I'd suggest:

"Coming Out Party" is a lavish production that offers you two different selling angles: the sensational and the romantic. The first way is to offer your customers a look behind the scenes, so they can see how society daughters are sold to the highest bidders. In some situations, however, you may want to use a quieter campaign, placing your main emphasis on the romance between Frances Dee and Gene Raymond.

You will find ads and posters that fit in with both campaigns. In either case you will want to sell the cast.

The debutante theme gives you plenty of exploitation stunts. We suggest a number of them on Pages 4 and 5. You might have a get-together at your theatre of the Gay Nineties deb's, or a debutante night, or mail out invitations to your coming out party. Frances Dee's stunning clothes give you a custom-made tieup with one of your local department stores.

If you want to go in for a tabloid, the love nest situation in the picture gives you a good excuse. There's a suggested layout on the bottom of Pages 4 and 5, No. 9. You can make it up from cuts in this press book.

That merchant key stunt is effective and easy to work. The winners of the keys get a big kick out of it.

And don't forget your special newspaper mats, Nos. 2 and 14.

FOX FILM Presents
A JESSE L. LASKY
Production

COMING OUT PARTY

with

FRANCES DEE
G consequence
ALISON SKIPWORTH
NIGEL BRUCI
HARRY GREEN

COPYRIGHT, MCMXXXIV, FOY FILM CORPORATION, NEW YORK
YOUR CAMPAIGN EXPOSES THE

Pity The Dizzy Debutante!

...Facing the glare of publicity... running the gauntlet of the stag line... in this modern marriage market.

COMING OUT PARTY

Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

A Jesse L. Lasky Production
Directed by John Blystone

WHEN THIS pampered daughter of Society's "girl" fell in love with a son of the 4,000,000.

COMING OUT PARTY

Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

A Jesse L. Lasky Production
Directed by John Blystone

IN HIS ARMS...

She found courage to defy all her world.

COMING OUT PARTY

Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

A Jesse L. Lasky Production
Directed by John Blystone

He wasn't in the Social Register... but he meant more to this beautiful deb than all the playboys in her stag line.

COMING OUT PARTY

Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

A Jesse L. Lasky Production
Directed by John Blystone

It Cost Me $50,000 To Meet My Best Friend!

Silly things, these coming out parties. If you want to know more about the society racket, see...

COMING OUT PARTY

Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

A Jesse L. Lasky Production

Beauty on the Bargain Counter!

Paved over by a lot of Park Avenue playboys... trying to find a real man... even if she has to step out of the Social Register.

COMING OUT PARTY

Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

A Jesse L. Lasky Production
Directed by John Blystone

Screen play by Gladys Unger and Jesse Lasky, Jr., from an original story by Becky Gardner and Gladys Unger.
DEBUTANTES FOR SALE!!

Look behind the scenes... See the high-pressure methods of an ambitious society mother trying to sell her beautiful daughter to the highest bidder.

A Jessee L. Lesky Production

COMING OUT PARTY

with
Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

Directed by John Blystone

ONE KISS

...and she forgot that they came from opposite ends of the social ladder.

COMING OUT PARTY

with
Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

Directed by John Blystone
A Jessee L. Lesky Production

She was launched
Like a Battleship

...with crowds cheering... bands playing... champagne effervescing and did she make a splash!

Look behind the scenes and see what actually goes on at a coming out party.

COMING OUT PARTY

with
Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

A Jessee L. Lesky Production

Look behind the scenes and see what actually goes on at a COMING OUT PARTY.

with
Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

A Jessee L. Lesky Production

Directed by John Blystone

A ★★★★★ Debutante

She's been everywhere... knows everything... hunting for thrills... playing a game in which nothing is out of bounds.

COMING OUT PARTY

with
Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

A Jessee L. Lesky Production

If you want the lowdown on the upper crust, see:

COMING OUT PARTY

with
Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

A Jessee L. Lesky Production

Directed by John Blystone

COMING OUT PARTY

with
Frances Dee
Gene Raymond
Alison Skipworth
Nigel Bruce
Harry Green

A Jessee L. Lesky Production

Directed by John Blystone
1. Gay Nineties Debs “Get-together”

Here, at last, is a stunt that you won’t find in the “book.” Not, perhaps, that you wouldn’t have thought of it, but so few pictures having fared the chance of quasi-such. Why? Why public medium, that it might probably be overlooked in the rush. The fact is that the fashion of women’s organizations has always been looked upon as a great box office boon.

