Gun shy...
Girl shy...
Great guy...

He dares to shoot it out with the toughest killer in the west.

International Pictures presents
Gary Cooper * Loretta Young
in Nunnally Johnson's
"Along Came Jones"

Directed by Stuart Heisler
Screen play by Nunnally Johnson - An International Picture - Released by Radio Pictures, Inc.
Pulsing with down-to-earth heart interest, linked with spacious and suspenseful action, "ALONG CAME JONES" arrives as the initial achievement of Gary Cooper as a producer, who at the same time co-stars with Loretta Young. His choice of theme is romance in the human sense, against a hearty background that avoids the artificial. In his role he interprets the love adventure of a blundering range rider in perilous surroundings, his homely appeal overwhelming the vivacious heroine so ably played by Miss Young.
ALONG COMES COOPER in “ALONG CAME JONES”

After starring in 50 pictures which have brought him to the very top among stellar attractions of the screen, Gary Cooper launches a new career for himself as producer, as well as star, of “ALONG CAME JONES”. Given free rein by International Pictures, to whom Cooper is under exclusive contract, the actor chose for his first Cinema Artists production a story combining the appeal of two of his greatest successes, Mr. Deeds and The Plainsman.

“ALONG CAME JONES” is a most distinct type of film. Western in locale, but a romantic adventure far from the typical Western pattern, it presents Cooper as a tramp cowhand who is mistaken for a frontier bandit. Innocently, and with results both humorous and extremely dramatic, Cooper finds himself being hunted by the express company agent, the United States marshal, a posse of incensed local citizens, and finally by the bandit himself, when the latter learns that the lanky stranger is making ardent love to his sweetheart.

The picture should not be labelled a Western in advertising and publicity. It is more than that.

The box office pulling power of the screen’s No. 1 romantic star, plus Loretta Young’s exceptional feminine appeal, plus the draw of William Demarest (whose work in Miracle of Morgan’s Creek, Conquering Hero and weekly radio broadcasts have made him a foremost comedian), plus the rapidly increasing popularity of Dan Duryea, added to the public appreciation of a screenplay by Nunnally Johnson (Casanova Brown, The Woman in the Window, Keys of the Kingdom, Grapes of Wrath and others) makes of “ALONG CAME JONES” an extraordinary attraction.

PROMOTION AND SHOWMANSHIP

Given a generous and attractive pre-selling magazine and newspaper campaign by International-RKO, numerous nationally advertised tieups and some most effective radio transcriptions, “ALONG CAME JONES” is amply provided with sales helps. Norman Rockwell, creator of the famous Four Freedoms paintings has painted a Cooper portrait which is quickly adaptable to many uses in boosting the attraction of this film with distinction and artistry.

“ALONG CAME JONES” is a showman’s natural. The story can be sold to audiences via many approaches. To those who love adventure thrillers it has particular appeal; to those who look upon Cooper as a romantic idol the story provides unusual interest. There is something in “ALONG CAME JONES” for any and all members of every family. The smart showman can, by giving this picture the individual and enthusiastic campaign it merits, convert a most entertaining picture into a top grosser.

This Campaign Book is created to show showmen the unusual latitude in publicity and exploitation “ALONG CAME JONES” affords.

Here is a picture to shout about and a campaign for any type of theatre.

... THE EDITORS
WHO IS HE?
WATCH THIS SPACE!

WANTED!
FOR MURDER AND ROBBERY
MONTE JARRAD
Tall and alone, most tempered
and witty. He has guns.
Travels with half-arm amputee
called both Kevin and Jimmy.
$1000 REWARD
DEAD OR ALIVE
(Win one 71st Century model)

MAT 202 — F
2 cols. × 85 lines (6 1/4 in.) total 170 lines

SEE THIS FINE
3-DAY ADVANCE
TEASER SERIES

The three ad specimens on this page comprise a unique advance teaser campaign for "Along Came Jones." Note the three-day sequence. The shadowy figure gradually materializes to reveal the identity of the star.

The text shown in color inside the cuts is not part of these mats. The words are suggestions for your use of the blank space if you want to add copy that suggests the ads are building to a climax.

AD NUMBER TWO:

WATCH THIS SPACE
Tomorrow:

WANTED!
FOR MURDER AND ROBBERY
MONTE JARRAD
Tall and alone, most tempered
and witty. He has guns.
Travels with half-arm amputee
called both Kevin and Jimmy.
$1000 REWARD
DEAD OR ALIVE
(Win one 71st Century model)

MAT 202 — E
2 cols. × 85 lines (6 1/4 in.) total 170 lines

AD NUMBER THREE:

GARY COOPER
LORETTA YOUNG
in
"Along Came Jones"

WANTED!
FOR MURDER AND ROBBERY
MONTE JARRAD
Tall and alone, most tempered
and witty. He has guns.
Travels with half-arm amputee
called both Kevin and Jimmy.
$1000 REWARD
DEAD OR ALIVE
(Win one 71st Century model)

MAT 202 — D
2 cols. × 85 lines (6 1/4 in.) total 170 lines
NOTE - THE 2 COL. QUOTATION ADS ON THIS PAGE ARE FOR USE DURING RUN, OR AS A TEASER SERIES.

"Act like somebody... look like you're somebody... pretty soon you are somebody."
FROM THE SAYINGS OF MELODY JONES, KNOWN AS GARY COOPER CO-STARRED WITH LORETTA YOUNG

"Along Came Jones"

MAT 202-C
2 cols. x 60 lines (4 1/4 in.) total 120 lines

"When a feller starts talkin' about settlin' down, you can be dead certain some girl's gonna help do the settlin'!"
FROM THE SAYINGS OF MELODY JONES, COWPUNCHER KNOWN AS GARY COOPER CO-STARRED WITH LORETTA YOUNG

"Along Came Jones"

MAT 202-B
2 cols. x 60 lines (4 1/4 in.) total 120 lines

"Girls bein' like they are, there ain't no point talkin' sense to 'em. You just kiss 'em or quit 'em and bide by the results."
FROM THE SAYINGS OF MELODY JONES, KNOWN AS GARY COOPER CO-STARRED WITH LORETTA YOUNG

"Along Came Jones"

MAT 202-A
2 cols. x 60 lines (4 1/4 in.) total 120 lines

International Pictures presents GARY LORETTA COOPER • YOUNG in Nelson Eddy's
"Along Came Jones"
with WILLIAM DEMAREST • DAN DURYEA
Frank Sully
Produced by Gary Cooper
A Co-Produced Gary Productions-Distributed by Standard Pictures
SCREEN PLAY BY NORMAN KRESCH - MUSICAL MUSIC AND SONGS BY ALF LANEY
AN INTERNATIONAL PICTURE - Distributed by MG M PICTURES, INC.

MAT 206
2 cols. x 150 lines (10 1/4 in.) total 300 lines
International Pictures presents:

GARY
LORETTA
COOPER - YOUNG

in Norman Jewison's

"Along
Came Jones"

with
WILLIAM DEMAREST - DAN DUR YEAA
FRANK SULLY

Produced by Garry Cooper

A Cinema Artists Corp. Production - Directed by STUART HESLIN
Screenplay by Kenneth Johnson - Novelty by Jock Atchison
An International Picture - Distributed by RKO Radio Pictures, Inc.

MAT 401—4 cols. x 150 lines (10 3/4 in.) total 600 lines

All the lineages above 2 inches by 1 column indicated under the ads in this manual include spaces allowing for your theatre tie-in copy.

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He dares to shoot it out with the toughest killer in the West. Gary in his grandest role as Melody Jones, cowhand, lover, gentleman unfraid — with Loretta as a sharpshooting killer's girl — and Dan Duryea, of "The Woman in the Window," as the toughest killer in the West.
The toughest killer's blazing guns could not destroy their love...

International Pictures presents

GARY · LORETTA
COOPER · YOUNG

in Normanly Johnson's

"Along Came Jones"

with

WILLIAM DEMAREST · DAN DURYEA

FRANK SULLY

Produced by Gary Cooper

A Cinema Artists Corp. Production - Directed by STUART HASSLER

Screen Play by Normanly Johnson - Based by Max Lieby

An International Picture - Distributed by RKO Radio Pictures, Inc.

