Billing

ANNABELLA
HENRY FONDA
LESLIE BANKS
in
WINGS OF THE MORNING
with
STEWART ROME    HARRY TATE
IRENE VANBRUGH    STEVE DONOHUE

Introducing the World-Famous Tenor
John McCormack

Directed by
HAROLD SCHUSTER
Produced by
ROBERT T. KANE

A TWENTIETH CENTURY-FOX Release in Technicolor
ANNABELLA
HENRY FONDA
LESLIE BANKS
in
Wings of the Morning
in the New Perfected Technicolor with
STEWART ROME  HARRY TATE
IRENE VANBRUGH  STEVE DONOGHUE

Introducing
John McCormack
The World-Famous Tenor

Directed by Harold SCHUSTER
PRODUCED BY
A TWENTIETH CENTURY-FOX Release
ROBERT T. KANE
Cast

Prologue 1889
- Mary (Gypsy King) ....... D. J. WILLIAMS
- Marie (his daughter) ....... ANNABELLA
- Earl of Clontarf ....... LESLIE BANKS
- Police Sergeant ....... PAT NOONAN
- Valentine (as a boy) ....... PHILIP FROST
- Gypsy Dancer ....... HERMIONE DARNBOROUGH

Modern Story 1936
- Maria (alias Marie) ....... ANNABELLA
- Kerry Giffallen ....... HENRY FONDA
- Paddy (Butler) ....... HARRY TATE
- Marie ....... IRENE VANBRUGH
- Valentine (Old Man) ....... STEWART ROME
- Jenepher ....... HELEN HAYE
- Don Diego ....... EDWARD UNDERDOWN
- Don Frasco (Spanish jockey) ....... EMMANUELO
- Jimmy (a Groom) ....... MARK DALY
- Angelo ....... SAM LIVESEY
- Benito ....... NICHOLAS NADEJINE
- Steve Donoghue ....... HIMSELF

and

JOHN McCORMACK the world-famous tenor

Catchlines

A novel racing story with a great cast and full colour.

A new star is born in a film as refreshing as her personality.

The most beautiful picture ever screened with action and romance wedded to beauty.

MEET Annabella, the vivid new star! HEAR John McCormack sing treasured melodies! SEE Steve Donoghue riding a great Derby! MARVEL at amazing spectacle in glorious colour!

Everything you want in entertainment made more thrilling by lovely natural colour.

The Story

In 1889 Marie, a gypsy princess, marries the Earl of Clontarf in Ireland. Clontarf dies on the hunting field five months later and Marie goes back to her gypsies. She is told that her marriage will cause a curse to fall on three generations of her descendants.

In modern times Marie, now an old lady, comes back to Ireland and is joined by her great-granddaughter Maria. Maria is masquerading as a boy, in which disguise she escaped from Spain, where a revolution was in progress, with Marie's gypsy friend Angelo.

Maria has a horse "Wings of the Morning," which she hopes an Irish trainer will prepare to run in the English Derby. She wants the horse to win a derby for Maria, so that she can marry Don Diego, her Spanish fiancé.

Maria tries to ride "Wings," but it runs away with her. She trades it to Kerry Giffallen for five of his horses—and is then sent by Marie to get it back from him. Thinking Maria is a little Spanish gypsy boy, Kerry treats her brusquely. Meanwhile "Wings" gets loose and Kerry and Maria set out to look for him in a fog. They find the horse but have to spend the night in a bay泄漏on account of the fog. Next morning Kerry discovers Maria's masquerade when he tries to make her swim in the river.

Kerry agrees to train "Wings" for Marie, and his Uncle Valentine and Aunt Jenepher have Marie to stay at Clontarf Castle with them. A party is given by them for Maria at which John McCormack sings.

Kerry is also training his own horse "Destiny Bay" for the Derby. He has signed up Steve Donoghue to ride it.

Don Diego arrives from Spain and Kerry realizes he himself is in love with Maria but thinks he has no chance.

When the "Wings" jockey breaks his leg, Kerry arranges for Steve to ride it, although that makes Maria's jockey and marriage to Don Diego even more certain.

