION**  
*Dick Foran, Anne Nagle*
- ESPIONAGE AGENT**  
*Joel McCrea, Brenda Marshall*
- FAMOUS FERGUSON CASE**  
*Joan Blondell, Leslie Fenton*
- GEORGE WASHINGTON SLEPT HERE**  
*Jack Benny, Ann Sheridan*
- THE GREAT O'MALLEY**  
*Pat O'Brien, Humphrey Bogart, Ann Sheridan*
- THE GREEN LIGHT**  
*Errol Flynn, Sir Cedric Hardwick*
- HEARTS DIVIDED**  
*Dick Powell, Marion Davies*
- HERE COMES HAPPINESS**  
*Edward Norris, Mildred Coles*
- HOMICIDE**  
*Robert Douglas, Robert Alda, Helen Wescott*
- HUMORESQUE**  
*Joan Crawford, John Garfield*
- I LIVE FOR LOVE**  
*Dolores Del Rio, Everett Marshall, Allen Jenkins*
- IT ALL CAME TRUE**  
*Humphrey Bogart, Ann Sheridan*
- JUNE BRIDE**  
*Bette Davis, Robert Montgomery*
- KID FROM KOKOMO**  
*Pat O'Brien, Wayne Morris, Jane Wyman*
- KING OF THE LUMBERJACKS**  
*John Payne, Gloria Dickson*
- \*KNUTE ROCKNE—ALL AMERICAN**  
*Pat O'Brien, Ronald Reagan*
- MAN OF IRON**  
*Barton MacLane, Mary Astor*
- MANPOWER**  
*Marlene Dietrich, Edward G. Robinson*

**MAN TO MAN**

*Philip Holmes*

**\*MARKED WOMAN**

*Bette Davis, Humphrey Bogart*

**MIDNIGHT COURT**

*Ann Dvorak, John Litel*

**MILLIONAIRE, THE**

*George Arliss, Evelyn Knapp, James Cagney*

**MISS PACIFIC FLEET**

*Joan Blondell, Glenda Farrell, Marie Wilson*

**NAUGHTY BUT NICE**

*Ann Sheridan, Dick Powell, Ronald Reagan*

**\*NIGHT AND DAY**

*Gary Grant, Alexis Smith, Mary Martin*

**OFF THE RECORD**

*Pat O'Brien, Joan Blondell*

**ONE FOOT IN HEAVEN**

*Fredric March, Martha Scott*

**PARACHUTE JUMPER**

*Douglas Fairbanks, Jr., Bette Davis*

**PATIENT IN ROOM 18**

*Ann Sheridan, Patric Knowles*

**RED HOT TIRES**

*Lyle Talbot, Mary Astor*

**RETURN OF DOCTOR X**

*Humphrey Bogart, Wayne Morris,  
Rosemary Lane, Dennis Morgan*

**ROMANCE ON THE HIGH SEAS**

*Doris Day, Jack Carson*

**ST. LOUIS KID**

*James Cagney*

**\*SAN ANTONIO**

*Errol Flynn, Alexis Smith*

**SECRETS OF AN ACTRESS**

*George Brent, Kay Francis*

**SMARTY**

*Joan Blondell, Warren William*

**STEEL AGAINST THE SKY**

*Alexis Smith, Lloyd Nolan*

**SWING YOUR LADY**

*Humphrey Bogart, Penny Singleton,  
Ronald Reagan*

**TEAR GAS SQUAD**

*John Payne, Dennis Morgan*

**THAT CERTAIN WOMAN**

*Bette Davis, Henry Fonda*

**THEY MADE ME A CRIMINAL**

*John Garfield, Ann Sheridan*

**TWENTY MILLION SWEETHEARTS**

*Dick Powell, Ginger Rogers, Pat O'Brien*

**WATCH ON THE RHINE**

*Bette Davis, Paul Lukas*

**WILD BOYS OF THE ROAD**

*Frankie Darro, Rochelle Hudson*

**WINGS FOR THE EAGLE**

*Ann Sheridan, Dennis Morgan, Jack Carson*

**YOU'RE IN THE ARMY NOW**

*Jimmy Durante, Phil Silvers, Jane Wyman*

*Roscoe Ates, with Fredric March and Martha Scott, stars of "One Foot In Heaven"*



group



*Herbert Marshall  
with Bette Davis,  
star of "The Letter"*



- \*ADVENTURES OF ROBIN HOOD**  
*Errol Flynn, Olivia de Havilland, Claude Rains  
Basil Rathbone*
- \*ANGELS WITH DIRTY FACES**  
*James Cagney, Humphrey Bogart,  
Ann Sheridan, Pat O'Brien*
- BACKGROUND TO DANGER**  
*George Raft, Brenda Marshall,  
Turhan Bey, Peter Lorre*
- \*THE BIG SLEEP**  
*Humphrey Bogart, Lauren Bacall*
- THE BIG NOISE**  
*Guy Kibbee, Warren Hull*
- THE BIG PUNCH**  
*Wayne Morris, Gordon McRae*
- BLONDIE JOHNSON**  
*Joan Blondell, Chester Morris,  
Priscilla Lane, Richard Whorf*
- BLUES IN THE NIGHT**  
*Jack Carson, Betty Field, Lloyd Nolan,  
James Cagney, Pat O'Brien*
- BOY MEETS GIRL**  
*Marie Wilson*
- BROTHER RAT**  
*Wayne Morris, Priscilla Lane, Eddie Albert,  
Ronald Reagan, Jane Wyman*
- DAMES**  
*Joan Blondell, Dick Powell, Ruby Keeler*
- DUST BE MY DESTINY**  
*John Garfield, Priscilla Lane*
- \*EACH DAWN I DIE**  
*James Cagney, George Raft*
- FEMALE**  
*Ruth Chatterton, George Brent*
- THE GO GETTER**  
*George Brent, Anita Louise*
- GOLDEN ARROW**  
*Bette Davis, George Brent*
- GORILLA MAN**  
*John Loder*
- HE COULDN'T SAY NO**  
*Jane Wyman, Frank McHugh*
- HER MAJESTY LOVE**  
*Marilyn Miller, W. C. Fields, Ben Lyon*
- HERO FOR SALE**  
*Loretta Young*
- I FOUND STELLA PARISH**  
*Kay Francis, Paul Lukas*
- IN CALIENTE**  
*Dolores del Rio, Pat O'Brien*
- THE IRISH IN US**  
*James Cagney, Olivia de Havilland, Pat O'Brien*
- ISLE OF FURY**  
*Humphrey Bogart, Donald Woods*
- LAND BEYOND THE LAW**  
*Dick Foran, Linda Perry*
- THE LETTER**  
*Bette Davis, Herbert Marshall*
- MANHUNT**  
*Ricardo Cortez*
- MANDALAY**  
*Ricardo Cortez, Lyle Talbot, Kay Francis*
- MAYOR OF HELL**  
*James Cagney, Madge Evans*

