Barney Gerard Produced
New Chesterfield Drama

The talking screen's latest re-

turn from the stage is Barney
Gerard, who is both script re-

writer and producer of musical
attrac-

tions. He is author of the drama
and
directed the dialogue and
supervised the picture of "The
Lawless
Woman," the newest
Chesterfield screen play. "The
Lawless
Woman" will be the fea-
ture attraction at the Tha-

tre for . . . . days beginning.

Among Mr. Gerard's greatest
stage successes was the first of the
famous "Follies of the Day" series,
which was presented annually from
1907 to 1925. During his years in
the theatre, Mr. Gerard earned a
wide reputation as an author and
producer, and as a davenport in the
stage plays. Today, he and his
players and directors have at-

tained similar recognition on both
stage and screen. Among these are
George B. Stevens, whom you will
remember in "Cimarron," "Little
Cassian" and "Front Page," who has
recently signed a three-year con-

tract with Fox; Reynold

Felix, also with Fox, who directed
the dance in "Spring Side Up" and
"Just imagine."

Ben Stott, famous as "the
man who never speaks," was a
Barney Gerard assignment. Johnny
Dooley and Jimmy Hanley were among the others of his for-

mer stars.

VERA REYNOLDS

VERA REYNOLDS IN
NEWSPAPER STORY

VERA Reynolds, a native of Rich-

mond, Va., who made her
screen debut in Christie comedies
when she was only thirteen years
old, heads the cast of "The
Lawless Woman." Here is a
preliminary story of the picture
at the . . . . Theatre for . . . .

. . . .

After her auspicious debut in
Christie pictures, Miss Reynolds
shifted to the Mack Sennett lot,
the first studios of so many popu-

lar stars of today. Her first real
opportunity came when Universal
selected her for a part in "Hearts
of Oak," which proved to be her
stepping stone to stardom with
Paramount. In "The Lawless
Woman," a newspaper story, she
is said to have one of the most
un-

usual roles of her spectacular
career, a characterization that calls
for all the versatility she has
displayed in each of her former
successes as "Tonight at Twelve," 
"Borrowed Wives" and "The Last
Dance."

Carroll Nye, who has sprung
rapidly to the top since his screen
debut with Curiois Griffin in
"Classified," plays opposite Miss
Reynolds. Thomas E. Jackson, of
long standing, who is in a

Detective role, similar to that he
played with such success in
"Little Cassian," has another of his
famous gang-

ster parts, and Gwen Lee, that
quiet, determined woman, plays
opposite him. James Burris, who
made his screen debut in
"The Lawless Woman," and Phillips
Smalley are among the other well-

known players in the more
important roles.

Barney Gerard, author and pro-

ducer of many stage successes,

wrote the dialogue and supervised
the production of this picture

directed by Richard Thorpe.

Gwen Lee

The Arrest

A variety of short news items have
been included in this production
so that it will be easy for you to
got publicity. Start about five
days before play date and get an
two in each of the dailies.

Sure Publicity

The Chesterfield Production

A Chesterfield Production
George R. Batcheller presents

"The LAWLESS WOMAN"

SYNOPSIS

Allan Perry, a reporter on the Express, gets his first chance on a big story when "Honest Ed" Baker is murdered. Despite the ridicule of the older reporters, who tell him the real story will be covered up, he determines to get to the bottom of the affair.

June Page, in whose apartment Baker was shot, is arrested. She refuses to give any information to the police, and, subsequently, after her release, she refuses to grant an interview to Allan.

The death of Baker leaves an important vacancy in the underworld. "Poker" Wilson is called upon to fill it. Allan, persistent in his effort to interview June, calls on her at the theatre where she is playing. Again, she refuses to see him, but he waits to try again when she is leaving after the show.

Poker calls at the theatre for June. She does not want to join him, and, when he insists, Allan interferes, knocking him to the ground. June, afraid of Poker, rushes Allan to her apartment. Poker and his gang chase the couple, but June and Allan evade them.

June tells Allan that Poker will put him on the spot for his interference. She insists that Allan remain in her apartment. Poker spreads his men about town to watch for Allan.

Allan is forced to remain in June's apartment all night. The following morning Poker forces his way into the apartment. At the point of a pistol, Allan is forced out of the room. June slips a pistol into his pocket, not knowing that Poker had previously emptied its chamber. Poker remains with June.