Derby Day arrives, the scene shifts from Ireland to London and Epsom, and Marie is dying. She knows that if she dies before or during the Derby, "Wings" will automatically be scratched. "Wings" wins at 100 to 1. Kerry realizes he has lost Maria. Then an objection goes up on the grounds of Marie's death. That makes "Destiny Bay" the winner.

But from Tottenham Corner a crowd of gypsies come streaming down the course, and in the midst of them is a gypsy wagon bearing Marie, lying back weakly on cushions. She passes the Grand Stand, the judge's box. "Wings" is finally declared the winner.

Maria discovers she cannot go through with her marriage to Don Diego. She finds Kerry and tells him she returns his love.

So, with the happy alliance of Maria and Kerry, the old curse of nearly fifty years ago is removed.

Length 7704 feet

Staff

"WINGS OF THE MORNING"
New World Picture
in Technicolor

Produced by ROBERT T. KANE
for 20th Century-Fox release

Direction by Harold Schuster.
Colour Direction by Natalie Kalmus
Editing by Harold Schuster.
Camerawork by Ray Rennamau.
Script by John Meehan, Brinsley Macnamara and Tom Geraghty.
Scenario by Gilbert Wakefield.
Adapted from two short stories by Dan Byrne.
Costumes by Rene Hubert.
Sell The Perfect Colour

The colour in "Wings of the Morning" is perfect and it has never before been seen to greater advantage on the screen. Colour has not been used for colour's sake—it has been used to enhance already lovely photography. Here are a few of the highlights of the picture, which have added thrill and authenticity through natural colour.

EPSON DOWNS AND THE DERBY

The vast stretch of the Downs crowded with people. The Royal Box. The mighty grandstand. The fumettlers, gypsies, tipsters; all the familiar sights and sounds of England's greatest race.

SCENES OF LONDON.

THE CHANGING OF THE GUARD AT BUCKINGHAM PALACE.

BEAUTIFUL SCENES IN IRELAND AND ENGLAND IN SPRING AND SUMMER.

BRILLIANT BANQUET SCENES IN COLNATAR CASTLE WITH WILD GYPSY MUSIC AND GYPSY DANCES.

GYPSY ENCAMPMENTS.

ALL IN PERFECT TECHNICOLOUR.

Showmanship

ANNABELLA

Annabella, the French star and one of the five smartest women in Europe, makes a sensational English-speaking debut in "Wings of the Morning." Arrange for the debut of this exciting new star in your town with the three beautifully coloured star portraits which are available at your local Fox office. Display them in your lobby well in advance of your opening date—offer them to your local beauty parlours for display in their windows—wherever these are displayed they are bound to attract attention.

Offer your local newspapers 10 x 8 black and white portraits of this new and lovely star for use in their editorial columns.

Coloured Portraits . . . . . . Price 2 6 each
Black and white Portraits, 10 x 8 . . . . . . Price 1 - each

OUTSTANDING CAST

In "Wings of the Morning," you have an outstanding box-office cast. In addition to Annabella, look at these names—

HENRY FONDA — LESLIE BANKS — JOHN MCMORRACK — STEVE DONOGHUE — STEWART ROME — HARRY TATE — IRENE VANBRUGH

ALL THESE NAMES MEAN MONEY AT YOUR BOX-OFFICE

FASHION STILLS

Annabella, one of the five smartest women in Europe, wears lovely modern dresses, designed by Rene Hubert in "Wings of the Morning." Direct your campaign to the women with these attractively designed gowns.

There are six 10 x 8 black and white fashion stills available, showing Annabella wearing smart tailor-made, glamorous evening frocks and fascinating day frocks.

Supply copies of the stills to the fashion editors of your local papers and arrange for them to run a "fashion spread" a few days before the picture opens.

Arrange tie-ups with your local dress shops and stores. Supply them with fashion stills and portraits of Annabella, stills of the film and a good theatre card for display purposes.

SPECIAL FASHION STILLS

10in. x 8in. black and white—8 in a set
Price 4- - per set.

John McCormack

The songs of John McCormack are among the treasures of all music lovers and constitute an added and exceptionally strong selling angle.

John McCormack singing "KILLYARNY"

"BELIEVE ME IF ALL THESE ENDEARING YOUNG CHARMS"

"AT THE DAWNING OF THE DAY"

will bring all music lovers and John McCormack fans into your theatre in addition to your regular patrons.