**MEN ARE SUCH FOOLS**

*Humphrey Bogart, Wayne Morris*

**MELODY FOR TWO**

*James Melton, Patricia Ellis*

**MERRY WIVES OF RENO**

*Margaret Lindsay, Glenda Farrell*

**MR. CHUMP**

*Joan Davis, Lola Lane*

**NANCY DREW REPORTER**

*Bonita Granville, John Litel*

**NIGHT NURSE**

*Barbara Stanwyck, Ben Lyons, Clark Gable*

**NOW VOYAGER**

*Bette Davis, Paul Henreid*

**ONE MORE TOMORROW**

*Ann Sheridan, Dennis Morgan, Jane Wyman*

**OUT OF THE FOG**

*Ida Lupino, John Garfield, Eddie Albert*

**PENROD'S DOUBLE TROUBLE**

*Mauch Twins*

**PRAIRIE THUNDER**

*Dick Foran*

**PUBLIC ENEMY**

*James Cagney, Jean Harlow*

**PUBLIC WEDDING**

*Jane Wyman, Dick Purcell*

**ROAD TO PARADISE**

*Loretta Young*

**SANTA FE TRAIL**

*Errol Flynn, Olivia de Havilland, Van Heflin*

**SHADOW OF A WOMAN**

*Helmut Dantine, Andrea King*

**SILK EXPRESS**

*Neil Hamilton, Allen Jenkins*

**SIT TIGHT**

*Winnie Lightner, Joe E. Brown*

**SMART BLONDE**

*Glenda Farrell, Barton MacLane*

**SNOWED UNDER**

*George Brent, Genevieve Tobin*

**SONG OF THE SADDLE**

*Dick Foran, Alma Lloyd*

**STAR WITNESS**

*Walter Huston*

**TO THE VICTOR**

*Dennis Morgan, Viveca Lindfors*

**TORCHY PLAYS WITH DYNAMITE**

*Jane Wyman, Allen Jenkins*

**UNDER EIGHTEEN**

*Warren William*

**VERY THOUGHT OF YOU, THE**

*Dennis Morgan, Faye Emerson,  
Eleanor Parker, Dane Clark*

**WINE, WOMEN & HORSES**

*Ann Sheridan, Barton MacLane*

**WINGS OF THE NAVY**

*Olivia de Havilland, George Brent*

**WOMAN IN RED**

*Barbara Stanwyck, Gene Raymond*

*Pat O'Brien, Marie Wilson and James Cagney  
in "Boy Meets Girl"*



# group 8

Monty Woolley, Ann Sheridan,  
with Jimmy Durante in  
"The Man Who Came To Dinner."  
also starring Bette Davis



- AFFECTIONATELY YOURS**  
*Merle Oberon, Rita Hayworth, Dennis Morgan*
- BABBITT**  
*Aline McMahon, Guy Kibbee*
- BELOVED BRAT**  
*Bonita Granville, Dolores Costello*
- BENGAL TIGER**  
*Barton McLane, Warren Hull*
- BRITISH AGENT**  
*Leslie Howard, Kay Francis*
- CALL IT A DAY**  
*Olivia de Havilland, Ian Hunter, Anita Louise*
- CODE OF THE SECRET SERVICE**  
*Ronald Reagan, Rosella Towne*
- \*COLORADO TERRITORY**  
*Joel McCrea, Virginia Mayo*
- CONFIDENTIAL AGENT**  
*Charles Boyer, Lauren Bacall, Peter Lorre*
- \*CRIME SCHOOL**  
*Humphrey Bogart, Dead End Kids*
- DARK VICTORY**  
*Bette Davis, George Brent, Humphrey Bogart*
- DEEP VALLEY**  
*Ida Lupino, Dane Clark*
- DOCTOR EHRlich'S MAGIC BULLET**  
*Edward G. Robinson, Ruth Gordon*
- DOCTOR SOCRATES**  
*Paul Muni, Ann Dvorak, Ralph Bellamy*
- DOUGH GIRLS, THE**  
*Ann Sheridan, Jane Wyman  
Jack Carson, Eve Arden*
- DR. X**  
*Preston Foster, Fay Wray, Lee Tracy*
- EVER SINCE EVE**  
*Robert Montgomery, Marion Davies*
- EX-LADY**  
*Bette Davis, Gene Raymond*
- FASHIONS**  
*William Powell, Bette Davis*
- FLYING FORTRESS**  
*Richard Greene*
- FOG OVER FRISCO**  
*Bette Davis, Donald Woods*
- FOOTLIGHT PARADE**  
*James Cagney, Dick Powell, Ruby Keeler*
- \*FOUR WIVES**  
*Lane Sisters, Claude Rains, Eddie Albert*
- GAMBLING ON THE HIGH SEAS**  
*Jane Wyman, Gilbert Roland, Wayne Morris*
- GENTLEMEN ARE BORN**  
*Franchot Tone, Ann Dvorak*
- GOD'S GIFT TO WOMEN**  
*Frank Fay, Laura La Plante, Joan Blondell*
- GOING Highbrow**  
*Guy Kibbee, Zasu Pitts*
- THE HARD WAY**  
*Ida Lupino, Dennis Morgan,  
Joan Leslie, Jack Carson*
- HOLLYWOOD HOTEL**  
*Dick Powell, Benny Goodman*
- KING OF THE UNDERWORLD**  
*Humphrey Bogart, Kay Francis*

**LAW IN HER HANDS, THE**  
*Margaret Lindsay, Glenda Farrell*

**MADAME DU BARRY**  
*Dolores del Río, Reginald Owen*

**MAN FROM MONTERAY**  
*John Wayne*

**MAN I LOVE, THE**  
*Ida Lupino, Robert Alda*

**MAN WHO CAME TO DINNER**  
*Bette Davis, Ann Sheridan, Monte Wooley*

**MIDNIGHT ALIBI**  
*Ann Dvorak, Richard Barthelmess*

**NAUGHTY FLIRT**  
*Myrna Loy*

**NO PLACE TO GO**  
*Dennis Morgan, Gloria Dickson*

**NORTHERN PURSUIT**  
*Errol Flynn, Julie Bishop*

**NUMBERED MEN**  
*Conrad Nagel, Bernice Claire*

**OBJECTIVE BURMA**  
*Errol Flynn, William Prince*

**ON DRESS PARADE**  
*Dead End Kids*

**PENROD AND SAM (1937)**  
*Billy Mauch, Spring Byington*

**PRINCESS O'ROURKE**  
*Olivia de Havilland, Robert Cummings,  
Jane Wyman*

**PRIVATE DETECTIVE**  
*Jane Wyman, Dick Foran*

**SECRET BRIDE**  
*Barbara Stanwyck, Warren William*

**\*SERGEANT YORK**  
*Gary Cooper, Walter Brennan*

**SING ME A LOVE SONG**  
*James Melton, Patricia Ellis*

**SPECIAL AGENT**  
*Bette Davis, George Brent*

**STRANDED**  
*Kay Francis, George Brent*

**THEY WON'T FORGET**  
*Claude Rains, Lana Turner, Otto Kruger*

**\*TO HAVE AND HAVE NOT**  
*Humphrey Bogart, Lauren Bacall*

**TORCHY BLANE IN CHINATOWN**  
*Glenda Farrell, Barton MacLane*

**TRAILIN' WEST**  
*Dick Foran, Paula Stone*

**TWO GUYS FROM TEXAS**  
*Dennis Morgan, Jack Carson*

**WATER FRONT**  
*Dennis Morgan, Gloria Dickson,  
Ward Bond, Marie Wilson*

**WEEKEND MARRIAGE**  
*Loretta Young, George Brent*

**WHITE COCKATOO, THE**  
*Ricardo Cortez, Jean Muir*

*Merle Oberon, Dennis Morgan and  
Rita Hayworth in "Affectionately Yours"*



group

# 9

*Bruce Cabot, Victor Jory and Errol Flynn in  
"Dodge City," also starring Olivia de Havilland  
and Ann Sheridan.*



