STORY ANALYSIS:
Vital, realistic drama — drama with a punch, with the real heart-seck of a story so true-to-life that it burns — that's what you've got to sell in "Back Door to Heaven." And this Press Book supplies the things you need to sell it — smashing ads, publicity and special powerful publicity art, exploitation suggestions, and a sock lineup of display accessories.

Ads, publicity and exploitation are all slanted to get the most out of the central character of "Frankie," the kid who was kicked around by life and wound up taking the "Back Door to Heaven." Read over the ad catchlines for the keynote of your campaign — and plan to use blowups of the ad layouts for lobby displays.

Briefly, the story of "Back Door to Heaven" concerns the lives of "Frankie" and his classmates — kids who graduated together from the high school in the small town of St. Mary's, Ohio. It follows them, with emphasis on "Frankie," to the day of a class reunion years later, when Frankie — who has broken from the death cell to return to his home town and the teacher who understood him — is shot and killed by police near the schoolhouse.

Three songs, "Hometown," "I Need a Friend" and "Things in My Heart," give you additional selling material.

THE CAST:

(Prologue) Frankie: Jimmy Lydon
Carol: Anita Magee
Mr. Rogers: William Harrigan
Mrs. Rogers: Jane Seymour
Rudolph Herzog: Robert Wildecek
Charley Smith: William Redfield
Bob Hale: Kenneth LeRoy
John Shelley: Raymond Roe
Sheriff Kramor: Alfred Webster
Reform School Superintendent: Joseph Gerry

(Main Action) Frankie: Wallace Ford
Miss Williams: Aline MacMahon
Jud: Stuart Erwin
Carol: Patricia Ellis
Mouse-Bert Gatto: Bert Frohman
John Shelley: Van Heflin
Charley Smith: Bruce Evans
Bob Hale: George J. Lewis
Wallace Kishler: Douglas Mckinlon
Mrs. Smith: Helen Christian
Butler: George Spelvin
Penitentiary Warden: Robert Vivian
Colored Dancers: Georgette Harvey, Roland Holder, Teddy Fraser

NEW YORK—Eastern production, which got off to a good start with "... one-third of a nation," is firmly entrenched by William K. Howard's excellent "Back Door to Heaven," the second picture to come out of the Astoria studios within the month. An unsung and down to earth story of life in a small, midwestern town, it offers an unusual collaboration of outstanding talent in all departments. The picture should find a ready audience among numerous moviegoers over-exposed to super-spectacular epics, and appreciative of simplicity and honesty on the screen.

Although the picture's premise is that of a keen, sociological drama, Howard has had the good sense to make it extremely palatable entertainment. The enthralling dramatic continuity is liberally interspersed with good comedy, and a number of songs destined to rank high in the hit parade.

Under Howard's expert direction, a strong cast turns in memorable performances. Outstanding among the group of natural and convincing youngsters are Jimmy Lydon as Frankie and Anita Magee as Carol, both bearing a remarkable resemblance to Wallace Ford and Patricia Ellis, who play the adult characters. Young Jimmy, in particular, reveals a definite screen personality and acting talent. The scenes dealing with the children are among the very best ever put on the screen.

The actual production is all that Hollywood itself could wish for. Hal Mohr and Bill Kelly can take bows on the photography, while Gordon Wiles designed some unusual and authentic sets. Although "Back Door to Heaven" does not boast any glamour boys and girls in its cast, it has all the qualifications of a strong box office attraction. The picture is a triumph for William K. Howard and all concerned.

YOUR PRESS BOOK CAMPAIGN STARTS WITH A FULL LINE OF PUBLICITY!
Drama Chief Prefers To Work in East

William K. Howard, who wrote, produced, and directed the new drama, "Back Door to Heaven," which opens on Thursday at the new theatre, joins the ranks of production chiefs who prefer the East for producing motion pictures. While not decrying the technical and climatic advantages of the highly popular Hollywood, Howard nonetheless intends to produce all the pictures under his current contract in Argentina, and for excellent reason.

"The Astoria studio," he recently stated, "are only a few minutes away from Times Square, and many numbers of the cast of "Back Door to Heaven" were readily recruited from the Broadway theatre. The majority of them were either appearing in shows, or rehearsing for future engagements, and found no trouble in doubling up in their work.

"Three of the juvenile members of the cast are Jimmy Lydon of "Sing Out the News," who has just been engaged by Raymond Roe for "Our Town," Patrick Adams, who played a young woman in one of the leading female roles, was last seen at the Cast in "Manana." Another prominent juvenile, Ada Williams, was featured in "The Fabulous Invalid," Kent Smith, featured in the picture, will be seen shortly with Kathleen Cornell in "Heroin" and "Miriam," while Alice MacMahn, Wallace Ford and Al Webster are veterans of the theatre. Bert Frohman, making his initial appearance on the screen, was recruited from among entertainers at the Paradise. Many of the bit parts and extras are played by theatre personnel.

"The advantages of such an arrangement are many. Primarily, there is the introduction of new faces in the cast, which comes as a refreshing variation after the familiar types found at the Famous Central Casting Bureau. The actor is also able to reprise his technique before an immediate audience in the theatre after performing before the mechanical eyes of the camera."

"The Astoria studios have, in a sense, always served as a reservoir for many of the stars of Broadway and Hollywood. At these studios many of our foremost screen stars of today were discovered. And after being drafted from the Broadway theatre for talking purposes, they found their way to the Astoria Central Casting Bureau. The Astoria studios have, in a sense, always served as a reservoir for many of the stars of Broadway and Hollywood. At these studios many of our foremost screen stars of today were discovered. And after being drafted from the Broadway theatre for talking purposes, they found their way to the Astoria Central Casting Bureau."

"Cons" Lunch at "21"

At least two men in New York were glad when William K. Howard production of "Back Door to Heaven," opened near the Astoria, today. The Astoria, was finished. They were Jack K. Howard and Charlie Bemis of the exclusive "21" Club, who suddenly created the impression of a press invasion by two well-known and respected men in the studio.

At first they thought it was a practical joke, but it turned out to be something else. "Back Door to Heaven" was filmed in Astoria, and when the two actors were appearing in the Astoria, they decided that they didn't have time to devote themselves to the press invasion and went to the studios for the first screening of the film. They came so early that they had to back out every day, and once they even tried to carry the situation too far by trying to leave without paying the charges. They didn't get away with it.