OPERATIC AND MUSICAL SOCIETIES

Mail to all your local operatic and music societies announcement cards about John McCormack's appearance in "Wings of the Morning."

McCORMACK RECORDS

John McCormack records and the songs he sings in "Wings of the Morning" suggest many angles of exploitation.

Contact your local music shops and get them to feature a John McCormack week in advance of your opening date. Supply your music dealers with enlargements of the stars, stills of scenes from "Wings of the Morning," and a good theatre card.

STEVE DONOGHUE

Steve Donoghue, the greatest and most famous of jockeys, completes the authenticity of the thrilling Derby sequences in "Wings of the Morning."—he rides the winner in a great and exciting race.

Contact all racing fans. Notify your local Sports and Racing editors when "Wings of the Morning" is due at your theatre.

Offer them stills of the Derby sequence, of Steve Donoghue and of Annabella and Henry Fonda with the horse "Wings of the Morning" for publication in their columns.

STAGE PROLOGUE

There is plenty of good material in "Wings of the Morning" for a stage prologue based on the colourful gypsy material.

If you have an orchestra, dress them in gypsy costumes, have a gypsy dancer and singer in an atmospheric scene of a gypsy encampment.
TIE-UPS

Illustrated below are various stills available for window displays in your local shops. Stills of other scenes from "Wings of the Morning" together with a good theatre card should be used to complete the displays.

FASHIONS

A.

FORMAL WEAR

B.

MEN'S SHOPS

C.

MUSIC SHOPS

D.

RIDING SCHOOLS

E.

WIRELESS SHOPS

G.

TOBACCONISTS

H.

PETS' STORES

SPECIAL TIE-UP STILLS

10" x 8" Black and White Price 1/- each

It must be clearly understood that these stills may be used only for display purposes. They must not be used in connection with any form of advertising whatever.

A. This still is ideal for smart accessories. The line you should use is "If you want to look as smart as Annabella in 'Wings of the Morning,' buy your accessories here."

B. "Buy the correct clothes for the races at ........."

C. "You can look as smart and debonair as Henry Fonda in 'Wings of the Morning.' If you buy your dress clothes at ........."

D. Annabella smokes a cigar in one of the comedy sequences. The line you can use here is "You need not be afraid of smoking. ......... cigars."

E. This still is ideal for riding schools. "See Steve Donoghue ride in 'Wings of the Morning' and take riding lessons from ........."

F. Music shops will use this still to advantage with displays of John McCormack records and music.

G. This still offers tie-ups with pet stores. "Buy your dog here and be as pleased as Annabella and Henry Fonda in 'Wings of the Morning.'"

H. "Annabella listens in to the Derby in 'Wings of the Morning,' so can you if you buy a wireless set here."

TIE-UPS FOR THE COLOUR ANGLE

Here are a few suggestions for putting over this important box-office angle:

FASHION EDITORS

Ask the fashion editor of your local paper to feature an article on "colour in fashions," mentioning the colourful array of dresses worn by Annabella in "Wings of the Morning."

COSMETICS

There is a natural tie-up with Max Factor or any other cosmetics company who make a special feature of colour harmony in their make-up.

INTERIOR DECORATORS

Tie-up with your local decorators and get them to give a display to the proper use of colour in house furnishings and interior decoration. Supply them with stills showing the interior of Clontarf Castle with Annabella and Henry Fonda, together with a good title card.

DRESS SHOPS

Your local dress shops will undoubtedly co-operate with you in a display of woman's fashions, stressing the proper colour combination to be worn on various occasions.
BLOCKS

Exhibitors are asked to note that carriage or postage on blocks and stereos is chargeable. All stereos are made specially to order and to expedite delivery are despatched direct to the Exhibitor by the blockmakers. Consequently it is not possible for them to be handed over to a transport contractor.

Please order stereos by the numbers which appear below the illustrations.
Thrills, Romance, Comedy
In All-Colour Triumph
“WINGS OF THE MORNING” A SMASH HIT

(Advance)

With romance, comedy, grand star performances and the best screen colour yet seen, “Wings of the Morning,” Robert T. Kane’s first New World production for 20th Century-Fox release, is said to be first-class entertainment. It is due to open on ....... at the ..... Theatre.