DAN DURYEA,

of "Woman In The Window" fame,
on Monte Jarrod,
the killer.

MAT 402—4 cols. x 200 lines (14 1/4 in.) total 600 lines
ORDER MATS AND ALL ACCESSORIES FROM NATIONAL SCREEN SERVICE

The toughest killer's blazing guns could not destroy their love...

International Pictures presents

GARY COOPER - LORETTA YOUNG
in Marilyn Johnson's
"Along Came Jones"
WILLIAM DEMAREST - DAN DURYEA - Frank Sully
Produced by Cary Cooper
A COLUMBIA PRODUCTION - Directed by STUART HESSLER
Screen play by Marilyn Johnson - Based on An Inspector
An International Picture - Released by RKO Radio Pictures, Inc.

MAT 205
2 cols. x 96 lines (6¾ in.) total 192 lines

MAT 204
2 cols. x 84 lines (6 in.) total 168 lines

Page Eight
Gary's Grandest Role

... as easy-going Melody Jones, gentleman unafraid... who dares to shoot it out with the toughest killer in the West to win the killer's girl.

International Pictures presents
GARY COOPER - YOUNG
in Nunnally Johnson's
Along Came Jones
with WILLIAM DEMAREST - DAN DURYEA FRANK SULLY
Produced by Gary Cooper
A Cinema Artists Corp. Production • Directed by STUART HESSLER

Screen Play by Nunnally Johnson
An International Picture • Released by RKO Radio Pictures, Inc.

MAT 301—3 cols. x 128 lines (9 1/4 in.) total 384 lines

International Pictures presents
GARY COOPER - YOUGHT in Nunnally Johnson's
Along Came Jones
with WILLIAM DEMAREST - DAN DURYEA FRANK SULLY
Produced by Gary Cooper

Directed by STUART HESSLER • Screen Play by Nunnally Johnson • An INTERNATIONAL PICTURE
Released by RKO RADIO PICTURES, INC.

MAT 301
2 cols. x 38 lines (2¼ in.) total 76 lines

Page Nine
International Pictures presents

GARY COOPER - YOUNG
in Norman Johnson's
"Along Came Jones"
with WILLIAM DEMAREST • DAN DURYEA
FRANK SULLY
Produced by Gary Cooper

A Cinema Artists Corp. Production • Directed by STUART HIRSCH
Score by Ronald Johnson • Photographed by Alton Lackey
An International Picture • Distributed by RKO Radio Pictures, Inc.

For honor and for love, he battled the toughest killer in the West... and won!

MAT 102
36 lines (2½ in.) on 1 col.

GARY COOPER
LORETTA YOUNG
in Norman Johnson's
"Along Came Jones"
WILLIAM DEMAREST • DAN DURYEA
FRANK SULLY
A Cinema Artists Corp. Production
Produced by Gary Cooper

Directed by STUART HIRSCH • Screen Play by Ronald Johnson
An International Picture
Distributed by RKO Radio Pictures, Inc.

MAT 303—3 cols. x 166 lines (11 7/8 in.) total 498 lines

MAT 106
101 lines (7¼ in.) on 1 col.
"ALONG CAME JONES," A ROMANTIC FRONTIER DRAMA
BRINGS GARY COOPER AND LORETTA YOUNG AS CO-STARS

Thrills, Comedy and Love Interest Blended in Virile Star's First Production Venture

Stressing humor and adroit characterization along with its dynamic love story, "Along Came Jones," co-stars Gary Cooper and Loretta Young in a distinctive thrilling adventure at the Texas border. This picture is International Pictures' newest offering for RKO release and marks Gary Cooper's debut as a producer, in addition to his starring career.

Unlike the customary outdoor hero, Melody Jones is an easy-going, undistinguished bronce stomper who once won seventeenth place in a rodeo and who, while he's fairly good with his cats, can't hit the side of a barn with a six-gun. He also cherishes an ambition to "be somebody," and when he rides into a little frontier community with his glossy saddle pal (William Demarest) and finds himself treated with marked respect and even awe, he's quite pleased.

However, it turns out that he's been mistaken for Monte Jarrad, a notorious, savage-tempered outlaw. The quick-thinking Miss Young, as pretty Cherry DeLonge, saves him from being shot in the back, and she escorts him safely out of town—hoping a posse will follow him and thus make it easy for Jarrad, who is wounded and hiding out at the DeLonge ranch, to get out of the country.

Jones soon realizes that the girl is using him as a stooge, but being anxious to be of service to her, decides to stick around and pose as the bandit. This generous but foolishly moves gets Jones into plenty of trouble with the outlaw's friends, with whom he largely agrees with the sheriff's pose and finally with his own bandit, in a series of hair-raising episodes.

The climax, in which Jones deliberately pits his futile marksmanship against the deadly accuracy of the outlaw, brings its own surprise.

Cooper has a brand-picked role in the title character. Miss Young has a most spirited part as the revolt of the ladies causes her to pass away her affections in midstream. William Demarest is Jones' perfunctory pal, and Dan Duryea, as the simpering Jarrad, has the chief supporting roles, with Frank Buly, Don Costello and Willard Robertson among those also cast.

Stuart Heuler directed "Along Came Jones," for which Norma Johnson wrote the screenplay from Alan LeMay's novel.

"Along Came Jones" is being played in 36-mm form before American service men at all action fronts by courtesy of the motion picture industry, supplementing the Army's film exhibitions at expediency bases.

STARS TEAMED IN 'ALONG CAME JONES'

"Along Came Jones," co-starring Gary Cooper and Loretta Young in a roaring romantic action drama of the border country in the "Nineteen, marks the debut of Cooper as a screen producer with this offering. As Melody Jones, a wandering frontiersman with a strong urge to become important, Cooper reaches the border town where it seems as though he has achieved his ambition, for he finds himself treated with amazing deference on all sides.

His bubble of esteem is pricked, however, when he learns he has been mistaken for a trigger-sharp outlaw. His spirits rise again when he gets the idea of capturing the bandit, a move certain to win him plenty of admiration. There are only two obstacles in his way: one is Cherry DeLonge, a pretty frontier girl who is obviously protecting the outlaw; and the other is the fact that Jones is unable to hit the side of a barn with a gun! However, romance goes into high gear at this point, with drama and comedy deftly blending into the bittersweet story.

William Demarest and Dan Duryea have featured roles in the Stuart Heuler directed International Picture for RKO Radio release.

CO-STARS

Loretta Young and Gary Cooper co-star in "Along Came Jones," with Gary marking his debut as producer of the picture in International's international banner. RKO Radio distributes.

How Gary Named It

The man who has won the plaudits and admiration of millions through being plain "Mr. Deeds" and "Jesse James" is just single Melody Jones in his self-produced picture, "Along Came Jones."

The title was submitted by President William Goetz of International Pictures when the more than 125 company employees were asked for title suggestions. Cooper sent a list of the six most popular suggestions to 2,500 motion picture editors and critics of the United States and Canada. When, nearly three to two, newspaperman voiced a preference for "Along Came Jones," Producer Cooper obeyed its use without delay.

"Along Came Jones" stars Cooper and Loretta Young.

Dan Duryea has zoomed to film fame with his marvelous portrayal of Melody Jones. He now has the role of a vindictive frontier outlaw in "Along Came Jones," International Pictures' latest offering for RKO Radio release, which stars Gary Cooper and Loretta Young in a stirring, romantic adventure of the border days.

Telling a stirring, romantic story against a background of frontier adventure, "Along Came Jones" is International's newest RKO Radio release. Gary Cooper and Loretta Young are the star of this unusual film which features William Demarest and Dan Duryea, and which was produced by Cooper himself.

A GIRL COMES IN Handy

Gary Cooper and co-star Loretta Young foil the kidnapping plans of Dan Costello in "Along Came Jones," International's current action adventure produced by Gary for RKO Radio distribution.
MAMMOTH NATIONAL "JONES" CAMPAIGN READIED PUBLIC FOR THIS BIG SHOW!