Secondly, a plan which would bring these various club members to the theatre en masse was always a worthwhile exploitation feature.

Thirdly, if any conceivable stunt were one which could use up your spare space, you’d go the limit to get it.

Well, here’s a stunt in one shot. All of these thoroughly important selling points are embodied in “Gay Nineties Debs.”

As the idea of a large number of women will certainly get behind the idea, the participation of theatre operators will bring them out in full bloom.

“Where are the deeds of Yestereva?” Now it’s your turn to dig them up. Of course, your society editor will help if he likes the idea, and we guarantee it will. Coming out dresses will be the news. Guess what’s kept in an old trunk in the attic to be passed fondly as the years roll by?

Through the more elite of the women’s organizations, you can announce that a special private showing of “Coming Out Party” is promised by a bridge club to be held in their honor. The only requirement is that the cards make at least a few dozen. The ladies who attend the dress parade, or into their old clothes and bring them in. The theatre will use the dress parade of costumes, and will add them to the poster advertising.

You should be tipped off that the Society of Yestereva, Inc. will soon be called the Society of “Gay Nineties Debs.”

Let it be interpreted that you have approached the Junior League. It is understood that those attending must have special guest tickets, the price of which you can mutually agree upon. A portion of this to go to some worthy charity. The added incentives, bridge prizes should be awarded. These can be donated by various agents. The dress parade will not only add to the excitement of the theatre, but also add to the program. The last Harry Fischbach worked with two couples. When they got to the balcony corner, he had them argue as to which place in town they were going. The one he was publicizing naturally won.

3. Trailer

Write or wire for it to NATIONAL SCREEN SERVICE at any of the following branch addresses:

1. New York City
   45th St. & Ninth Ave.
2. Chicago, Ill.
   810 State St.
3. Los Angeles, Calif.
   1922 S. Vermont Ave.
4. Dallas, Texas
   300½ S. Harwood Ave.

4. Street Bally

You’ll want not to overlook the old nature of having a young man and lady provide the streets in evening attire. Few things create quite as much attention as a Frenchman in a black tie and top hat, with the lady in black gloves and scarf. These are a good advertising stunt.

5. Colortone Effect

Made in two sizes for any standard equipment. Priced as follows: 4 x 5, colored positive only, $2.00; set, positive and negative, $3.00; 2 2/4 x 4, colored positive only, $1.30; set, positive and negative, $2.25.

You should see the size and number of the color sequence Mes. Deas would make, or have your newspapers feature it. The color sequence should be seen in the society columns. The first few shows should catch the feminine eye. The party dresses and one on which the Modern Motherhood would be made for expressly Mes. Deas, and certainly, your local department store will be “in” on this.

5. Mailing List

An unusual and effective stunt for your mailing list would be to encourage your guests to fill out and forward the form through the medium of invitations. A sample of what the announcement might contain is below:

Mr. and Mrs. Robert Staple
request the pleasure of your company at a COMING OUT PARTY in honor of Miss Joyce Stahaphe
at —- Date
— — — — R.S.V.P. (Time of opening) Theatre

The names used are those featured in the picture.

7. Debutante Night

There are probably any number of cafes, night clubs or hotels in your locality that are daubed of publicity. They have shown their willingness in the past to hold guest star. They nights if they could realize a paragraph or two in the theatrical section. The theatrical section of the paper really counts. Don’t count com- as much space in the society columns as possible. Here is a sure-fire “in” for them.

Send announcements to your local society editor that a Debutante Night is contemplated at such and such a club. Ask their assistance in getting the idea over and get a list of the debs of the season. Send formal invitations to each. Dancing is expected to be in charge. All liquid refreshments, of course, to be paid for. All society editors should be invited without charge. Their contribution being ample notice in a subsequent column.

8. Custom Menus

Don’t miss the all important head that is placed at “Coming Out Party.” It may be a “Coming Out Party.” It may be a true headline of the week, and the name should be printed in large space, not only on the theatre but other public.

The garment on the left is a “Coming Out Party.” It may be a true headline of the week, and the name should be placed prominently on the theatrical department.

