A COMPLETE EXPLOITATION CAMPAIGN FOR THE SHOWMAN

from Department of Publicity and Advertising
UNITED ARTISTS CORPORATION
729 Seventh Avenue, New York City

ROLAND WEST'S
CORSAIR

STARRING
CHESTER
MORRIS
ALISON LOYD

FROM THE SENSATIONAL LIBERTY MAGAZINE STORY BY WALTON GREEN UNITED ARTISTS PICTURE
BOARD "CORSAIR" AND CRUISE HOME WITH A CARGO OF PROFITS!

The concentrated strength of the "Corsair" exploitation campaign has been separated into ten sub-divisions, each section being inclusive in itself. The contests mentioned are not merely "suggestions" they are definitely proven stunts, complete with press stories and newspaper mats.

However, in reference to the "Corsair" speedboat stunt, kindly keep this advance information strictly confidential so that the publicity value behind this idea will not be endangered.

This is the advance book, your regular "Showman's Campaign Pressbook" will soon be in your hands.

FAST MOVING.....
That's "CORSAIR" Exploitation
NATIONAL EXPLOITATION CAMPAIGN
for
Chester Morris
in
“CORSAIR”

There’s clear sailing ahead with this fast-moving “CORSAIR” exploitation campaign. Once you hitch your investment to the driving power immediately visible in this picture, you can pull up the “Old Anchor” and cruise home with a cargo of profits.

The ultimate possibilities of your campaign have been swelled to vivid proportions through the arranging of a series of all-important national tie-ups. Famous advertising names have foreseen the rugged power contained in “CORSAIR”. The Liberty Magazine story that intrigued millions of readers is a proven vehicle for their advertising efforts. No hit-or-miss proposition for them... that’s why they linked hands with “CORSAIR”... because they knew that here was a picture already PRE-SOLD to the PUBLIC!

But the above mentioned commercial tie-ups are but one portion of the comprehensive well-rounded campaign easily within your reach. Here are some of the merchandising winners assembled to carry “CORSAIR” far over the high-water mark of theatre prosperity.

1. NATIONAL TIE-UPS
2. RECORD-BREAKING SPEED BOAT “CORSAIR”, SPONSORED BY CHESTER MORRIS (certain to crash the nation’s headlines).
3. LIBERTY MAGAZINE TIE-UP
4. SERIALIZATION OF “CORSAIR”
5. SPECIAL CONTESTS
6. GROSSET AND DUNLAP BOOK TIE-UP
7. STREET FLOATS
8. LOBBY AND THEATRE DISPLAYS
9. NOVELTIES AND SPECIAL STUNTS
10. ILLUSTRATED AIDS

Shape your “CORSAIR” exploitation campaign with a firm hand... secure in the knowledge that whatever merchandising angles you select from the above divisions as best suited to your local requirements... you’re certain that you’re moving forward in the right groove... the money groove... that parallels the success of “CORSAIR”, a proven hit picture definitely pre-sold to the movie public.

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1. National Tie-ups

(A) A. G. Spalding & Company

In the earlier sequences of “CORSAIR”, Chester Morris enacts the role of a famous college football player who has just crashed the limelight of newspaper print. As a result a perfect national tie-up was evolved with A. G. Spalding & Co., largest manufacturers of sporting goods in the world. The Spalding company has prepared thousands of window streamers which will be used in conjunction with local showings of “CORSAIR” and will be plastered across the store-fronts of their many sporting goods dealers throughout the country. In addition, they have 256 stores of their own located in most of the larger cities which will definitely tie-up with the picture. Specially posed stills of Chester Morris in football togs with a Spalding football clutched in his hands will be featured as an important portion of the Spalding advertising appropriation. This campaign will run hand in hand with the height of the football season. Boys’ magazines will popularize Chester Morris and drag the kids into your theatre. In this connection you can arrange locally for imprinting football programs with your theatre name and play dates and thus tie in with the vast crowds, both male and female, who pack the stadiums in search of football thrills.

The above mentioned window decorations will measure 14x20 and will be sent direct to all Spalding dealers. Therefore, contact your regional Spalding representative and insure the fact that your theatre imprint will appear on this valuable advertising material.