Amabella makes her British film debut in this picture, playing the first full-length colour film to be made in England. Her performance is one of sheer delight — both as the gypsy girl who marries Lord Clontarf in the prologue and later, as the gypsy’s descendant, who is forced for a time to masquerade as a boy. Her beauty and talent assure her of a high place among the world’s popular stars.

The story, based on stories by Ireland’s beloved Donn Byrne, tells of a lovely gypsy girl, Marie, who marries Lord Clontarf. Her helpful friends make her life unhappy and when Clontarf is killed in the hunting field, she rejoins the caravan from which she came. An old gypsy woman declares that a curse will lie on the Clontarf’s for three generations.

Time passes, and we meet Marie’s lovely great-granddaughter Maria, who escapes from a revolt in Spain dressed as a boy. She makes her way to Marie at the encampment near Clontarf Castle, where she encounters Kerry Gilfauen, the young Canadian nephew to Sir Valentine, who has succeeded his cousin Lord Clontarf at the castle.

Gritty situations follow, but Kerry is unaware that Maria’s misseline clothes belie her sex. Romance grows when at last he becomes aware of her identity, although Maria is already betrothed to a Spaniard.

Maria has entered her horse into the “Wings of the Morning” for the Derby in the hope of winning a dowry for Maria.

The climax comes with Derby Day, Steven Donoghue riding “Wings” to victory. An original twist to the ending of the story re-unites the young lovers to make a charming finale.

Screen colour has never been seen to greater advantage than in “Wings of the Morning,” which features exquisite outdoor scenes in England and Ireland, including shots of London. Amabella shows herself a perfect colour camera subject, as does Henry Fonda, the always popular, always convincing young Hollywood star who plays Kerry Gilfauen. Superb singing from John McCormack, sound performances from Leslie Banks, Stewart Rome and Irene Vanbrugh, and grand humour from Harry Tate and Mark Daly are other highlights of this all-raid winner.

Harold Schuster directed “Wings of the Morning” with Natalie Kalmus as colour director and Ray Rennalson at the colour camera.


Price 4.6

Filming the Derby in Colour.
Triumph of Organisation

To film the Derby in colour at Epsom required a tremendous amount of detailed organisation and staff work. The race makes a thrilling and glamorous climax to the first British all-Technicolor picture “Wings of the Morning,” to be seen at the ......... Theatre on .........

With the help of the newscord companies, no less than eight fine shooting positions were made available. A detailed plan of the course was made, photographed and the shooting positions plainly marked. Starting posts for the various races were indicated and a copy of the chart was given to each of the unit’s twenty men.

Dedicated recommendations were made by the technical advisor to those at work at Epsom. Such advice included “Tuesday” Least crowded day of meeting— should be best day to get atmosphere shots—gypsies, bookies, fairgrounds, tic-tac man, etc. Wednesday—Derby Day. Horses parade then gallop back to paddock. Shots of parade can be obtained by camera in Gallery Tier of Grand Stand.

Similarly detailed advice was given to the company for each day of the meeting at Epsom.

Special permission was granted to the New World unit to film in the Paddock, most exclusive quarter of the course.

Each of the days of the meeting saw the unit leave Denham studios at six-thirty in order to get the preliminary work done unhampered by crowds.

Only the exhaustive organisation that went before the filming, made possible the fine colour record of the meeting which supplies “Wings of the Morning” with its smashing and spectacular climax.


UNIQUE PICTURE

MANY “FIRSTS” IN “WINGS OF THE MORNING”

Made at a cost of over one hundred thousand pounds, the all-colour super “Wings of the Morning,” which will be shown at the ......... Theatre next week has many outstanding claims to attention.

There can hardly ever have been a picture made with so many “firsts” about it. It is the first picture to be made outside America in the new Technicolor process; the first film of New World Pictures, a new producing company headed by Robert T. Kane and making pictures for release by 20th Century-Fox throughout the world; the first English-speaking film of the sensational new French film star Amabella; the first British film to star Henry Fonda; the first picture to put the Derby on the screen in its entirety and in colour; the first picture to be directed by Harold Schuster, the well-known American film editor, who thus takes a long-overdue step up in the film world.