Your local department store will for “Coming Out Parties” get in touch immediately with you. Your city will feature them. There’s a good bet for you some of the stores will see this picture in the society columns. The first few shows should catch the feminine eye. The party dresses and one on which the Modern Motherhood would be made. For expressly Mes. Deas, and certainly, your local department store will be “in” on this.

Note: In the “Coming Out Parties” the name of the editor in the U.S. S. and M. is a true headline of the week, and the name should be printed in large space, not only on the theatre but other public.

9. A Tabloid Giveaway

At almost any point in the pleasure of your paper. If there was ever a golden rule it was: “The newspaper is our last line of defense.” You must have this point burned into your staff and visitors to your newspaper. It is the essence of success in advertising...
10. Department Store Tieups

“Coming Out Party” offers a good sales argument in grabbing some choice window space in your leading department store. Every party is one to excite the hope of all women’s attire merchants, for it means hundreds of young ladies will be invited and that means hundreds of new sales. Interest the owner in a display of new fashions.

To add an unusual touch, have him exhibit coming out gowns of one and two generations ago as compared with those of the present day. A number of excellent silks still used in the display can be had at your local Fox Exchange.

11. Radio Song Plugs

There is a song featured in “Coming Out Party” that looks like a hit. It is called “I Think You’re Wonderful,” and is the type of tune that will have your patrons humming on the way out. See your local station and have them feature it on the program. Take copies to your hotel and night club band leaders, week ahead of time and they’ll get a ready-made audience for you by giving credit to your en- suring tune. Copies of the song can be procured through:

MOVIETONE MUSIC CORP., New York, Chicago, Cleveland, Los Angeles

12. Debutante Cocktail or Sundae (as the case may be)

We can’t “recommend to diversion seekers,” “gap-calçot” or “stop smoking” as this very bally suggestion. We suggest that you talk up the bar to your local cos. It might mean that you’ll have to decorate the back bar with appropriate signs calling attention to the detergent cream or soda. Here it is, one of those bold, brilliant, all-inclusive, one that should start the public at large talking about “Coming Out Party.”

The Debutante Cocktail by Frances De Seas

1. jigger gin
2. pony bitters
3. pony creamo.
4. teaspoon carrots
5. dash orange bitters

Add ice and shaker well.

... and Onggangon.

Of course it is quite possible that novel has not widened itself to any noteworthiness in your particular locality. In such cases, suggest another party law with a similar feature at your local drug store.

The Debutante Sundae by Frances De Seas

1. hot fudge sauce
2. vanilla ice cream
3. whipped cream
4. chocolate

13. Accessories

Order from your nearest Fox Exchange

<table>
<thead>
<tr>
<th>FOSTERS</th>
<th>WINDOW CARDS</th>
<th>SLIDES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4 ea.</td>
<td>.75 ea.</td>
<td>.50 ea.</td>
</tr>
<tr>
<td>3-6 ea.</td>
<td>.90 ea.</td>
<td></td>
</tr>
<tr>
<td>7-12 ea.</td>
<td>1.20 ea.</td>
<td></td>
</tr>
</tbody>
</table>

Heralds

Full color 9 x 12 offset $3.00 each

Photos

8 x 10 stills, 40 assorted @ .10 ea.
8 x 10 still star of Frances De De, Gene Raymond, Alison Skupwork, Harry Green @ .20 ea.
14 x 36, 1 style @ .20 ea.

Autographed Photos

8 x 10, autographed on coated stock, of Fox stars
250 for $2.00, 18Q for $1.00

14. Hard To Believe

By Gaylord

Here’s a good stunt and one right in keeping with the spirit of the picture. If you’ve got any friends who will be interested and give you an invitation, you can get your guests to the party promptly and have a good time. After all, it cost you the society boys to keep the guests coming.

That sounds like a good idea for you. The electroplating and Processing Company has made up a quantity of keys which are available to you in the quantities listed below. The average cost per key is one dollar.

Keys to be placed in the lobby with each ticket and at the entrance to the theater. All these keys will be found on a key chain and will have a key clip attached to them with your name on it. For complete information regarding the sale of these keys, please contact the network of dealers listed below.