(B) Bell & Howell Cameras

We have made arrangements with the Bell & Howell Company of 1801 Larchmont Avenue, Chicago, Illinois, whereby these outstanding camera manufacturers will feature Chester Morris in their advertising campaigns. Thousands of streamers and window cards have been prepared centering around photographs of Chester Morris using a “Filmo Camera”. Magazine space will broadcast this intimate glimpse of Chester Morris “shooting film footage” with the aid of this nationally famous movie camera. Stores selling photography materials, camera supply shops, department stores and every Bell & Howell dealer right down the line and including the drug stores, will be logical focal points for window tie-ups. Window display material just waiting for your theatre imprint can be secured through the regional representatives of the Bell & Howell Company. Supply the local dealers with stills properly mounted to form part of the window background. Arrange amateur photography contests with the local dealer as the sponsor. Utilize the slogan:

“Take pictures with a Filmo, the kind of camera Chester Morris uses in ‘CORSAIR’ and win a pair of guest tickets to see ‘CORSAIR’ at the (Name of your theatre).”

The druggist who caters to the film developing trade will gladly advertise your playdates in a window that boldly mentions,

“Have your ‘CORSAIR’ films developed here.”

Cooperate with the representatives of Bell & Howell. Plug the movie angle and you will add another steady stream of patrons to your list of regular ticket buyers.

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(C) Gibbs Cosmetics

The Gibbs Company, manufacturers of many famous brands of cosmetic and beauty aids, have centered their Fall campaign around Alison Loyd, Chester Morris' leading lady in "CORSAIR". They have prepared ornate window displays, counter cards, box covers—all playing up the unusual beauty of Alison Loyd.

In addition, all their dealers have been notified to spend money on newspaper space that will synchronize with the play dates of the theatre in town that is running "CORSAIR". All salesmen of their company will cooperate with our field exploitation men and with the exhibitor in securing every available window in all stores handling the Gibbs products. This concern is actually spending thousands of dollars putting across their product to the public and at the same time boosting Alison Loyd into the limelight.

Your nearest United Artists exchange has a list of Gibbs dealers located in your territory and he will aid you in placing their streamers and window cards in the most advantageous places to benefit your run of "CORSAIR".

(D) Childs Restaurants

The vast, nation-wide chain of Childs Restaurants have actively joined in with the campaign of "CORSAIR". These outstanding restaurants, located on the principal streets of our country's largest cities, have been instructed to give the exhibitor window space wherever possible. In this connection, they have printed thousands of folders featuring Chester Morris and in New York alone will distribute 20,000 in their various shops.

Local Childs Restaurant managers have been advised to communicate with Mr. Roland of the Childs home office in connection with the arrangement of window displays in their stores of Chester Morris enlarged photographs. Contact your Childs manager and he will already have been informed of the existing tie-up between their company and United Artists. He merely has to receive official sanction from Mr. Roland and then, with your assistance, construct a window display featuring Chester Morris, "CORSAIR", and your theatre play dates in imprint.

(E) Milano Pipes

The William DeMuth Company, famous manufacturers of the Milano pipes, have centered their forthcoming advertising campaign around the illustration of Chester Morris with his teeth tightly clenched over the stem of a Milano pipe. Their merchandise is sold in more than 35,000 retail stores throughout the country. Their sales organization works direct through a nation-wide list of jobbers. These jobbers receive their share of the thousands of window streamers prepared by the DeMuth Company mentioned in "CORSAIR" and with adequate space for your theatre imprint.

Contact your DeMuth jobber and he will arrange locally for the securing of tie-ups with many merchants who sell Milano pipes. If you are not aware of the name of your local jobber either contact your United Artists Exchange or write direct to Mr. L. R. Newell of the William DeMuth Company, Brooklyn Manor, N. Y. As fast as play dates are set they are forwarded to Mr. Newell who in turn notifies the jobber in that particular area. Therefore, when you contact him he should be already informed in advance of the impending date at your theatre and their sales organization will be adequately geared to extend to you the fullest cooperation.
(F) Lux Soap

Under the direction of Roy N. Hallowell, care of the Lever Brothers Company, Cambridge, Mass., we have planned a national campaign utilizing the following endorsement of Lux Soap as made by Alison Loyd:

"I always use Lux Soap to guard my skin."

Ten regional Lux publicity directors have been notified by Mr. Hallowell to cooperate with exhibitors playing "CORSAIR". The exhibitor pays for the imprinting of the window streamers but the Lever Brothers Company salesmen take charge of securing all windows and distributing these streamers where they will do the most good. Any electrotypes or slugs of Lux Soap can be secured free of charge from Mr. Hallowell in Cambridge, Mass.