With two styles of significant pictorial copy, the national advertising campaign for "Along Came Jones" strikes intensively in periodicals commanding millions in circulation and multiple millions of readers reached via the families of readers.

GENERAL CAMPAIGN

(COWBOY COPY)

LIFE
(B & W) July 2
(Newsstand July 29) 3,914,853

PARENTS
(2-color) August
(Newsstand July 20) 692,026

(ROMANCE COPY)

LIBERTY
(4-color) July 14
(Newsstand July 4) 1,181,252

The Family Circle
(2-color) July 6
(Newsstand July 3) 1,558,809

FAN CAMPAIGN

(Newstand dates of these monthlies are indicated)

MOTION PICTURE, July 25 1,346,945
MOVIE STORY
July 25

SCREENLAND
July 10

SILVER SCREEN
July 10 1,051,588

MOVIE SHOW
July 10

MOVIE LIFE
July 15

MOVIES
July 15

MOVIE STARS PARADE
July 15 1,478,084

PERSONAL ROMANCES
July 15

PHOTOPLAY,
July 18 993,003

MODERN SCREEN,
July 15 1,135,091

SCREEN GUIDE,
July 15 650,096

THE COVERAGE THROUGH THESE TWO CAMPAIGNS:
14,001,747
Cooperative promotion by the Nehi Corporation, of Columbus, O., for Gary Cooper and "Along Came Jones" reaches a high level of importance with the intensive Royal Crown Cola advertising and exploitation campaign, particulars of which are spread on these pages. This provides the exhibitor with an exceptionally valuable merchandising aid for his attraction, and suggests immediate contact with Royal Crown Cola distributors and dealers for mutual activity to put over the show.

Here is a typical list of dealer material supplied to its local accounts by the Nehi Corporation, distributors of Royal Crown Cola:

- Sets of mats for newspaper ads.
- Sets of plates for dealer hand bill ads.
- Proofs of color page.
- Logotype of Royal Crown Cola for display card.
- Cardboard cutout for theatre display.
- Photographic prints.
- Test specimens for local radio spot announcements.
- Layout designs for theatre truck banners.
- Test and designs for store cards.
- Full local campaign hand book.

**On Preferred List**

GARY COOPER, star of "Along Came Jones," an International picture, puts Royal Crown Cola on his preferred list—it won his taste-test. Try it yourself. Say "R.C. for me!" That's the quick way to get a frosty bottle of Royal Crown Cola—best by taste-test!

**SEE:** Gary Cooper

**IN:** "Along Came Jones"

**(Name of Theatre)**

**(Date of Showing)**

**ROYAL CROWN COLA**

**BEST BY TASTE-TEST**

**BOTTLER'S NAME & ADDRESS**

**DEALER LOCAL AD**

**(ALSO IN TWO-COL.)**

**LOCAL PUBLICITY DISPLAY PORTRAIT**

**"R.C." AND QUICKIE**

**Outwitting a Water Wolf**

**By Hap Brower**

**CARTOON STREAMER AS A ROYAL CROWN COLOR FEATURE AD**
The Dallas premiere of "Along Came Jones" was off to a good start in the matter of Royal Crown Cola cooperation through the use of two-color reprints of the Cooper ads and bannnered distributor and bottlers' trucks. That, and more, can be done by the aid of the information displayed herewith. Local dealers should be urged to employ the newspaper ads supplied them by the Nehi Corporation. Trucks can be bannnered. Blow ups of the cartoon ad can be posted. Perhaps lobby displays of ad copy can be used. Dealer windows are a must in any situation.

Aid the dealers in the matter of lettered store cards and with your accessories, such as posters and 11 x 14's and Color-glos stills. A screening for local beverage dealers may be in order. Exhibitors should get together with distributors and dealers of Royal Crown Cola and map out a campaign. If they are using radio time, arrange that the picture and stars get mention in the spot announcements. The Nehi Corporation is set to go all out on its campaign and does a great job, as evidenced by its handling of the Sonja Henie tie up with International's previous release, "It's a Pleasure!"

FULL-COLOR ADS MARK "QUAKER" Campaign

Launched on an elaborate scale with a big art layout in full-color for page spaces, Gary Cooper is featured in a notable campaign by QUAKER for its Puffed Wheat Sparkies. The accompanying miniature reproduction of the special copy shows how the star of International's "Along Came Jones" dominates the pictorial matter and text of the layout. The ad was run in the chief consumer media, providing a great back log of public interest for the production.

STAR RATING

In four national polls GARY COOPER shared with Bing Crosby, top honors as a box office attraction. His 1944 hits For Whom the Bell Tolls, The Story of Dr. Wassell, and International's Casanova Brown.

The Gary Cooper advertisement on Ammen's Foot Powder was scheduled in various sizes in the undernoted publications:

LORETTA YOUNG FEATURED IN THE UPS
ON NATIONAL BASIS

An unusual wealth of national ad campaigns tied in with Loretta Young, co-star with Gary Cooper in "Along Came Jones," was current with the release of the picture. Chief items in the Loretta Young advertisements are displayed herewith, indicating the great parallel publicity enjoyed by the show as it comes to the theatres.

Loretta Young is the personality prominently displayed in a Quaker campaign for this brand's Puffed Wheat Sparkies. The elaborate magazine campaign covers principal media. The copy shown herewith is reduced from full page size. "Along Came Jones" receives full credit in this spectacular copy.

4-COLOR PORTRAIT MATS

Smart four-color publicity mats of Gary Cooper and Loretta Young portraits (5 col. x 13½") have been issued to a select list of Sunday supplement newspapers by RKO Radio. The styles are shown above. Local editors, in situations not already covered, may obtain sets of these mats with progressive proofs by applying directly to: S. Barrett McCormick, Editors Service Division, RKO Radio Pictures, Inc., 1270 Sixth Ave., New York, N. Y.

COSMETIC

In a new campaign for Pan-Cake Make-Up, the firm of Max Factor launched an extensive campaign in full-color pages for fan magazines, and others. A reproduction of the copy is shown. Local tie-ups with dealers on this product are always available to the exhibitor, who has a special opportunity in connection with "Along Came Jones," to flank the manufacturer's counter and window cards with production accessories.

LUX

A variety of ads, one style of which is illustrated, comprises a wide campaign for LUX Toilet Soap with Loretta Young as the featured personality. The LUX coverage includes all important magazines, and newspaper space as well. Dealer tie-ups are readily obtainable and should be sought during the run of "Along Came Jones."
DEMAREST AS RANGE COMIC

William Demarest’s portrayals of choleric and impetuous characters have won him screen fame. He now has the role of Gary Cooper’s pusillanimous saddle-pal in “Along Came Jones,” International Picture, and is responsible for many of the hilarious moments of the unusual romantic adventure. Loretta Young shaves staring horses with Cooper in the film. In addition to Demarest, such favorites as Dan Duryea, Frank Sully, Don Costello and William Robertson are featured. RKO Radio distributes.

BORDER HERO GARY COOPER

A border knight-errant who cheerfully gambles with his life for the sake of a lady in distress is the unique role Gary Cooper plays in “Along Came Jones,” International Picture, Loretta Young shaves co-starring honors with the tall actor in the adventure-romance, with William Demarest, Dan Duryea and other favorites in important parts. Directed by Stuart Heisler from Nannally Johnon’s screenplay, the film was produced by Cooper himself as his initial venture in picture-making. RKO Radio releases.

LORETTA LIES HATS

The curvilinear of white cycle lamborgi designed by John Frederics is accented by chalk-white earrings and a white clip on a black velvet choker boil. On the right, as Loretta Young wears a white straw halo edged with blue lace with a large blue bow in the back. In her current film, “Along Came Jones,” which RKO Radio releases for International, Miss Young is co-starred with Gary Cooper.