"Lovers Thwarted"

No matter how hard he tries, circumstance and environment combine to thwart the plans of Wallace Ford and Patricia Ellis in the new heart-tugging drama, "Back Door to Heaven," opening at the Astoria. Fanit Groff and Aline MacMahn are also featured.

BACK DOOR TO HEAVEN TITLE IS BORN ON SET

With over 17,000 motion picture titles ready all over the book, motion picture producers might almost be said to have to turn to heaven for inspiration, and the inspiration for the title "Back Door to Heaven" was born at the Astoria. Ford and Ellis, William K. Howard to Heaven - opening at the Astoria, theatre. The Astoria theatre was named after the Astoria, which is the name of a famous restaurant in the theatre, after performing before the mechanical eyes of the camera."

"Back Door to Heaven" title is born on set. Under the working titles of "Hometown" and "Frankie," the former banned because of its similarity to the title of a play, and the other because it did not convey any meaning of the story. In one of the last scenes, Wallace Ford, who features the leading role, and Bert Frohman, were appearing in an extra role in the death house of the Ohio State Penitentiary, which was reproduced on the stage. Director Howard called for a rehearsal. Ford, playing a man in the death house, was addressed by a man in the death house. Ford, who is not in the cast, was seen addressing himself to a man in the death house.

"Back Door to Heaven" also features Stuart Erwin, Patricia Ellis and Bert Frohman. It was written, produced and directed by William K. Howard.

EX-LEGIT STARS HEADLINE CAST IN HEART DRAMA

Wallace Ford, Stuart Erwin, Patricia Ellis and Aline MacMahn, and Bert Frohman, players who first rose to success on Broadway, have featured roles in the drama, "Back Door to Heaven," which was filmed at Astoria, among the new drama, "Back Door to Heaven." It opens next Wednesday at the Astoria.

Written, produced and directed by William K. Howard, "Back Door to Heaven" can best be described as a picture which must be seen with the heart. The story is so close to life that moviegoers will find it far more credible than the usual film story. The central character is a boy who asks nothing but a chance of life - and never gets it. Struggling to achieve respectability, he is hampered at every turn by circumstance and his early environment. Two women - the little girl who grows up to love him, and his school teacher - do their best to help him, without success.

Wallace Ford, who is cast as this boy, will be remembered for his remarkable character portrayals in "Men in White" and "The Informer." His adult companions, who are to help him - are Stuart Erwin and Bert Frohman. Patricia Ellis has her first big dramatic role as the girl in the life of the main character, while Aline MacMahn lends her expert playing to the role of the school teacher.

Although "Back Door to Heaven" appeals mainly to the more serious emotions, it has its lighter moments, featuring the singing of three songs by Patricia Ellis and Bert Frohman. The songs are "Hometown," "New York" and "Things in My Heart." Aline MacMahn will be remembered as the leading ladies who pleased New York audiences at the Cast in "Stampede" and "Paradise Cafe.

STRAIGHT REUNION

Ten years later, pursued by the police for murder, Wallace Ford comes to his class reunion. The dramatic moment occurs in the Astoria Theatre. Also present at the reunion are Patricia Ellis and Aline MacMahn.
**AND SPECIAL FEATURE STORIES**

**New Film Is Story Of Director's Life**

The production of "Back Door to Heaven," the heart-tugging drama which opens next week at the . . . Theatre, represents the realization of a life-time ambition to William K. Howard, who not only wrote the story of the picture, but produced and directed it as well. While not adhering strictly to actual fact, the basis for the story lies in the lives of Howard and a friend who grew up with him in a small town.

Howard and his friend were born within a few months of each other in a small Ohio town called St. Mary's. They went to school together. Howard continued his studies and graduated from Ohio State University, entering motion pictures as a sales manager, later becoming a director. But the friend became a member of a notorious mid-Western gang, and his escape from the death house on one occasion made front-page news.

Hollywood beckoned to Howard in 1930, when he became assistant to Director James Hogan. Four years later, he was a full-fledged captioneer, his first effort being "East of Broadway" for Thomas Ince. Then followed such fondly remembered productions as "The Thundering Herd," "Gigolo," "The Ship Comes In" and "River Pirate." In 1925, he directed one of the classic silent films, "White Gold," and in 1927 Paul Muni's first picture, "The Vagabond." He was responsible for one of the best of the courtroom dramas, "The Trial of Vivianne Ware" in 1931, "The Power and the Glory," starring Spencer Tracy, a picture which introduced the mental technique of "narration." These films were succeeded by "Mary Burnt," "Fugitive," "Transatlantic," "The Princess Comes Across" and "Fury Over England," the latter for Alexander Korda. Howard still contends that he might have been the one who went wrong instead of the friend. He holds that only those more favorable environment and the trend of circumstances helped him leave his friend while his friend turned to crime. To play up his point, Howard wrote his story around a group of children going to school together. The story shows their lives through until ten years later.

To produce this story, Howard engaged John Black and Robert Tasker, ace Hollywood screenwriters, to do the screenplay. In Hal Mohr, top-notch cameraman, and Gordon Wiles, technician, both Academy Award winners, he found his collaborators. Drawing upon the stage as well as the screen for his cast, Howard selected Walter Abel, Stuart Erwin, Patricia Ellis, Aline MacMahon and Bert Frohman for the featured roles. The juvenile actors were recruited from the Broadway productions of "Our Town" and "Sing Out the News," as were the bit players and extras. The picture was produced for the Astoria studios for Paramount Pictures.

William Noel Sautier, art director of the William K. Howard production of "Back Door to Heaven," which comes . . . . to the . . . . . Theatre, has introduced many technical innovations during his long service with Paramount Pictures in the art department. Recognized as one of the foremost men in the business, Sautier was engaged by Howard because the producer-director desired to have a new background for this production. "Back Door to Heaven" features Wallace Ford, Stuart Erwin, Patricia Ellis, Aline MacMahon and Bert Frohman.