Also, the picture is first-class in entertainment value, with a cracker-jack story from the pen of Donn Byrne, speedy outdoor action, a considerable flavour of horse training and racing, an interesting love element, John McCormack singing his most popular songs, Steven Donoghue riding horse a hundred-to-one winner, a cast which in addition to the above includes Leslie Banks, Edward Underdown, Harry Tate, Sam Livesey, Irene Vanbrugh and Stewart Rome.
TRIUMPH FOR BRITISH COLOUR PICTURE.

"Wings Of The Morning" Will Please All.

(Review)

Offering entertainment of all-round excellence for all tastes, "Wings of the Morning," New World all-Technicolor picture which opened

...... at the .......... Theatre is a triumph for the British film industry.

There is a gay romance, delicious comedy, and real beauty in this story of a gypsy curse laid on an Irish peer's family for three generations and the strong cast does full justice to the story.

Making her debut in British pictures, Annabella scores a personal triumph, while her partner in romance, Henry Fonda, a young Hollywood star, gives one of the most sincere and charming performances of his career. English actors in Leslie Banks, Irene Vanbrugh, Stew- art Rome and the comic Harry Tate are in strong support and the famous singing of John McCormack is one of the highlights of the picture.

The story opens in Ireland, at the close of last century, when Lord Clontarf marries a lovely gypsy girl. His friends scorn her and she leaves them, returning to the great secret of Clontarf's boy cousin Valentine, when her husband is killed in the hunting field.

The story moves on and we meet Maria, lovely great-granddaughter of Marie. She escapes from revolution- ary Spain dressed as a boy, making her way to Marie, an old lady now, at the gypsy encampment near Clontarf Castle.

She trades "Wings of the Morning," Marie's beloved horse which is entered for the Derby, to Kerry Gilfallen, nephew and trainer to Sir Valentine, for a string of hacks. Marie is furious and Maria, still the boy, is sent to the boy's school. "Wings." Kerry and Maria are lost in a fog and there are delightfully amusing interludes before complications are sorted out.

Kerry and Maria, no longer disguised, fall in love but Maria is already engaged to a young Spanish nobleman, Don Diego. It is to win Maria a dowry that "Wings" is to run in the Derby.

With an exciting climax, showing the racing of the Derby at Epsom with Steve Donoghue riding the winner, the story comes to a charming and romantic close.

Robert T. Kane produced this beautiful and thoroughly entertaining picture, with Harold Schnitzer as director and Natalie Kalmus as colour director.

The colour is the finest ever seen on the screen, particularly memorable being the beauty of outdoor shots in Ireland, at Epsom and in London itself.

Altogether a rare and splendid achievement.

ANNABELLA, at the gypsy prince in the early sequences of "Wings of the Morning," and LESLIE BANKS as the Earl of Clontarf, fight their truth. A scene from Robert T. Kane's production filmed entirely in Technicolor and released by 20th Century Fox.

Stewart No. 11

Price 4/6

ANNABELLA and HENRY FONDA, young lovers of "Wings of the Morning," a romantic drama in Technicolor produced by Robert T. Kane for 20th Century Fox.

Stewart No. 12

Price 4/-

BRILLIANT NEW STAR

IN COLOUR PICTURE

A beautiful young French actress, already "star number one" of the Continent, makes her bow to English audiences in "Wings of the Morning," the great all-colour picture which comes to the .......... Theatre on ............

Her name is Annabella, and she was selected by Robert T. Kane, famous American producer, as the most suitable actress in Europe to play the leading role in Europe's first super colour picture. Now, he is so impressed with her performance in this production that he is planning to put her in further hundred thousand pound pictures and build her up to international.

Is she a great star? It is up to YOU to give the verdict. The press has already hailed her beauty and artistry, and you can see her at the .......... Theatre and form your own opinion. And while you do so you will be regaled with great entertainment. For Leslie Banks and Henry Fonda co-star, John McCormack sings three of his most popular songs. Steve Donoghue appears in person in the most wonderful record of the Derby ever seen on the screen, and the story is one of the most novel and refreshing ever filmed, with brilliant outdoor photography, speedy action, young romance, and plenty of laughs. "Wings of the Morning" is in fact the perfect entertainment, with extraordinary colour work added to all its other attractions.

