IT'S COMEDY HAS SPARKED THE LOUDEST EXPLOSION OF FUN IN YEARS!

STORM IN A TEACUP

with VIVIEN LEIGH • REX HARRISON
URSULA JEANS Directed by VICTOR SAVILLE
and IAN DALRYMPLE Written by JAMES BRIDIE
A LONDON FILM Released thru UNITED ARTISTS
DOGGONE!

IF IT ISN'T THE FUNNIEST COMEDY THEY'VE EVER SEEN!

Out of the hilarious stage hit that kept Theatre Guild audiences in stitches for months, Alexander Korda concocts a screen fun masterpiece to bid for this year's...any year's...top comedy honors. It's a rollicking love story about real folks and what happens when they suddenly go nuts about a dog. And when it unleashes its storm of comedy over a boy, a girl, a politician and his sweetie, an old woman and her dog, your audience will be swept by gales of laughter!

DOGGONE! A STAR IS BORN!

Hall Vivian Leigh, the screen's new darling! Briefly glimpsed in “Fire Over England”, this brunette beauty blazed across the cinematic sky in Alexander Korda's spy thriller, “Dark Journey.”

“New star is born”, headlined the Journal American. “Lovely to look at,” said George Ross (World-Telegram).

“Her presence in a new picture will be enough to send me to it,” pealed Howard Barnes (Herald Tribune).

Conclusive proof that Vivien Leigh is your new, big marques name with plenty of box-office pull. A new star from star-maker Alexander Korda who launched Laughton, O'Brien, Donat on the road to cinema fame.

And more proof when you'll find newspapers open to picture plants and publicity, fans acclaiming Vivien Leigh in this gorgeous new Korda comedy!

DOGGONE! SHOWMEN, YOU'VE GOT SOMETHING TO SELL, AND THIS PRESSBOOK TELLS YOU HOW TO SELL IT!
**PUBLICITY**

**Cast and Synopsis...**

**Advance Features, Readers**

Merry Comedy
Is a Monument
To Mongrels

(ADVANCE FEATURE)

"Storm in a Teacup," the hilarious comedy unrolling on the screen of the . . . theatre, is really a howl to the world's mongrel dogs.

Bros. Frank originally wrote the play as a protest against the high price of dog licenses in Germany some years ago. The tax, in the days of the Kaiser, was so high that thousands of poor people had to have their pets destroyed.

This so angered Frank, who was a great animal lover as well as a well-known German playwright, that he took typewriter in hand and turned out a highly successful play.

The play was also very funny. As a result, Frank was overwhelmed with pleas from thousands of insouciant dog-owners, to use his influence to get the dog tax reduced. As a matter of fact, Frank soon got a deal struck. The price of dog licenses will be reduced by hundreds of mongrels outside his home, waiting with various degrees of impatience while the lawyers lined up for an interview with their benefactor.

Frank, convinced that the success of his play to these very people, finally gave all the money he received from it to pay for dog licenses for dog-owners who could not afford to pay for them themselves.

He was later introduced by a mutual friend, James Bride, who expressed a desire to see his play adapted for the screen. The offer to undertake the job and the result is the highly successful version which enjoyed a triumphant run on the London stage, repeated its success on Broadway at the New York Theatre Guild, and finally was made into a motion picture by the inimitable Alexander Korda.

The film presents what is undoubtedly the most lovable must in all diggum in the person of Scruffy, who plays Patsy, the film's mongrel-in-chief, over whom breaks the storm that rocks a nation.

Vivien Leigh and Rex Harrison are starred in the picture. Vivien Leigh is directed by Victor Saville and Ian Dalrymple for release through United Artists. Vivien Leigh, Allgood and Cecil Parker are also prominently featured in the cast.

**THE STORY**

Frank Burdon, young English reporter, serves in the little Scotch town of Finneah on the "Job on the Advertiser." He meets and falls in love with Victoria Gower.

His first assignment is to interview her father, William Gower, of the town's newspaper, overreaching Vivien, who is running in Caledonia as a candidate for the House of Commons, and fancies himself as future dictator of Scotland. The interviews is to be printed in preparation for a big public meeting scheduled for the following night.

Gower is supported by Horace Skiving, proprietor of the Advertiser, and his wife, Lily, who is in love with Gower.

Honorina Hegarty, a poor Scotch widow, has been fined because she has refused to pay the license fee for her adored mongrel dog, Patsy, on the part of county officials. Touched by Gower's story of how her daughter comes to Gower's home to make a stewardship for Patsy, Honorina, however, refuses to listen to her and bitterly turns her back on the house.

This proved to be a petty injustice. Burdon takes advantage of Skiving's absence to print, not the interview but a scathing indictment of Gower with a faces-in-the-room of the same to be attended.