Another feature concerns Lever Brothers' salesmen who will arrange tie-ups with department stores and other Lux distributors whereby they will feature the theatre name in their advertising in conjunction with the giving out of several guest tickets with every large quantity of Lux Soap purchased. However, in this respect all such deals must be made with the individual Lux representative. Your United Artists Exchange will tell you the name of the nearest Lever Brothers publicity director.

(G) Brown & Bigelow -- Remembrance Advertising Tie-up

The Brown & Bigelow Company of St. Paul, Minnesota, largest manufacturers in the world of remembrance advertising, have chosen Alison Loyd as the screen beauty to be featured in their forthcoming line of calendars, novelties, and other direct-by-mail advertising aids.

The Brown & Bigelow Company has 586 salesmen throughout the United States and the Alison Loyd picture will appear on hundreds of thousands of their advertising aids. Department stores and specialty shops all over the country are customers of Brown & Bigelow and when your theatre plays "CORSAIR" they will devote many windows in town to displays featuring the Alison Loyd calendars and direct-mail aids.

All play dates on "CORSAIR" are forwarded direct to Brown & Bigelow, and Mr. Orion Winford then notifies the salesmen throughout the country to cooperate locally with the exhibitor and convince the department stores to use windows featuring Alison Loyd and in addition to buy newspaper space which will appear on dates parallel to the theatre play dates.

(H) Postal Telegraph

Appropriate pictures of Alison Loyd with a huge basket of flowers are now available in connection with the tie-up made with the Postal Telegraph Company. These stills can be secured from the United Artists home office Exploitation Department and the Postal Telegraph Company have notified their agents throughout the country to insert these stills in their window frames with a message from Alison Loyd and special mention of the theatre name in imprint. In ordering these photographs ask for the Alison Loyd telegraph stills.

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Old Gold Cigarettes

The Pierre Lorillard Company, manufacturers of Old Gold cigarettes, have linked their advertising with Chester Morris in "CORSAIR". Photographs of Mr. Morris—one with a package of Old Golds held in his hand, and another showing him smoking that particular brand of cigarette—are the basis of a window tie-up in thousands of cities throughout the United States. Window streamers will carry Mr. Morris' photograph and the theatre imprint with play dates on "CORSAIR." Contact your regional Old Gold representatives as you cannot afford to overlook the valuable window display space which their salesmen and representatives can obtain for you.

In addition the Lorillard Company has prepared regular newspaper ads to carry illustrations of Chester Morris. They will synchronize the placing of these ads with the key city play dates on "CORSAIR" whenever this is feasible.

There are various other national tie-ups in the process of completion. Just watch our completed campaign book for the final line-up of commercial accounts which have joined hands with us in advertising "CORSAIR".

2. Record-breaking Speed Boat "CORSAIR" Sponsored by Chester Morris

Chester Morris, during the filming of the "CORSAIR" scenes, became such a speed addict that he stepped out and bought himself what will probably be the fastest speed boat of the world. Immediately afterwards, he made application to the Lloyd's Insurance Company for a $1,000,000 policy to cover the risk of acting as co-pilot in this space-devouring speed boat.

Already all New York newspapers have been buzzing with excitement over the prospective record-smashing performance. For reasons which cannot be discussed at this time all detail about the new craft has been withheld. Confidentially, though, newspaper men were told that it is the invention of Marcel De Passy, designer of the Hood and two other of the fastest British dreadnoughts. He also has designed dirigibles and other powerboats. The main feature of this new craft is a concave tunnel under the boat, ascending toward the rear so that the boat throws no spray and causes no wake.

Event Scheduled for Hudson River

Column after column of newspaper publicity has appeared in New York, all causing excited comment about this mystery boat. The climax of the entire affair will take place late in October and the scene will be the Hudson River in New York City between 122nd and 102nd Streets. Gar Wood averaged about 81 miles an hour in the Detroit race and Kaye Don has done a little more than 110 miles on a straightaway. Both of these figures will probably be surpassed by the new boat.

It sounds fantastic, of course, but probably it won't be so fantastic when it is confided that the speed of the new craft comes from its design rather than from horsepower. Both Don and Wood are forced to slow down at the turns, but the new boat can make the turns with the throttle open.
Kaye Don did his 110 miles an hour with a 4200 horsepower engine, but with a 135 horsepower engine the new boat has achieved record speeds. This is a genuine performance. When the new boat appears for its final run, though, it will be equipped with a 150 horsepower motor, which ought to bring its speed well above its previous possibilities.