COOPER, PRODUCER-STAR

Presenting an engaging romance against a background of frontier adventure, “Along Came Jones” co-stars Gary Cooper and Loretta Young in International Pictures’ latest RKO Radio release. The type of whimsical humor that Cooper featured in “Mr. Deeds Goes to Town” is stressed in the new offering, which revolves about the quixotic exploits of a wanderer who gets involved with a wanted outlaw and the latter’s girl friend on the Texas border. The picture marks Cooper’s debut as a producer of his own vehicles.

COOPER TURNS PRODUCER

When a screen actor has been as prominent for as long a period as Gary Cooper has, the itch to make a film as his own is irresistible. With International’s recent RKO Radio release “Along Came Jones,” Gary is a producer in the dream which co-stars Loretta Young with him. For his initial effort, the new executive chose the sort of vehicle he knows best. It’s an outdoor adventure romance of the Texas border country.

William Demarest as the hero’s lascivious saddle-pal, and the insimilable Dan Duryea as the season’s most menacing villain are importantly featured in this stirring saga of the plains.

Gary Cooper, as New Producer Delivers an Action Romance

Comrades, the revolution is here. In his first offering as a producer-star, Gary Cooper has taken time to deal some heavy traditions of movie-making a series of telling body blows.

The picture produced by Gary for International is the outdoor romantic adventure called “Along Came Jones,” with Loretta Young sharing his stellar honors. Outdoor photography and choreography have followed rigid pattern. Their horses have always been stalwart, steady-eyed knights of the range, deadly with their trademark six-guns, which carry an inexcusable lack of supply and discipline. Whenever a villain pops over the horizon, the horses are invariably for too noble to let the taste of alcohol ever sully their stern lips. They have gone in for gusly rainstorm, and for old cowboy movies which they always race at full gallop across the wide open spaces.

Outdoor heroines, too, have been standard—demure and shy maidens uniformly plugged by a mortgage on their sullen father’s alluring ranch and by the sinister intentions of either a crooked sherif or a crooked banker who coerces both ranch and girl, seeming pretty certain of getting them un- til Our Hero (see paragraph above) comes along and disinfects the looming scoundrel in a rounding climax.

But Mr. Cooper, who grew up on a Montana ranch, and who realizes how much imagination is stretched in the usual frontier epic, decided that “Along Came Jones” should be different.

So, with a disdain for the conventions, he made sure that his initial vehicle was as believable and realistic. For one thing, he knew that most cowboys, non-Romans, Hollywood and Hol- landers, were casual as usually peaceful characters who were ordi- nary range clothing, laid some sense of the desert at which the main theme of the time, seldom went in for flashy guns and solemnly took a drink. This picture, unlike Malory Jones, portrayed by Gary himself, is a whimsical romantic romance. The hero is a genuine outlaw who can’t hit the side of a barn with his gun, but is human enough to desire having people look up to him with respect.

So too, the feminine lead, Cherry DeLongpre, is a spirited frontier heroine, the girl friend of a notorious outlaw, and as paradigm with a weapon as Malory is not. Moreover, there isn’t a mortgage nor a banker anywhere in the whole ten mile range. Malory himself is an honest, if somewhat blunder- ing, frontier type. All this is, of course, in Hollywood distinction Gary doesn’t care. To mix metaphors a trifle, he believes in telling the long-neglected truth about horse stumpers and heroes and sets forth a western in “Along Came Jones” that accents of the real human element. RKO Radio releases.

THEIR HOME TOWNS:


Based on an Alan LeMay novel, with Nannally Johnston writing the screenplay, International’s “Along Came Jones” stars Gary Cooper and Loretta Young in a thrill-packed romance of the border country. William Demarest and Dan Duryea are featured in the RKO Radio release which was directed by Stuart Heisler and marks Cooper’s first production chore.

OFF-TRAIL ROMANCE

The story of a gun-audible lady stranger is developed in International’s “Along Came Jones”, starring Gary Cooper and Loretta Young and marking Cooper’s first production. RKO Radio distributes this off-the-beaten-path drama.

MAY 21

IT Isn’T A STICK-UP!

Gary Cooper (center) and Loretta Young, co-stars, are held at bay by Willard Robertson in International’s exciting action romance, “Along Came Jones.” Robertson portrays an official who believes Gary has had something to do with a recent theft and killing. RKO Radio releases. MAY 28

Page Seventeen
GARY COOPER, LORETTA YOUNG CO-STAR IN STIRRING OUTDOOR ROMANTIC DRAMA

Along Came Jones' Crams Wealth of Top Entertainment Info Story of a Gay Frontier Love Affair Replete With Thrilling Action

Bringing Gary Cooper and Loretta Young to the screen in picturesque roles in "Along Came Jones," International's newest offering for RKO Radio release, is a stirringly adventurous romance laid in the Southwest of fifty years ago. The film presents Cooper as Melody Jones, a "brone strompet," while riding through a little frontier town with his policeman father (William Dem- sawat), is mistaken for a notorious bandit. Monte Wonder, the real bandit, has eloped with all the attention until he learns the recipe for the runs.

It's lucky for Jones that Loretta Young; as pretty little schoolteacher from De- longue ranch, protected by Cherry, his childhood schoolmate, who is sorry for him. Presently Jones suspects that Cherry is using him as a decoy to assist in the bandit's escape.

Full of quizzical ideas about helping the girl, Jones decides to go on posing at Monte. Complications arising from Jones' awk- wardness with a gun in emergen- cies are sometimes hilarious, sometimes thrilling. Generally Cherry manages to extract him, for she's a dead shot, and this ability figures in breath-taking climax when Jones and Monte shoot it out at close range, with a pose closing in on them.

The well-intentioned but butter-fingered Jones is a serio-comic role which Cooper pulls off with the help of Miss Young enacts a most resourceful frontier heroine. William Dem- sawat in the part of Jones' cynical pal, and Dan Duryea as the shrewd Monte, head the featured support with hipster Willard Costello, Willard Robertson, Arthur Loft, Russell Simpson and other noted players.

Marking Cooper's debut as a producer, "Along Came Jones" was directed by Stuart Heisler, with

Nunnally Johnson writing the screenplay from a novel by Alan LeMay.

"Along Came Jones" is being played in 16-mm form before American High Schools this spring by courtesy of the motion picture industry presentation of the Army's formal exhibitions at expeditionary bases.

STRAINS IN A STRANGE TOWN!

Gary Cooper, who grew on his father's Montana ranch and in later years ran in big-city bedroom, is probably the film capital's best shot. In Interna- tional's Pictures' "Along Came Jones," Gary Cooper plays a rugged ranger who can't hit the side of a barn with a stone. It so happens and proves distressing when Gary acts out to impersonate a dead-shot outlaw.

Loudf Cornell University with Cooper in the RKO Radio release, and William Demawat, Dan Duryea and other well-known players are featured.
GARY COOPER
Co-starring with Loretta Young, Gary Cooper portrays the title role in International’s ‘Along Came Jones’, and makes his bow as producer of the affectionate romance which KKO Radio releases. As a steadfast young man who unwittingly falls into a peck of trouble, Cooper again gives one of his brilliant character portrayals.

COOPER TAKES A CHANCE
When a man who can’t hit the side of a barn deliberately poses as a badly wanted outlaw, things are bound to happen.

Around this situation are woven the drama, comedy and romance of ‘Along Came Jones’, International Pictures’ new Gary Cooper-Loretta Young starring vehicle for KKO Radio release. Cooper has the role of the impersonator, with Dan Duryea portraying the real bandit; Miss Young is a frontier girl and William Demarest, Cooper’s pros- pective pal.

Thrills, laughs and romance are blended in ‘Along Came Jones’, International Pictures’ new RKO Radio release, co-starring Gary Cooper and Loretta Young. William Demarest. Dan Duryea, other noted players are featured in this unusual story of the Texas border.

NEW OUTDOOR DRAMA
Mistaken identity on the Texas border in the Nineties is the basis for the gay action and romantic adventure of ‘Along Came Jones’, International’s latest KKO Radio release, starring Gary Cooper and Loretta Young.

When the hero is mistaken for a notorious bandit, he finds himself all mixed up in a hectic love affair; a series of thrilling encounters with the Law follow to make up the story.

With this film, Cooper makes his debut as a screen producer.

