BULLDOG DRUMMOND COMES BACK

SELL 'EM THRILLS WHEN YOU SELL 'EM DRUMMOND

HERE'S HOW!

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"BULLDOG DRUMMOND" is one of the big, all-time fiction personalities — each new "BULLDOG DRUMMOND" picture is a build-up for more to come!

THAT'S WHY — a big selling campaign for "BULLDOG DRUMMOND COMES BACK" is a good investment for your theatre!

AND BESIDES — "BULLDOG DRUMMOND COMES BACK" has John Howard, a new personality in the title role, plus John Barrymore, a big star name in the important role of "Colonel Neilson". And the rest of the cast includes those popular players: E. E. Clive and Reginald Denny.

HERE'S HOW TO SELL EVERY ANGLE FOR BIG MONEY GROSSES!
SYNOPSIS
(Not for Publication)

Bulldog Drummond, on the eve of his marriage to Phyllis Clavering, is called out on a mysterious, fruitless errand, and returns to find that Phyllis has been kidnapped. But the kidnapper has made the whole thing a game! Clues are plentiful. All Drummond has to do is follow the clues—a sort of gruesome treasure hunt—and Phyllis will be saved; if he fails, then he'll never hear of the girl again! Irena Soldanis, an old foe, Mikhail Valdin and aides, have kidnapped the girl. Drummond, the impeccable Tenny, and the nervous Algry start off in pursuit. They solve and follow clue after clue, eventually finding Phyllis. But they are trapped. And only the genius of Neilson, who has been secretly following and aiding Drummond all the time, saves them from an untimely end. Drummond and Miss Clavering plan to wed at once. Tenny, who is much against the marriage, produces the license but a capricious wind snatches it and everybody sets out in pursuit.

CREDITS


CAST

Colonel Nielson .................. John Barrymore
Bulldog Drummond! .......... John Howard
Phyllis Clavering ...... Louise Campbell
Algry Longworth .......... Reginald Denny
Tenny .................................. E. E. Clive
Mikhail Valdin .......................... J. Carroll Naish
Irena Soldanis ................. Helen Freeman
Effie .................................. Zeffie Tilbury
Sanger ................................. John Sutton
Barmaid ....................... Rita Page

Morris .................................. Ivo Henderson
Blanton .............................. John Rogers
Griswold ................. John Ward
Barman-Landlord .. Forrestar Harvey
Hortense ......................... Phyllis Barry
Bartender ..................... C. L. Sherwood
Sangill Wun ................... Otto Fries
Policeman ....................... Colin Kenny
Bobby .................................. Frank Baker

SELL IT AND SELL IT BIG—
THE PRESS BOOK SHOWS YOU HOW
FOUR-DAY JINGLE CONTEST

Here's a New Kind of Contest
That Ties in with the Picture

Here's a novel "What's It?" contest—designed for newspaper or throwaway use—in which the "clues" are furnished by the same kind of rhymed jingles that play so prominent a part in "Bulldog Drummond Comes Back."

Plant the four pieces of art, one each day, in a local newspaper, with prizes of tickets or whatever else your judgment dictates for each day's solution; or, if you use the contest as a cooperative store throwaway promotion or a straight theatre stunt, print each illustration on a separate sheet of paper, with its accompanying text, and award the prizes for correct solutions, submitted to the cooperating store or the theatre.

Order "Bulldog Drummond's Jingle Clues" Contest Art On Mat 4EA—.60

First Day Art, Jingle and Story:
(Note: Use this head and body text for all four days.)

"Bulldog Drummond's Jingle Clues"
You May Win Prizes — You Can't Lose!

Who Is She?
"The name of the girl who's dear to me
A clever man can plainly see
In verses which I proudly sign
'To my dear one, forever true!"
Perhaps you'll know when this you see,
How much, my dear, you mean to me.
You're brought new joy into my days,
Love has me captured in its maze.
Long seem the hours through which I gaze
Into the years when we are married.
Still we'll know our love has tarried.

WIN PRIZES FOR "BULLDOG DRUMMOND'S JINGLE CLUES"! Read the jingle above and read the clue which is hidden in it when you've solved the clue, send your solution, together with your name and address, to the "Bulldog Drummond Jingle Clues" Contest Editor, in care of the (newspaper). The first (ten) correct solutions will each win a pair of tickets to see "Bulldog Drummond Comes Back," with John Barrymore, John Howard and Louise Campbell, which opens next... at the Theatre.

ANOTHER "JINGLE CLUE" CONTEST TO-MORROW: WATCH FOR IT!

Second Day Art and Jingle:

What Do They See?
Our heroes three are in a spot
They're caught in a terrific plot.
The girl is scared; she shrinks and cries.
And looks around with tear-filled eyes.
But Barrymore and Howard too
Those brave boys know the things to do.
"We will not shoot, we will not fight."
"But everything will be all right."
"We'll break our way into the clear."
"We'll band out things that folks hold dear."
"Like fun, and thrills, and gay romance."
"And we'll be free—we'll sing and dance!"