When sound first became a reality in the picture industry, it was an accepted theory that the ordinary background used for silent pictures would cause a brand of confusion and reach a distinct recording on the sound track. Consequently, the backgrounds were carefully covered with a porous substance, and then painted. The amount of additional labor that was required caused Sautier to experiment with ordinary backdrops, to find those that would not reflect sound. He was unable to find a background that would absorb sufficient sound, and so he used plywood producers of hundreds of thousands of dollars.

Sautier early discovered that cameramen have their idiosyncrasies in lighting, and, in order to keep a production on an even keel throughout the picture, it is necessary to discover this before production starts. If the cameraman is inclined to light a set brightly, or very little, Sautier balances this by his selection of a monument in which every set is painted the same material. It might be cream, brown, gray or grey — but the color selected will be the "theme" color, and the cameraman, in lighting each individual set, may use his standard lighting without the variation of too light or too dark scenes on the film. In the case of Hal Mohr, who photographed "Back Door to Heaven," the theme color selected was gray. Mohr finished the film on a bank, jail, living room, courthouse, for the cameraman to use odd sets built in the studio for this picture.

Many street scenes were required for the picture, which brought up the fact that East Coast settings could not be used, and the reverberation of many people pounding hard wooden studio pavements would interfere with sound effects necessary to the picture. So instead of changing the actual streets, he changed the pavement into a porous compound that absorbed the sound — and gave the effect of real paving.

**Slight Case of Anemia Needs "Patent" Blood**

The director is out for "blood!" William K. Howard, the man attending Wallace Ford and the other actors in "Back Door to Heaven," drama which opens at the Theatre, ran out of patent "blood" for film make-up at the last minute, the production director, was literally put out for "blood." He begged his friend Howard, who was working on a new play for a scene about to be shot.

If that didn't work, he had a brilliant idea. He raced across the street and bought a loganberry pie. It served the purpose perfectly. "Blood" is just pie for William K. Howard.

**FATAL INTERVIEW**

Wallace Ford, as the boy who never had a chance, finds fate against him again when Stuart Erwin provides him with a gun in "Back Door to Heaven," the drama opening at the . . . Theatre. Patricia Ellis and Aline MacMahon are also featured.

**WOW!**

William K. Howard not only writes, directs and produces new drama — he acts in it!

William K. Howard, who not only produced "Back Door to Heaven," Paramount's heart-tugging drama which opens on . . . at the . . . Theatre, but directed and wrote the original story as well, further demonstrated his versatility when he stepped into a role in the picture during production.

Few experienced artists failed in their efforts to play the important difficult role of prosecuting attorney in a court room scene, employing a hundred people in addition to the featured cast. It looked as though one whole day's work would be lost when Howard, in disgust, turned to Hal Mohr, his cameraman, and said: "Come on, Hal, help them."

He walked into the scene and did it perfectly, twice, so well that the actors and technicians watching, applauded him.

Now he is applying for membership in the Screen Actors Guild so that he can stay in the picture.

Wallace Ford, playing the leading role, required how it happened that Howard was named for the part. Usually he is dressed in a workman's working or flannel shirt. This day he was dressed like all the world like an immaculate detective attorney. He denied having planned taking this part in advance, saying that the fact of his being dressed correctly was more coincidence — unless he was psychic.

As Johnnie Walker, his production manager, reminded him — he's his own worst critic. So far as Walker is concerned, the part stays in. There's only one other person to take it out, and that's Howard himself. Wallace Ford, Stuart Erwin, Patricia Ellis, Aline MacMahon and Bert Frohman are featured in the picture.

**Adolphe Menjou Finds Rival in Stuart Erwin**

From the look of him in his comic motion picture roles, you would never suspect that Stuart Erwin might justly lay claim to being the best-dressed man in Hollywood. Cast as a big "hick" more frequently than not, Erwin has always worn unpressed suits, string ties and battered hats in films. But one look into the closet of Stuart Erwin who is featured with Wallace Ford, Patricia Ellis and Aline MacMahon in "Back Door to Heaven," opening . . . . . . Theatre, will convince you that he should be considered as Adolphe Menjou's rival.

Erwin probably has more suits than Menjou, accepted leader of fashion in the film colony. And he had them made by the same tailor who creates the Menjou suiting masterpieces.

The comedian explains that his one hobby is clothes. He justifies his hobby by the fact that he was born in a place called Square Valley, California — and he is afraid to speak of his principal wardrobe consists of a pair of overalls and jumper, and every time he uses clothes, he assures that some day he'll have things like that to wear.

He lays no claim to the title of best-dressed man, but he does like to have a lot of suits, top coats and hats, to say nothing of shoes and ties. He likes the comfortable feeling of owning a wardrobe with many changes.

**Record For Sets!**

A record number of sets for a picture — over 60 — was established for the Astoria Studio on Long Island where William K. Howard produced and directed Paramount's "Back Door to Heaven," opening . . . . . . Theatre.

Howard left the studio for one of the exterior scenes and one interior. The outdoor scene was shot at Riker's Island, and the other was shot at a boutique house on 42nd Street in New York City.
SHORTS AND READERS...

KILLER?

Proving that the Eastern studios yield nothing to their Hollywood counterparts when it comes to efficiency and resourcefulness, more than sixty different sets were constructed in Astoria under the supervision of William K. Howard for his production of “Back Door to Heaven,” which opened at the Theatre.

Only three times did the company go outside the studio for exterior scenes — once to Riker’s Island for prison scenes, once to a bungalow house on 42nd Street for behind the stage scenes, and a police precinct on Jersey Road.

The locale of the picture is St. Mary’s, Ohio, the hometown of William K. Howard. The settings are actual reproductions of places he remembered, many of which are still in existence.

The studiohouse in which many of the earlier scenes occur, was reconstruced on the studio stage from a series photograph from Howard’s family album given to W. N. Sautler, the art director. It also served to guide the costume department in the dress of the children playing in the later scenes. Mr. Howard is the author as well as the producer and director of “Back Door to Heaven.” Before the picture was started, a camera crew took motion pictures and still pictures in and around St. Mary’s, and also of the Ohio State Penitentiary and the streets of Cleveland. These were used as a basis for all the sets that have been built on the enormous stage.

Wallace Ford, Stuart Erwin, Patricia Ellis, Aline MacMahon and Bert Frohman play the leading roles in “Back Door to Heaven.”