LORETTA YOUNG

CO-STARS
Loretta Young has no feminine competition in her latest screen appearance. She is Gary Cooper’s co-star and only actress in the cast of International’s new RKO Radio release, ‘Along Came Jones,’ in which there is a romantic top-of- the- world between a vivacious frontier bandit and a wandering cowpuncher, too poaneously inclined to kill a fly until he has his heart broken under the influence of love. The picture marks Gary Cooper’s debut as a producer and Dan Duryea and William Demarest head the supporting cast. The story, masterfully scripted by Nunnally Johnson, is set in the southwest last in the 1870’s and Stuart Heiler gets directing credit.

REVIEWS
Gary Cooper, the screen’s ranking romantic screen star, has chosen well his first subject as a producer. As a result ‘Along Came Jones,’ which opened at the ___________ Theatre... is a lively lanky Gary in a composite character equally appealing to male and female fans.

After starring in 50 pictures, Cooper chose to produce his 51st western film himself. As a result his choice of vehicle was an action story with a western background. Loretta Young was selected as the object of his affections, the bratty William Demarest as his “saddle pal” and Dan Duryea as the villain.

The adventures of a frontier knight-errant who poses as a desper- ate bandit in order to please a lady, form the exciting basis of ‘Along Came Jones.’ International’s new Gary Cooper-Loretta Young starring film, Nunnally Johnson wrote the screenplay of the RKO Radio release.

INVENTIVE BAD MAN
Dan Duryea, “Little Foxxy,” The Westerner, has started a flair for making is- impactoredly featured in International’s new western drama, ‘Along Came Jones’ co-starring lovely Loretta Young and Gary Cooper, KKO Radio releases.

ROMANCE RIFE IN ‘ALONG CAME JONES’
How an inscrutable frontier girl swaps affections in midstream in a romantic complication in Interna- tional Picture’s new dramatic adventure, “Along Came Jones,” with Gary Cooper and Loretta Young in the stellar roles.

Cooper, in a unique characterization as Melody Jones, a wander- ing-rider full of ambition to become important, but handicapped by his unpredictable chumings with a gun, meets pretty Cherry De- Longpre. She happens to be har- borhing Monte Jarrad, an outlaw who was her childhood playmate and who, wounded, is hiding out on the DeLongpre ranch.

Jones, having Mundered into the middle of this situation, is mis- taken for the bandit, but is rescued through Cherry’s quick thinking. Cherry’s feelings for the two men are changed through Monte’s mur- derous jealousy and Monte’s quixotic gallantry, and this leads to the stirring climax of the unusual rom- antic action drama. “Along Came Jones” was di- rected by Stuart Heiler, for Cooper in his debut as a screen producer. William Demarest, Dan Duryea, Frank Sully, Dan Connolly and Willard Robertson support Cooper and Miss Young. Nunnally Johnson wrote the screenplay from the novel by Alan LeMay and KKO Radio release.

“Along Came Jones” is being planned for further American- service men at all action fronts by courtesy of the motion picture industry, supplementing the Army’s formal exhibitions at exhibition bases.

PERIL TIME
Gary Cooper (lower left) finds death at the hands of Dan Dur- yeas despite Loretta Young’s at- tempt to warn him in Interna- tional’s “Along Came Jones.”

MAT 23

PERIL TIME
Gary Cooper (lower left) finds death at the hands of Dan Dur- yeas despite Loretta Young’s at- tempt to warn him in Interna-

PERIL TIME
Gary Cooper (lower left) finds death at the hands of Dan Dur-

Page Nineteen
Fun and Romance
Blend Keenly in
‘Along Came Jones’

Adventures, romance and laughter
are blended in "Along Came Jones,"
International's new star-
ing vehicle which Gary Cooper
and Loretta Young make
memorable.

Most of the thrill and the spark-
ing comedy of the plot revolve
around the adventures and charac-
terization of Melody Jones, a rangy
frontier woman who carries an older
man's baby and is almost as im-
portant. Even lady-like to be a
frontier woman, she has the
poorest shot west of the Missis-
sippi in a showdown with a wanted
man.

To his astonishment, his am-
bition takes a sudden upsurge when
he rides into a Texas border town
and finds the old man's baby mamma
and scared of him. It appears, how-
ever, that the old man was known
for a notorious desperado, which de-
files the respectability of his name.
But, perhaps even more startling
than the old man himself, is the
woman who has him in charge.

Fierce, independent and domi-
nating, she is the woman he has
ever known before. She is the
woman he loves in the old west.

PHILLOSOPHICAL MOMENT

William Demarest (right) hands out some advice to Gary Cooper in the
tamer's current starring vehicle, "Along Came Jones." International-
a's action romance co-starring Loretta Young. RKO Radio releases.

"Along Came Jones,"
Thriller Romance

Thrill-packed action and spark-
ing romance vie with gay comedy in
"Along Came Jones," starring
Gary Cooper and Loretta Young.
This refreshingly novel action
drama gives Cooper one of his
flash roles as a qualiﬁcated ranger-
who, in order to do a favor for a lady,
poses as a notorious bandit in spite
of the fact that he's the world's most
straight man. The earnest endeavors
of various parties to kidnap him
outlaw on sight, with the vindictive
outsiders and the real bandit, and
the tangled emotions of a frontier
woman who is trying to save the
squawker escape, all make for
dramatic confusion and lots of action
that has their hilarious side before
the stirring climax is reached.

William Demarest plays Cooper's
cousin and Dan Duryea portrays
the menace, in this International
Picture, with Frank Sully, Don Cos-
tello, Willard Robertson and others
in important roles. This time
Demarest directed "Along Came Jones,
"while Duryea is a medicine man
himself. Norman Johnson wrote
the colorful screenplay from Alan
LeMay's novel. RKO Radio dis-
tributors.

PHILLOSOPHICAL MOMENT

"Along Came Jones,"
Romantic

Thrills and romance and com-
edy are blended in a new type of
screen comedy in "Along Came Jones,"
International's Picture star-
ing Gary Cooper and Loretta Young.
Cooper, who also produced the
picture with Frank Sully, Don Cos-
tello, Willard Robertson and others
in important roles, directed "Along
Came Jones," which has earned him
the respect of the industry's
reader. Cooper’s Wally, that
Dana Duryea as the outlaw, have the
principal featured roles.

"Along Came Jones"

ROMANTIC DUO

Co-stars Gary Cooper and Loretta
Young depict the spirited young
lovers in International's absorbing
action drama. "Along Came Jones,"
which RKO Radio releases.

GARY COOPER

Adding to his laurels as longest-
continuing box-ofﬁce favorite, Gary
Cooper has become a producer. His
executive bow is made with Inter-
national Pictures' "Along Came
Jones," a unique adventure drama
which co-stars Cooper and Loretta
Young. Cooper himself has lived
an adventure drama, having pro-
cessed from cowboy to cartoonist,
motion picture extra to star. He
has also adventured from the
American plains and the African
veldt to the South Paciﬁc, where he
entertained at far-flying mili-
tary outposts in the vanguard of
U.S.O. performers.

Born in Helena, Mont., on a May 7, Cooper went to school in
England for four years before attending high school in Helena.
He learned to ride and rope on his father’s horse farm. After two
years at Grinnell College, Iowa, he became a cartoonist for a
Helena newspaper; later tried for the same kind of life in Los
Angeles and didn't get it. For a while he sold space for an adver-
tising agency; then he worked as a motion
picture extra, mostly in west-
erns. It was a western. "The Win-
ning of Barbara Worth," that
made him a star after a period of
tough going. He has starred in
several important roles. In "For
Whom the Bell Tolls," "The Story of
Dr. Wassell," "Cavalcade of
Brew." the latter his first film under
the International banner.

Tall — six feet, three inches —
and good looks, Cooper hot-shot
around 175 pounds. He is a me-
dium build with blue eyes. An ex-
pert shot and collector of guns, he
once took part in the shooting of
give on a big game hunt in Af-
ica.

LOVELY LORETTA YOUNG

Co-starring with Gary Cooper, Loretta Young portrays a courageous
girl caught between the forces of darkness and light. She is so deep
love she has for the hero in International's action romance, "Along Came
Jones." RKO Radio releases.