What a news story that will be! The Hudson River lined on all sides by excited boat fans, newsreel cameras clicking at a great rate, city officials welcoming Chester Morris, and all the vital arrangements that are ever-present when world record-breaking events take place.

This exciting happening will stir up interest in your theatre. But here are direct tie-ups that will soon be available as valuable local helps to your ticket-selling ambition.

**Testimonial Tie-ups**

In the meantime, many of the larger gasoline and oil distributors have been eager to secure testimonials from De Pasy and Morris regarding this record-breaking run of their speed boat. Tentative arrangements have been made whereby as soon as the record is broken; newspaper ads will be splashed all over the country. Thousands of dollars will be spent in advertising their products alongside of the name “CORSAIR”. Unfortunately, we cannot reveal the names of these many concerns manufacturing everything from motor boat accessories right down the line to nationally famous gasolines and oils.

**Special 1-Sheets**

The day after the record run; illustrated 1-sheets will be sent to our exchanges for immediate distribution to all exhibitors. They will contain pictures of the crowd, the motor boat, Morris, photostats of thundering newspaper headlines—in fact, everything of vital spot news value. Splash these across your theatre front. The Associated Press and many other news bureaus will probably be carrying large feature stories in all your local newspapers. These 1-sheets will be of a decidedly timely nature since they will be available at the same time as the national release date on “CORSAIR.” All feature stories breaking in the national press will be shot out all over the country for immediate release and will tie in definitely with “CORSAIR” and Chester Morris.

The national word-of-mouth advertising on “CORSAIR” will be tremendous even if the boat does not shatter all existing records. Just visualize the far-reaching money value entailed in this tremendous newspaper story should the “CORSAIR” roar down the river at a speed greater than the world’s record of 110 miles an hour! There would be no holding the “CORSAIR” receipts. The box-office value of your picture would mount sky high and you, as a showman, would be smart enough to capitalize on the greatest advertising spread that ever crashed the nation’s headlines.

**3. Liberty Magazine Tie-up**

Millions of excited readers practically devoured every one of the twelve issues of Liberty in which installments of Walton Green’s novel “CORSAIR” appeared. The vibrant swing of the story proved to be an outstanding circulation-builder as thousands of people stormed the news-stands each week in their eagerness to follow the fast-moving trend of the story.

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As a result, we have made a national tie-up with Liberty Magazine featuring large photographs of Chester Morris reading a magazine which is clearly visible as being Liberty, and in addition two poses showing Morris holding up a Liberty installment of "CORSAIR". Through this arrangement, local Liberty dealers will banner their trucks with placards announcing that the Liberty story of "CORSAIR" was now appearing in film form at your local theatre.

Liberty Magazine have made up 20,000 streamers for their many agents and in New York alone will banner 75 of their trucks.

In addition, they have agreed to cooperate with us in organizing newsboy parades through the town with the kids acting as a street ballyhoo for the "CORSAIR" story. Don't overlook the truck angle or the street ballyhoo. Liberty Magazine has over 2,000,000 circulation, and in addition most copies of this publication are read by three or four people. That is why we again say there is no doubt about the fact that "CORSAIR" is pre-sold to the public.

4. Serialization of "Corsair"

What a sure-fire newspaper feature is contained in the 7,500 word serialization of "CORSAIR". When you walk into the office of your local newspaper publisher with the first 1,500 word installment you're literally handing him a circulation builder measurable in cash value. Readers raved about the exciting drama packed into Walton Green's Liberty Magazine story. Word-of-mouth advertising has built "CORSAIR" up to the stage where the various newspapers in your city will compete for the privilege of running this reader-pulling serialization. Tie-up with the newspaper that will grant you the utmost in cooperation in a publicity way. Then get your copy of the "CORSAIR" serialization at your nearest United Artists Exchange, free of charge. It's complete in five installments of 1,500 words each. Alongside of each chapter are listed still numbers of scenes that parallel the plot of that particular portion of the story. When planting this chapter with the newspaper, be sure that you also supply them with the correct stills to be used as illustrations.