Although “Back Door to Heaven” is generally a good drama, the actor who has given the film a rather hasty chance, it has its lighter moments in which the scenes are sung by Patricia Ellis and Bert Frohman. One of them is an old but popular song, “Homestown,” and the others are two new songs which are destined to rank in the hit class. They are entitled “I Need a Friend” and “Things in My Heart.”

Drives by the fatal twist of circumstance, Wallace Ford becomes a killer in the new heart-tugging drama, “Back Door to Heaven,” opening at the Theatre. Stuart Erwin, Patricia Ellis and Aline MacMahon also have important roles.

THE PENALTY IS PAID

That technicians must be selected with care is a matter of prime concern. Actors is the film belief of William K. Howard, who wrote, produced and directed the heart-touching Paramount drama, “Back Door to Heaven,” which opens at the Theatre.

Consequently, Howard placed two Academy Award winners (the highest distinction that can be won in motion picture portraiture) in his capable positions of cameraman and technical director.

Harley, cameraman, won his award for his work on “Midsummer Night’s Dream,” recognized the world over as a distinct artistic achievement. Gordon Wilcox won that distinction for his work on the production “Transatlantic,” which, incidentally, was directed by Howard.

McGeary is a product of San Francisco, where he went to school and became interested in photography, radio and aviation. He chose photography for a career, and has photographed more than fifty pictures for major companies. He directed “When Love is Young” for Universal.

Wholes found that his forte was technical problems, attending the U. S. Naval Academy. He worked in Paris and Rome, and on his return from abroad, he joined United Artists and Fox. He has also directed “Woman of Glamour” for Columbia.

Featured in the cast of “Back Door to Heaven” are Wallace Ford, Stuart Erwin Patricia Ellis, Aline MacMahon and Bert Frohman. The picture was produced at the Astoria studios.

IT’S ALL HAWARD!

When a man produces and directs a picture that’s nothing new in Hollywood, but when a man writes the story, as well, it’s something. The man is William K. Howard — and he didn’t do it in Hollywood. He did all the work in the East and produced the picture at the Astoria studios for Paramount Pictures.

The result is the present new drama, “Back Door to Heaven,” opening at the Theatre. Featured in the cast are Wallace Ford, Stuart Erwin Patricia Ellis, Aline MacMahon and Bert Frohman. The picture was produced at the Astoria studios.

SINGERS Plug Hits

Two players who were featured recently at the Casa Manana and the Paramount, big New York nighters, sing three catchy songs in the course of “Back Door to Heaven,” new drama which opens at the Theatre.

The players are Patricia Ellis and Bert Frohman, known for their ability to plug songs. The songs are “Hometown,” a familiar one; “I Need a Friend” and “I Want to Sing.” The songs which should rank in the hit class.

BACK DOOR TO HEAVEN

In “Back Door to Heaven,” which also features Wallace Ford, Stuart Erwin Patricia Ellis and Bert Frohman, William K. Howard has produced and directed the picture for Paramount Pictures.

Singers: Delilah and Walter Pincus.

JAILBIRD

The phlegmatic humor of Stuart Erwin shines through the role of a jailbird to whom he can “Back Door to Heaven.” New drama scheduled to open at the Theatre.

Chaplin Find Returns

Do you remember the girl who was featured with Charlie Chaplin in “The Circus”? Her hair and green eyes don’t show up so well in black and white, but they were enough to attract Chaplin’s attention when she played at the Mason Opera House in Los Angeles. He gave her a test, which was successful, and she played the leading role with him.

Her name was Merna Kennedy, and after an absence of some years from pictures, she is now playing a small part in William K. Howard’s production for Paramount of “Back Door to Heaven,” at the Theatre with Wallace Ford, Stuart Erwin, Patricia Ellis and Aline MacMahon in featured roles. Although her name has been featured for some years in electric lights of fame, she has not been mentioned in the cast of “Back Door to Heaven.” However, she hopes that her return to pictures will attract favorable attention, and once again moviegoers will see her name featured. After “The Circus,” featured roles came thick and fast. Among them “Boudoir,” “Barnum Was Right,” “King of Jaz,” “Easy Millions,” “Don’t Bet on Love,” “Wonder Bar” and suddenly she didn’t appear in pictures any more.

Postergoers forget quickly — but Merna Kennedy hopes that her appearance in “Back Door to Heaven” will make some of them inquire — “Wasn’t that Merna Kennedy?” and suddenly she will be playing featured roles again.

Singer Tries Drama

Patricia Ellis, who has appeared in many screen musicals, and was recently featured as a singer at Billy Rose’s Casa Manana, essay her first dramatic role in “Back Door to Heaven,” the drama which opens at the Theatre. Although her role is essentially a dramatic one, she sings two songs in the course of the production — “The Things in My Heart” and “I Need a Friend.” Also featured in the cast are Wallace Ford, Stuart Erwin, Aline MacMahon and Bert Frohman. William K. Howard has produced and directed the picture for Paramount Pictures.
PREPARED REVIEWS

DRAMA TELLS STORY CLOSE TO THE HEART

(Prepared Review)

Proof that outstanding motion pictures can also be produced in Eastern studios was offered to local audiences last night when Paramount's heart-moving drama, "Back Door to Heaven," was presented for the first time at the Theatre.

Relaying on a host of featured the picture boasts a cast which includes a good turn by Stuart, Ellery, Alice MacMahan and Bert Frohman. Cast as the central character, Wallace Ford has a role which is on a level with the powerful character part he had in "Men in White" and "The Informer." Ford plays the part of a boy who has the heart set against him from the start. No matter how hard he tries, he is never able to overcome the obstacles in his path. Boon companions in his adult years are Stuart Erwin, cast as a fun-making jailbird, and Bert Frohman, who plays the jailbird who plays the part of a boy who has the heart set against him from the start. No matter how hard he tries, he is never able to overcome the obstacles in his path.

Four column inches are fully upheld by Patricia Ellis and Alice Mackahan. They are cast as the two women who affect the life of the young, troubled boy. Patricia Ellis is the little girl who grows up with him, continues to love him in the face of adversity, and does her best to help him along the way. Alice MacMahan has one of the best roles of her long career as the school teacher who holds an influence over his life, trying to set him on the right path for a happy, healthy, and useful life.