The little township, whipped into excitement by Burdon's article, turns out in full force for the meeting, but instead of the expected applause, Gower is hooded down and the meeting almost ends in a riot.

Victoria alone stands by Gower.

Next morning, the papers are full of the incident. The leader of the party, Lord Skiving, is coming to dine that night, and Burdon, in an effort to get Gower to retract his article, Burdon requests the party to be served with a copy by the adored mongrel dog, Patsy, in order to prove that Burdon is only after his information by Gower. Lord Skiving promises him to agree if Gower will do it, if Mrs. Hegarty, he will make a restitution.

Learning that Gower has collectively ordered Patsy's destruction, Burdon learns that she has tried to drive him away. Burdon refuses the order and Lord Skiving, while Lord Skiving hands over forms of mongrel dogs, Lord Skiving leaves the truth and doesn't know what to do. Gower is a mystery to her love for Gower and Victoria walks out in defense.

Voices of the newspaper campaign, Burdon crosses the nation in Patsy's defense, ridiculing Gower to the world.

Gower has a change of heart and conquerors brought against Burdon. Believing he has lost Victoria, Burdon refuses to take any interest in the question of the destroyed chows, it is where Victoria, a principal witness, is summoned to give evidence against Burdon as they are seen and wife.

This so angers Frank, who was a great animal lover as well as a well-known German playwright, that he turns to the screen with a highly successful play.

Through the years, the story has been a howl to the world's mongrels and the play has been a howl to the world's mongrel owners.

**GAY NEW COMEDY FOLLOWED Trend Started by "Ghost"**

(ADVANCE FEATURE)

Until a couple of seasons ago, all screen comedies were more or less cut out over the same last. Then along came Alexander Korda with "The Ghost Goes West," that memorable film starring Robert Donat. Here was a daringly new comedy theme, treated by the inimitable French director, Rene Clair, in a daringly different way. It was a lark chance for the producer to take, but the fans loved it and bullied for more.

Now Korda has done it again with another delightful comedy based on a theme as unusual as it is remote from that of "The Ghost Goes West," which, as you will remember, told in a hilarious gay scheme of the difficulties encountered by a handsome giant who was transplanted to America with the ancient Scotch castle he had haunted.

The new film, "Storm in a Teacup," which was shot at Twickenham in September, is ... is all about the storm that arose over Patsy, a lovable mongrel dog whose owner couldn't afford to pay for his license. Starting in a tiny Scotch town, the storms gather until it rocks a nation and almost upsets the romances of a very nice boy and girl and the career of a pompous, eloquent politician who takes a very ridiculous view of the undigested dog-shit.

Lovely Vivien Leigh, who scored in "Fire Over England" and "Dark Journey," is Rex Harrison, who played the jovial reporter who perp... as a woman. The heroine, Vivien Leigh, is directed by Victor Saville and Ian Dalrymple for release through United Artists.

**STORM IN A TEACUP**

A Victor Saville Production Directed by VICTOR SAVILLE and IAN DALRYMPLE From the play by BRUNO FRANK Anglo-Soviet Version by JAMES BRIDGE A London Film released through United Artists.

**THE CAST**

Vivien Leigh
Rex Harrison
Sara Allgood
Greta Gynt
Edgar Bruce
Anne Halas
Quentin McDiarmid
Adolf Wohl
Elis Makakian
Arthur Seaton
Gerald Campion
Cecil Smith
Earl SWAFF

**THE STAFF**

Photography
Bruno Glinhahn
A. W. Watkins
Alfred Marston
Frederick Meinert
Ed Mann
Cecil Ebel
Frank Haskins
Winston Humber
Bryan Snelson
Gulf Ray
Paul C. Fogg

"Storm in a Teacup" Gay Tea Party Film Comedy

(ADVANCE READER)

What promises to be the merriest and most unusual event to reach the screen since "The Jazz Singer" goes to the . . . . Theatre on . . . . "Storm in a Teacup," the new Alexander Korda film which begins a . . . management there on that day.

Lovely Vivien Leigh, whom you saw in "Fire Over England" and "Dark Journey," is started opposite Rex Harrison, who plays the jovial reporter who perp... as a woman. The heroine, Vivien Leigh, is directed by Victor Saville and Ian Dalrymple for release through United Artists.

The story tells in charming fashion how a young reporter in a little Scotch town rounds a whole nation against an overbearing giant because of his unloved treatment of a delightful old lady who can't afford a license for her beloved mongrel, Patsy.

The film introduces Scruffy, one of the most lovable mongrels in diggum, the friend of Patsy and others prominent in the cast are Ursula Jeans, Cecil Parker, Sara Allgood, Greta Gynt and Edgar Bruce.

"Storm in a Teacup" was directed by Victor Saville and Ian Dalrymple. It is a London Film, released through United Artists.