5. Special Contests

(A) Nautical Sea Terms

Since a great deal of your speedy action in "CORSAIR" takes place on the high seas, your exploitation campaign is admirably suited to the "Nautical" contest we have arranged. In connection with your newspaper, announce that the person writing the best description of the "CORSAIR" plot in technical seafaring language will receive guest tickets as a reward.
To definitely aid you in securing newspaper space, we have prepared an authentic line sketch of a yacht similar to the "CORSAIR". This illustration is available in mat form at your United Artists Exchange and each part of the boat is numbered 1, 2, 3, etc. The newspaper will head the column with this eye-catching phrase:

“How good a sailor are you?”

How many parts of this boat can you name correctly?

In your lobby you should use an enlargement of this yacht illustration announcing the contest and giving the local newspaper credit. Also, use the mat to run off thousands of heralds as throwaways bearing your theatre imprint. Here's a novelty teaser that has cross-word puzzles backed off the board. Young and old alike will wrack their brains in a genuine effort to properly name the different parts of the boat. Also, the educational value of this stunt will gain you easy admittance to the local schools and send your kid attendance soaring.

(B) Rope Tying Contest

In conjunction with the local Boy Scouts and other youngster clubs announce that your theatre will give a prize to the one who excels in the art of tying the various intricate knots. The winner to be judged on the basis of the neatness and speed with which he ties double hitches, slip-knots, etc. The finals of the contest should be held on the stage of your theatre amid the cheering of friends and families of the participants. What a human interest story for the newspapers to see all these kids busily engaged in the serious task of speedily fashioning long ropes of knots. Illustrations of the various knots are available in mat form at your United Artists Exchange.

(C) Miniature Motorboats

To capitalize on the craze which is rapidly spreading among boys, namely the art of model-building, the exhibitor should sponsor a contest for the fastest miniature motor boat built by a local boy. This is newsreel ammunition for certain. First airplane models, now motorboats are all the rage. Trade and technical school pupils will enter in a body and insure the immediate success of this contest. The final race should be held on a nearby body of water on a Saturday morning. Play this up seriously. Have well-known public figures act as official timers. Fire a blank cartridge gun to start each heat and then announce that the prize will be awarded at your theatre during the matinee performance taking place that day. You know the answer . . . yes, sir, a packed audience for the afternoon show!

To tie in with your theatre date, display these miniature boat models in the windows of your local department stores and in addition make up a valuable lobby display which will have an eye-arresting value. Organize this contest at least two weeks in advance of your play date so that the ensuing publicity will make itself felt at the box office. More news on this unusual contest in the future.
6. Book Tie-up

Grosset and Dunlap, publishers of New York, have prepared a special photoplay edition of "CORSAIR". Each book cover carries a vivid three-color illustration of Chester Morris and Alison Loyd in a scene from the Roland West production. In addition, they have prepared thousands of window cards which are now available at all their distribution agencies and the American News Company dealers. This is your wedge for securing window space in every book store, department store and druggist window in town. Supply them with adequate stills to round out their window flash of entire piles of "CORSAIR" books. Mount these stills on a large board bearing your theatre imprint which can act as part of the background of the display. Those book stores that are regular purchasers of newspaper space should run their ads just before the opening of the picture in order to get the benefit of the accumulated publicity built up about "CORSAIR".

7. Street Floats

Here's a ballyhoo wagon that will be the talk of the town and will create an interest in your theatre attraction that will more than repay you for any effort expended in this direction. With the aid of compo board, construct a replica of the "CORSAIR" mounted on the largest truck available. Across the sides of this boat paint your play dates in large glowing letters. Have several people dressed in yachting attire to impersonate Chester Morris and Alison Loyd. Mounted on this boat will be foghorns and boat sirens which can be sounded at intervals to attract the crowds. In addition, borrow a wireless transmitter from your local station with antennae strung from one end of the truck to the other. Every few feet the staccato crackle of the wireless will flash as worked by the man on the float. String the local letters of the radio station across the wires so as to give them a real incentive for loaning you the wireless transmitter, and at the same time it will give realism to your display. This is a novel street flash that will awaken your town to the fact that "CORSAIR" is in their midst.

8. Lobby and Theatre Displays

(A) To create a lobby flash that will drag in the passing crowds, gather together a display of compasses, sextants, rudders, anchors, belaying pins and all other types of nautical instruments. Mount them in order from the old almost out-of-date antiques to the modern examples of maritime art. Your outside Barker should be dressed in seaman's clothes and bellow, "Board the 'CORSAIR' for an exciting cruise of entertainment." This sea atmosphere should also be carried out in the design of your theatre front as mentioned below.