**ACROSS THE PACIFIC**

*Humphrey Bogart, Mary Astor*

**ALL THIS AND HEAVEN, TOO**

*Bette Davis, Charles Boyer*

**BORN FOR TROUBLE**

*Van Johnson, Faye Emerson*

**BULLETS OR BALLOTS**

*Edward G. Robinson, Joan Blondell,  
Humphrey Bogart*

**BUSSES ROAR**

*Richard Travis, Eleanor Parker, Julie Bishop*

**CASE OF THE HOWLING DOG**

*Warren William, Mary Astor*

**CENTRAL PARK**

*Joan Blondell, Wallace Ford*

**CINDERELLA JONES**

*Joan Leslie, Robert Alda*

**COMET OVER BROADWAY**

*Kay Francis, Ian Hunter*

**DANGER SIGNAL**

*Faye Emerson, Zachary Scott*

**DAUGHTERS COURAGEOUS**

*John Garfield, Claude Rains, Lane Sisters*

**DODGE CITY**

*Errol Flynn, Olivia de Havilland, Ann Sheridan*

**DOWN THE STRETCH**

*Mickey Rooney, Patricia Ellis*

**FIRST LADY**

*Kay Francis, Preston Foster, Anita Louise*

**FLIRTATION WALK**

*Ruby Kceker, Dick Powell, Pat O'Brien*

**FLOWING GOLD**

*John Garfield, Pat O'Brien*

**FLAMINGO ROAD**

*Joan Crawford, David Brian, Zachary Scott*

**\*HIGH SIERRA**

*Humphrey Bogart, Ida Lupino, Arthur Kennedy*

**HOT MONEY**

*Ross Alexander, Beverly Roberts*

**I MARRIED A DOCTOR**

*Pat O'Brien, Josephine Hutchinson*

**IN OUR TIME**

*Ida Lupino, Paul Henreid*

**JIMMY THE GENT**

*James Cagney, Bette Davis*

**LADY TAKES A SAILOR**

*Jane Wyman, Dennis Morgan*

**MAN WANTED**

*Kay Francis, Guy Kibbee*

**MARY STEVENS, M. D.**

*Kay Francis, Lyle Talbot*

**MERRY FRINKS**

*Guy Kibbee*

**\*MILDRED PIERCE**

*Joan Crawford, Jack Carson, Zachary Scott*

**MISS PINKERTON**

*Joan Blondell, George Brent*

**MISSING WITNESS**

*John Litel, Dick Purcell*

**MONEY AND THE WOMAN**

*Jeffrey Lynn, Brenda Marshall*

**MOONLIGHT ON THE PRAIRIE**

*Dick Foran, George E. Stone*

**MURDER ON THE WATERFRONT**

*Warren Douglas*

**MY DREAM IS YOURS**

*Jack Carson, Doris Day, Lee Bowman*

**NARROW CORNER**

*Douglas Fairbanks, Jr., Ralph Bellamy*

**NIGHT UNTO NIGHT**

*Ronald Reagan, Viveca Lindfors,  
Broderick Crawford*

**NURSE'S SECRET**

*Lee Patrick, Regis Toomey*

**PERFECT SPECIMEN, THE**

*Errol Flynn, Joan Blondell*

**POLO JOE**

*Joe E. Brown, Carol Hughes*

**PURCHASE PRICE**

*Barbara Stanwyck, George Brent*

**RIGHT TO LIVE**

*George Brent*

**\*SAN QUENTIN**

*Humphrey Bogart, Pat O'Brien, Ann Sheridan*

**\*SEA HAWK**

*Errol Flynn, Claude Rains*

**SHE HAD TO SAY YES**

*Loretta Young, Lyle Talbot*

**SLIGHT CASE OF MURDER, A**

*Edw. G. Robinson, Jane Bryan, Willard Parker*

**SMASHING THE MONEY RING**

*Ronald Reagan, Eddie Foy, Jr.*

**STARS OVER BROADWAY**

*Pat O'Brien, James Melton, Jane Froman*

**SUBMARINE D-1**

*Pat O'Brien, George Brent, Broderick Crawford*

**THAT WAY WITH WOMEN**

*Dane Clark, Martha Vickers*

**THEY CALL IT SIN**

*Loretta Young, George Brent, Una Merkle*

**THREE SONS O'GUNS**

*Wayne Morris, Majorie Rambeau*

**THREE STRANGERS**

*Sidney Greenstreet, Geraldine Fitzgerald*

**TOO YOUNG TO KNOW**

*Joan Leslie, Robert Hutton*

**TORCHY GETS HER MAN**

*Glenda Farrell, Barton MacLane*

**TRUCK BUSTERS**

*Richard Travis, Charles Lang*

**WHEN WERE YOU BORN**

*Jeffrey Lynn, Margaret Lindsay,  
Anna May Wong*

**WIDOW FROM CHICAGO**

*Edward G. Robinson, Neil Hamilton*

**WORLD CHANGES, THE**

*Paul Muni, Aline McMahon, Mary Astor*

**YOUNGER BROTHERS**

*Wayne Morris, Janis Paige*

*Bette Davis  
and Charles Boyer in  
"All This and Heaven, Too"*





# group 10

Claude Rains, with the Lane Sisters, Lola, Priscilla and Rosemary, and Gale Page, in "Four Daughters."