Third Day Art and Jingle:

Who Is This?
The doughy fisherman is here
Who loves his pipe and loves his beer.
When he in troubled waters goes,
He never guesses—always knows
Just what to do to win his point.
His foes he does with oil and sin.
So that he the suspicions falls.

And then the villains are but gulls
Whom he can twist and turn at will.
And after that, they do no ill.
To friends of this great fisherman
Who easily can change his pan
And in a minute be all set
To look like—even "Sir Hamlet."

Fourth Day Art and Jingle:

What's on the Paper?
A sheet of paper Clive does hold
And hands it to his master bold.
A puzzled frown is on his face.
He says, "I can't find any place
A clue to what it is on this sheet
I'm frank to say it has me beat!"
Then Johnny Howard smiles and says,
"A clue it is you never see
As closely as you should at things.
Because a little study brings
The answer to your quest.
I figured that you would have guessed
The answer when you said that 'beats.'
When Babe Ruth's batting still was neat
Or Gomez pitches very well
The words the papers use to tell
The world about it is 'Yanks Beat
The Other Team!' Let's eat!"

SOLUTIONS
1ST DAY—The girl's name is Phyllis. Read the second part of the jingle, where you will see that the first letters of each line spell out that name.
2ND DAY—They see the (newspaper) readers who will win prizes of tickets. Barrymore and Howard are quoted as saying that they "will break their way... with fun, and thrills and gay romance." All of these things can be found in the picture, and that's what they will hand out with the tickets to the prize winners.
3RD DAY—The man is John Barrymore, who is known as "Master of Makeup," who can "change his pan" at will. Likewise, Barrymore's most famous stage role was "Hamlet."
4TH DAY—The paper contains the baseball score. The word "beats" is very often used in newspaper headlines speaking of baseball games, such as "Yanks Beat Athletics."
MERCHANT CO-OPERATIONS...

THIS PUZZLE-MAZE ADAPTABLE FOR PAPERS, STORES, HERALDS

"Help Bulldog Drummond Rescue His Sweetheart!" That's the idea of this maze-type puzzle, which can be used with equal effectiveness as a newspaper contest, cooperative store giveaway or theatre handout. Award prizes of tickets or anything else within your judgment—you may be able to promote merchandise prizes from the cooperating store—for the first limited number of contestants to submit correctly-solved puzzles.

Prepare the puzzle as shown in the illustration—with theatre credits, playdates, etc. worked out, in type, as shown.

Order Art for "Bulldog Drummond Maze" at Mat 2EA—$0.30

HELP

"BULLDOG DRUMMOND"

FIND HIS SWEETHEART!

HERE'S WHERE BULLDOG DRUMMOND STARTED HIS SEARCH!

That are of movie and fiction detectives—"Bulldog Drummond"—has a big problem on his hands. Underworld forces, eager to avenge themselves upon him, have kidnapped his girl and have had twelve hours in which to find her! That's the story of the exciting "Bulldog Drummond Comes Back," which opens . . . . . . at the . . . . . Theatre, with John Howard as "Drummond," and lovely Louise Campbell as the girl. Can you help him? See how quickly and how accurately you can get through the maze above and bring Miss Campbell out. It's exciting fun and there's prizes! The first . . . persons to bring the correct solution to the . . . . . . . Theatre before noon . . . . . . . will be given guest tickets to see this action-packed romance. The cast also includes John Barrymore—at Captain Nielson of Scotland Yard! It's a great picture and you'll love it! So—get busy!

The solution to the "Bulldog Drummond" maze puzzle described above is shown at the right. If you do not use this stunt as a newspaper co-operation, you can make a huge blow-up of the solution and post it in your lobby after the contest is over. If you do this, be sure to reword the caption accordingly. Both cuts appear on one mat.

Imprint Newspapers...

The title "Bulldog Drummond Comes Back" can be surprinted across the front page of a local newspaper for an effective advance and current distribution stunt. If the newspapers are distributed in advance of your playdate they can be used as teasers, and if they are distributed when the picture is current, an additional line can suggest that the amusement section be read for details. In either case the type lines can be set up in advance by a local printer and held in readiness to imprint the newspapers when available. The newspapers can be hawked on the streets, distributed in offices, from house-to-house, placed in parked automobiles, etc.

This 'Treasure Hunt' Promotion Has Many Co-operative Angles

"TREASURE HUNT" can be staged locally to tie in with the advance and current campaign on "Bulldog Drummond Comes Back." You'll find many ways to handle such a "treasure hunt"—as a newspaper cooperative stunt, a local store promotion, or a straight theatre-sponsored idea.

Below you will find various ways of handling the stunt, worked out in detail. Check them carefully, and select the plan which local conditions make most practical.