Poker tries to ingratiating himself with June. She rebukes him.

Allan is being driven away in a car. He discovers the pistol in his coat. He gets the jump on his captors and manages to get away from them. They shoot at Allan as they drive away. When he attempts to return their fire he discovers that his pistol is empty and he believes that June has double-crossed him.

Allan goes to Paddy, a detective, and tells him of his experience. Paddy starts for June's apartment. Poker goes to June's apartment to accuse her of helping Allan to escape. Paddy arrives there in time to overhear their conversation.

In a whirlwind finish that is replete with thrills and surprises, the death of Baker is explained; Poker and his gang are rounded up by Paddy's coup; Allan puts over his first big story; and, what is more important, he learns the very satisfying truth about June.

VINDICATED

A GREAT CAST

GEORGE R. BATCHELLER

presents

"The Lawless Woman"

with

Players                  Their Roles
Vera Reynolds           June Page
Carroll Nye             Allan Perry
Wheeler Oakman          Poker Wilson
Thomas Jackson          Paddy Reardon
James Burris            Bill
Gwen Lee                Kitty Adams
Phillips Smalley        Dan Taylor
Director                Richard Thorpe
Cameraman               M. S. Anderson
Supervisor              Barney Gerard

Running Time—65 minutes

A CHESTERFIELD PRODUCTION

CATCH LINES

A thrilling romance of the press.

* * *

A finish fight between gangland and the law. The real inside story of racketeering.

* * *

The startling story of a reporter who must report a murder committed by the woman he loves.

* * *

Red-hot action! Baffling mystery! And the strangest love story you have ever seen on the screen.

* * *

Would you convict a murderer on circumstantial evidence? A startling dramatization of a vital question.

* * *

Vera Reynolds! Carroll Nye! Thomas E. Jackson! Wheeler Oakman! Gwen Lee! A five-star special!

A Chesterfield Production
GET BEHIND IT

"The Lawless Woman," Mr. Exhibitor, is one of those rare showmanship numbers that make it so easy for you to push over a campaign that will bring a long line of cash customers to your box office. "The Lawless Woman" has everything: story, cast, direction, production value. Get behind it with a real campaign, and it will be one of your real money-makers of the year.

SELL THE CAST

You can really sell the cast on this picture, Mr. Exhibitor. This cast really carries a wallop with your patrons. Take advantage of the several good articles and shorts on these players that are included on page 3, 4, 5 and 6 of this press sheet. And don't overlook the splendorous photographs that are available to you in either cut or mat form.

GO AFTER THE WINDOWS

Window displays will be easy on "The Lawless Woman." Take a good look at the stills for a dozen or more swell tie-ups. Every shopkeeper in your town from the hairdresser to the jeweler will find a bunch of stills that are ready-made to dress up his window and tie up with his product. Don't overlook this angle; it is too easy, too cheap, and too effective.

A NOVEL FRONT

"The Lawless Woman" embodies the essential features of many recent gang-murder heists that have stirred the country from coast to coast. (Read the synopsis on page 2.) Some such murder has been stealing the front pages of your local newspaper lately. Take advantage of that publicity. Make it react for you. Grab a block of clippings, mount them on a board, and put them up in front of your theatre. Letter in enough copy to tell them that "The Lawless Woman" is the real inside story of the case. Tell them to come in for the real dope. It's surefire. And it costs you nothing.

 sluts

Vera Reynolds essays a type of heroine that is rare to see in "The Lawless Woman," the new Chesterfield motion picture drama, which is now being shown in the greatest theatres. Vera, you will want to see her in this different character of a strongl woman, who becomes ensnared with the far-reaching net of the under world. With her in this picture are, among others, Carroll Nye, Thomas E. Jackson, Wheeler Oakman, Gwenn Lee, Phillips Smalley, and James Burtis.

GIVE IT CLASS

Have a dignified invitation printed for the preview. Pull it at midnight; the time adds to the lure. Invite the outstanding men and women of your town: public officials, prominent business men, leaders in women's clubs, etc. Don't admit the general public. Keep it exclusive. That will make the public more eager when you open. Your town will talk—especially if you never had a midnight preview before. Your newspaper will give it real space. It will be a front-page story if you get the right bunch out.