Rex Harrison, the jovial young preacher appearing opposite Vivien Leigh in Alexander Korda's "Storm in a Teacup," which is today on crush of the great tragedian Ernest Newman.

Alexander Korda expresses his delight in the producer's bold new venture, saying, "I am inspired from the great tradition of Ernest Newman."
PUBLICITY

FAIR URSULA

Saville's 'Storm in Teacup' Proves Delightful Comedy

Vivien Leigh Heads Cast of Film With Refreshingly Unusual Story

(PREPARED REVIEW)

Remember the delightful surprise you got when you went to see "The Ghost Goes West"? Remember how refreshingly different it was from every other screen comedy you'd ever seen? Well, waiting in for another and even more delightful surprise when you see "Storm in a Teacup," the comedy that bowed in at the ... Theatre last night.

About VIVIEN LEIGH

Vivien Leigh, who stars in "Storm in a Teacup," is the London stage star whose name has been in the newspapers for some months past as the star of the new play which is making a lot of ... Theatre last night.

New Life as a Movie Star

Given Donned Mongrel Pup

(CURRENT FEATURE)

Three years ago on an Oxfordshire farm a mongrel pup lay shivering under sentence of exile or death. Of one unwanted litter, he had to find a master pronto — or else!

About IAN DAILRMPLE

Ian Dailrmple, who collaborated with Vivien Leigh on the direction of "Storm in a Teacup," is the Alexander Korda comedy in which Vivien Leigh, Rex Harrison and Ursula Jeans are delighted ... Theatre audiences, was born in Johannesburg, South Africa. He ... and assistant director.

'Verin Leight, Scruffy and Ian Dailrmple, who are currently charming Theatre audiences in "Storm in a Teacup," the Alexander Korda comedy at the ... Theatre.

COMEDY ACTORS

Rex Harrison

Vivien Leigh, Scruffy and Ian Dailrmple, who are currently dazzling Theatre audiences in "Storm in a Teacup," the Alexander Korda comedy at the ... Theatre.

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'Verin Leight, Scruffy and Ian Dailrmple, who are currently dazzling Theatre audiences in "Storm in a Teacup," the Alexander Korda comedy at the ... Theatre.
Saville Spent 7 Months Preparing "Storm in Teenage":

(CURRENT FEATURE)

Parade the success of Victor Saville’s film is undoubtedly due to the long and careful preparation to which he subjects the script of every picture. In the case of “Storm in a Teenage,” the careful preparation is particularly apparent, which is currently screening at the Saville Cinema. Victor Saville insists that every situation and camera angle be planned out on a large screen at some stage before the cameras started filming. Nearly seven months were spent on the preparation of the film, which was shot in only five weeks.

Rex Harrison and Vivien Leigh are the smiling sheetheads of “Storm in a Teenage,” a delightful Alexander Korda comedy currently sending . . . .

About Ursula Jeans

“Storm in a Teenage,” the Alexander Korda comedy is in no way the affair is. Ursula Jeans, who plays an important feature, is a popular British actress. For her broad-minded role in the film, Roger Livesey, the well-known English actor, celebrated their marriage by giving an interview to the press. vivo’s Guild is highly recommended version of the film, which I saw last night.

Ursula Jeans 234 - With Sculptos (Mat. 10; Cat. 25)

Noldo Clouds Around Them?

Vivien Leigh Didn’t Play Hide and Seek with Fame

Flacky Little Beauty Refused to Wait to be “Discovered.”

(BIOGRAPHICAL FEATURE)

Lovely Vivien Leigh didn’t wait for fame to find her. She went out and sought out fame. The exciting Alexander Korda star, who makes her latest screen appearance opposite Rex Harrison in “Storm in a Teenage,” is the daughter of Edward, Lord Mountbatten, who began a . . . day engagement at the . . . Theatre on . . ., was working on a film extra for which the route to stardom was long and arduous for her. So she dug up someone to help her shorten the route. This person turned out to be John Gildon, a theatrical agent noted for his star-spotting propensities. Gildon got her a role in a Paramount British film called “The Country Squat.” From this she went into the lead in “A Gentleman’s Agreement” and then into “Look Up and Laugh.”

By now her agent felt she was ready to make London sit up and take notice, so he managed to get her the leading role in a play called “The Mask of Virtue.” Vivien surpassed even his fondest hopes. She proved an overnight sensation. Flattering offers came pouring in from rival managers, and in one case, from London—three Hollywood and two British—talked her into making so many very flattering contracts. When, after the success of “Look Up and Laugh,” she was offered the part of a young man’s bride, she turned it down.