1. NEWSPAPER COOPERATIVE "TREASURE HUNT"

Suggest a cooperative page of display advertising, each store's advertisement to carry a "clue" to a certain object, selected by "Bulldog Drummond," which will be displayed in its windows. Invite readers of the newspaper to visit the stores included in the cooperative page, to try to identify all the objects chosen. Lists of objects which contestants imagine to be the ones specified should be submitted to the cooperative newspaper, and prizes can be awarded to the first limited number of contestants who furnish complete, correct lists. Additional title sheet can be secured by copy-cards in all cooperating store windows, patterned along the following suggested lines: "Bulldog Drummond Comes Back—to pick one article from this window! Which one is it? Read the (Post) for the clue to the object! If you can spot it, you may win one of (twelve) liberal prizes!" Make sure that all cooperating store windows and all cooperative advertising carry full picture and theatre credits, playdates, etc. Furnish stills, cutouts, etc. to help dress window displays.

2. MERCHANT COOPERATIVE "TREASURE HUNT"

The "treasure hunt" can be worked out without newspaper cooperation, simply by planting copy-cards in all cooperating store windows, announcing the contest and listing all local stores tied into the "hunt." You should follow this suggested angle: "Bulldog Drummond Comes Back—to pick one article from this window! Which one is it? If you can spot the article Bulldog Drummond selected, and identify the other articles he selected in other local stores, you may win one of (twelve) liberal prizes!" Play the "Bulldog Drummond's new 'find the hidden object' game—and see "Bulldog Drummond Comes Back," at the (Rialto) Theatre, starting (Thursday), etc." Add list of other stores which display Bulldog Drummond clues to the card.

3. THEATRE-PROMPTED "TREASURE HUNT"

This variation can be handled by distributing contest cards at the box-office, which provide space for contestants to list the items selected. If you cannot get store cooperation, then the theatre can select arbitrarily, one object from the window displays of each of the stores listed. These objects will form the correct list, for complete identification of which prizes can be awarded. Copy cards can be planted in the lobby, announcing the contest and listing the stores in the windows of which hidden articles can be found.

YOU CAN GET MERCHANT WINDOW SPACE WITH THESE STILLS FROM THE FILM

Several stills from "Bulldog Drummond Comes Back" are admirably suited for merchant tieups. They can be used for window and counter displays, or to illustrate newspaper ads. Here are some with suggested copy for ads or window displays.

MEN'S HATS—Still 1697-27 (John Howard) — "Bulldog Drummond Comes Back"—and we'll bet he's wearing a Blank Hat—smart value—detection always do!

PIPES—Still 1697-04 (John Howard) and 1697-80, -81, -84 (John Barrymore) "John Howard and John Barrymore, starred in 'Bulldog Drummond Comes Back,' find enjoyment in their pipes between scenes."

MODEL CRAFTS—Still 1697-2/11, -2/12, 2/13—(John Howard, Reginald Denny and Barrymore, studying model airplane)—"The stars of 'Bulldog Drummond Comes Back' drop their detective roles to study the fascinating details of a model airplane."

KNIT SHOPS—Still 1697-1/18 (Louise Campbell knitting set)—"Louise Campbell, beautiful feminine romantic lead in 'Bulldog Drummond Comes Back,' finds relaxation in her knitting between her appearances in the exciting sequences of the picture."

Order these stills through your Paramount Exchange ten days in advance of date wanted.

GET AT BULLDOG DRUMMOND BOOK FANS WITH BOOK STORE, LIBRARY CO-OPERATION

Bookstores and libraries can be enlisted to plug "Bulldog Drummond Comes Back" by linking the picture with the popular "Bulldog Drummond" books by H. C. (Sapper) McNeile. Window and counter displays and bookmarks can be used, listing the titles of the other McNeile books, with copy along the following lines: "Bulldog Drummond, master detective, has held you spellbound in every one of his thrilling books now on the screen. The story of his exciting adventure, 'Bulldog Drummond Comes Back,' starring . . . . . . . . . . . . Theatre."

Scene stills from the picture can be blown up for window displays or mounted in cardboard frames. The bookmarks can be distributed by enclosing them in outgoing books.
**PUT ANIMATION INTO YOUR FRONT DISPLAY WITH THESE EASILY-MADE SLIDING PANELS**

Mysterious sliding panels, a favorite device in the action of “Bulldog Drummond Comes Back,” can be used to animate your front display. Figures of the principals, in dramatic poses, can be mounted on each of the two front display panels and can be revealed by a movable section slides open and closes in front of them. The title can be lettered on the sliding panels, to be visible when the panels are shut, and the following line can be used with the figures, visible when the panels are open: "And here he is—in his most exciting adventure!"

The panels can be drawn by means of concealed wires attached to a motor-rotated disk, hidden behind the over-entrance display, and light springs obtainable at a five-cent-ten can be attached to the panels to draw them closed.

Still 1607-37 is suitable for use as a blowup on the front panels. Order it through your Paramount Exchange ten days in advance. ▼

**SPOT ANNOUNCEMENTS...**

Use breakdown time between programs to broadcast these brief selling talks on "Bulldog Drummond Comes Back." Put them on as often as possible for a well-rounded air campaign.