## AIRFORCE

*John Garfield, Arthur Kennedy, Faye Emerson*

## AN ANGEL FROM TEXAS

*Jane Wyman, Eddie Albert, Ronald Reagan*

## BACK IN CIRCULATION

*Pat O'Brien, Joan Blondell*

## BIG SHOT, THE

*Humphrey Bogart, Irene Manning*

## BIG STAMPEDE

*John Wayne*

## CABIN IN THE COTTON

*Bette Davis*

## CAPTAINS OF THE CLOUDS

*James Cagney, Dennis Morgan*

## CASE OF THE BLACK PARROT

*William Lundigan*

## CASE OF THE LUCKY LEGS

*Warren William, Patricia Ellis*

## CASTLE ON THE HUDSON

*John Garfield, Ann Sheridan, Pat O'Brien, Burgess Meredith*

## CAPTAIN'S KID

*Guy Kibbee*

## DANCE, CHARLIE, DANCE

*Stuart Erwin, Glenda Farrell*

## DESTINATION TOKYO

*Cary Grant, John Garfield, Dane Clark, Faye Emerson*

## DOCTOR MONICA

*Kay Francis, Warren William*

## DON'T BET ON BLONDES

*Warren William, Claire Dodd*

## DOUBLE IDENTITY

*Dennis Morgan, Victor Jory*

## DRAEGERMAN COURAGE

*Barton MacLane, Henry O'Neill*

## FOUR DAUGHTERS

*Lane Sisters, John Garfield, Claude Rains*

## GOLDDIGGERS OF '37

*Diek Powell, Joan Blondell*

## GOLD IS WHERE YOU FIND IT

*Olivia de Havilland, George Brent*

## GRAND SLAM

*Paul Lukas, Loretta Young*

## HE WAS HER MAN

*James Cagney, Joan Blondell*

## HORN BLOWS AT MIDNIGHT

*Jack Benny, Alexis Smith, Reginald Gardiner*

## HOUSEWIFE

*Bette Davis, George Brent*

## ILLICIT

*Barbara Stanwyck, Joan Bennett*

## I LIKE YOUR NERVE

*Douglas Fairbanks, Jr., Loretta Young, Boris Karloff*

## INVISIBLE MENACE

*Boris Karloff, Marie Wilson*

## JANE GETS MARRIED

*Joan Leslie, Robert Hutton*

## \*JEZEBEL

*Bette Davis, Henry Fonda, George Brent*

## THE KEY

*William Powell, Edna Best*

**KID COMES BACK, THE**

*Wayne Morris, Maxie Rosenbloom*

**KID GALAHAD**

*Humphrey Bogart, Edw. G. Robinson,  
Bette Davis, Wayne Morris*

**LITTLE BIG SHOT, THE**

*Sybil Jason, Glenda Farrell*

**\*LOOK FOR THE SILVER LINING**

*June Haver, Ray Bolger, Gordon MacRae*

**LOVE AND LEARN**

*Jack Carson, Janis Paige, Martha Vickers*

**MALE ANIMAL**

*Henry Fonda, Olivia de Havilland, Jack Carson*

**MAN KILLER**

*William Powell, Margaret Lindsay*

**MURDER BY AN ARISTOCRAT**

*Lyle Talbot, Marguerite Churchill*

**MYSTERY HOUSE**

*Ann Sheridan, Anne Nagle*

**NAVY BLUES**

*Ann Sheridan, Martha Raye, Jack Oakie*

**NIGHT AT THE RITZ**

*William Gargan, Patricia Ellis*

**NORA PRENTISS**

*Ann Sheridan, Kent Smith, Robert Alda*

**ONE LAST FLING**

*Alexis Smith, Zachary Scott*

**PENROD AND SAM**

*Leon Janney, Zasu Pitts*

**PLAYGIRL**

*Loretta Young*

**SHINING VICTORY**

*Geraldine Fitzgerald, James Stephenson*

**SILVER DOLLAR**

*Edward G. Robinson, Bebe Daniels*

**SISTERS, THE**

*Errol Flynn, Bette Davis*

**SONS OF THE SEA**

*Michael Redgrave, Valerie Hobson*

**SPY SHIP**

*Craig Stevens, Irene Manning*

**SWEEPSTAKES WINNER**

*Marie Wilson, Allen Jenkins*

**\*THEY DIED WITH THEIR BOOTS ON**

*Errol Flynn, Olivia de Havilland*

**\*THEY DRIVE BY NIGHT**

*George Raft, Humphrey Bogart,  
Ida Lupino, Ann Sheridan*

**TRAVELING SALESLADY**

*Joan Blondell, Glenda Farrell*

**TWO AGAINST THE WORLD**

*Constance Bennett, Neil Hamilton*

**VERY HONORABLE GUY**

*Joe E. Brown, Ailee White*

**WAGONS ROLL AT NIGHT**

*Eddie Albert, Joan Leslie, Anthony Quinn*

**YOU CAN'T ESCAPE FOREVER**

*George Grent, Brenda Marshall*

*Olivia de Havilland  
and Henry Fonda in  
"The Male Animal,"  
also starring Joan Leslie  
and Jack Carson*



# group

# III

Frank McHugh, Joan Blondell,  
Sam Levene, Allen Jenkins  
and Teddy Hart in  
"Three Men On A Horse"



## ALWAYS TOGETHER

*Robert Hutton, Joyce Reynolds*

## A SHOT IN THE DARK

*William Lundigan, Nan Wynn*

## BABY FACE

*Barbara Stanwyck, George Brent*

## \*BEAST WITH FIVE FINGERS

*Robert Alda, Andrea King, Peter Lorre*

## BLACKWELL'S ISLAND

*John Garfield, Rosemary Lane*

## BLAZING SIXES

*Dick Foran*

## BROADWAY GONDOLIER

*Dick Powell, Joan Blondell, Adolphe Menjou*

## BRIDE CAME C.O.D.

*James Cagney, Bette Davis*

## \*CAPTAIN BLOOD

*Errol Flynn, Olivia de Havilland*

## THE CORN IS GREEN

*Bette Davis, John Dall, Joan Loring*

## CRIME BY NIGHT

*Jane Wyman, Faye Emerson, Eleanor Parker*

## CROONER, THE

*Ken Murray, Ann Dvorak*

## DEVIL'S ISLAND

*Boris Karloff*

## DRAGON MURDER CASE

*Warren William, Margaret Lindsay*

## FIGHTER SQUADRON

*Edmond O'Brien, Robert Stack*

## FINGER POINTS

*Fay Wray, Richard Barthelmess, Clark Gable*

## FLORENTINE DAGGER

*Donald Woods, Margaret Lindsay*

## FOOTLOOSE HEIRESS

*Ann Sheridan, Anne Nagel*

## FRONT PAGE WOMAN

*Bette Davis, George Brent*

## FUGITIVE IN THE SKY

*Warren Hull*

## GOING WILD

*Joe E. Brown, Walter Pidgeon, Frank McHugh*

## HAPPINESS AHEAD

*Dick Powell*

## HERE COMES CARTER

*Glenda Farrell, Anne Nagel*

## HOUSE ON 56th STREET

*Kay Francis, Ricardo Cortez*

## I LOVED A WOMAN

*Edward G. Robinson*

## INVISIBLE STRIPES

*Humphrey Bogart, William Holden, George Raft*

## JANIE

*Joyce Reynolds, Robert Hutton*

## JOURNAL OF A CRIME

*Adolph Menjou, Ruth Chatterton*

## KID NIGHTINGALE

*John Payne, Jane Wyman*

## LAST FLIGHT, THE

*Richard Barthelmess, Johnny Mack Brown*

## LAST RIDE, THE

*Richard Travis, Eleanor Parker*

**LIVING ON VELVET**

*George Brent, Kay Francis, Warren William*

**LOVE HONOR AND BEHAVE**

*Wayne Morris, Priscilla Lane*

**MAN WHO DARED, THE**

*Jane Bryan, Charley Grapewin*

**MARRY THE GIRL**

*Frank McHugh, Hugh Herbert*

**MATCH KING, THE**

*Warren William, Lili Damita*

**MOUTHPIECE, THE**

*Warren William*

**NANCY DREW, DETECTIVE**

*Bonita Granville, John Litel*

**\*NO TIME FOR COMEDY**

*James Stewart, Rosalind Russell*

**OUTWARD BOUND**

*Leslie Howard, Douglas Fairbanks, Jr.*

**OVER THE GOAL**

*June Travis, William Hopper*

**PAGE MISS GLORY**

*Marion Davies, Dick Powell*

**PICTURE SNATCHER**

*James Cagney, Ralph Bellamy*

**SAFE IN HELL**

*Donald Cook*

**SECRET ENEMIES**

*Faye Emerson, Craig Stevens*

**SHOW SHOWS**

*Beatrice Lillie, Loretta Young,  
Myrna Loy, Chester Morris,  
John Barrymore, Douglas Fairbanks, Jr.*