Vivien Leigh, the gorgious Alexander Korda discovery who makes her latest screen appearance in "Storm in a Teenage," the hilarious comedy showing at the . . . Theatre . . ., was discovered while she was still at school. She was in the school play and was given the part of the female lead. She immediately started working on films. She was offered the part of a young man’s bride, but she turned it down.

About Rex Harrison

(BIOGRAPHICAL FEATURE)

For his broad-minded role in “Storm in a Teenage,” Rex Harrison is being warmly received by the critics. He played a tremendous hit on the London stage, and was recently opposite Evelyn Laye in "Sweet Alibi." In the old-fashioned way, he is born in Chile in 1910. He is divorced, with his mother’s name, from the immortal Edwardian Knox. Harrison made his first London stage debut with the Liverpool Repertory Company and remained with them for two years. Later he toured the provinces for several years. His first West End engagement was at the "Haberdasher's Hall." His current London stage credit is "The Threepenny Opera." Along with the plays in which he has been seen are "The Knight Must Obey," "Way Back," "Margaret's Yesterday," and "Storm in a Teenage."" Harrison is a son of Edward, Lord Mountbatten, who began a . . . day engagement at the . . . Theatre today.

Rex Harrison 234A - With Leigh (Mat. 10; Cat. 25)

LOOK SAFE TO FORECAST ROMANCE

Dogs, Dogs, Dogs

Dog’s, dog’s, dog’s, mutts, mongrels matted, mongrels, pedigree dogs, lap dogs, yard dogs — 156 Risky assorted center crowded the screen in one hilarious scene of “Storm in a Teenage," the sparkling Alexander Korda comedy at the . . . Theatre. Scarcely had he seen a titmouse of dog’s mongrel cock animal, heads the bow-wave contending which storms the famous district of pompous politicians notoriously for his narrow view of dogs, particularly those whose owners can’t afford the screen in

Gay New Comedy

(PLAY DATE READER)

Vivien Leigh, the beautiful Alexander Korda discovery who recently scored in “Fire Over England” and “Dark Journey” makes her latest appearance in “Storm in a Teenage,” the hilarious comedy which began a . . . day engagement at the . . . Theatre today.

About SARA ALLGOOD

Sara Allgood, the famous Irish character actress, repeats the role she created on the London stage in “Storm in a Teenage,” Alexander Korda’s sparkling screen comedy starring Vivien Leigh and Rex Harrison at the . . . Theatre.

Miss Allgood plays the roistering Irish ice cream vendor whose inability to pay for a dog license for her adopted mongrel, Fatsy, causes the storm that sets a whole town agog. The nation, seriously affects a very beautiful romance and upset the appearance of a pompous politician.

Sara Allgood was born in Dublin. She made her first stage appearance as a member of the Irish National Theatre in 1901 and has scored in many famous Irish plays, including "The Playboy of the Western World" and "The Plough and the Stars." She was also seen in the film, "The Passing of the Third Floor Back."

GLAMOROUS

Vivien Leigh was cast as the heroine, and Miss Leigh is supported by Ursula Jeans, Cecil Parker, Sara Allgood, and others. The film was directed by Victor Saville and Ian Dalby for release through United Artists.

Sara Allgood

In "Storm in a Teenage," Harrison and Miss Leigh are supported by Ursula Jeans, Cecil Parker, Sara Allgood, and others. The film was directed by Victor Saville and Ian Dalby for release through United Artists.
ITS COMEDY HAS SPARKED THE LOUDEST EXPLOSION OF
FUN IN YEARS!

ALEXANDER KORDA
PRESENTS

STORM in a TEACUP

A boy and his best girl... a politician and his sweetie... an old woman and her dog
... these six will give you six hundred laughs in the most unusual comedy since
"The Ghost Goes West".
And we're telling you... Patsy's the greatest four-legged screen find since Asta
chased The Thin Man!

with VIVIEN LEIGH - REX HARRISON
URSULA JEANS Directed by VICTOR SAVILLE
and IAN DALRYMPLE - written by JAMES BRIDIE

Released by UNITED ARTISTS
A LONDON FILM PRODUCTION

Ad No. 1D—Four Col. x 162 lines
(Mat .40; Cut 1.00)
STORM IN A TEACUP

GET A LOAD OF THIS LAUGHTER-LOADED COMEDY THAT'S SOMETHING DIFFERENT AND SOMETHING HILARIOUS!

FP: Well, we're dashed trying to explain to you how tremendous... Its merit... its substance... its charm. Something like "The Ghost Goes West" or "The Woman in the Window"... every one of them more delightful. No wonder that Trafalgar Square audiences looked for months for the stage play. Now wonder every film everywhere is urging you to enjoy its innumerable laughs and its grand love story!