MAT 26

DISCUSSING LORETTA YOUNG'S MYSTERIOUS ALLURE THAT LIES IN HER FAMED EYES

Beautiful eyes are an asset to
every woman, and when a motion
picture actress gathers them into
her dressing table mirror, she
crosses her fingers — not her eyes. Oddly
enough, for a girl so in love with
her irises, Miss Young's eyes are as
lonely as any peppers. Yet Miss Young
seems so clearly conscious of her irises
when questioned about her optical attributes.
She refers to them, demurely, as "my peppers.
But Miss Young gives a secret beauty
suggestion for those who really love
their eyes.

Make-up experts and camera-
men have a word with her when
they work on a picture with Loretta
Young. Milton Krasner, Director of
Photography for "Along Came Jones,"
in which International Pictures stars
Miss Young and Gary Cooper,
describes the actress as being a
"came Leavesworth's dream."

Gustaf Norin, make-up artist,
calls the actress' eyes "expressive.
Technically, they are most unusual.
The slight curving slope from the
center to the outer corner gives an
expressiveness, whether her eyes are
wide open or half-closed.
"Again," he adds, "Miss Young
is fortunate because her upper lid and
lower lid are perfect, which
enhances her large, wide-
set eyes.

The actress uses eye
shadow nor plucks her brows. Very
little mascara is applied to her
lower lashes and the outer edge of
the upper lashes when she works
before the camera.
Not another thing much about her
eyes, but the way she avoids
them when she wears a blue dress or
in blue surroundings, they appear
a deeper blue. Nor, "when life
is dull,"

"My brother, Jack, who's in the
Navy, likes to tease me," she
laughs. "He says when I walk,
it looks as though a window were
opening and a cloud were
fading in the distance."

NOW GARY COOPER SINGS IN A FILM

Melody Jones is Gary Cooper's character in "Along Came Jones" and
the lanky producer-star lives up to his name by singing for the first
time on the screen. Cooper's principal song is "Old Joe Clark," a
faktum of the early West, a ditty with a simple but haunting melody
and more than a hundred four-line verses. Many of them are
without rhyme or reason, yet typi-
cal of the songs of the American
cowboy and his most colorful
times.
The authorship of "Old Joe
Clark" is unknown. Possibly 50
cowboys added their own lyrics to
the melody which one authority,
B. S. BOTKIN, editor of American
Folk Art, says was first sung by a
plainsman tenor, Clayton Black,
on a ranch near Nobil, Cleveland
county, Oklahoma, before the turn of
the century.

Cowboy songs, like Toppy, "Joe
grew," according to most authori-
ties on Western music. It is be-
lieved, however, that a song like
"Old Joe Clark," was brought to
this country by immigrants who
used to create verses for songs
and chants while throwing darts.
In the beer hall where you set
and from the ships gathered to
drink and swap tall stories of
distant lands.

In preparation for his characte-
"Along Came Jones," Cooper
worked on 25 verses of
"Old Joe Clark," Loretta Young
co-stars with Cooper.

MAT 18B
Gentle Dan Duryea Gets Super-Terrific As Screen Menace

Why movie villains are such sweet guys off-stage doesn't make sense. There may be an explanation, but it isn't to be found in a character study of Dan Duryea. The screen's most snarling impersonator of a sinister type managess to turn his new Paul Muni role into the gentlest of heroic figures. Duryea's great prize sweet s... (text truncated)

HEROINE
Co-starring with Gary Cooper in "Along Came Jones," Loretta Young portrays the tremulous heroine, whose courage saves the day. International produced for RKO Radio pictures. MAT 1B

COOPER AS HERO, BAD SHOT, LOVER
A blundering range-ri... (text truncated)

COWBOY GARY COOPER
Wearing a note of refreshing humor into its story of romantic adventure in the Texas border country, International Pictures' "Along Came Jones," co-stars Gary Cooper and Loretta Young. Miss Young portrays a spirited frontier girl and Cooper a wandering range-ri... (text truncated)

COOPER NOW PRODUCER HAS STARRING LONE
Gary Cooper plays his fifty-first starring role, teamed with Loretta Young in International's "Along Came Jones." He produced the film as well. Laid in the Texas border country of fifty years ago, the story is based on the romantic exploits of a frontier knight-errant who finds no satisfaction for a notorious outlaw and who... (text truncated)

"ALONG CAME JONES" DUO
Gary Cooper and Loretta Young co-star in Gary's first sponsored production, "Along Came Jones," an exciting tale of a gun-sling, girl-slay young man who learns how to face the facts. RKO Radio distributes International's romantic drama. MAT 2V
ALONG COMES GARY COOPER ON THE ROMANTIC ROAD

Gary Cooper, stalwart hero of the films, has just completed his 51st motion picture, "Along Came Jones," a vivid romance of the west. Here are assembled some of his romantic roles in a brilliant career, with the leading ladies of the various productions. Most often he is the diffident lover who wins out in the end, in which one can note the secret of his appeal. (1) "Only the Brave" with Mary Brian, Paramount. This is an oldie, one of the first . . . (2) "One Sunday Afternoon," with Fay Wray, Paramount, 1932 . . . (3) "Operator 13," with Marion Davies, MGM, 1935 . . . (4) "Design for Living," with Miriam Hopkins, Paramount, 1933 . . . (5) "Plainsman," with Jean Arthur, Paramount, 1936 . . . (6) "Souls at Sea," with Frances Dee, Paramount, 1937 . . . (7) "Roll of Fire," with Barbara Stanwyck, Samuel Goldwyn; 1943 . . . (8) "Casablanca," with Teresa Wright, International, 1944 . . . (9) "For Whom the Bell Tolls," with Ingrid Bergman, Paramount, 1944 . . . (10) "Along Came Jones" with Loretta Young, International, 1945.

MAT 4-A

EXHIBITORS
NOTE THIS
FEATURE!!

Besides employing this 4-column cut as a Feature Section item in your newspaper, you will find it a smart exploitation device if used for a contest. To do this, leave off the identifications of the leading ladies, and challenge your public to name them from the illustration. You keep the names of the productions in your caption, to make it easier for the contestants, who, however, will be put to it to name some of the earlier leading ladies.
**SYNOPSIS**

International Pictures Presents in Nunnally Johnson's "ALONG CAME JONES"

Melody Jones and his older saddle-pal, George Furry, arrive at a small frontier town. Veteran cowhands, possessing little worldly goods and an equal amount of education, Melody and his men are amazed to find their every move followed in the little town.

When De Long, a stranger Melody throws his arms about his neck and kisses the astounded Melody. She tells him about several men trained on him, that he is suspected of being a stagecoach bandit and killer named Moone Jarrad and, to save their lives he and George must follow with him into the wild, with any show of curiosity. Quickly the befuddled men obey her orders.

She leads them to a small camp where Melody and George learn that the bandit Jarrad is being hunted by the Sheriff and his posse led by the U. S. marshal, Luke Packard, representing the express company, and the Consue, prominent ranch owners with an old score to settle with Jarrad. With the help of Cherry's kiss tantalizing him Melody refuses to take her advice and head South.

As Melody lingers at the ranchhouse, he suspects that the bandit is hiding nearby. George loyally remains close to protect his adventurous and inexperienced friend. Cherry goes to Jarrad, wounded, but recuperating, in the barn, and tells him she has found in Melody a way to draw the man-hunters to him, permitting Jarrad a chance to escape. Jarrad suspects that Cherry is falling in love with the stranger and threatens to 'Stunt' Melody if he meets him.

Cherry takes Melody to a deserted cabin where Jarrad has hidden a stagecoach pouch containing $40,000 and offers him the money to leave. Luke Packard finds them, but promises to release them when they deliver the stolen money. Just as Cherry shows Packard the money, the expressman is killed by bullets fired through a window. George joins Melody and Cherry and is accused of killing Packard. However, he claims that he had had nothing to do with the affair. While the three plan a way to leave, the sheriff arrives, and Melody is given a third degree including a severe pummeling when the sheriff discovers Packard's dead body. In the midst of the fighting Cherry snuffs out the candles and, in the darkness, George and Cherry make a getaway to the deLonge house. Jarrad enters when Melody is alone there, forces him to change clothes with him to further entrance into his a "friend." Melody taunts him about Cherry's affections and Jarrad becomes furious.