50 WORDS

ANNOUNCER: Your favorite screen detective—Bulldog Drummond—is back in one of the most exciting adventures of his hectic career in "Bulldog Drummond Comes Back," opening at the... Theatre. John Howard plays the role of "Bulldog," and John Barrymore plays Colonel Nelson. Louise Campbell is also in the cast.

100 WORDS

ANNOUNCER: John Barrymore—veteran of a thousand stage and screen dramas, plays one of the strongest roles in his brilliant career in "Bulldog Drummond Comes Back," the thrilling detective mystery which opens... at the... Theatre. He portrays the role of Colonel Nelson, master detective, who helps Drummond, played by John Howard, out of one of the toughest scrapes he ever got into. Louise Campbell, a newcomer to the screen, but one from whom you are bound to hear more, plays the role of Drummond’s sweetheart, setted by the underworld in a mad scheme to avenge itself upon Drummond.

**USE THESE FOUR SUGGESTIONS TO DRESS UP LOBBY AND FRONT**

Sell John Barrymore in your lobby, with wall-boards or panels, as large as the lobby allows, which present him as "Barrymore, the Man of a Thousand Roles—King of Character Makeup." Barrymore’s character roles are familiar to most moviegoers, and the wall-boards can be compiled of stills and cut-outs of him in his famous parts. Copy and layout should lead up to his latest "makeup" character role—Colonel Nelson of Scotland Yard—with this copy angle: "He’s Made Dozen of Unforgettable Characters Live on the Screen—Now See John Barrymore, King of Character Makeup. His Greatest Screen Triumph—As the Scotland Yard Disguise King, in ‘Bulldog Drummond Comes Back’!"

For the Colonel Nelson portion of the display, use any of the first prints of stills available at your Exchange, which show Barrymore more. Other character roles which he has played, and which should be spotted around on the boards, include parts in "Romeo and Juliet," "Moby Dick," "Twentieth Century," "Ave, Malo," "The Mad Genius," "Reunion in Vienna," "Arsene Lupin," "My Fair Lady," "Dr. Jekyll and Mr. Hyde," "Counselor at Law," "Night Flight," and "Bill of Divorcement."

**LOBBY STANDEES**

An attractive "straight" still-posed of John Barrymore, holding a pistol, can be blown up for use as a compelling cut-out standee for the lobby or front. Still 1607-56 is suitable for the purpose, but as it is a waist-length pose of Barrymore, the lower portion of his body should be finished through retouching or built on over a compo board mask carrying your playdate and theatre name. The lettering on the picture is: "The Great Barrymore, in his outstanding role—as Colonel Nelson in ‘Bulldog Drummond Comes Back.’"

If the standee figure is used full-length, carry the playdate and copy on the back of the standee. Still 1607-50 must be ordered through your Paramount Exchange ten days in advance. Ask your Ad Sales Manager about the price of blowups.

**POSTER CUT-OUTS**

Attractive cut-out lobby, front and window display pieces can be made from the colorful posters on "Bulldog Drummond Comes Back." The six-sheet can be mounted on compo board, cut around the triangular-shaped center portion, including the cast names, and braced for use as a marquee display. The letters of the title can be cut out and mounted in relief in the background and then additional copy using the background with matching paint where the letters are removed. The display can be given a coat of clear varnish to protect it against the weather. Illustrate it at night with a spotlight. The three-sheet can be cut out and used as a standee inside of the lobby or in your exchange in advance of your playdate, to be moved to the front when the picture is current. The one-sheet illustrations and lettering can be cut out and mounted on lobby and front display panels, or spotted in a tie-up window.

**SHADOW BOX**

The remarkable make-up changes affected by John Barrymore in "Bulldog Drummond Comes Back" can form the basis of a startling lobby shadow box display. Two different-colored photographs of Barrymore can be featured in the display—one in red, showing him as he appears naturally, and the other in green, showing him as a fisherman with green lights concealed inside of the shadow box, flashing alternately, will reveal first one pose and then the other. This suggested line of copy can be used over the two photographs of John Barrymore—"Master of Make-Up!" The following copy can be spotted beneath them: "As Colonel Nelson—as the mysterious fisherman—in ‘Bulldog Drummond Comes Back’ etc." RED and GREEN photography of Barrymore can be secured by ordering Stills 1607-95 and 1607-22 through your Paramount Exchange ten days in advance, and turning them over to a local photographer for tinging.

**EYE-COMPELLING LOBBY BOARDS CAN BE MADE WITH STILLS**

An effective art-treatment for lobby still-board and tack cards can be centered around Still 1607-37, available through your Paramount Exchange. This still, shows John Barrymore and Louise Campbell in a dramatic scene, with the figures lighted to throw a long shadow behind them. Here’s how to handle each:

1. LOBBY BOARD—For use on a lobby-board, the still can be blown up, the figures cut out and mounted in the lower right hand corner, and the shadow elongated with black watercolor to extend the length of the display. Additional scene-stills and dramatic copy can be used on the board against the shadow background.