VIVIEN LEIGH - REX HARRISON
URSULA JEANS - Directed by VICTOR SAVILLE
IAN DALRYMPLE - Written by JAMES BRIDIE

Ad No. 3C - Three Col. x 105 lines
(Matt. 30; Cut. 75)

STORM IN A TEACUP

FROM THE FIRST SIP OF FUN TO THE LAST MOUTHFUL OF HEARTY LAUGHTER, IT'S THE MOST HILARIOUS COMEDY YOU EVER ORDERED!

It scrambles every type of love into the meriest mix-up you can imagine! An old woman's love for her dog. A politician's love for himself and a pretty girl's love for a pulchritudinous reporter who throws the whole town into a mess that will throw you into a fit of happy hysteric!

VIVIEN LEIGH - REX HARRISON - UR SULA JEANS

Directed by VICTOR SAVILLE - IAN DALRYMPLE - Written by JAMES BRIDIE

A LONDON FILM PRODUCTION - RELEASED THRU UNITED ARTISTS

Ad No. 2C - Three Col. x 108 lines
(Matt. 30; Cut. 75)
FOR THAT VERY SPECIAL BRAND OF LAUGHTER YOU
LET LOOSE AT "GHOST GOES WEST" AND "MR. DEEDS"

ALEXANDER KORDA presents
STORM
in a TEACUP

we recommend to you this sparkling comedy. For re-
moved from formula, it will thrill you, amuse you and inspire
from you the same hilarious response that it did from Broadway
stage audiences who hailed it recently as a Theatre Guild hit!

with VIVIEN LEIGH • REX HARRISON
URSULA JEANS • Directed by VICTOR SAVILLE
and IAN DALRYMPLE • Written by JAMES BRIDIE
A LONDON FILM PRODUCTION
Forced by UNITED ARTISTS

Ad No. 68—Two Col. x 114 lines
(Mat: 20; Cut: 50)

PEOPLE WILL CLUTCH YOU
BY THE COAT
AND BEG
YOU NOT TO MISS
THIS PICTURE

Ad No. 108—Two Col. x 32 lines
(Mat: 20; Cut: 50)

Ad No. 11A—One Col. x 135 lines
(Mat: 10; Cut: 25)

Ad No. 12A—One Col. x 135 lines
(Mat: 10; Cut: 25)
UNLEASH YOUR LAUGHS FOR THE MERRIEST PICTURE THAT EVER RACED ACROSS THE SCREEN!

The rarest comedy treat that's been seen before you since "The Ghost Goes West". It's the screen version of the Theatre Guild stage hit you've heard so much about. And when you see it, you'll be stopping even your most casual friends and tipping them off to see it too!

with VIVIEN LEIGH - REX HARRISON

URSULA JEANS - Directed by VICTOR SAVILLE

and IAN DALRYMPLE - Written by JAMES BRIDIE

Released thru UNITED ARTISTS
A LONDON FILM PRODUCTION

Ad No. 58—Two Col. x 135 lines
(Mat 20; Cut 50)
SPECIAL ART DRAWING FOR NEWSPAPER PLANT

For program, newspaper publicity or advertising use, the sparkling drawing at right. Order on 3 Col. Mat No. 26C—30c; Cut—75c; 2 Col. Mat No. 2BC—20c; Cut—50c.

Here's a colorful vignette that sells stars and comedy of your new Korda hit. Available for planting in either two or three column size. Order 3 Col. Mat No. 27C—30c; Cut—75c; 2 Col. Mat No. 29B—20c; Cut—50c.

PUZZLE EM WITH TEA CUP DISPLAY

Here's a teacup idea that's sure to win you valuable window space at the local five-and-dime emporiums. These stores are among the largest merchandisers of inexpensive crockery, always willing to cooperate on a stunt that will sell china for them.

The idea is for the store to make a heaping display of teacups in one of their windows, surrounded with stills from the production. The display is preferable animated, with the material on a rotating table.

To draw and keep the attention of passersby on the cup display, the store makes an offer of a limited number of passes to the best guessers as to exact number of cups shown.

STORMY SHADOWBOX SELLS LAUGHS

A realistic storm effect shadow box is one way of selling the grand comedy of your new show in your lobby, or through local window spots.

Make up your shadow box with space to enclose a small electric fan at one end. In front of the fan an aperture in the box is covered with a series of thin vanes to control the breeze.

Cut out the front of the box in a shape to represent your teacup, and cover it over with pink scrim so that material in the interior will show through when lit from the inside. Run a series of twine cords, not too tightly strung from the ceiling to the floor of the box at the center, fastened through eyescrews or other similar appliances.

Over these cords, you can paste cutout figures of your cast and characters and of the dog. When the fan is turned on, and the display lighted from the roof of the box, the patrons will see the characters swaying and swinging giddily in the breeze, as if they were in a storm.