(B) Marquee Cut-outs. The "CORSAIR" pictorial 3-sheets have been specially designed for use as cut-outs. There is an immense illustration of Chester Morris and Alison Loyd, both clinging to a rope ladder strung along the mast of the "CORSAIR". This cut-out should be mounted on the right hand side of your marquee. On the left side you should feature the large 3-sheet cut-out of Chester Morris alone shown clinging to the rigging of the "CORSAIR". These illustrations have been carefully prepared as companion pieces and are approximately nine feet high. Strung between them should be the title "CORSAIR" in large block letters as cut out of the special 6-sheets.
Navy streamers, starboard lights and clanking bells will lend realism to the scene. Hidden in the marquee should be an electric fan which blows at a strong enough pace to make the streamers whip and whirl and add life to the display. In addition, the wireless antennae should be strung across the marquee with a blue wireless flash crackling across the front of the theatre. Here's a ballyhoo front that will startle the crowds and drag many a dollar into your cash drawer.

(C) Theatre Banner Decorations. The Liberman Company of 690 Eighth Avenue, New York, has designed a series of special cloth banners to hang from the marquee. They are priced according to footage and are specially made to fit the dimensions of your theatre. They are made up in various color schemes, the most popular of which are yellow on a striking blue background. In addition, they have prepared pennants, burgees and small banners and flags for mounting on stanchions and lamp posts. All are created along clever lines to give a gala flash to your theatre.

9. Novelties and Special Stunts

(A) Trick Cardboard Boat

The Economy Novelty and Printing Company at 239 West 39th Street, New York City, have prepared a clever cardboard boat that appears to be a peaceful, easy-going ship. At first glance it looks like a pleasure yacht,—then you pull the sides and in a flash the boat opens up ... immediately transformed into a living arsenal ... gatling guns, and machine guns appear as if by magic. This novelty closely parallels an actual scene in the picture when the crew of the "CORSAIR" change the yacht from a pleasure-craft into a menacing floating fort. Your theatre imprint on this novelty will carry a long way since people pass them from hand to hand.

(B) Yachting Caps

These jaunty looking caps are made of black and white canvas with a neat front peak that shades the eyes. They are ideal for soda clerks, ushers, newsboys, waiters, and in many other ways serve as a walking advertisement for the picture with "CORSAIR" and your theatre name emblazoned across the crown of these yachting caps. Order them direct from the Advertising Cap Company, 101 Wooster Street, New York City.

(C) Invisible Ink Card

This unusual novelty card is printed so that all that is visible on the card is an illustration of Chester Morris dressed in football togs and the caption,

"This football hero was thrown for a loss by big business until——"

Then by placing a red gelatin over the blank surface of the card an illustration of Chester Morris dressed as a hi-jacker becomes visible with the selling copy,

"He became a raging, roaring, two-fisted sea-fighter."

For the thrill of your life see 'Corsair'"

Name of your theatre and play date.

Order these cards direct from the Economy Novelty and Printing Company, 239 West 39th Street, New York City.

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(D) Door Knob Hanger

This cut-out novelty is perfect for slipping over the handles of parked automobiles. It is shaped like an anchor and can also be utilized at street corner intersections when cars are forced to a halt. Order from Economy Novelty and Printing Company.

10. Illustrated Aids

(A) Colored Process Photos

Special de luxe colored photos have been designed by the Lenz Process Corporation of 270 Lafayette Street, New York City. They are lavishly printed on cardboard in a tone effect and are decidedly right for window display. They are available in sets of eight and will be immediately grabbed up by the better shops in town. Just one flash of these 14 x 17 photos and your story is sold.

(B) Special Art Drawings

These are unusual drawings by well known artists designed for newspaper reproduction (especially rotogravure) and are available in two sizes, 8 x 10 and 11 x 14. The 8 x 10’s are priced at 10c each and the 11 x 14’s at 20c each. These should be ordered from your nearest United Artists Exchange.

They are prepared in de luxe fashion and will be quickly seized and used by any editor who has them placed in his hands.

ADVERTISING ANGLES

The hard-hitting combination that sent “ALIBI” swirling up into the realm of box-office hits has again clicked with a vengeance in the production of “CORSAIR”. Roland West, the ace-director, and Chester Morris, the star, absolutely revelled in the exciting series of events packed into the “CORSAIR” plot. Former standards of measuring fast-moving drama were simply dwarfed by the gigantic strides engineered in the production of “CORSAIR”.