A RADIO TIE-UP

If there is a broadcasting station in your town, you can go further; you can do the same thing that completed the Providence preview, mentioned above. Have the station string a wire to the lobby of your theatre. Your orchestra can provide the music. Your guests—the mayor, leading bankers, social lights—will speak. And, of course, they will speak about the gala party, about the many celebrities who are present—and about the picture.

ACCESSORIES

FOR YOUR SCREEN—
Two beautifully colored slides
Talking or silent trailer

FOR YOUR LOBBY—
Set of eight 11 x 14's
Set of two 22 x 28's
8 x 10 black and white stills

FOR YOUR BILLING—
One unusual 6-Sheet
One compelling 3-Sheet
One arresting 1-Sheet

FOR GENERAL EXPLOITATION—
Heralds

Heralds FOR YOUR NEWSPAPERS—
Scene and ad cuts and mats
Reviews (page 2)
Advances (page 2)
Shorts (pages 2 and 7)
Features (page 2)
ADVERTISE
The advertising cuts on this page and the next will bring business to your box office. These advertisements were prepared for you by trained advertising experts who know their business. All of these cuts are so designed that they can be embodied in layouts for larger space or be cut apart for smaller space. Look these cuts over carefully. You will find exactly what you need here.

Your local newspapers will cooperate with you. If you advertise, you will get a real break with the publicity material on the other pages of this book.

TRAILERS BUILD BUSINESS
In addition to the regular, silent trailers, released on all Chesterfield productions, elaborate talking trailers are available for all Chesterfield talking pictures.

Ask the booker at any exchange about these trailers or communicate directly with National Screen Service Corp., through whom all trailers on Chesterfield releases are issued. Both silent and talking trailers are available on "The Lawless Woman."

National Screen Service Corp.
126 West 46th Street, New York
810 S. Wabash Avenue
Chicago, Ill.
1922 S. Vermont Avenue
Los Angeles, Cal.
300½ South Harwood Avenue
Dallas, Texas
George R. Batcheller presents

"The LAWLESS WOMAN"

with
VERA REYNOLDS
THOMAS JACKSON
CARROLL NYE
WHEELER OAKMAN

Gwen Lee - James Burtis - Phillips Smalley

Recorded by
RCA PHOTOPHONE
Supervised by
BARNEY GERARD
Directed by
RICHARD THORPE

3 Col. Ad Cut or Mat No. 4

SLIDES

Two Attractive Slides

In keeping with the high standard of "The Lawless Woman," these slides form a strong advance sales item for the picture.

Slide A

Order direct from

CHESTERFIELD MOTION PICTURE CO.
1540 Broadway
New York City

Slide B

1 Col. Ad Cut or Mat No. 5

A Chesterfield Production
POSTERS THAT WILL BRING 'EM TO THE BOX-OFFICE

SIX SHEET

George B. Seitz Presents
THE LAWLESS WOMAN
VERA REYNOLDS, CARROLL NYE
THOMAS J JACKSON-WHEELER CARMAN
GLEN LEE, JAMES BURKE, ELIZABETH SMITH
Directed by RICHARD THORPE
BARNEY GERARD

ADVERTISE

THREE SHEET

A Chesterfield Production
George R. Batcheller presents

"The LAWLESS WOMAN"

IN ADDITION TO "THE LAWLESS WOMAN"
Five Other Outstanding Pictures
For 1931

THE MIDNIGHT SPECIAL
A thrilling melodrama of railroad. With Glenn
Tryon, Merna Kennedy, Mary Carr, Phillips Smalley,
Jimmy Aubrey and Tom O'Brien.

THE LADY FROM NOWHERE
A drama of secret service. International intrigue.
Plot and counterplot. And a stirring romance.

GRIEF STREET
An epic story of Broadway. The pathos and drama
that lurk in the shadows of the Gay White Way.

INTO THE FLAMES
The romance of the fire-fighter. Sizzling with action.
The thrill picture of the year.

TIA JUANA
The mad glamour of racing horses. The mad life of
Mexico's mad playground, Tia Juana.

CHESTERFIELD MOTION PICTURE CORPORATION

GEORGE R. BATCHELLER, Pres.

1540 BROADWAY, NEW YORK CITY

LOBBY DISPLAY

EIGHT
11 x 14

TWO
22 x 28

A Chesterfield Production

Printed in U. S. A. Albert E. Goodman Display Ad. Corp.