PROGRAMME

GARS

Natalie Kalmus, who acted as colour director on the all-Technicolor British film "Wings of the Morning," is reputed to be the hardest worker the studio has ever known. She had to consult on sets, costumes, furnishings, and actual shooting, with an enormous amount of preliminary scientific work laid out. Five hours sleep each day was all she could afford. "Wings of the Morning" will open at the .......... Theatre.

Denham almost saw a pitched battle between gypsy tribes during the filming of the all-colour British film "Wings of the Morning," opening at the .......... Theatre on ............ Both wanted the job of appearing in the picture, which featured a gypsy encampment scene and they had both been engaged, because the studio did not know one tribe from the other. Things looked nasty when the tribes which had promised the job turned up. Police settled the gypsy tribe from the studio.

Rene Hubert, who designed the lavish costumes for the all-Technicolor New World Picture "Wings of the Morning," opening at the .......... Theatre, is digged by coincidence. Years ago he worked in the same studio as Robert T. Kane was in charge. - Robert T. Kane was in charge. Rene Hubert was producing for Paramount in France. Then he went to Denham to design clothes for the star of "Wings of the Morning," the lovely Annabella, and who would be producing the New World Picture for release by 20th Century Fox but Robert T. Kane! "It's getting to be a habit," said Rene.

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PUTTING IRELAND ON THE COLOUR MAP

During the filming of the New World all-Technicolor picture "Wings of the Morning," opening at the "Imp" Theatre, Technicolor canvas spent two weeks in Ireland securing natural colour shots of famous Irish spots. The story of the film is based on events drawn by Frank Hay and the cast includes Annabella, Henry Fonda, Louis Calhern, Robert McKim, and a host of other well-known players. Camera shots were taken among the Lakes of Killarney, and were so characteristically Irish that they did not want to leave. They also photographically captured the beauty of Michael McCarthy's Moos, Ballybunion, Blennery Castle and Glenlough. 

Ray Ronanhill, pioneer among colour cameramen, who was behind the camera on "The Trail of the Lonesome Pine" and "Backstairs," was within enthusiastic about Ireland, declaring it to be the answer to a colour cameraman's prayer—cloud formations, glorious sunsets, reflections in placid lakes were all ideal subjects.

And above all, he emphasised, the kindliness and hospitality of the Irish people made it possible to get whatever he wanted in the way of material.

Robert T. Kane produced "Wings of the Morning," and Harold Schuster directed it.

Another New Star Scruffy—The Dog

The British all-colour film "Wings of the Morning," introduced a new British film star, and also as lovely as the Continental star Annabella—he is Scruffy, the most lovable character in pictures. His career is as romantic as any star's.

Scruffy was passing the time, not too happily, at the Battersea Dogs' Home, just at the time when a cameraman from Denham studio, Bernard Brown, was looking for a dog to appear in a film "Wharves and Strays." Scruffy got the job and appears to be insured for $1,000 and earns a two-figure salary.

Scruffy is, however, rather muddled, but Scruffy is intelligent, quick to learn, and, above all, blessed with the most loyal face a dog ever had.

"Wings of the Morning," opening with an outstanding cast which includes the celebrated star, John McCormack, Stewart Rome, Harry Tate, Irene Varnam and the famous jockey, Steve Donoghue.

Robert T. Kane produced this picture in Technicolor while Harold Schuster directed it.

WHAT COLOUR FILMS WILL MEAN

Return To Natural Beauty

That colour films will mean a swing back to natural beauty was handling in the death knoll of over-made-up, exotic beauty, as the box office of the world famous cameraman Ray Ronanhill. He was responsible for the fine colour photography to be seen in the British Technicolor picture "Wings of the Morning," now at the _______________Theatre.

"The reason that Technicolor requires a very light make-up," says Ronanhill, "is because we are using our make-up for a colour film which would come straight off the set, and not faded, without looking too much made-up.

Natural beauty will once again be at its highest peak when the Technicolor book is opened. A perfect skin is the greatest asset for a star in colour films, he says, and it should be clear and of delicate coloring. Golden or auburn hair playing well in colour—platinum blonde is definitely out.