It is a good, patron-stopping effect. All you will need to punch over the idea is a copy line along the idea of "A boy—a girl—a dog, start a Storm in a Teacup—that will bring you gales of laughter!"

STAGE SOAP BOX DERBY WITH DOGS

Here's a kid slant which ties up with the soap box derbies that are all the rage today. Stage a soap box derby of your own with dog teams to draw the vehicles.

If appropriate prices can be promoted from local merchants for the kids, your local newspaper will go for the stunt.

All that each entrant will need is a soap box vehicle and a dog or two to do his hauling.

With the cooperation of the police department, you can probably have some street set aside for the event, which may have to be run off in heats. Local officials will undoubtedly be pleased to officiate. Arrangements should be made to photograph the winner and his pooch with a big cut-out of "Scruffy," the dog hero and the cause of all the comedy storm in "Storm in a Teacup."
ORGANIZE SEARCH FOR LOCAL LOST SCRUFFY

There’ll be much fun and excitement, and more favorable attention directed to the playing of “Storm in a Teacup,” if you can organize a hunt for a local lost “Scruffy”—or two or three “Scruffies.”

The stunt is to announce the hunt through the theatre or newspapers, inviting all kids from eight to sixteen to participate. The hunt should be organized from in front of your theatre. An hour or so before the hunt begins the dogs should be set free, each with a large identifying tag on his collar.

Then when the kids assemble, replicas of the tags which the dogs wear should be handed them, and the search begun on a signal. Of course, suitable prizes, contributed by local merchants will stimulate interest in the dog hunt. A reasonable time limit should be set in which the dogs can be located and rounded up.

STORY FOR SCOTSMEN—TELL THEM ABOUT IT!

Many cities have large proportions of folks who either emigrated from Scotland, or who are of Scotch extraction. They maintain contact with their kind and the “auld sod” through the agency of Caledonian societies and brotherhoods.

Why not contact the officers of these groups with the view of bringing “Storm in a Teacup” to the attention of their friends and members.

The story is an authentic photoplay of Scottish folks and ways, made in the English studios and consequently closer to the truth of Scottish humor than even the most faithful American version could possibly be. And they’ll enjoy the roaring comedy.

If any of the organizations boast a bagpipe band, it might also be a good idea to invite them down to your opening show for the sake of street ballyhoo.

ANIMAL AID GROUPS GIVE COOPERATION

If your city has a branch of the S. P. C. A., be sure to contact them on cooperation for your new Korda picture.

Any promotion such as a special “Be Kind to Animals Day”; campaigns for the proper licensing and care of dogs; the distribution of pups to deserving persons, is sure to interest these groups, since such efforts tie in so directly with the theme of your picture, it’s well worth working on.

S. P. C. A. officials should be on your invitation lists to special previews. If you plan a mail campaign, a list of their contributors and members in your area should be canvassed, as well as your own list of regular theatre-goers.

CHECK THEIR DOGS!

Just for the run of the picture, announce that you’ve got a dog nursery for any fan who can’t bear to leave his pet at home while he goes to the movies.

Arrangements can be made to have every ticket buyer check his pup with an attendant at the door. They can be housed in a vacant store through the show, and if provisions are made to keep them warm and dry and out of harm, the stunt should prove highly successful with pet-lovers—who are bound to be lovers of your show.

USE THREE SHEET IN FLASHER CUT-OUT

The style and design of the three sheet, illustrated above, is ideal for cut-out and animated front and lobby purpose.

The silhouette cut-out follows the simple pattern illustrated. To animate the sheet, cut out the lightning flashes, adding some of your own to help the effect. Back up the flashes with colored crepe in different tones, and back the balance of the paper with beaver board, or any other opaque material.

When the paper is mounted it can cover a metallic reflector in which sufficient electric lights are placed to show a brilliant lightning flash through the front, as they go on and off, controlled by the blinker. Sound can be added to the effect, too, either through a thunder record played over your P. A. system, or any of the mechanical thunder effects which are available to showmen.

TIE UP WINDOWS WITH SELECT STILLS

Illustrated above are some of the stills in your “Storm in a Teacup” set that have specific merchandising angles that will make it easy for you to get your window tie-ups.

The window and advertising tie-ups that can be easily worked out through these stills are valuable ticket-sellers for you, so plan early in your campaign to use these.

The three illustrating golf equipment and clothing are ordered as 98, 100 and 108. The others, suitable for pet shop use, men’s clothing and women’s wear, are available as 10064-8, 10064-6, and as 120A and 121A. At your exchange or order from Exploitation, Dept., United Artists Corp., 729 7th Avenue, New York, N. Y.
SCRUFFY GIVES AWAY PET DOGS TO KIDS

You'll be warming the hearts of a lot of pet-hungry kids and relieving the local pound of a problem, if you'll arrange to have the local newspaper give away a pup every day, under the sponsorship of "Scruffy," canine problem of "Storm in a Teacup."