15. Merchant-Key Stunt

Here’s a stunt you can use and one that will be appreciated by your patrons. The key features in this stunt are the use of a merchant’s key and the selling of the key in the lobby.

In order to purchase a merchant’s key, you must have a merchant who is interested in the project. The merchant will provide the key at no cost and in exchange, you will agree to display the key in the lobby.

The key will be displayed in the lobby and will be attached to a key chain with the merchant’s name and address. The key will be sold at the box office and the proceeds will be divided between the merchant and the theater.

This stunt is easy to implement and can be a great way to generate extra revenue for your business. It’s a simple yet effective way to get more people into your theater and keep them coming back for more.
In many respects a well-staged coming out party is similar to the ceremonies of press on the day a new ship or a new bottle of champagne is broken:

Whereas it takes only one bottle of champagne to slide a battleship off the ways, the job of sending a social boat "out to sea" involves less time and effort.

Miss Minn E. Lasky believes the cost of launching a new party and sending it out is worth the trouble it takes. She estimates that a "prestigious launch" will cost about $5,000. This includes aColors, flowers, and a steady stream of drinks for the never-ending crowd.

"It is the essence of what we mean by launching a new boat," she explains. "It is the essence of what we mean by launching a new boat."

Within a few hours of his return to the Film Archives following a month's absence abroad, Director John H. Hancock was appointed as associate director by Miss Minn E. Lasky. The appointment was made by Mr. J. Lasky, the president of the "Coming Out Party," a sports and social outlet which features the guide for the coming out of the new boat.

The story is an original one by Bucky Blonde and Gladys Unger and was previously conceived for the screen by Joun Lasky and J. Lasky, Jr. It is the second of the "Coming Out Party" series.

Bette BLAIR
New York

An iron thing about this launching is that it is the first time that Miss Minn E. Lasky, the director of the "Coming Out Party," has heard that the party will be a success or a failure.

At any rate, natural and unnatural phenomena are not the only phenomena to be observed in the coming out party.

A sort of dictat in the management of the "Coming Out Party" is that the party is to be at least half the size of the party that was held in Chicago, and no less than a hundred and ninety-six girls and boys and girls were present.

"Small parties are coming into vogue," Miss Minn E. Lasky, who has had experience in launching parties from as far back as 1930, said last week. "There will be a lot of social out of the delicatessen society, but it will not be fashionable any more."

Soap Prescribed By
Fox Make-Up Artist

Without a doubt, a little red face, a woman's natural and unnatural phenomena are not the only phenomena to be observed in the coming out party. The film, which features Francis Dee, Gene Raymond, Allyn Skippy, and Nigel Bruce, is also the first to be produced in the new "Coming Out Party" series.

The story is an original one by Bucky Blonde and Gladys Unger and was previously conceived for the screen by Joun Lasky and J. Lasky, Jr. It is the second of the "Coming Out Party" series.

Among the prominent and well-known members of the party were several of the most respectable rockets in American film history—she led the debutante society for her work in launching a new boat."

When Miss Minn E. Lasky's latest production for Fox, "Coming Out Party," comes to the screen, it will open the gate and part the seas for every one of the most respectable rockets in American film history—the debutante society for her work in launching a new boat."

With the splendid of a battlefield shipping down the ways—except that the young debutante requires much more time and effort to be a success—Fox Film has created a production that will open your eyes to many things you never knew before.

Why do you want to change? If you want to change, why not change it? If you want to change, why not change it? If you want to change, why not change it? If you want to change, why not change it?

The sport which was paid by Miss Minn E. Lasky was not his to keep, but his to transmit it at the time and in the name of the Sun."
The most illustrious exhibitors of the exhibition, in Fox Lasky's opinion, are Frank S. Adamson, lovely, independent daughter of New York's wealthiest families. The chief concern the latter, according to Mr. Lasky, is that he can do nothing by himself. His chief satisfaction comes from knowing that one of his personalities has become a success. Between their various interests and activities, his mother and his father are both busy. The result of this, as Mr. Lasky says, is that he has no time to pursue any other interests. He is very fond of music, and plays the piano every day, Aside from his work, he has a considerable interest in social and political matters.
A full-colored slide on "Coming Out Party" is available at your nearest Fox Exchange. It is attractively gotten up to sell the romance of this picture.