   **Here are suggested stills and copy:**
   - 1607-5—"The enemy strikes!"
   - 1607-8—"The mystery soldier!"
   - 1607-8—"Traitors hands in the fog!"
   - 1607-96—"Peril in a Lighthouse drive!"
   - 1607-11—"Killer in the casino"

2. TACK CARDS—For use on tack cards, the still can be touched up to extend the length of the shadow so that when it is printed on tack cards the shadow will serve as a background for this suggested copy, lettered over it: "In the shadow of peril! Bulldog Drummond Comes Back, in his most exciting adventure! With John Barrymore, Louise Campbell, John Howard, etc. Starting Friday at the Rialto Theatre."
A NEW THRILL FROM FICTION'S MOST DARING ADVENTURER!
His fiancée kidnapped... riddles the only clues to her whereabouts... orders that he follow them alone! One mis-step and the game is up!

BULLDOG DRUMMOND COMES BACK

A Paramount Picture
with JOHN BARRYMORE
JOHN HOWARD
LOUISE CAMPBELL
REGINALD DENNY
E. E. CLIVE

A Paramount Picture
with JOHN BARRYMORE
JOHN HOWARD
LOUISE CAMPBELL
REGINALD DENNY
E. E. CLIVE
SUGGESTED REVAMPS

Sketched in miniature here are some of the ways you can make new newspaper ad layouts from elements of the prepared Ad Mats. Remember—Publicity and Promotion mats can be used in making revamps too; all have a matching 60 screen in the halftone areas.

DELUXE LOBBY DISPLAYS

A full line of deluxe lobby material has been prepared by National Screen Accessories for "Bulldog Drummond Comes Back." All of these displays are made in multi-color designed to give real lobby flash to the biggest First Run house or the smallest neighborhood theatre—at a reasonable cost. National Screen Accessories’ displays are available on a real money-saving Rental Plan. If you’re not one of the showmen already using this line, write at once to

NATIONAL SCREEN ACCESSORIES

525 West 43rd Street

New York City
No Shortcut to Fame
John Howard Claims

John Howard has really proved his worth in practical tests on his way to stardom. There's been no overnight success story in the professional life of this Cleveland native who at first spurned Hollywood's offer of a screen test; for Howard has laid a careful and thorough groundwork for his acting.

When he was first approached by a Paramount talent scout, John Howard, whose latest picture is "Bulldog Drummond Comes Back," which opens . . . . at the . . . . Theatre, was studying in preparation for a future professorship in English at a university. The offer of a test left him cold, for he had been working for several years towards a graduate course in English, and the subsequent teaching of the language. He found, however, that his funds were insufficient to allow him to finish his studies, so he called the talent scout and asked to be given his test.

The test, which was successful, was the beginning of a period of training. Howard put in several months in a school of acting at the Paramount studios, then began to do actual picture work, just about the time he would have been starting his post-graduate work in English had he gone on with his studies.

His picture work gained an incredibly larger part. He played in "Annapolis Farewell" and was well received. He had an important part in "Valiant is the Word for Carrie" and was featured with Margot Grahame in "Easy to Take." The public began to notice him in his first picture, and as his ability and popularity grew, there arose a steady demand for more Howard. Other studios began asking for his services, among them Columbia, for whom he appeared in "Lost Horizon." His part in "Mountain Music" preceded his choice as the famous Bulldog Drummond, a coveted part for any actor, in "Bulldog Drummond Comes Back."

"I don't believe in skyrocket screen popularity," says Howard. "There is definitely such a thing as a success that fades as quickly as it appears. This is particularly true of motion pictures, for a very good picture can make a star look more able than he is. Then he acquires a following that will desert him if his next film does not live up to the high standard set by the first one."

"I'm very glad that Paramount sent me through a good course of training before they put me in front of a camera, for I feel now that I have some knowledge of what to do. I mean that whatever success I may have will not have to be pure luck. Luck is enjoyable, but I've learned that you can't depend on its durability."

Howard claims that the Bulldog Drummond part is the best thing he's had to do since he arrived in Hollywood. "The character is already known from previous Drummond pictures, and from the original books by "Bulldog" McNeele; and the part is one that any young actor should give his eyeball to play. And working on a picture with John Barrymore is a real post-graduate course in tromping. Between playing Drummond and watching Barrymore, this picture has been one of the high spots of my life."

CAST IN NEW "BULLDOG"

John Howard and Louise Campbell are the new screen lovers teamed in "Bulldog Drummond Comes Back," the new mystery opening . . . . at the . . . . Theatre. Howard is shown as Bulldog Drummond, while Miss Campbell plays Phyllis Claverling, his fiancée.

Feared together for the first time, John Howard and Louise Campbell, two of the screen's popular youthful players, appear in "Bulldog Drummond Comes Back," which opens . . . . at the . . . . Theatre.

John Barrymore Cast

One of the greatest actors in the world, John Barrymore, has been cast in the new Paramount mystery picture, "Bulldog Drummond Comes Back," which opens . . . . at the . . . . Theatre. Barrymore heads a cast which includes John Howard, Louise Campbell, E. E. Clive, and Reginald Denny. The picture was directed by Louis King.