Here's a natural tie-up for your show theme, and one that should prove immediately popular with your local sheets. Have them run it as either a general news feature or as a classified columns contest. For contest angles, the simplest would be to have the kids write direct to Scruffy, care of the paper, telling him why they want puppies. In this case you should arrange to have additional prizes of a couple of pairs of duccats awarded every day to the kids.

For the classified page, you might have the contestants search for the name "Scruffy," concealed among the want-ads, and make awards to the most accurate count of the names. Arrange these details to suit local tastes and needs.

It would be practical also to donate the fully-paid license for every pup that is awarded, to keep the pups from finding their way back to the pound.

TIE UP SCOTTISH PLAID PROMOTIONS

With plaids scheduled for the big play in ladies' and gents' fashions this season, there's a natural tie-in for you with the furnishing and clothing stores on "Storm in a Teacup."
The still set on your new London Film laugh bit abounds in shots of the characters clad in plaid kilts, shawls and skirts. A selection of the best of these stills displayed in a window of plaids should nab you a sure show-selling display.

NEWSPAPER CONTEST EXPLOITS REPORTER ANGLE

GOOD for a spread in any town's newspaper is this reporting game. It calls for a small amount of writing talent and some keen observation-qualities, which almost everyone possesses. And promises you lots of entrants in the contest.

If you lack regular newspaper resources for this one, set it with the local school sheet, or with any of the special organs issued by utility and private groups. The art illustrating contest is available on three col., Mat. No. 25C—30c; Cut—75c. The accompanying public story can be adapted to local purposes.

Contestants should observe number, "35," over door of house; fact that McTavish is the sergeant's name; name of dog Scruffy; clock hands indicating time; exciting crowd gathered about house of Mrs. Hegarty in protest—all as part of their stories.

(Publicity Story)

BE A REPORTER! PRIZES IN NOVEL NEWS CONTEST

A lady, a dog, and two policemen, and—if you've got a reporter's eye—you'll see a story in the series of events portrayed at right. Here's the chance for all you fellows and gals with the newspaper bug to try your hand at a fascinating new reporting game—and an opportunity to win valuable prizes besides.
The series of scenes you see above are taken from the new Alex- ander Korda comedy, "Storm in a Teacup," which comes . . . to the . . . Theatre. Adapted from the Theatre Guild hit, the story is a hilarious comedy of the unnarration created in a little town when a newspaper reporter runs amuck and writes what he wants to write, instead of what the local politicians expected him to. Rex Harrison, the young hero of "Storm in a Teacup," plays the reporter, and it is because of his feat that the Evening Post is giving you a chance to play at this reporter game.
This is how the game is played:
 Pretend you get the assignment from the city editor. You proceed to the scene and witness the events. Then write your story in as concise, accurate and interesting manner as you can. Remember that the five rules of newspaper reporting are: "Who? What? When? Where? Why?", and apply them to everything you see and hear.
Do you understand how it's done? Then here is the city editor speaking:
"Say, go down to Tompkins Street and find a Mrs. Hegarty. She's been fined five dollars for failing to get a license for her dog. Now they're sending officers McTavish and Burns down to take the dog. Bound to be something papping!"
Now it's up to you to get the story. When you've written your story, send it down to the Reporter Contest Editor, Evening Post, by the first mail.
If your story is judged best there's a first prize of $10 awaiting you. For the two next best entries there will be cash awards of $5 and $3. And for the fifteen run-up, a free pair of tickets entitling you to see "Storm in a Teacup," when it comes to the . . . Theatre, featuring Vivien Leigh and Rex Harrison in the season's most hilarious story.
FIVE THOUSAND WORD NEWS SERIAL — This season’s greatest mirth-provoker, in serial form. It’s delicious, insane satire that involves an impudent reporter, a lovely girl, a politician and his sweetie in the uproarious story of an old lady and her dog. Defyl written for the laughs and fun, this serial is a sure show-seller for you, an easy play with any paper. Completely matted, it comes to you in six full chapters, with illustrations. Price $1.50. Free tear sheets for newspapers wishing to set locally.

SIX-CHAPTE R PHOTO SERIAL — It tells the story with pictures for those who read as they run. A syn-oposed type version of story accompanies and explains the pictures. This is the feature that has been proving most popular with editors who like it for its art value, as well as for feature interest. This serial is set up in eight-column format for regular newspaper use, six consecutive chapters. Completely matted and ready to plant, it is available to you for $2.00, complete.

Order These Features:

EXPLOITATION DEPT., UNITED ARTISTS CORP.
729 Seventh Avenue, New York, N. Y.