**SIDE STREETS**

*Paul Kelly, Ann Dvorak*

**SLIM**

*Henry Fonda, Pat O'Brien, Jane Wyman*

**STOLEN HOLIDAY**

*Claude Rains, Kay Francis*

**STRANGE LOVE OF MOLLY LOUVAIN**

*Ann Dvorak, Lee Tracey*

**\*TASK FORCE**

*Gary Cooper, Walter Brennan, Jane Wyatt*

**THREE MEN ON A HORSE**

*Joan Blondell, Frank McHugh, Sam Levene*

**TRUTH ABOUT YOUTH**

*Loretta Young*

**UNDERGROUND**

*Jeffrey Lynn, Philip Dorn*

**WINTER MEETING**

*Bette Davis, Janis Paige*

**WOMAN IN WHITE**

*Eleanor Parker, Alexis Smith*

**WOMEN ARE LIKE THAT**

*Pat O'Brien, Kay Francis*

**WORKING MAN, THE**

*George Arliss, Bette Davis*

*Walter Brennan,  
with Gary Cooper,  
star of "Task Force"*



# group 12

*Dennis Morgan, Doris Day  
and Jack Carson in  
"It's A Great Feeling"*



**ACCIDENTS WILL HAPPEN**

*Ronald Reagan, Gloria Blondell*

**ALCATRAZ ISLAND**

*Ann Sheridan, John Litel*

**ALIAS THE DOCTOR**

*Richard Barthelmess, Norman Foster*

**ALL THROUGH THE NIGHT**

*Humphrey Bogart, Conrad Veidt, Phil Silvers*

**AMAZING DR. CLITTERHOUSE**

*Edward G. Robinson, Humphrey Bogart,  
Claire Trevor*

**BLACK LEGION**

*Humphrey Bogart, Ann Sheridan*

**BODY DISAPPEARED, THE**

*Jane Wyman Jeffrey Lynn*

**BULLET SCARS**

*Regis Toomey, Adele Longmire*

**BULLETS FOR O'HARA**

*Joan Perry, Roger Pryor*

**BRIGHT LIGHTS**

*Joe E. Brown, Ann Dvorak*

**CAPTURED**

*Leslie Howard, Douglas Fairbanks, Jr.,  
Paul Lukas*

**CHARGE OF THE LIGHT BRIGADE**

*Errol Flynn, Olivia de Havilland,  
David Niven*

**CIRCUS CLOWN**

*Joe E. Brown*

**DESIRABLE**

*George Brent Jean Muir*

**EASY TO LOVE**

*Adolphe Menjou, Mary Astor*

**ELIZABETH THE QUEEN**

*Bette Davis, Errol Flynn,  
Olivia de Havilland, Vincent Price*

**EMBRACEABLE YOU**

*Dane Clark, Geraldine Brooks*

**FIREBIRD**

*Ricardo Cortez, Lionel Atwill*

**FIREMAN SAVE MY CHILD**

*Joe E. Brown, Guy Kibbee*

**FIND THE BLACKMAILER**

*Faye Emerson, Jerome Cowan*

**FLYAWAY BABY**

*Barton MacLane, Glenda Farrell*

**GIRL FROM JONES BEACH**

*Ronald Reagan, Virginia Mayo, Eddie Bracken*

**THE GREAT GARRICK**

*Olivia de Havilland, Brian Aherne, Lana Turner*

**THE GREAT LIE**

*Bette Davis, George Brent, Mary Astor*

**HARD TO HANDLE**

*James Cagney, Allen Jenkins*

**HEAT LIGHTNING**

*Ann Dvorak, Preston Foster*

**HIGH PRESSURE**

*William Powell, Evelyn Brent, Ben Alexander*

**HOTEL BERLIN**

*Faye Emerson, Helmut Dantine*

**HOUSE ACROSS THE STREET**

*Wayne Morris, Janis Paige*

**\*I AM A FUGITIVE**  
*Paul Muni*

**IT'S A GREAT FEELING**  
*Dennis Morgan, Doris Day, Jack Carson*

**IT'S LOVE I'M AFTER**  
*Bette Davis, Olivia de Havilland, Leslie Howard*

**IT'S TOUGH TO BE FAMOUS**  
*Douglas Fairbanks, Jr., Mary Brian*

**LADYKILLER**  
*James Cagney, Margaret Lindsay*

**LAWYER MAN**  
*William Powell, Joan Blondell*

**MAN WITH TWO FACES**  
*Edward G. Robinson, Mary Astor*

**MAYBE IT'S LOVE**  
*Gloria Stuart, Ross Alexander*

**MR. DODD TAKES THE AIR**  
*Jane Wyman, Kenny Baker*

**MURDER IN THE AIR**  
*Ronald Reagan, John Litel*

**MYSTERIOUS DOCTOR**  
*Eleanor Parker, John Loder*

**\*OKLAHOMA KID**  
*James Cagney, Humphrey Bogart*

**PERSONAL MAID'S SECRET**  
*Warren Hull, Margaret Lindsay*

**RACKET BUSTERS**  
*Humphrey Bogart, George Brent*

**REGISTERED NURSE**  
*Bebe Daniels, Lyle Talbot*

**\*RHAPSODY IN BLUE**  
*Robert Alda, Oscar Levant,  
Alexis Smith, Al Jolson*

**THE RICH ARE ALWAYS WITH US**  
*Ruth Chatterton, George Brent, Bette Davis*

**ROAD GANG**  
*Donald Woods, Kay Linaker*

**SHIPMATES FOREVER**  
*Dick Powell, Ruby Keeler*

**SOUTH OF SUEZ**  
*George Brent, Brenda Marshall*

**SWEET MUSIC**  
*Rudy Vallee, Ann Dvorak*

**TALENT SCOUT**  
*Donald Woods, Jeanne Madden*

**\*TIGER SHARK**  
*Edward G. Robinson*

**THE TIME, THE PLACE AND THE GIRL**  
*Dennis Morgan, Jack Carson, Janis Paige*

**TWO GUYS FROM MILWAUKEE**  
*Dennis Morgan, Jack Carson*

**VERDICT**  
*Sidney Greenstreet, Peter Lorre*

**WHIPLASH**  
*Dane Clark, Alexis Smith, Zachary Scott*

**WHITE ANGEL, THE**  
*Kay Francis, Ian Hunter*

**\*WHITE HEAT**  
*James Cagney, Virginia Mayo, Edmond O'Brien*

*Robert Alda and  
Oscar Levant in  
"Rhapsody in Blue"\**



*\*Reserved for theatrical release. Available for  
first run on television Sept. 15, 1957.*

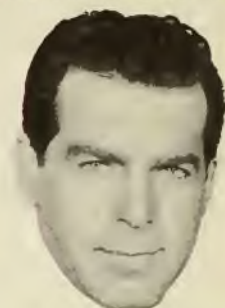
tonight at **00** p m



**ERROL FLYNN**



**ALEXIS SMITH**



**FRED MACMURRAY**

*in*

# **“Dive Bomber”**

A romantic triangle on the ground turns into an explosive drama in the skies as two former friends battle it out for the love of a woman!