ON THE NEXT PAGE . . . One of the Most Unusual Newspaper Features Ever Offered!

WHEN the New York World-Telegram, leading paper of the Scripps-Howard chain, picks up a Press Book feature while the Press Book is still in proof form, that story's GOOD! That's what happened with the John Barrymore feature on the next page, which ran on Saturday, August 28th! Show the story to the Movie Page or Feature Page Editor of a local newspaper—you should have just as easy a job to plant it!
In a new "makeup" role, "HIDEBE" it's all the same to John Barrowmore!

"HEM" of the screen, his voice, his face, his performance — he"s simply marvelous. He"s the man who can play any part that gives him a chance to show makeup skill.

John Barrowmore - Man of a Thousand Faces!
New Drummond Film Absorbing Mystery

(Prepared Review)

A fine character returns to the screen with the new picture, "Bulldog Drummond Comes Back," which opened last night at the Theatre. The picture brings a new Drummond to the public in the person of John Howard, who plays the role with eminently satisfying dash and derring-do. This latest picture lives fully up to the high tradition set by previous Drummond pictures, being as thrilling and breathless a mystery as the public is likely to see in this season.

Endowed with a dizzying pace by the direction of Louis King, the film rushes across the screen with the tale of the kidnaping of Drummond's fiancée, played by Louise Campbell, and the resultant chase of the kidnappers across England, with Drummond and his friends in hot pursuit. There's fighting and action galore in every reel of the story, and a brittle climax which threatens to wipe out Drummond and his associates in a lethal gas chamber.

John Barrymore takes the part of Colonel Nicholson, a Scotland Yard official, in a role that allows him several queer make-ups as well as opportunities to show off the Barrymore talents to the best possible advantage. Barrymore lends a large portion of the old Barrymore fire to an already sly picture, and gives real credit to his performance for honor to John Howard. The two of them make the male leads in the picture really memorable portrayals.

The film commences with the kidnaping of Louise Campbell, just before her scheduled wedding to Howard. A woman whose lover Howard had killed in his investigation of a previous crime has organized a series of clues for Howard in the style of a treasure hunt, and tells him in the first clue, which is a phonograph recording in rhyme, that if he follows all the clues she leaves in the trail he may find her fiancé. But danger surrounds each clue, and if Howard goes to the police his fiancée will be killed. For that reason he does not tell his trouble to Barrymore, who finds out in spite of it, and sets out secretly on Howard's track to protect and help him.

The chain of clues leads all over England and finally to an old house, reputedly haunted, outside a little village. There Howard finds Miss Campbell, but is trapped with her and his friend, Reginald Denny, in a chamber which begins to fill up with poison gas. The climax finally reaches its peak when Barrymore and his associates find Howard in the nick of time, and hunt down the gang who had kidnapped Miss Campbell.

An eerie atmosphere pervades the whole picture, which is aided greatly by the splendid work of the entire cast, including Reginald Denny and E. E. Clive, who plays the part of Howard's valet. Altogether, "Bulldog Drummond Comes Back" is a thoroughly satisfactory mystery picture, and as tingling a film as the season has to offer.

John Barrymore in New Picture

(Prepared Review)

John Barrymore's newest screen role, that of Colonel Nicholson in "Bulldog Drummond Comes Back," which opens at the Theatre, calls for the use of a purty nose makeup in several scenes, and the famous actor is definitely anti-pussy from now on. The nose drove him mad, Wellsing into odd shapes in the heat, falling off and being trampled underfoot, and causing the classic Barrymore protest to look maddeningly during the filming of many scenes. The effect gained by the use of the purty nose was a fine one, completely concealing the familiar Barrymore profile and making it look like the countenance of a dyspeptic man from the south, but Barrymore says that even art isn't worth the suffering he went through from the contrivance.

On one occasion he lost the false feature, and looked forward to a few hours of peace and uncluttered quiet, but a property man who had been expecting something of the sort to happen was ready with a new nose immediately.

Barrymore, who is a master at disguise and at depicting weird characters, enjoyed creating the odd individual behind the nose, but it drove him wild!

New Drummond Film

Another screen treatment of the popular Bulldog Drummond mystery stories has John Howard in the title role of "Bulldog Drummond Comes Back," which opens . . . at the . . . Theatre. In this latest of the films based on the novels by "Sapper" McNeile, John Barrymore plays a character part. The cast also includes Louise Campbell, Reginald Denny and E. E. Clive.

J. Barrymore succeeds in Mystery

(Prepared Review)

An adventure mystery that races excruciatingly from the drop of a hat to its thrilling climax through a series of situations alternately romantic, fantastic, humorous and sinister gives up plenty of thrill for "Bulldog Drummond Comes Back," Paramount's second dramatization of the famous "Sapper" McNeile detectives. It opened last night at the Theatre.