When director-producer William K. Howard went to work on his latest picture, the heart-moving drama, "Back Door to Heaven," which opens tonight at the Theatre, he didn't have to seek long for an actor to play the role of the wise-cracking jailbird, even though he is filled the picture with Paramount's Astoria studio. Stuart Ellery, be of the phlegmatic rural humor, was first choice for the part, and accepted the part immediately, for he enjoys working in the East. Erwin rejoices in the fact that his part doesn't demand any great abilities, and the producer and Paramount are more informal. A confirmed gaiety of working with William K. Howard because the latter is also humorously inclined. Veteran of over a hundred motion picture productions, Erwin will be remembered for many years when he is cast again in "Back Door to Heaven," which are Wallis Ford, Patricia Ellis, Alice MacMahan and Bert Frohman.

HEART-MOVING DRAMA TELLS POIGNANT STORY

(Prepared Review)

When a more moving and poignant story is told than that presented in "Back Door to Heaven," the motion picture companies will have to turn to William K. Howard, who wrote, produced and directed this picture for Paramount Pictures. It was presented to enthusiastic local audiences for the first time last night at the Theatre.

The story of the picture is one that might be told about a less fortunate youngster in any town in the United States. It takes a young boy who is born on the wrong side of the tracks — and shows him how his circumstances, environment, and companionship can combine to do a great deal to make his life as unattractive as possible. From lefting up in a poor neighborhood and in the streets, the boy moves forward ever closer to a freakish accident to dramatic incident, holding the viewers right up to the end and ably handled sense of pace.

Carefully selected to play the featured roles in this picture are known well-known players. Wallace Ford, selected to play the role of the boy who never had a chance, delivers one of his best performances. Stuart Ellery, given by the author of the play who plays the part of a boy who never had a chance, was written, produced and directed by William K. Howard, veteran director of stage and screen productions.

Down through the years from the first number of "Oscar the Hill" to "Of Human Hearts" have come a store of motion picture dramas which must be seen, but never has there been a drama closer to the heart of the true moviegoer than William K. Howard's "Back Door to Heaven," which Paramount will present to local audiences on the Theatre. The story of "Back Door to Heaven" starts with a boy who is born on the wrong side of the tracks — and shows him how his circumstances, environment, and companionship can combine to do a good deal to make his life as unattractive as possible. From lefting up in a poor neighborhood and in the streets, the boy moves forward ever closer to a freakish accident to dramatic incident, holding the viewers right up to the end and ably handled sense of pace.

Wallace Ford, as a small town boy who asks just one chance of life and never gets it, Patricia Ellis, as the girl he loves and is denied her hand, and Stuart Ellery, as the boy who helps him, or who remains blind to the world of the truly educated, are two of the best roles of a career that has never yet been completed for any of them. This story of life is peopled with characters who help him, or who remain blind to the world of the truly educated, and is a study that will be enjoyed by all who see it.
AD LAYOUTS...

"Yeah... I've got three strikes on me... but I ain't through fightin' yet."

BERNARD STEELE presents

BACK DOOR to HEAVEN

A Paramount Release with
WALLACE FORD • PATRICIA ELLIS
STUART ERWIN • ALINE MACMAHON
Produced and Directed by WILLIAM K. HOWARD

"Dump me in stir till I'm punchy with it. Make a heel out of me. Cheat me of the things other guys take for granted... the arms of the woman you love about you — the smile of a kid that says you're aces. Kick me around... but you can't keep me from being a right guy in my own heart... not while I've got two pins to walk on and two dukes to swing!"

The most amazing human document ever to blaze across the screen!

THEATRE

They threw him into reform school and slammed the gates behind him!
They branded him a criminal... they showed him no mercy!
...but he dared to come back to the woman who loved him!
WHO IS RIGHT?

His teacher?
"HE'S A GOOD BOY!"

His prosecutor?
"HE'S A MENACE TO SOCIETY!"

His prison pal?
"HE'S A RIGHT GUY!"

His childhood enemy?
"HE'S A CRIMINAL!"

His sweetheart?
"HE'S A DARLING!"

SEE this amazing drama of a man the world called bad... and the woman who dared to love him... the greatest heart picture ever filmed!

BERNARD STEELE presents

"BACK DOOR TO HEAVEN"

A Paramount Release with
Wallace Ford · Patricia Ellis · Stuart Erwin
Aline MacMahon

Produced and Directed by WILLIAM K. HOWARD

THEATRE
HE'S GUILTY!
He killed a man in cold blood.
Send him to the chair!

HE'S INNOCENT!
He never hurt anyone in his whole life. Send him home!

The most amazing love story ever told... the story of a man who found life at the edge of death...

BERNARD STEELE presents
"BACK DOOR TO HEAVEN"

with
WALLACE FORD • PATRICIA ELLIS
STUART ERWIN • ALINE MACMAHON

Produced and Directed by William K. Howard • A Paramount Release

THEATRE
“DON'T HAND ME THAT STUFF...
There ain't no such thing as love!”

How could he believe the simple eternal fact of a woman's love... when the world had torn his own heart out by the roots?

The most amazing love story ever told... the story of a man who found life at the edge of death...

BERNARD STEELE presents

"BACK DOOR TO HEAVEN"

with

WALLACE FORD - PATRICIA ELLIS
STUART ERWIN - ALINE MACMAHON

Produced and Directed by William K. Howard - A Paramount Release
TWO COLUMN ADS

REAL AS LIFE ITSELF!
TRUE AS A HEART BEAT!

The story of a man the world called bad—and the woman who dared to love him!

BERNARD STEELE presents
BACK DOOR TO HEAVEN
A Paramount Release with
WALLACE FORD - PATRICIA ELLIS
STUART ERWIN - ALINE MACMAHON
Produced and Directed by WILLIAM K. HOWARD

REAL AS LIFE ITSELF!
The story of a man the world called bad—and the woman who dared to love him . . . the greatest emotional drama ever filmed!

2-COLS. x 41 LINES . . . 82 LINES
Mat 25B—.30

TWO COLUMN ADS

THEATRE

2-COLS. x 41 LINES . . . 82 LINES
Mat 25B—.30
RAT or HERO...
What is this man?