BALLYHOO BARK RECORD

For your animated lobby stunts, for ballyhoo and street stoppers, you’ll want the Gennett dog bark record. Three minutes of continuous barking on one side, with run-off for repeat, gives you a continuous barking for the P. A. system. The other side has two excellent cuts of an angry dog. It’s easily transcribed, and made of high-grade durable material that can be used over and over again. Order as No. 11461. Price $2.20, from

GENNETT RECORDS
729 Seventh Avenue,
New York, N. Y.

Postal Telly Selling Aid

Let Postal Telegraph help you sell your laugh hit to your community. Postal is ready to cooperate with your window poster service, or with a special herald distributed to all users of Postal Telegraph facilities. Consult local Postal manager to set the tie-up. Then order posters — 10 for $3.50; 25 for $7.25; or — heralds — $3.50 per M. Send orders to

POSTAL TELEGRAPH GUIDE
225 West 39th Street, New York, N. Y.

BANNERS

To give your house that festive air that announces to everyone that another hit has come to town, there’s nothing like bannners, transparencies, valences. The complete line for your theatre display on “Storm in a Teacup” is available on rental basis, from:

MORRIS LIBERMAN
324 West 46th Street,
New York, N. Y.
1618 S. Wabash Ave.,
Chicago, Ill.
1618 S. Washington Blvd.,
Los Angeles, Cal.

Let the special color tone slide on “Storm in a Teacup,” get your audiences in the mood for the grand comedy that’s to follow. Order this one by number N1377. Prices, 4 x 5—Colored Positive Only — $2.00; (Set — Positive and Negative — $3.00), 3½ x 4— Colored Positive Only — $1.50 (Set, Positive and Negative — $2.25). Order From:

NATIONAL STUDIOS, Inc., 226 West 56th Street, New York, N. Y.

THE COLOR HERALD

It’s your big show-sell ing accessory for street distribution about town and for tie-up stunts. Generous imprint space provides for tie-up imprint as well as playdates. Sized conveniently to fold for envelope. Get them out to your mailing lists, use them as stuffers on all tie-ups. Price, $3.50 per M; inquire at your exchange for quantity rates. The herald is a non-rental item.

STORM IN A TEACUP

IT'S COMEDY HAS SPARKED THE LOUDEST EXPLOSION OF FUN IN YEARS!

ALEXANDER KORDA PRESENTS

Page Twelve
UNITED ARTISTS displays are the life of your lobby, and your lobby is where you sell your show. Here are lobby displays replete with color and humor to sell the grandest comedy show in many a day. And all available on the low-cost rental plan. Check your needs now for a bang-up campaign on "Storm in a Teacup!"

Set of Eight 11 x 14 Lobby Displays. Rental, 35c for Set.

22 x 28 Lobby Displays. Rental, 20c Each.

14 x 36 Insert Card. Rental, 12c.


Inquire for Quantity Rates.
THIS is poster paper with color and character to do your selling from every billboard in town. And with a picture like "Storm in a Teacup" to sell, you can’t afford to miss one situation. You save money, make more money with a wide-spread use of United Artists posters under the new rental plan.

**POSTERS**

**STORM IN A TEACUP**

- **One Sheet, Rental 8¢.**
- **Six Sheet, Rental 48¢.**
- **Three Sheet, Rental 24¢.**

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**UNITED ARTISTS CORP.** kindly ship C.O.D. the following:

**"Storm in a Teacup" Rental Items**

The advertising material listed herein is copyrighted and is not sold, but is leased only for the period of the license granted for the exhibition at the theatre. The respective photographs identified in such material and for use only in conjunction with such exhibition thereof.

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**NON-RENTAL ITEMS**

- Twenty-four Sheets
- Slides
- Heralds
- Window Cards

**RENTAL ITEMS BILLING PRICE PER EACH CREDITS TO EXHIBITORS WHEN RETURNED IN GOOD CONDITION NET COST PER EACH**

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ITS COMEDY HAS SPARKED THE LOUDEST EXPLOSION OF FUN IN YEARS!

ALEXANDER KORDA PRESENTS

STORM IN A TEACUP
STORM in a TEACUP

FROM THE FIRST SIP OF FUN TO THE LAST MOUTHFUL OF HEARTY LAUGHTER, IT’S THE MOST HILARIOUS COMEDY YOU EVER ORDERED!

It scrambles every type of love into the merriest mix-up you can imagine! An old woman’s love for her dog. A politician’s love for himself and a pretty girl’s love for a pixilated reporter who threw the whole town into a mess that will throw you into a fit of happy hysterics!

with VIVIEN LEIGH • REX HARRISON • URSULA JEANS

Directed by VICTOR SAVILLE and IAN DALRYMPLE • Written by JAMES BRIDIE

A LONDON FILM PRODUCTION

Released thru UNITED ARTISTS