**WXXX**  
*channel* **00**

A whole new area of programming  
opens up for the station that builds  
its schedule around these Warner Bros.  
movies. Audiences will

# **tune in**

and ratings zoom when ads like  
these appear in local newspapers  
and TV listings magazines!

tonight . . . 00 pm



Olivia de Havilland  
and Fredric March in

# "Anthony Adverse"

with Claude Rains  
and Louis Hayward

Winner of four Academy Awards. A great romantic picture, based on the best-selling novel by Hervey Allen. Love and adventure through five countries in three continents. Don't miss it!

**WXXX**  
channel **00**

tonight at 00 p m . . . Jimmy Durante and Phil Silvers in

# "YOU'RE IN THE ARMY NOW"

You've never laughed at two more hilarious rookies. Don't miss this riotous fun fest.

**WXXX**  
channel **00**



tonight . . . 00 pm

# "FLAMINGO ROAD"

starring Joan Crawford  
and Zachary Scott

From carnival hooper to society lady  
... in several far-from-easy steps.  
A powerful Crawford performance.

**WXXX**  
channel  
**00**



tonight... 00 pm

# "the GIRL from JONES BEACH"

Top photographer makes school  
teacher into cover girl.

A romantic comedy starring

**RONALD REAGAN** and  
**VIRGINIA MAYO**

**WXXX**  
channel **00**



*Anthony Adverse reserved  
for theatrical release.  
Available for first run  
on television Sept. 15, 1957*







“What’s up,  
Doc?”

# CARTOONS

from **a.a.p.**

# 337

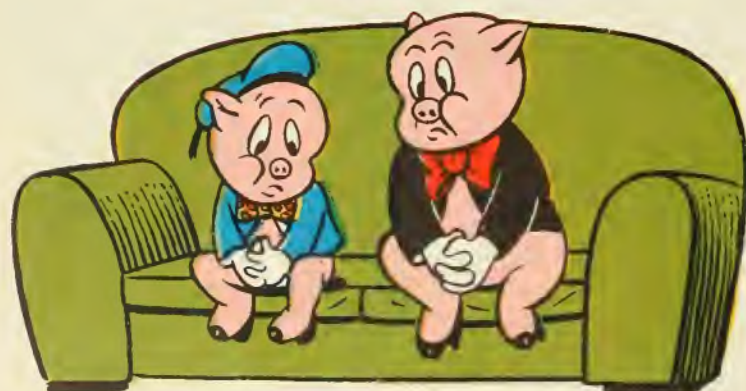
*including all the*



"SNIFFLES"



"SYLVESTER"



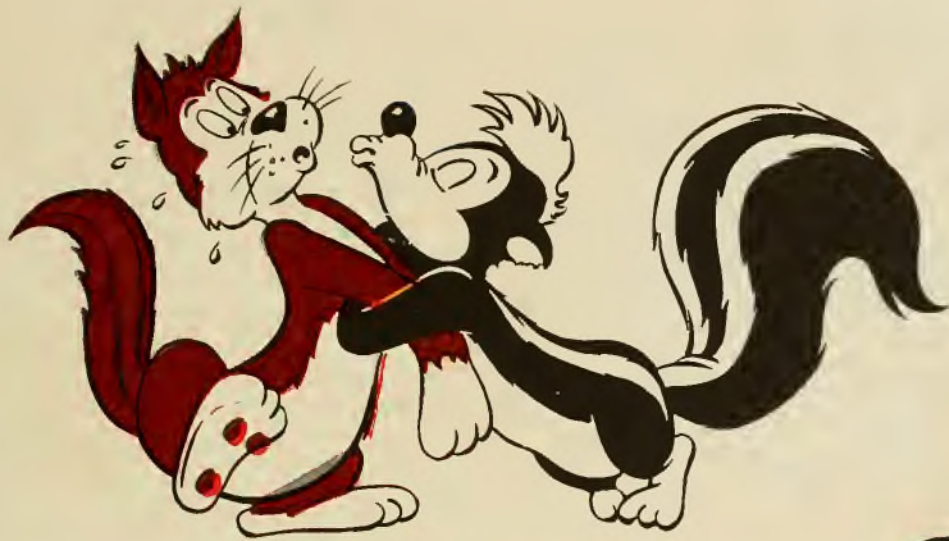
"PORKY PIG"



"BUGS BUNNY"

# WARNER BROS. CARTOONS

*favorite characters:*



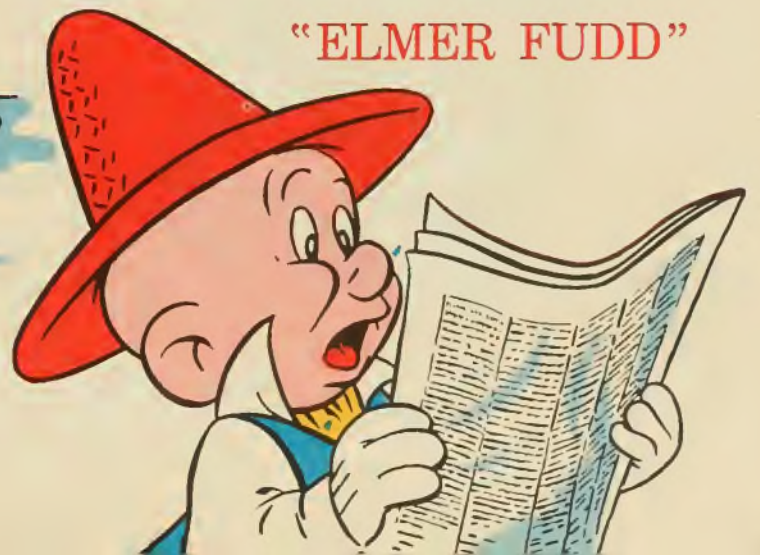
"PEPE LE PEW"

"TWEETY"



"DAFFY DUCK"

"ELMER FUDD"