Is he a rat, fit only to die a rat's death... or is he a hero who dares to rise above fate itself to win, by sheer courage, an eternal haven in the heart of the woman who loves him... The screen's greatest emotional drama!

BERNARD STEELE presents
"BACK DOOR to HEAVEN"

"YEAH... I've got three strikes on me... but I ain't through fightin' yet!"

with
Wallace Ford • Patricia Ellis
Stuart Erwin • Aline MacMahon
Produced and Directed by William K. Howard
A PARAMOUNT RELEASE

THEATRE

2-COLS. x 78 LINES... 156 LINES
Mat 2AC—30

THE GREATEST EMOTIONAL DRAMA EVER FILMED!

"BACK DOOR TO HEAVEN"

A Paramount Release with
Wallace Ford • Patricia Ellis • Stuart Erwin • Aline MacMahon
Produced and Directed by William K. Howard

THEATRE

2 COLS. x 49 LINES... 98 LINES
Mat 2SC—30
TWO PRACTICAL AD SLUGS

"BACK DOOR TO HEAVEN"
A Paramount release with
WALLACE FORD PATRICIA ELLIS STUART ERWIN ALINE MACMAHON
Produced by WILLIAM K. HOWARD

TRUE AS A HUMAN HEART! REAL AS LIFE ITSELF!
BERNARD STILES presents
"BACK DOOR TO HEAVEN"

2-COLS. x 20 LINES . . . 40 LINES Mat 2AD—.30

19 LINES Mat 1AE—.15

HE'S GUILTY!
He killed a man in cold blood.

HE'S INNOCENT!
He never hurt anyone in his life.

BERNARD STILES presents
The greatest emotional drama ever filmed!
"BACK DOOR TO HEAVEN"

THEATRE

94 LINES Mat 1AD—.15

Turn to pages 14 and 15 for Ad Revamps and Special Art
The above sketches indicate how the elements in the regular press book ads can be adapted to make many new designs and layouts. The special art on the opposite page can also be used to create new ad ideas.
SPECIAL ART
for Advertising and
Publicity purposes!

This special dramatic art, by Lee R. Gustavson and William
Heaslip, can be used to put added sock in your publicity
and advertising campaigns. The cuts are in regular news-
paper column sizes, facilitating your use of them for special
publicity plants. In addition, the drawings and parts of
them can be used in revamping the ad layouts.

LEE R. GUSTAVSON is a native of Chicago and a resident
of Westport, Conn. He is well-known nationally for illustra-
tions in Collier's, and is one of the few modern artists to
work with Tempera colors.

WILLIAM HEASLIP is also a New Yorker with a national
magazine background. He is noted for the vigorous power
of his character sketches.

This artistic impression of the central characters in the Par-
amount picture "Back Door to Heaven" is by William
Heaslip. The center figure is Wallace Ford and the others,
around the circle — left to right are Patricia Ellis, Bruce
Evans, Stuart Erwin, George J. Lewis and Aline MacMahon.

The boy who never had a chance in Paramount's heart-
tugging drama "Back Door to Heaven" is portrayed in the
early sequence by Jimmy Lydon and as a man by Wallace
Ford. The above sketch of these two is by the well known
artist Lee R. Gustavson.
EXPLOITATION should be keyed to the terrific heart appeal of ‘Back Door To Heaven’!

Capitalize on the theme with a special screening!

The realism of “Back Door to Heaven”, and the lesson that its story teaches, suggests a special screening for leading members of the clergy, prominent lawyers and judges, teachers, and the heads of Big Business and similar associations. They’ll approve the moral lesson that underlies the entertainment in this picture, and they will undoubtedly help you boost your showing with comments to be used in your publicity and advertising.

TWO LOBBY STUNTS THAT SELL THE HUMAN INTEREST

1. Dramatize the classroom:

SELL THE terrific human appeal of “Back Door to Heaven” by rigging up a “classroom” in the lobby with story-selling copy pasted right on the desks. For this you will need five small desks such as are used in school rooms, and a large desk for the teacher. A life-size blow-up of Stll 1769-14, of Aline MacMahon as the teacher, can be seated behind the big desk. Flags, pictures, blackboards, a globe, etc., can be placed around the display for atmosphere. The following copy can be placed on the children’s desks, in writing:

“CHARLIE SMITH sat at this desk. He’s a big banker now, and kind of forgot his old schoolmates. And they say he’s going to tear down the old school house to make room for an ‘improvement’. He never liked Frankie.”

“JACK SHELLEY sat at this desk. He was a good boy. He used to orate so sweetly. Now he’s a lawyer and they say he has a good chance of becoming governor. He used to pal wih Frankie, the boy from ‘across the tracks’.”

“BOB HALE, the boy who used to draw so well, used to sit here. He’s a very famous artist now in New York, or so he says in his letters home. The scratuls on this desk are some of his very early work.”

“This is the desk at which CAROL, she of the deep blue eyes, used to sit. There never was a more tender soul in a child than there was in little Carol. Of all the children in school, she alone understood Frankie Rogers — and loved him.”

“And here’s where FRANKIE sat. The world calls him a criminal. He is under sentence of death right now. But somehow he always seemed the finest boy in school... he never had a chance!”

2. Rich man, poor man, lawyer, thief character display...

LOBBY DISPLAY that sells the human interest appeal of the picture can be made by using blowups of four of the central characters and mounting them on display with the eye-stopping captions — rich man, poor man, lawyer, thief. Here is how to arrange the art and copy for the best effect.

The blowups of the four characters should be arranged with the first three — rich man, poor man, lawyer at the left of the display in the order named. A larger blowup of the main character, captioned “Thief”, should dominate in the center.

Use stills as follows: For the rich man, Still No. 1769-P-210; for the poor man, Still No. 1769-P124; for the lawyer, Still No. 1769-P-227 and for the thief, use Still No. 1769-38 of Wallace Ford.

The captions under each blowup contribute the selling wallop. They should be lettered under each picture with the first words of the caption in large bold lettering as follows:

RICH MAN — Son of a wealthy banker, fate marked him for a success that was measured in dollars!

