DAUGHTER OF THE ORIENT

ANNA MAY WONG — FAMOUS ORIENTAL STAR — COMES BACK IN PARAMOUNT'S THRILLING EXPOŞÉ OF THE IMMIGRATION RACKET.

- THE STORY -

TWO members of a well-organized "racket," with headquarters in San Francisco, for smuggling aliens into the United States and selling them into virtual slavery, have six coolies in a secret compartment of their hydroplane. Pursued by a Government plane, they drop the aliens into the sea through a trap-door, and make their escape. Newspapers decry the callous murder, and the Government sends Kim Lee, one of the cleverest Federal agents, to San Francisco. Quan Lin, a wealthy Chinese merchant, is serving Mrs. Hunt, an important customer, when two of the smugglers arrive and demand that Quan shall employ some of the aliens, but he indignantly refuses. He tells Mrs. Hunt he has been collecting evidence about the smugglers, and she suggests that he should show it to a Government agent at her house that evening. She invites Lan Ying, Quan's daughter, too.

Quan and Lan Ying take a taxi to keep their appointment, but it is driven on to a lorry. Quan and Lan Ying are shot, the evidence stolen, and the cab pushed into the sea. But Lan Ying had merely been dead, and made her escape. She hurries to Mrs. Hunt's house, and meets Kim Lee, who takes her home, while Mrs. Hunt—the elusive "boss" of the racket—approaches her henchman for bungling the job.

Determined to avenge her father's murder, Lan Ying discovers that Hartman, one of the heads of the racket, operates from a Central American island. Going there, she gets a job as dancer in Hartman's cafe. Kim Lee, as a smuggler, arrives at the cafe, and begs Lan Ying to leave. She tells him where Hartman keeps a record of his transactions. While getting the book, Kim Lee is caught and beaten by Hartman, but an alien whom Hartman had robbed shoots him. Hiding the body, Kim Lee helps Lan Ying, in coolie disguise, to board the smugglers' ship. When her sex is discovered, Kim Lee hurries to her rescue, but in his fight with the aliens he drops Hartman's book. The captain picks it up, and radios Mrs. Hunt. She sends the hydroplane for the two spies, who are put in the secret compartment, but when the trap-door is opened, they manage to hang on to the plane, and when it comes down and the gangsters leave, they swim ashore. Breaking into a garage, they are caught by Kelly, Mrs. Hunt's chauffeur, for the house is one of her "hide-outs." Recognising Kelly, who is not in the gang, Lan Ying appeals to Mrs. Hunt—then sees Hartman's book on her desk. Kim Lee and Lan Ying are tied up, but by using feet and mouth, Kim Lee manages to telephone an urgent message to headquarters. By pretending that he wants to join the racket, Kelly is able to free the prisoners, and when the police arrive he is helping Kim Lee fight the gangsters.

Mrs. Hunt and her gang are arrested, and Kim Lee and Lan Ying arrange to continue their agreeable partnership—for life.

IT PAYS TO PLAY
POTTED PLAYER PERSONALITY

PARS
- SPOT THEM IN YOUR PROGRAMME AND PRESS CAMPAIGN

- ANNA MAY WONG—Whose real name is Wong Liu Tsong, which means “Frosted Yellow Willows,” was born and educated in Los Angeles. Made her screen debut as a child, and with the exception of two years on the stage, appearing also in London and on the Continent, she has been here the past four years... Her first talkie was “Flight of Love,” and her pictures include “Daughter of the Dragon,” “Shanghai Express,” “Limehouse Blues,” “Chu Chin Chow” and “Java Head.”

- CHARLES BICKFORD—Studied constructional engineering at Massachusetts Institute of Technology; became a stoker in U.S. Navy, and served in the world war as lieutenant of engineers... Was on the stage for 10 years. Has played in pictures for about four years, alternating screen with radio work... Her films include: “Manhattan Love Song,” “The Life of Vergie Winters,” “‘We Live Again,” “People Will Talk,” “Come and Get it,” “Swing High, Swing Low,” “This Way Please” and “Artists and Models.”

- PHILIP AHN—Was born in Southern California of Chinese parents, but does not speak Chinese language... His father is an important Korean Government official... His films include: “The General Died at Dawn,” “Stowaway” and “China Passage.”

- EVELYN BRENT—Whose real name is Betty Riggis, was born at Tampa, Florida, in 1926, and has played in pictures for about four years, alternating screen with radio work... Her films include: “Hapalong Cassidy Returns,” “Speed Limited,” “King of Gamblers,” “The Last Train from Madrid” and “Night Club Scandal.”

- LARRY CRABBE—One of the screen’s most promising young men, and handsome Olympic swimming champion, entered pictures in the now historic “King of the Jungle,” and has appeared in many featured film roles since... It was only recently that he began to prove to Hollywood that he is a master of dramatics, a talent which earned him important parts in “Hedda Gabler,” “King of Gamblers” and “Sophie Lang Goes West.”