and 234

in every sort

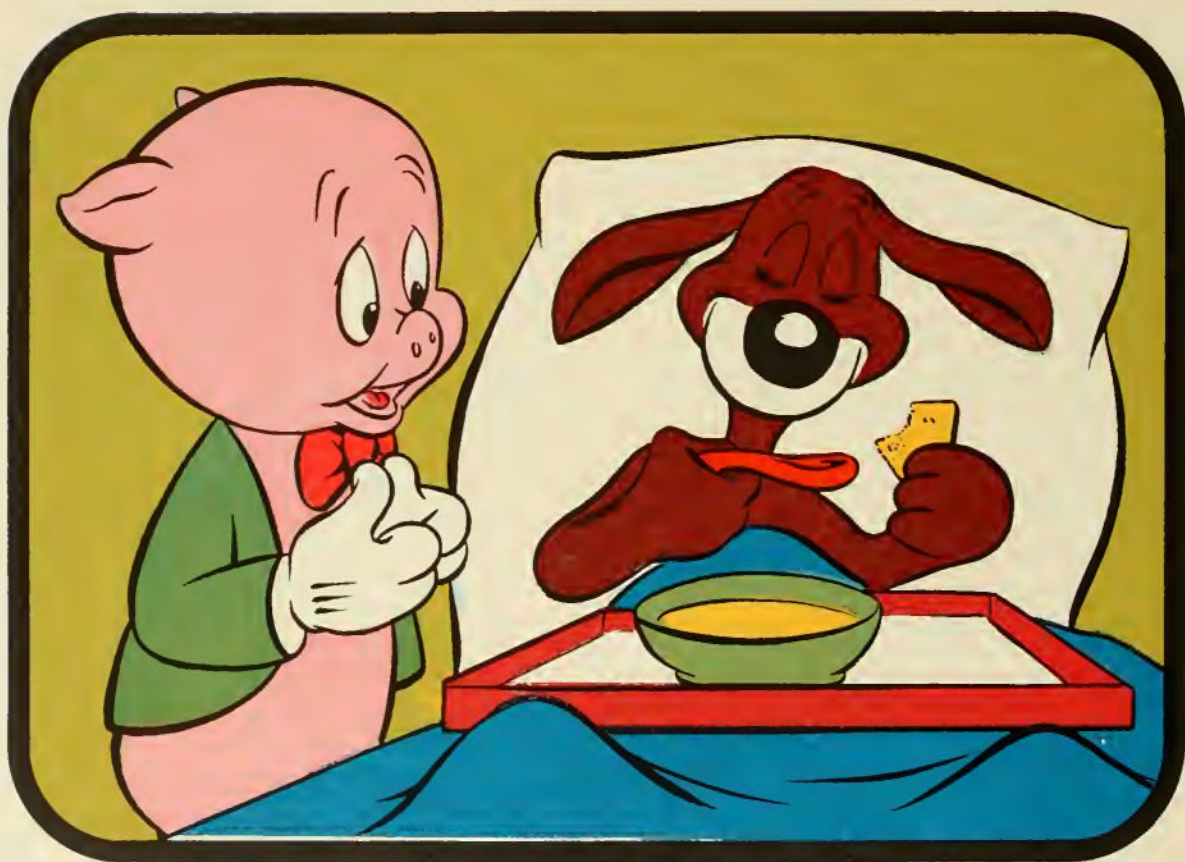
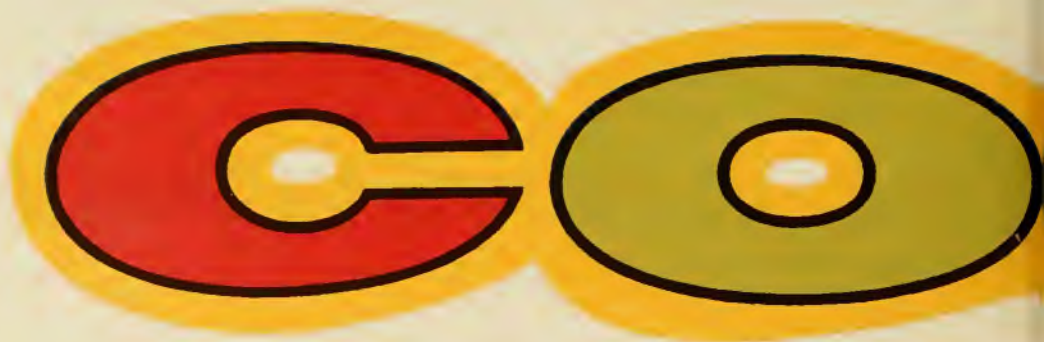


# Popeyes ...

of adventure



and a great opportunity

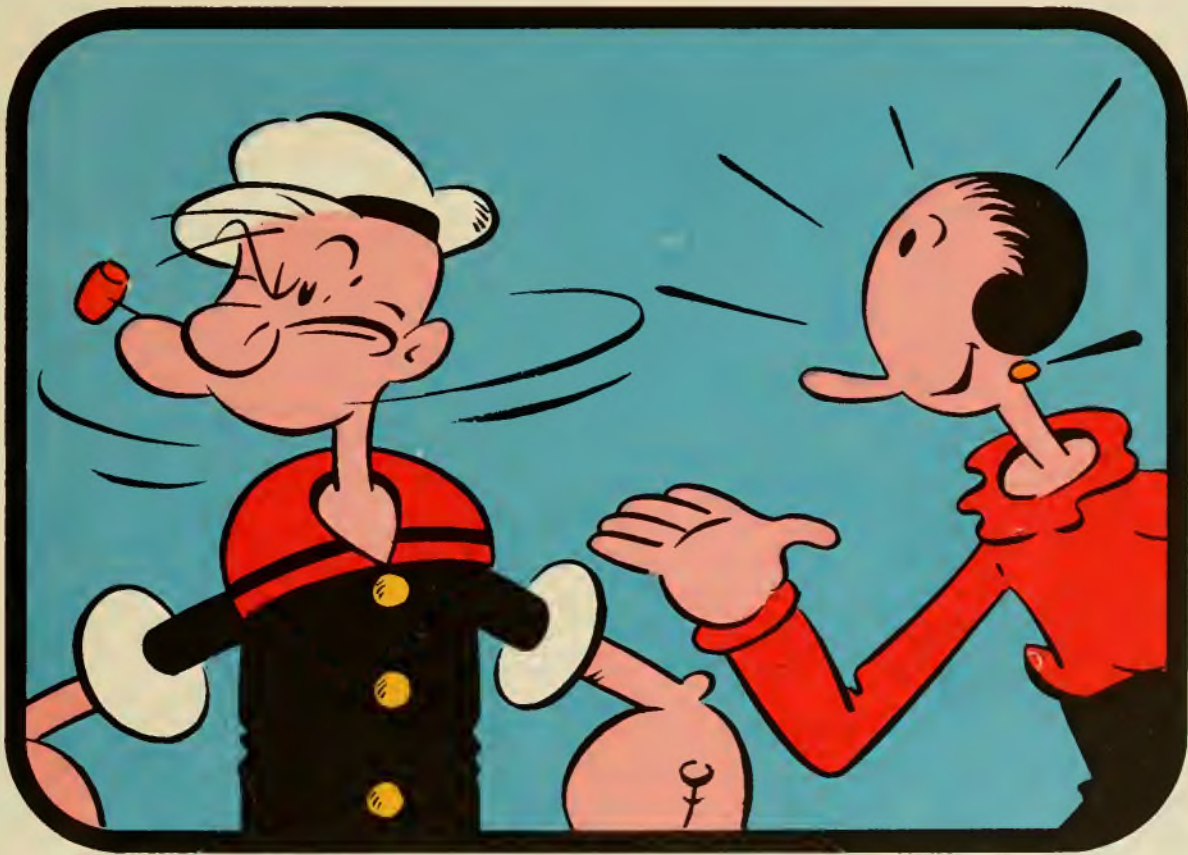


3 1 1

WARNER BROS. CARTOONS  
ARE IN COLOR

for programming

# LOAR



114

POPEYE CARTOONS  
ARE IN COLOR



**IN THE FIRST FEW**

# **RATINGS HAVE**



In the first 21 markets for which ARB ratings are available, Popeye cartoons have averaged an excellent 16.2, against the competition of top network, syndicated and local programs, and often, of four, five and six other channels.