And to match the brilliance of the Liberty Magazine story; national advertisers have sprung forward . . . eager to join their sales campaign with an outstanding picture that is pre-sold to the public as no picture has ever been sold before.

Smooth the path to your theatre with this exploitation campaign and “CORSAIR” will cruise home with a cargo of profits that will establish a new high-water mark for receipts in your theatre!

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ROLAND WEST’S

“CORSAIR”

starring

Chester Morris

with

ALISON LOYD

From the novel by Walton Green

CAST

John Hawks .......................................................... Chester Morris
Alison Corning ...................................................... Alison Loyd
Richard Bentinck ................................................. William Austin
“Chub” Hopping ..................................................... Frank McHugh
Stephen Corning .................................................... Emmett Corrigan
“Big John” ............................................................. Fred Kohler
“Fish Face” .......................................................... Frank Rice
“Slim” ................................................................. Ned Sparks
Sophy ................................................................. Mayo Methot
Susie Grenoble .................................................... Gay Seabrook
Jean Phillips ......................................................... Addie McPhail

United Artists Picture

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Brief Synopsis of “CORSAIR”

Johnny Hawks (Chester Morris) tosses off his college football togs, kisses “Front Page Publicity” a fond farewell after his last big victory in the Yale Bowl and plunges into the whirlwind of business with two important goals in mind. First, to accumulate a sizeable fortune and secondly to thaw the icy aloofness of the beautiful Alison Corning, daughter of Stephen Corning, the Wall Street millionaire. Alison has been toying with Johnny's emotions, encouraging him almost to the point of distraction and then calmly showing him the “Red Stop Light” by pushing him back to arm's length ... an action decidedly in keeping with the fact that she is already engaged to an Englishman by the name of Bentinck.

Johnny gives up coaching at a mid-west college to accept a job working for Corning as a bond salesman. He is fired for refusing to sell worthless bonds but gets no sympathy from Alison whose philosophy of life is founded on ruthlessness. Johnny sees red ... mad through and through, he races wildly into the racket of hi-jacking rum runners as the easiest course to quick wealth. Johnny recruits the services of his wealthy college chum, Chub, and they equip the yacht “CORSAIR” with guns, and head for the deep seas.

They prey on the fleet of Big John, the New York bootleg king. At first, Big John disregards Johnny but when stolen cargoes pile up into the “Real Dough,” he decides to get the “Amachoors,” as he calls Johnny. He purposely allows information to sift through to Johnny concerning an immense haul of liquor sailing on the schooner “Queseda.” Johnny then goes to Corning and sells him this alcoholic cargo for $430,000. Corning agrees to have his yacht, the “Ventura,” at sea waiting for delivery the following day.

Alison stows away on board the “Corsair,” eager for exciting adventure with Bentinck, her fiancé, trailing along as her protector. Meanwhile, Johnny’s lieutenant, Slim Herman, has hidden on the Queseda and learns that Big John has planted time bombs in the cases of champagne which will be surrendered to the “Corsair,” but Slim is captured and imprisoned below deck.

Johnny overtakes the Queseda and is surprised by the lack of resistance when his crew hi-jacks the liquor and piles it on the decks of the “Corsair.” Suddenly as the “Corsair” is pulling away, a figure is seen swimming towards them. It is Slim, and just as he gets his message to Johnny, Big John wings him with a rifle shot.

Like a flash they take to the launch, abandoning the “Corsair” ... and not a moment too soon ... for the bombs explode and blow the “Corsair” to smithereens. Johnny, with Alison as an excited passenger, ferociously heads the little launch towards the Queseda. They surprise the crew but Big John is crafty and captures Johnny. Chub, Johnny’s partner, turns the tables by means of a clever ruse and Big John and his henchmen are cast adrift.

Johnny then speeds triumphantly towards his sea rendezvous with Stephen Corning. He transfers the champagne to Corning’s yacht and for revenge makes him pay double the agreed price, reminding Corning of his statement in firing him, that money is money, no matter how you acquire it.

Johnny is almost knocked off his pins, when Alison congratulates him upon getting the best of her father. She then reveals that she has broken her engagement with Bentinck and that despite her cool treatment of Johnny, she has actually been in love with him all along.

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