First George is wounded by Jarrad then, as a dumece of 50 feet, Jarrad and Melody are out. A poor shot, Melody never hits his man, but it stirs in the cheek, in the arm and in the leg. As Melody falls, Cherry takes George's gun and kills Jarrad. Completely bewildered, Melody thinks Cherry meant to kill him but shot Jarrad by mistake. Melody is given the reward for capturing Jarrad and, after a week in jail, returns to the deLonge house to get George and leave the country with him. Cherry brings him to his senses by showing a hole through his hat. Learning from her accuracy that he had killed Jarrad to save him, Melody tells her of his love.

**BIG DALLAS AREA PREMIERES**

**Start "Along Jones Jone's" Rolling**

With large scale opening festivities at Dallas, Texas, International's "Along Cane Jones" signalized its national release simultaneously in sixty regional cities. Included in the premieres were the houses of four major circuits—Interstate Circuit, Inc., R. E. Griffith Theatres, Robb & Rowley United, Inc. and Jefferson Amusements Company.

The World Premiere was staged June 20 at the Majestic Theatre, Dallas, key house of the Interstate Circuit, with Gary Cooper, co-star of Loretta Young and producer of "Along Cane Jones" guested. Cooper was honored also by the State of Texas on June 22 at the capitol in Austin with a formal appointment as a Texas Ranger by Governor Coke Stevenson. Other events were, a press reception for Cooper, broadcasts by the star, an event for the men at the Ashburn General Hospital, McKinney, Texas, and an old fashioned barbecue at the Wilkerson Ranch, at which LOOK magazine had a camera crew to work on a pictorial feature entitled "LOOK Goes to a Ranch Barbecue With a Movie Star." Cooper also participated in theatre engagements at Atlanta, San Antonio, Fort Worth, Oklahoma City, and Tulsa before his overseas camp tour.

**FROM EARLY TRADE REVIEWS:**

Cooper plays part mostly for laughs and gets plenty of them, ably abetted by Demarest, and against all other members of the cast playing straight, Miss Young is a beautiful heroine, and Duryea makes an impression as the outlaw, Don Costello and Willard Robertson standing out in support. . . . Stuart Heisler directed film in keeping with spirit of the script and William Goetz gave picture top production values.

— **HOLLYWOOD VARIETY**

**GARY COOPER GRAND IN GREAT WESTERN.** Beyond and way above the fact that starting Gary Cooper in a real, live western gives this picture a large ready-made audience, is the fact that it's got a wonderful twist in western heroes; much good-natured humor, a really pleasant new appeal, and a terrific characterization for Cooper. That combination not only makes it tops, but will bring more people into movie houses than anyone ever thought would look at a western.

— **THE HOLLYWOOD REPORTER**

Strong dramatic romance of West, studded with comedy, excitement and grossing power. "Along Cane Jones" has the substance which comes from the smooth joining of good ingredients. . . . That makes good box office, and click it will, wherever it shows. . . . "Along Cane Jones", in short, means along come profits for stands playing it.

— **FILM DAILY**

Gary Cooper turns producer with "Along Cane Jones" which also stars him. The result is suspicious for both producer and player. . . . As Melody Jones, Cooper finds a part efficiently tailored to his capabilities. This, in fact, goes for all the principals, who do top grade work. Stuart Heisler's direction is showmanlike. So, too, is the attraction. It's ready made for the vast army of Cooper fans.

— **MOTION PICTURE HERALD**

In this, the first picture he produced for International, Gary Cooper is cast in a role which showcases to their best advantages those two facets which have kept him among the screen's most popular male stars. There is the whimsy of "Mr. Deeds," and the rootin' tootin' elements of the many sagebrush dramas he has top billed. . . . Add to such assets the marquee appeal of Cooper and Loretta Young, and it sums up to what should be a profitable grosser.

— **BOXOFFICE**

CUTOUTS FROM POSTERS

The posters have been created with mounted cut outs in mind. These can be made up in any desired size. For small cut outs to be displayed in windows you will need the One-Sheet and the Three-Sheet adaptable for this purpose. The Six-Sheet and 24-Sheet are swell for a featured lobby display or for mounting on the top of your marquee. A cut out from the Three-Sheet at one end of the marquee could be paired with a cut out from the Six-Sheet at the other end. The cut outs could be spotlighted for effect at night.

REWARI CARDS

In the teaser ads shown in this press book, you find a selection that can be easily adapted for a "reward post-er." Blow up one and print it on card board, or else on paper for window paste ups. At the bottom of the post-er, or on the card board, put your theater name. An elaboration of this use is to use the series of three each blown up to One-Sheet size, for lobby post- ing during the three days before your opening, the third poster revealing the star's identity and the picture title.

SIDEWALK STENCILS

Stencil the sidewalk in front of your theater, leading to the entrance, with this copy, "COME ALONG WITH 'ALONG CAME JONES.'" Use the same stencil on side walks and fances and other spots where it does not conflict with city laws. Stenciled footprints alongside the sidewalk caption will add to the effectiveness of this teaser device. The use of color will also add to the stencil effect.

TEASER MAILING PIECES

Procure names and addresses from your telephone book or city directory, of all men and girls whose first initials are "M. J.," such as "M. J. Harrison," "Malcolm J. Smith," "Marion J. Brown" etc. Send a circular through the mails addressed to them: "Your initials are 'M. J.' Well, so are mine, but my initials got me into a mess of trouble and caused me to marry a swell girl with whom I did a lot of romancing." I wish you could see what happens at the Palace Theatre next Wednesday, (Signed) MELODY JONES, (Awkward lovin' cowboy played by Gary Cooper in 'Along Came Jones.')".

BUCKBOARD BALLYHOO

Procure an old-fashioned buckboard such as used extensively on farms, and drive it through the streets with a man dressed like Gary Cooper, in the picture and a girl dressed like Loretta Young. Banner the ballyhoos with this copy: "We've come to town to see the romance of Gary Cooper and Loretta Young in 'Along Came Jones' at the Palace Theatre.

NECKERCHIEFS USED AS TOKENS

Gary Cooper gives a neckerchief as a love token to Loretta Young in "Along Came Jones." Purchase a quantity of bandanas and offer them to the first certain number of women who purchase tickets on the day the picture opens. Wrap each one in white tissue paper with a card attached read ing: "A remembrance from Gary Cooper co-starring with Loretta Young in 'Along Came Jones.'" Such bandannas is also suitable as a novelty presentation to local reviewers along with a Press Book.

Best Look-likes

In "Along Came Jones" Gary Cooper as Melody Jones closely resembles Monte Jarrad, bad man of the west, and one is mistaken for the other. This suggests a contest to find two local unknown people in town who look alike. Work this stunt in co-operation with your newspaper. Assemble your contestants on the stage of the theatre and let your audience select the best pair. Offer a War Bond as a prize to the winning team.

ARTIST STUNT

The nationally famous artist, Norman Rockwell, has painted a full length portrait of Gary Cooper as he appears in "Along Came Jones." It is reproduced in ads and posters. Have a local artist in the lobby paint from this model. Let your patrons register, and during the run a name picked at random should win the painting.

TRICK CAMERA SET-UP

Here is a suggestion that will have an appeal to your candid camera fans. Make a life size blow up of Gary Cooper. Cut off the head and have a cutout fashioned in the body at the neck. Allow your patrons to stand behind the cut out and place their hands in the pockets in the back of Gary's should be. Urge the candid machine fans to take photos. Keep a ten gallon western hat on hand for wear by those posing. Provide light for the display. A card near the set-up using this copy: "See how you would look in Gary Cooper's shoes in 'Along Came Jones.'"