Ronanhill found Annabella, star of "Wings of the Morning," a perfect colour camera subject.

HANDSOME "WHITE ONE" DRIVES ON "WINGS OF THE MORNING"--ANOTHER NEW STAR SCRUFFY—THE DOG

Scruffy's "Wings of the Morning" screen debut

When Wings of the Morning opened, Scruffy, the Battersea Dogs' Home dog, had a chance to show off his acting ability in Technicolor. He was so popular with the audience that his appearance became a highlight of the film. Scruffy's screen debut was well-received, and he continued to appear in several other Technicolor films, becoming a beloved character in the industry. His success in the film industry led to Scruffy being insured for $1,000, which he earned from his two-figure salary.

PLAINLY DIFFICULT

Harold Schuster had lined up an exterior shot of Henry Fonda and Annabella at Denham Court, the beautiful estate near Denham Studio, where "Wings of the Morning" was made.

The take was a long one and was difficult to get. What made it worse were the general conditions.

There was no sun—six field generators provided the necessary current for a battery of arcs.

After two false starts occasioned by generators breaking down, the two stars began their scene again. Halfway through an aerial zoomed overhead and the sound recordists cried "cut.

The plane passed. The scene began again. Two planes appeared and again the scene had to be stopped.

Three minutes later all was set to go again. As Annabella and Fonda stood up to take their positions before the camera there was a distant hum.

An 'aloud' gasp of the spectators. Then and there a concerted howl of laughter went up as twelve Royal Air Force airplanes flew into view, in formation, closely followed by another twelve.

It's a gas, and we stand up to wait for silence to descend. Silence did descend—and then it rained. That's exterior filming in the English summer.

In addition to Annabella and Henry Fonda, the cast of this Robert T. Kane production in Technicolor includes Leslie Banks, the world-famous singer John McCormack, Stewart Rome, Harry Tate, Irene Varnam and Steve Donoghue. Harold Schuster directed.

Price: $4
BRIGHTEN Your PROGRAMME With PERSONALITIES

ANNABELLA
as Marie in the 1939 Prologue

No. 16  Price 2/6

ANNABELLA
Masquerading as a boy

No. 17  Price 2/6

JOHN McCORMACK

No. 18  Price 2/6

LESLEIE BANKS

No. 19  Price 2/6

HENRY FONDA

No. 20  Price 2/6

STEVE DONOGHUE

No. 21  Price 2/6

IRENE VANBRUGH

No. 22  Price 2/6

Illustrated above are half-tones (65 screen) of the principal personalities in "Wings of the Morning." Pictures always attract attention and create interest. Use them to make your programme attractive and interesting.

They can also be offered to Editors to illustrate news stories. The Annabella blocks are ideal to illustrate an article on the versatility of the star sensation of the year. With each different personality Annabella portrays in the picture, she seems to be a different, equally fascinating person.
ART SCHOOLS

Contact your local art schools and arrange a competition among the students for the best colour painting of one of the scenes from "Wings of the Morning." Supply them with selections of stills so that they can choose their scenes.

This will result in invaluable free publicity for the picture and also provide material for an attractive lobby display.

Arrange the competition far enough in advance to allow time for the drawings to be on display and to terminate not later than your opening date.

Gypsy Fortune Teller

A gypsy fortune-teller tells Annabella her fate in the 1888 prologue of "Wings of the Morning."

Obtain a gypsy or a dark woman dressed as a gypsy to sit in your lobby to do hand-reading. This will create a lot of attention and interest, especially with your women patrons.

This novel idea, carried out a week before your opening date, will focus the attention of all your patrons on your showing of "Wings of the Morning."

Painting Competition

"Wings of the Morning," because of its lovely natural colour, lends itself ideally to a painting competition which you can run in conjunction with your local newspaper, use as a throwaway or include as part of your programme.

Illustrated above is a design specially drawn for this competition. Order this block from your local Fox office.

Summary of Publicity Material Available

LOBBY DISPLAY
Artistic photogravures in striking colours:
size 11 x 14 ins. 8 in set. 4/- per set.
size 22 x 28 ins. 2 in set. 4/- per set.
Sets of black and white glossy photographs:
size 10 x 8 ins. 8 in set. 4/- per set.
Panel Insert Cards: 36 x 14 ins., coloured 1/- each.