This picture, which is based on McNeile's novel of the same name and entitled "The Female of the Species" and cynically parallels the detective story's plot, introduces a new riddle and rhyme pattern. It is guaranteed to shake anyone's stock of comic wits. It also brings you John Barrymore in the role of Colonel Nicholson, police inspector from Scotland Yard, in a slew of disguises that will completely baffle and befuddle the most invertebrate John Barrymore fans.

The mystery plot is wound about the kidnaping of Drummond's fiancée, lovely Louise Campbell, by a venemous female who seeks revenge because of Drummond's previous strategy in bringing her villainous lover to the gallows. John Barrymore goes after his girl. With him are always played by Reginald Denny, and his butler Benny, played by E. E. Clive. They contribute the light comedy touches in the face of situations most sinister.

The chaste nose that John Howard discovers a phanographic record giving the first clue to the kidnaping. It continues along party-treasure hunt lines and as rhymed riddle clues, to a haunted house, where the vengeful woman traps them all in a room filled with poison gas.

John Barrymore, as the police inspector from Scotland Yard, has been forced by his friend Captain Drummond to work secretly on the case—hence the many disguises, which includes among others a nose that completely camouflages the famed classic profile. He is also who arrives at the haunted house in a blaze of color.

A new type of mystery thriller, "Bulldog Drummond Comes Back" establishes a precedent in rhymed riddle clogging for one thing. Romance and adventure are spontaneously young in the lovely Miss Campbell and the dashing young Howard, while Mr. Barrymore adds a swash of phony police techniques that will go down in the annals of detective fiction and put another leaf or two on his already much-sprouted laurel crown for superb acting.

New Drummond Film

John Barrymore Back

John Barrymore returns to the screen in a new mystery film, "Bulldog Drummond Comes Back," which opens . . . at the . . . Theatre. The popular star plays the role of Inspector Nicholson of Scotland Yard, and does it so interestingly that the part is the role of interest. The cast also includes John Howard, who plays the role of Drummond, Reginald Denny and E. E. Clive.

Pro and Amateur
PARAMOUNT PERSONALITIES

J.C. Howrud, in Paramount Pictures

LOUISE CAMPBELL

LOUISE CAMPBELL, in Paramount Pictures

BULLDOG DRUMMOND

BULLDOG DRUMMOND

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PLAYERS BRIEFS

Louise Campbell, appearing in "Bulldog Drummond Comes Back," which opens ... at the . . . . Theatre, once worked as a ... the stage as a ... star, was a star in ... second picture in a few months, which is in keeping with the ... set in starting to work for motion pictures. She's a ... discovery from the New York stage.

K. E. Clive is beginning to think that there's a future for him in motion pictures. The English actor, who is appearing in "Bulldog Drummond Comes Back," which opens at the . . . . Theatre, has been playing scene roles for five steady years without a vacation. Chive specializes in volume, however. He played 1,100 stage roles in an English stage before he entered films. He has a record for a boy to break, but at the present rate he'll exceed his stage record in picture roles in the next couple of years.

Reginald Denny is an actor who has a fascinating and money-making role as the manufacturer of all kinds of aerial devices, mainly model planes, for which he has built a factory. He recently signed a contract with United Artists to furnish them with quantities of model planes and kits, for which he has to charge his factory space. He brings his inventions with him to the lot for the amusement of his co-workers. His latest picture is "Bulldog Drummond Comes Back," which opens . . . . at the . . . . Theatre.

John Howard abandoned a promising career of English teaching in college to turn to the screen, and has since become fond of his new vocation. His latest film is "Bulldog Drummond Comes Back," which opens . . . . at the . . . . Theatre, in which he plays the title role. His steady popularity establishes him in the front rank of the younger stars.

Ludie Littlefield first journeyed to Hollywood to become a motion picture director, but his desire was sidetracked when he made his first picture, "Rose of the Rancho," for Cecil DeMille in 1912, and was set in an acting career from then on. He has lost all count of the character roles he has portrayed up to his present film, "Bulldog Drummond Comes Back," which opens . . . . at the . . . . Theatre. This era of his part runs well up into the hundreds, and he prepared for his movie work by a long education in stock companies. His hobby is jazz, one of the best semi-pro teams in California.

John Barrymore's name is known to everyone with even the remotest peripheric knowledge of the American theatre. His latest role is in "Bulldog Drummond Comes Back," which opens . . . . at the . . . . Theatre, is the most romantic to date. In this film that has included every role from one of the Bulldog's dogcatchers to full time to the sinister Svengalai. He starts when the Bulldog supplies him in his ambition to become a newspaper cartoonist, and his natural and inherited ability, coupled with his appearance, made his success a sure thing.

JOHN HOWARD

He replied to his first offer of a movie test in two words—"Not interested!" This happened during a campus show at Western Reserve University in Cleveland, Ohio, where John Howard was studying in preparation for his life work of being an English professor.

So the talent scout went home, and it was after this that Howard found he didn't have enough money to finance his graduate work in English, without which he could not be a professor. He called up the talent scout and retracted his rejection, and then hastened to New York for his screen test. At the time that would have seen him back at the University the next fall he was in Hollywood.