POOR MAN — His ambition was to be a great artist — but fate dealt him a career painting pictures on barn doors!

LAWYER — He made the only plea he knew to save the boy he went to school with from the crime he didn’t commit.

THIEF — Marked by fate from the start, the boy who never had a chance was doomed to die for a crime he didn’t commit.

SEE “BACK DOOR TO HEAVEN” — the picture of a thousand heart-thugging thrills.

HERE ARE SEVERAL WAYS TO GASH IN ON SCHOOLS

Theatre party for oldest teachers:

The unselfish devotion of Aline MacMahon as a school teacher of long service in “Back Door to Heaven,” gives you a chance to offer a tribute to these unsung heroines of the local school by arranging a theatre party for the ten oldest teachers in point of service in your schools.

Properly handled the stunt will get you the cooperation of the local newspaper and garner real publicity for the theatre and picture. It can best be done by getting the Parent-Teachers Association to sponsor it. Contact the president of the PTA personally. She will be able to confer with the school authorities in picking the candidates for the party. The PTA might be induced to follow through with a tea for the teachers along with the screening.

You should address a brief note to each teacher, thanking her for accepting your invitation tendered through the PTA. Arrange transportation to and from the theatre and build up the importance of the event by having several prominent citizens at the theatre to greet the teachers.

Election for favorite teacher:

The school sequence in “Back Door to Heaven” which plays up the teacher and emphasizes the high regard in which she is held by her pupils, suggests an election to select the favorite, or most popular teacher at the local school, with a theatre party as the award for the winner.

You can plan it along the following lines:

1. Contact class leaders and possibly the editors of the school paper for a committee to handle the electioneering and actual balloting.

2. To simplify the balloting and to stimulate interest in your showing, arrange for a ballot box in the lobby with an appropriate card announcing the events as well as an announcement on the screen.

3. The ballot which you can prepare at small cost can also act as a real plug for the picture with a cut of Aline MacMahon, using one of the regular press book mats, and copy such as “She was the beloved favorite of her pupils in the picture “Back Door to Heaven,” coming next to the Theatre. Who is your favorite teacher? Mark the ballot with the name of teacher, sign your name and class and drop in the ballot box!”

4. After the winner has been finally selected, you can work up considerable interest and publicity through pictures in the local paper with a story of her record and the entertainment provided for her. Make her attendance at the theatre a real event. Provide proper transportation and an escort of children. She might be introduced from the stage and a small dinner provided in her honor either before or after her showing.

Promote this newspaper series:

The theme of “Back Door to Heaven,” which follows the individual lives and careers of a school graduating class, suggests a human interest story series which can be applied to a local class. What happens to the children after they leave school is of interest in every community, and your local newspaper editor will no doubt welcome the idea. Suggest that he pick some graduating class of twenty years ago and follow through on the different members of the class on the idea “What The Class of 1919 is Doing Today, Etc.” To bring in a plug for the picture, he can touch on the hopes and ambitions of the average graduate and possibly tie it in with the story of “Back Door to Heaven.”

Additional interest can be worked up by running photos showing members of the graduating class as they looked then and today. And, of course, the teachers of the class can be contacted for interesting comments.

School event at theatre: The plot of the picture deals with a school graduating class. It emphasizes the lives of the individual members and their loyalty to each other. This class feeling which is the highlight of the picture suggests a way for you to capitalize on the class spirit of your local graduating classes by offering them a chance to hold class affairs at your theatre during the showing of “Back Door to Heaven”.

Here’s an outline of how to go about it:

1. Contact the presidents of each class and suggest the idea of a theatre party to see “Back Door to Heaven.” A concession of a special rate can be made provided you get enough to attend.

2. If there is a school band, they might be induced to parade down to the theatre and start the evening off with appropriate music, school songs, etc.

3. The school party is also a logical time to introduce outstanding class or school personalities. This could be done from the stage, which will add to the importance of the affair.

4. This can be made the occasion of a real school event, and announcements could be made of the handsomest, most likely to succeed, etc.
SET OF FIVE ONE-COLUMN TEASER ADS

FIRST DAY

HERE'S a series of one-column teaser ads based on the powerful true-
to-life characters in "Back Door to Heaven" and their relation to "Frankie"—the "kid who never had a chance." Use them as run-of-the-paper ads aimed at the big ad on the movie page, or as a day-to-day series building up to opening announcement of the picture. You can also use the idea as the basis of a lobby display, by blowing up the portrait stills and having your sign man letter the copy. The stills are numbered 1769-15, -98, -103, -153 and -228, and can be obtained through your Paramount Exchange on ten-day order. The newspaper headline is on special still 1769-2/1A.

[Billing here]

SECOND DAY

I WAS FRANKIE ROGERS' TEACHER!

[Billing here]

ALL five ads are available on one mat. Order by number from your exchange—MAT 5EA-75

THIRD DAY

I WAS FRANKIE ROGERS' PAL!

[Billing here]

FOURTH DAY

I WENT TO SCHOOL WITH FRANKIE ROGERS!

[Billing here]

FIFTH DAY

I AM FRANKIE ROGERS!

[Billing here]

TRAILER NATIONAL SCREEN SERVICE

All the poignant appeal of "Back Door to Heaven" has been embodied in the trailer prepared by National Screen. It is an essential part of your promotion campaign. Order it early and start running it well in advance of your showing!

1207 So. Wabash Ave. 1706 Wyandotte St. 920 New Jersey Ave. N.W. 2418 Second Ave. 630 Ninth Ave.
CHICAGO, ILL. KANSAS CITY, KANSAS WASHINGTON, D. C. SEATTLE, WASH. NEW YORK, N. Y.
1003 High Street 1105-07 Curtis Ave. 2336 Tayne Ave. 3318 Olive St. 16-38 Malden St.
DES MOINES, IOWA MINNEAPOLIS, MINN. CLEVELAND, O. ST. LOUIS, MO. BOSTON, MASS.
500 S. Second St. 219 Mint St. 1922 So. Vermont St. 2940 Cass Ave. 141 Walton St., N.W.
MEMPHIS, TENN. CHARLOTTE, N. C. LOS ANGELES, CAL. DETROIT, MICH. ATLANTA, GA.
300/5 So. Harwood St. 1431 Cleveland Ave. 168 Golden Gate Ave. 1341 young Ave.
DALLAS, TEXAS NEW ORLEANS, LA. SAN FRANCISCO, CALIF.
THREE HIT SONGS OPEN WAY FOR MUSIC TIEUPS

THREE big hit songs — "Things in my Heart," "I Need a Friend" and "Hometown" — are sung by Patricia Ellis and Bert Frohman in the picture, and you can use the seat selling power of these songs to plug your showing of "Back Door to Heaven."