PRES PUBLICITY

ANNA MAY WONG BECAME ACTRESS AT TWELVE YEARS

RETURN TO SCREEN AFTER ABSENCE OF TWO YEARS

There is poetic justice in the fact that one of the very few nates of the world’s film capital who have made good in pictures is a famous Chinese actress.

She is lovely Anna May Wong, who, after an absence of two years, returns to pictures in Paramount’s “Daughter of the Orient,” the dramatic expose of the alien smuggling racket, set in the Orient. Miss Wong was born, educated and has lived practically all her life at Los Angeles, a short distance from Hollywood. She was educated at the mission school in the Los Angeles Chinatown and later attended the Los Angeles High School.

From earliest childhood, despite parental objections, she always wanted to go on the stage. Her ambition was fulfilled, she now ranks as one of the world’s really great actresses.

FILM DEBUT

Miss Wong’s film debut took place when she was only 12 and as a boy, in a picture in which she appeared in “The Red Lantern” with 300 other Chinese. It wasn’t much of a part—all she had to do was to carry a lantern—when it was a beginning. She continued to play as an extra until she won her right to play the boys from which she rapidly graduated to the feature player stage and she was only 13. There followed a long period as a featured player and then Miss Wong went to stardom in “The Alaskan.” Since that time she has appeared in scores of pictures made in America and in Europe, and has also established herself as one of the great actresses of the legitimate stage.

Miss Wong, whose real name is Wong Liu Tsong, meaning “Frosted Yellow Willows,” is one of three children, all of whom were born in America.

LOVERS DO NOT KISS IN CHINA

Although she has been in more than 100 films in America, England and the Continent, beautiful Anna May Wong—leading lady of “Daughter of the Orient,” Paramount’s drama based on the alien smuggling racket now at the . . . . Theatre—walked off the set while the film was being made because Chinese lovers do not kiss!

Miss Wong shares love interest in the picture with Philip Ahn, handsome young Korean, and one of the scenes calls for her to kiss him. “I have no personal objection to kissing Philip,” Miss Wong said, “but when the picture is shown in China I would be severely criticized were I to be seen kissing a man unless he were my father.”

Kissing and other forms of love making are taboo among the Chinese. When a Chinese boy falls in love with a Chinese girl, he is very restrained, but she instinctively knows the state of his emotions toward her. The Chinese are just as ardent as Western people but in the matter of kissing a world of difference separates them. Herbert Florey, director of the picture, saw the point raised by Miss Wong, and the kissing scene was cut out of the script. A fond embrace was the compromise.

No Lack of Chinese For Smuggler Drama

With almost every major producing company in Hollywood rushing a film concerning the present Sinon Japanese situation, something of a famine in Chinese character players and extras has existed for some time. Despite its title, however, production on Paramount’s “Daughter of the Orient,” starring exotic Anna May Wong and opening shortly at the . . . . Theatre, was not affected in the least the shortage. This is because the picture is not based on the war but is a dramatic expose of the alien smuggling racket, one of the most lucrative underworld businesses since Prohibition was introduced to the U.S.

Paramount had no difficulty in getting its complement of Chinese for the picture. Besides Miss Wong the cast also includes Philip Ahn, a California-born Chinese who is rapidly forging ahead as an actor of note. It was explained in Hollywood that the Chinese extras have not enjoyed such prosperity since Paramount, the producers of “The General Died at Dawn,” the picture’s predecessor, “The Good Earth,” both of which were made at the same time, were vying with each other for Oriental talent.

STRAIGHT THAN FICTION

Although during his career he has portrayed almost every kind of a villainous role possible, J. Carroll Naish descends—or more correctly—rises to even greater heights of deep-dyed villainy in Paramount’s “Daughter of the Orient,” and, believe it or not, his villainy is based on fact!

The film, which stars Anna May Wong, is an expose of the lucrative alien smuggling racket. One of the scenes calls for Naish, a smuggler, to drop four persons out of the fuselage of his plane in order to do away with the “evidence,” while being pursued by a Government plane on Coastguard duty.

It’s a pretty low standard of callousness and ruthlessness—but it was taken directly from the records of the United States Border Patrol. Not only was this done in an isolated incident, but according to the files, it is one of the smugglers’ favorite devices for getting rid of “hot” aliens. Proving again that truth is stranger than fiction!

Page 3
Alien Smuggling Theme of New Picture.

ANNA MAY WONG RETURNS IN THRILLING ADVENTURE DRAMA

A THRILLING exposé of the alien smuggling racket plus mystery, action, drama and romance makes Paramount's "Daughter of the Orient," which has opened at the... Theatre, one of the most interesting and satisfying pictures of the season.

The plot is based on the lucrative racket which has sprung up in recent years, of bringing aliens into the United States illegally. Once a business in which only Chinese were brought in by smugglers, recent changes in immigration laws as well as tightening conditions in many foreign countries have made the racket an international menace.

The action in "Daughter of the Orient" begins in San Francisco's Chinatown and switches to the San Francisco Women's Institute and other out-of-the-way places. Here the "cargoes" are shifted, fed and permitted to get a little exercise before being cooped up again in the secret hold of the smugglers ship.