POSTERS
48 sheet posters 12½ each
12 sheet posters 5/-
8 sheet posters 2½ each

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A striking design on linen, executed in colours by hand, webbed and ready for hanging:
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COLOURED SLIDE
Hand-coloured slide portraying a scene:
Price 1/- each.

BLOCKS
Stereo of Advertisement and Half-Tone Blocks are supplied at prices indicated below each illustration. (Posage extra).

PLEASE ORDER ALL STEREOS BY NUMBER
ANNABELLA

Annabella, who makes a brilliant film debut in the all-colour super "Wings of the Morning," produced by Robert T. Kane’s organisation—New World Pictures—for 20th Century-Fox, was born on the 14th July, 1912, in Paris. Her real name is Annie Charpentier. Her father, a wealthy Parisian, did not think seriously of her desire for a film career. Nevertheless, she was seen by a director friend of her father’s and made her film debut in France in 1930.

Rene Clair made her famous throughout Europe in his film "Le Million," and she also appeared for him in "Le Quatorze Juillet." Many of her films, including these two, have been shown in London and provincial cities of England.

She spent three months with an English family learning English for her debut in "Wings of the Morning" and is appearing in more pictures for Robert T. Kane.

Annabella is five feet four inches in height, is slim with light golden hair and brown eyes. In "Wings of the Morning" she becomes Europe’s first colour star. Her hobbies are swimming, riding, rowing and reading, and she is married to the French actor Jean Murat.

LESLIE BANKS

Leslie Banks was born in West Derby on the 19th June, 1890, and was educated at Oxford. He went on the stage at the age of twenty-one, and fought with the Essex Regiment in the Great War.


He is married and has three daughters. His recent stage appearances include "Glove of India" and "The Two Mrs. Carrols."

JOHN McCORMACK

Celebrated tenor and Count of the Holy Roman Empire, John McCormack was born in Athlone in 1888. The son of poor parents, he became a choirboy in the Pro-Cathedral in Dublin. The choir-master Vincent O’Brien was responsible for getting him sent to study in Milan. A trained singer, he came back to Ireland and then to England, but found it difficult to get a chance. After singing in music-halls and restaurants he made his debut at Covent Garden in 1907.

From that time onwards his career progressed more rapidly, but it was not for another four years that he really became famous, when one song made him—"I Hear You Calling Me." Riches followed fame, and the poor boy from Athlone has built an Irish castle and is a friend of the great.

His services to his religion brought a title, conferred on him by the Pope. He is famous throughout the world, having sung in most countries and being popularised by the distribution of his gramophone records.

His previous film appearance was in "Song of My Heart," made by Fox in Hollywood. In "Wings of the Morning" he sings "Killarney," "Believe Me! All Those Endearing Young Charms" and "At the Dawning of the Day."

STEVE DONOGHUE

The greatest and most famous jockey since Fred Archer, was born in Warrington, Cheshire, of Irish parents, on the 16th October, 1884. He first worked in an iron foundry, but his interest in horses and racing would not be gainsaid and he eventually became an apprentices. It was some time before his great skill became recognised, but he proved it by becoming champion jockey in 1914, a position which he kept for over ten years.

He holds the record for the greatest number of Derby wins—in all including his hat-trick in 1921, 1922 and 1923. He has ridden for most of the great owners and frequently for Royalty. He is well-known on French race-courses, and has ridden in U.S.A. and South America.

He has two sons and a daughter and is still riding at the age of fifty-one, with his eyes set on achieving a seventh Derby before he retires from racing.

Trailers

Trailers of this picture are supplied by the National Screen Service, Limited, Broadwick House, Broad Street (off Wardour Street) London, W.1, to whom all orders should be addressed.

Panel Insert Cards

Excellent pictorial panel insert cards, size 36 x 14 ins., in colours, are available at the price of 1/- each (one style only).

These are extremely effective for lobby and shop window displays.

Standee Cut-out

Vivid colours and beautiful design give this display a sparkle that will attract your patrons.

Made of strong board standing 3 feet high, this is a perfect display item for your lobby.

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