The publishers of the songs have made the song covers of special editions of all three hits available to all dealers, opening the way for you to secure window and counter displays in music stores, dime stores, department stores — in any store which sells music. You can help local merchants to make their windows attractive by supplying them with stills, standees, cutouts, paper, etc., to use in decorating windows. In addition, be sure that all local orchestras and singers receive orchestrations of the songs, and don’t neglect the orchestras which play at local night clubs and hotels and on local radio stations. Free orchestrations and a free ticket here and there will net you plenty of free plugs for your engagement of the picture.

Following is the address of the publisher of each of the songs:

"Things in my Heart" — FAMOUS MUSIC CORPORATION, 1619 BWAY, N. Y. C.
"I Need a Friend" — IRVING BERLIN, INC., 799 7th AVE., NEW YORK CITY.
"Hometown" — CRAWFORD MUSIC CORPORATION, 1619 BROADWAY, N.Y.C.

SONG TITLES CAN BE USED FOR STORE CO-OPTIONS

THE TITLES of two of the hit songs sung in the picture — "Hometown" and "I Need a Friend" — can be used in various ways to secure merchant cooperation for your advance campaign on "Back Door to Heaven." Following is an outline of suggestions on how to get newspaper and window advertising. Put the songs to work for you in all these ways:

COOPERATIVE PAGE AND ADS: A group of merchants can feature their wares in a full cooperative page, using a copy slant along these lines: "If you’re looking for values, no need to stray! ‘HOMETOWN’ merchants offer you outstanding values at lowest prices!" The same copy slant can also be used for any individual merchant whether he sells shoes or automobiles for individual co-op ads. These ads can be dressed up with art taken from the ads which appear in this press book. Theatre credits can be worked in this way: "Hear Bert Frohman sing ‘HOMETOWN,’ in ‘BACK DOOR TO HEAVEN,’ the heart-touching drama which opens on _________ at the _________ Theatre." Similarly, the song "I Need a Friend," can be used for co-op ads by various merchants. It would be especially good for pet shops, loan services, banks, etc. Copy can be slanted along these lines: "Are you singing ‘I NEED A FRIEND’? That’s where your Bank comes in! etc."

In the credit copy state as above: "Hear Patricia Ellis sing ‘I NEED A FRIEND’ in ‘BACK DOOR TO HEAVEN,’ etc."

WINDOWS AND INSIDE STORE DISPLAYS: Cooperating merchants can make up windows dressed with song sheets, standees, stills, paper, etc. (Song sheets can be obtained as explained in this press book.) All merchants can feature their wares with a line like: "Make your ‘HOMETOWN’ your shopping headquarters! Shop here and help keep your own home town prosperous!" Most local merchants will welcome the idea.

Here are three ideas for your local newspaper

1. SCHOOL PICTURE GAG:
An interesting item that can be tied directly to the schools by the newspaper is a "find yourself in this picture" contest. From the faces of 1919 graduating classes, and classes of other years, available in the school files, a local newspaper can make a selection. One of these can be published each day, with heads of individuals ringed. Readers will be invited to identify themselves as one of the ringed persons, with cash and tickets offered as awards. As an added gag to start the contest, the newspaper can publish an announcement that your theatre will offer an award, during the run of the picture, for the oldest and the most interesting school picture.

2. CARTOON SAFETY SERIES:
With a title like "Back Door to Heaven," you should have little difficulty in selling your editor on a cartoon feature series with a good contest angle. The stunt here is to use one-column, locally prepared cartoons showing ways "folks find the ‘Back Door to Heaven,’" by not observing safety rules. With one or two cartoons prepared to start the feature, readers can be urged to send in their suggestions for the continuation of this series. As suggested ideas you can use "the driver who ducks through a red light because he’s SURE nobody is coming," "the lady who strikes a match to see if she has any gas in the tank," etc. Direct tie-up to your picture can be assured by using slug "Back Door to Heaven" over cartoons, crediting the film in outlines as being the Inspiration for this series. Offer ducats for folks turning in the best suggestions.

3. ANNIVERSARY FEATURE:
Get the newspaper to devote a feature to telling what the boys of a local grade-school class of 1914, which is celebrating its twenty-fifth anniversary, are doing now. From the list of names available at your school, many of your local leading citizenry and some of the town characters will be recognized. Plan is to emphasize the human interest angle of the story, particularly to show how careers and accomplishments diverge, with a group that started out together in life. Credit for the picture can be assured by having the paper state in a foreword that the idea was suggested by a similar theme in the current picture, "Back Door to Heaven."
Illustrated here are deluxe displays available on rental from National Screen. At left — 40 x 60 lobby poster. Below — 24 x 82 banners. At right — 30 x 40 lobby poster.

National Screen Accessories, Inc.
(American Display Company, Inc.)
525 W. 43rd St., New York City

“Ask your nearest National Screen Service Branch for all particulars regarding these displays.”
POSTERS

BACK DOOR TO HEAVEN

SIX-SHEET

ONE-SHEET

BACK DOOR TO HEAVEN

WALLACE FORD - PATRICIA ELLIS - STUART ERWIN - ALINE M. MAHON

Produced and Directed by WILLIAM K. HOWARD - A Paramount Release

BACK DOOR TO HEAVEN

WALLACE FORD - PATRICIA ELLIS - STUART ERWIN - ALINE M. MAHON

Produced and Directed by WILLIAM K. HOWARD - A Paramount Release

CIRCUS HERALD

9 x 12...
ONE COLOR
$3.00 per M
including imprint

Allow ten days for imprinting

WALLACE FORD - PATRICIA ELLIS - STUART ERWIN - ALINE M. MAHON

Produced and Directed by WILLIAM K. HOWARD