That completely scotched his ambition to be a professor, but he's happy in his new work, now that he can accept. He was educated in the public schools of Cleveland, where he got steadily high marks and won a scholarship to the university. His work during college won him a graduate scholarship which he was unable to accept because he hadn't the money for his maintenance.

His father is an agent for a firm selling theatrical equipment, but he trained for acting, graduating in dramatics from the Carnegie Institute of Technology.

Howard weighs 150 pounds, is five feet, ten inches tall, and has brown hair and blue eyes. His birthdate is April 14, and he draws and paints in his spare time.

His pictures to date have included "Annapolis Farewell," "Soak the Rich," "Valiant is the Word for Carrie," "Mountain Music," and "Bulldog Drummond Comes Back."

Both Cuts Above on One Mat. Order JOHN HOWARD Star Mat—15

LOUISE CAMPBELL

Louise Campbell put in three years as dramatic instructor, actress and dental assistant, to get to Hollywood, but she had to fly there at the last minute to fill a part in her first picture.

She has been interested in acting all her life. Born in Chicago, she attended St. Michael's School, Northwestern University, the Chicago School of Expression and De Paul University. She sang, recited, acted and appeared in school stage productions all this time. To finance her dramatic studies, although her father offered her backing, she went to work as a dentist's assistant. She stayed with that job for three years. Her eyes were on Broadway, and then she had saved up some money she went East to haunt producers. Finally Milton Stiefel, stock company director and producer, give her a job at Cedarhurst, Long Island. She broke in there, and went to stock work in Ivorytown, Connecticut. Finally her work took her to George Abbott, who had her signed in the "Three Men On a Horse" company as "maid and understudy." In true traditional manner she got a chance for a leading part while the show was on Broadway, and filled it well. She then worked in "White Man" and was rehearsing for "A House in the Country" when she was tested by Paramount. After the test she went on about her business, thinking that she would go to Hollywood later on; and went into rehearsals of "Leaning on Letty" in the expectation of being answered by the coast to appear with Edward Hornton in "Wild Money."

Miss Campbell is a brunette, five feet, four inches tall, weighs 105 pounds and has hazel eyes. Her birthday is May 30, and California is now her home. She has appeared in pictures to date, "Wild Money" and "Bulldog Drummond Comes Back."

Both Cuts Above on One Mat. Order LOUISE CAMPBELL Star Mat—15

SPOT SYMPOSEE

Bulldog Drummond returns to the screen in another smashing Melvyn Douglas vehicle playing the part of Drummond. The pictures cement the Bulldog Drummond Comes Back," and opens . . . . at the . . . . Theatre. Bulldog Drummond Comes Back," and opens . . . . at the . . . . Theatre. John Barrymore, Louise Campbell and Reginald Denny, stars of "Bulldog Drummond Comes Back" is the story of Drummond's fight against a ruthless gang of criminals who kidnap his fiancée, in a mad chase all over a breathless climax with Drummond and his friends at play a life or death for their lives. The picture was directed by Louis King.

A mad "treasure hunt" for the kidnapped fiancée of Bulldog Drummond is the theme of the latest Bulldog Drummond picture, "Bulldog Drummond Comes Back," which opens . . . . at the . . . . Theatre. In this new picture John Howard plays Drummond's oldest friend, which is part of a fine cast headed by John Barrymore, Reginald Denny, Louis Campbell, and E. E. Clive. The theme of "Bulldog Drummond Comes Back" is the struggle of Drummond and his friends to find Drummond's fiancée, Miss Campbell, who has been kidnapped by a ruthless woman criminal, taken from the "Stapper" McNeilie book, "The Female of the Species," the picture was directed by Louis King.

A swift and thrilling picture of a kidnap chase over most of England, the theme of the latest Bulldog Drummond picture, "Bulldog Drummond Comes Back," which opens . . . . at the . . . . Theatre. The plot is a mystery film, the cast is headed by John Barrymore, Louise Campbell, Reginald Denny and E. E. Clive. Louis King directed the film.

The dynamic fighting institution of Bulldog Drummond are given free roles in the new adventure picture, "Bulldog Drummond Comes Back," which opens . . . . at the . . . . Theatre. The amateur detective, played by John Howard, is forced into a chase across country when his fiancée, Louis Campbell, is kidnapped by a hit squad of criminals. Only the aid of his friends, John Barrymore, Reginald Denny and E. E. Clive make the task of finding the girl possible in this lightning-quick mystery film, but he carries through to the climax in the traditional Drummond manner.

Another Bulldog Drummond picture thrilling to the traditional excitement of the Drummond character pictures is the new mystery, "Bulldog Drummond Comes Back," which opens . . . . at the . . . . Theatre. The story of this film is of a chase across England, led by the Englishman that takes Drummond and his friends on the trail of a gang of criminals who have kidnapped his fiancée, John Howard, John Barrymore, Louise Campbell, Reginald Denny and E. E. Clive are in the cast.
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