ALOHOORES Changing Contest

In the picture Melody Jones is compelled to make a quick change of clothes with the menace, Monte Jarrad. This suggests a contest to be conducted on your stage. Arrange contestants in pairs. Build two folding screens about 4'x4' high. Place these a few feet apart. The screens will be just high enough so that the head and shoulders of a man standing behind them can be seen. The contestants are to change clothes with one another, each to throw his clothes over the top to the other man. The two who make the quickest and most complete change are rated the winning team. As a gag, arrange that one pair of the contestants are a large man and a small one, so that when the change is completed the clothes will fit ludicrously. Place a card in the corner of the stage with a copy typified in with the picture "Along Came Jones." Advertise the contest in your lobby, newspapers, and trailer in advance.

The Song "Old Joe Clark"

The picture "Along Came Jones" opens with Gary Cooper singing, as he enters the scene. The song is, "Old Joe Clark." This number has been used extensively for square dances. This song can be sung by a group as a feature in your lobby, or in a contest whereby prizes might be offered to the one in town knowing the greatest number of verses, or singing it the best. On the opening night of the picture, present a square dance in your lobby using this song for the music, "Old Joe Clark" appears in the music book "THE ARKANSAS (Ark) WOODCHOPPER, Square Dance Calls With Music and Instructions," published by the M. M. Cole Publishing Company, Chicago, Ill. It can be found at most music dealers.

Cutout Letter Announcement

For an advance notice device for "Along Came Jones," use a long line of cutout letters across the front of the stage, tending to both proscenium sides, spelling a message about the coming show. The letters should be illuminated from the footlights until the screen is in use. The message may be, "COMING—GARY COOPER, LORETTA YOUNG IN "ALONG CAME JONES," VIRILE ROMANCE.

War Bond Notice

It is suggested that all theatres include in their advertising and in lobby and lobby records notice like the following:

THIS THEATRE IS ALWAYS OPEN FOR WAR BOND SALES, INCLUDING EVENINGS, SUNDAYS AND HOLIDAYS— OR — KEEP BUYING WAR BONDS AND KEEP THEM.
Local "Jones" as Topic for Human Interest Stunt

Effective exploitation for "Along Came Jones" is accomplished through various stunts keynoted to the name of the character, "Jones." High personal interest attaches to this sort of exploitation, as well as directly pointing up the theme of the show. A number of items beware development exploitation that is very readily employed by any theatre, and should be adopted as part of an efficient campaign.

A Gala "Jones" Night

Designate a special night during the showing of this picture as "Jones Night." Offer prizes to the following: The oldest man named Jones; the oldest woman whose maiden name is Jones; the oldest married couple named Jones; the youngest Jones; the most attractive Jones twins; the best looking Jones girl; and the most handsome Jones boy. All Jones are to pay admission, but the incentive for their attendance will be the opportunity to win a prize. Offer War Bonds, or tie in with merchants for promoted prizes, and make a rousing advance campaign for this event.

"Jones" Identifications

Here is a stunt to work with your newspaper. Have a famous photographer take photos of large crowds, such as those that gather at baseball games, on the streets, in front of the theatre, etc., and offer guest tickets to anyone named Jones. Just to get himself as appearing in the photographs printed in a newspaper, or posted in your lobby. Eligibles are to receive guest tickets to the show.

Largest Jones Family

In co-operation with your local newspaper find the largest Jones family in town and invite them to see this picture as guests. Have them pose for special art in the newspaper. Arrange a spectacular stunt, such as an interview with the Mayor, attendance at civic luncheon clubs or at a dance especially arranged for the occasion. In addition to this you may hold a competition in one of your leading hotels for this Jones family. Your radio station might be interested in featuring event and also in interviewing the members. Tie in with everything with Gary Cooper and Loretta Young in "Along Came Jones."

Girls Escorted by "Jones"

Offer a guest admission for the first certain number of girls who comes along with a Jones as escort during designated hours. The girls are admitted when their escort presents proper identification. Advertise this in advance with trailers on the screen, a lobby board or in newspaper advertising using this caption: "Now is your chance! Make a date with a Jones and see this production as our guests." The balance of the copy should cover all other important details.

G.I. "Jones" as Guests

Check with your various service personnel offices for the names and addresses of all men and women in uniform named Jones. These may be home on furlough or recently discharged. Invite them to see this production as guests of the theatre, introduce them from the stage, or interview them over the radio.

Calling all people! Calling all people! "M.J.1 is in town. He is the big bad man of the West, or is he? He is a harmless, awkward cowboy named Melody Jones and the little town of Payneville mistakes him for a noted outlaw. Only the belle of Payneville knows he is not Monte Jarrad, the real desperado. It gets mighty interesting when Melody Jones suddenly finds he is in love with beautiful Cherry de Longpre. What happens is being told from the screen of the Palace Theatre where Gary Cooper as Melody Jones and Loretta Young, as the girl of his dreams, battle gunmen, a posse, and run-of-the-mill badmen in "Along Came Jones." All of the fun, action, and down-to-earth man-love making happens because Gary Cooper as Melody Jones finds his initials the same as that of the quick shootin' hold-up man. Here is Gary Cooper in his most and most romantic role, beautiful Loretta Young as the girl, both ably supported by William Demarest and Dan Duryea in Nunnally Johnson's thrilling romantic action story "Along Came Jones". There is never a dull moment with Gary singing, bluffing, stumbling his way through a maze of tense dramatic and thrill-packed situations. Gary plays his most human and exciting role and Loretta Young has never been so lovely. High suspense attends the adventure of a lovable cowhand who dumbly outwits the West's most dangerous killer and wins away his sweetheart. Don't miss Gary Cooper and Loretta Young in International Pictures' blazing romantic drama "Along Came Jones."

Transcriptions Available from RKO Radio Mgrs. By Arrangement

Gary Cooper as Beauty Contest Judge

Launching a $5,000 prize contest on Clara Harris-Synchronised Cosmetics "in Search of the loveliest Lips in the Land," the Clara Harris Cosmetics, Kansas City & Mo., has covered a tremendous circle with all-legs ads announcing the rules. A significant feature of this contest is the participation of Gary Cooper as one of the judges, awarding a local tie in with drug stores handling the Clara Harris Cosmetics. Herewith are listed cities covered by the advertising campaign, where dealers can be contacted for window displays featuring "Along Came Jones."

Sport Goods Promotion

Local use of the accompanying still No. 192-P is indicated in tie-ups with sporting goods stores. Use it for window displays with the display caption that is shown under the cut of the picture. This description may be added to the caption:

A descendant of the famous lever action carbine that won the West is used by Gary Cooper in "Along Came Jones" now playing at the theatre. Known throughout the West as the Model 92, it is a short rifle or carbine, and was adopted by the Government as the "patriot" of Model 92 was the Model 73, carried by Buffalo Bill and other great figures of the early West. Cooper's gun fires the .45 cartridge, which was also used in a portion of the film, and the .45 caliber weapon. The .45 Model 92 was presented to Patrick J. Hurley in December of 1932 when he was Secretary of War.

Sports Goods Promotion

When sporting arms are available again, we will have them. See Gary Cooper in "Along Came Jones."
ORDER YOUR ACCESSORIES FROM NATIONAL SCREEN SERVICE

GARY LORETTA COOPER YOUNG
"Nannally Johnson's Along Came Jones"

APPEALING INSERT CARD
14 x 36

COLOR GLOS
A set of 8 x 10, 10 to the set that sparkle with color. Just the thing for your lobby and window displays.

THE HERALD—PUNCH-PACKED AND COLORFUL—$3.50 per thousand

Meet Gary Cooper
... Melody Jones...
Gentleman Unafraid

"Along Came Jones"
Gary COOPER
LORETTA YOUNG

International Pictures

Produced by Gary Cooper

Directed by Stuart Heisler

A CINEMA ARTISTS CORP. Production

"Along Came Jones" January 20

Produced by Gary Cooper

International Pictures

"Along Came Jones" December 10
LOBBIES WITH THE THRILL OF ACTION AND ROMANCE

DRESS UP YOUR LOBBY WITH THESE SEAT-SELLING 11x14'S EIGHT TO THE SET