*Here is the complete list of ratings:*

Boston	WBZ-TV	20.7
Buffalo	WBEN-TV	14.4
Chicago	WBBM-TV	14.0
Columbus	WBNS-TV	13.9
Denver	KBTV	23.3
Duluth-Superior	WDSM-TV	25.2
Los Angeles	KTLA	12.0
Miami	WTVJ	15.9
New York	WPIX	14.9
Phoenix	KPHO-TV	16.6
Portland, Me.	WCSH-TV	15.2
Providence	WPRO-TV	19.5
Sacramento	KCRA-TV	10.7
Salt Lake City	KUTV	14.2
San Diego	KFSD-TV	15.5
San Francisco	KRON-TV	10.6
South Bend	WSBT-TV	14.9
Spokane	KREM-TV	18.7
Tulsa	KTVX	14.9
Wichita Falls	KFDX-TV	13.6
Youngstown	WFMJ-TV	20.0

# **AND SPONSORS ARE**

*These cartoons are much in demand with local advertisers in every market in which they play. In addition, more and more blue-chip national advertisers are signing up week after week, including:*



## MONTHS ON THE AIR

# BEEN FABULOUS

Ratings (ARB) for 10 markets are available at press time on the WARNER BROS. cartoons. Here, again, the results are outstanding... an average of 15.6. All of these ratings are exceptional in view of the generally low-sets-in-use, afternoon time periods in which the cartoons generally play.

*Here is the complete list of ratings:*

Denver	KBTU	10.7
Lubbock	KDUB	17.3
New York	WABD	12.9
Phoenix	KPHO	12.0
Portland, Ore.	KOIN	24.8
Salt Lake City	KUTV	22.9
San Antonio	KENS	10.8
San Diego	KFSD	13.9
San Francisco	KRON	8.8
Wichita Falls	KFDX	22.1



## LINING UP TO BUY

POST CEREALS

BOSCO

FLAV-R-STRAWS

REMCO INDUSTRIES

AMERICAN CHARACTER DOLLS

KELLOGG'S

SEVEN-UP

FRITOS

SCHWINN BICYCLES

MILES LABORATORIES

JUNKET

MARS BARS

# STATION AND SPONSOR RESPONSE HAS BEEN ENTHUSIASTIC!

RUTHRAUFF & RYAN *Inc.* ADVERTISING  
405 LEXINGTON AVENUE NEW YORK 17

Mr. Donald Klauber  
A.A.P. Inc.  
345 Madison Avenue  
New York, N. Y.

March 8, 1957

Dear Don:  
Confirming our understanding, this letter constitutes an order in behalf of FLAV-R-STRAWS for three live participations per week in Popeye, (52 weeks, subject to normal 4A contract provisions) when and if it is sold in the attached list of markets. If the Warner Bros. cartoons are sold in any market in which we are interested before Popeye, they will check us to see if we will buy three participations in that show.

Elliot Reed

DU MONT BROADCASTING CORPORATION  
205 EAST 67th STREET, NEW YORK 21, N. Y.

Mr. Eliot Hyman  
Associated Artists Production Corp.  
345 Madison Avenue  
New York, N. Y.

August 27, 1956.

Dear Eliot:  
You can't do better than first. And "Looney Tunes" is first — the leading Monday through Friday children's show.

It is a real moneymaker. Naturally, when you released the 337 new Warner Brothers' cartoons, we were able to dress the show up for fall selling and this has resulted in current billings of \$12,000 a week.

Ted Cott  
Vice President



WHAT'S UP OOC???

THE BEST CARROT JUICE SALESMAN IN THE WORLD IS WORKING FOR YOU!

BUGS BUNNY CARROT JUICE has obtained the services of BUGS BUNNY himself! This all-American favorite will be seen every Sunday night from 6:00-7:00 P. M. on KTLA, Channel 5, starring in his own Warner Bros. animated films ... and sponsored by BUGS BUNNY CARROT JUICE!

The BUGS BUNNY cartoons have won the Motion Picture Exhibitors Poll as the best money-making short subject for the past ten years. On September 16, 1956, the first of these films will make their international debut on KTLA for BUGS BUNNY CARROT JUICE.



TULSA BROADCASTING CO.

KTLA Channel 5  
4400 S.W. 4th Ave.  
Tulsa, Okla.

Mr. Bob Rich  
A.A.P. Inc.  
345 Madison Avenue  
New York, N. Y.

Dear Bob:

Yours Truly does not possess a Crystal Ball, but my intuition told me to buy the "POPEYE CARTOONS." The November ARB for the Tulsa market more than justified this purchase from my good friend, Buck Long. I think you will be vitally interested in the following ratings for the 4:30-5:00 P.M. time period where "POPEYE THEATRE" is programmed:

(4:30-4:45 P.M.)		KTVX		Station "B"		Station "C"	
Mon.	16.3	6.3	7.9				
Tues.	17.1	6.3	9.6				
Wed.	14.2	6.3	10.4				
Thurs.	18.8	10.4	6.3				
Fri.	18.3	5.4	6.7				
(4:45-5:00 P.M.)		KTVX		Station "B"		Station "C"	
Mon.	17.1	7.1	8.3				
Tues.	16.7	7.1	9.6				
**Wed.	9.6	7.9	10.8				
Thurs.	19.2	10.4	6.7				
Fri.	19.2	6.3	6.3				

(\*\*—You can see what happens when you schedule a one-time-only local show—it won't happen again!) The interesting fact pointed out by the ratings is the audience strength garnered by "POPEYE THEATRE" putting this program in the No. 1 spot against long-established competitive programming which has always led in this time period.

Mike Shapiro  
Managing Director

news from WPix 11

"POPEYE" SAILS WITH "SRO" SIGNAL FLAG  
SEPTEMBER 10  
WITH MONDAY THROUGH FRIDAY SELLOUT

A month and a half before television station WPix-11 launches its exclusive "Popeye the Sailor," Fred M. Thrower, vice president and station general manager, announces a Monday through Friday sellout.

WPix 220 East 42nd Street, New York 17, N. Y. Murray Hill 2-6500

# POPEYE

FIRST  
ARB  
RATING  
HITS 11.2



CHANNEL 5  
MON. thru FRI. 7:00 to 7:30 p.m.  
KTLA

COPYRIGHT © 1956 PARAMOUNT TELEVISION PROD. Inc.  
DISTRIBUTED BY ASSOCIATED ARTISTS PRODUCTIONS, INC.

And in addition to the great appeal of the programs . . .

# A POWERFUL MERCHANDISING CAMPAIGN



to deliver added  
dividends to

**STATIONS**

and to **a.a.p.**

through sales of

**CARTOON  
PERSONALITY  
BY-PRODUCTS**

licensed for manufacture  
by

**KING FEATURES** (Popeye)

and

**WARNER BROS.** (Bugs Bunny, etc.)

**GREAT PROMOTION**

**PARTICIPATION IN PROFITS • MANY ADDITIONAL "PLUS" VALUES**

TOYS  
CLOTHING  
FOODSTUFFS

RECORDS  
JEWELRY  
BOOKS

CANDIES  
GAMES  
HATS

HOUSEHOLD ITEMS  
DOLLS  
NOVELTIES

PUPPETS  
GREETING CARDS  
TOILETRIES

PENCILS  
DINNERWARE  
COSTUMES

*for big, responsive*  
**audiences**  
*through*  
**great entertainment**  
*the best buy in television is*  
**features and cartoons**  
*from*

a.a.p.

*distributing agent for*  
*Associated Artists*

*Productions Corp.*

NEW YORK

345 Madison Avenue • MUrray Hill 6-2323

CHICAGO

75 E. Wacker Drive • DEarborn 2-2030

DALLAS

1511 Bryan Street • RIverside 7-8553

LOS ANGELES

9110 Sunset Boulevard • CRestview 6-5886

American Stock Exchange Symbol "ART"