The story opens in the shop of a wealthy Chinese merchant in San Francisco. He is murdered when he refuses to take a hand in the smuggling game and his daughter, played by exotic Anna May Wong, vows to run his murderer to earth. In this she is assisted by Philip Ahn, a handsome young Chinese.

After a series of adventures, Miss Wong discovers who murdered her father and the denouement comes as a complete surprise.

Besides Miss Wong, the cast includes such brilliant players as Charles Bickford, Larry Crabbe, Cecil Cunningham, J. Carroll Naish, Anthony Quinn, John Patterson and Evelyn Brent.

ANNA MAY WONG

Appearing In the Paramount Picture

"DAUGHTER OF THE ORIENT."

HOUSE ORGAN BLOCK No. 9

Hired at 2l-

Larry Crabbe, Anna May Wong and Cecil Cunningham who play leading roles in Paramount's "DAUGHTER OF THE ORIENT."

H.O. Exploitation Block No. 5 (Fine Screen) Hired at 3-

"HUMAN CONTRABAND" RACKET EXPOSED IN "DAUGHTER OF THE ORIENT."

(Prepared Review)

VIVID and dramatic insight into the workings of the lucrative "flush" racket, that of smuggling aliens into the United States past the immigration authorities, is one of the highlights of "Daughter of the Orient," Paramount's fast-moving drama, which has opened at the... Theatre.

With Anna May Wong in the title role, and supported by a brilliant cast which includes Charles Bickford, Larry Crabbe, Cecil Cunningham and J. Carroll Naish, "Daughter of the Orient" goes behind the scenes of the racket in its capital—San Francisco—as well as its "depots" in the West Indies and deserted islands in the Great Lakes.

Miss Wong is the daughter of a wealthy Chinese merchant in San Francisco who is approached by the racketeers and "ordered" to take a number of smuggled immigrants from their hands. The merchant refuses and is killed. Miss Wong vows to bring her father's slayers to justice. She makes the acquaintance of Philip Ahn, a secret Government agent, and the two begin their search.

THRILLING ADVENTURES

After many thrilling adventures in strange places and among strange men, Miss Wong gets at the heart of the racket only to find that one of her most trusted friends and seeming allies is in reality at the head of the racket.

"Daughter of the Orient" is a swift-moving and well-told story. Miss Wong has never given a better performance and young Ahn proves himself an actor of great merit. Anthony Quinn, John Patterson and Evelyn Brent are also in the cast. The picture was directed by Robert Florey.

TALENT LEGEND EXPLODED

One of the favourite stories of screen magazines for years has been the fact that Los Angeles, film capital of the world, has contributed so few motion picture personalities. They may be found some solace in Paramount's "Daughter of the Orient," which opens shortly at the... Theatre. Four members of its cast are natives of Los Angeles, three of whom are Chinese!

The Chinese are Anna May Wong and Philip Ahn, who share the love interest in the picture, and Ching Wah Lee, who is editor of "The Chinese Digest" when he is not acting. The fourth is lovely little Gwen Kenyon who makes her film debut in the picture. Larry Crabbe, who is also in the cast, is another Californian, hailing from Oakland.

"Daughter of the Orient" gives an interesting insight into the workings of the alien smuggling racket. The story deals with the adventures of Anna May Wong who, aided by Philip Ahn, playing the role of a secret agent, attempts to run the racket to earth after Miss Wong's father is killed for refusing to take part in it. The cast includes Charles Bickford, Cecil Cunningham, J. Carroll Naish, Anthony Quinn, John Patterson and Evelyn Brent.

REALISM IN "Daughter of the Orient." Paramount's daring expose of the alien smuggling racket, is the reason why handsome Anthony Quinn wore a black eye when he married Katherine De Mille, daughter of the famous director, recently.

Quinn was "mixing it" with half a dozen actors playing the roles of aliens and racketeers when one of them let a hawk-maker fly. It landed squarely in Quinn's eyes a little later that day when he appeared for the wedding, his eye was discoloured.

The cast of "Daughter of the Orient" is headed by Anna May Wong and includes Philip Ahn, Charles Bickford, Larry Crabbe, Cecil Cunningham, J. Carroll Naish, Evelyn Brent and many others.

IT PAYS TO PLAY
These Newspaper Blocks are guaranteed to create great interest and reach your patrons!

Contact Ad-Sales and cash in on these Seat-Selling Ads now!

The world's most inhuman racket exposed in a girl’s breathless adventure with the underworld!
AD-SALES ACCESSORIES

DAUGHTER OF THE ORIENT

DAUGHTER DEPT

LOBBY CARD (22 x 28) COLOURED PRICE 1 6 Design A

SET OF EIGHT BLACK & WHITE 10 x 15 STILLS PRICE 2 6 per set

SET OF EIGHT COLOURED 11 x 14 STILLS PRICE 3 per set

ANNA MAY WONG

CHARLES BICKFORD

LARRY GRAFFLIN

ANNA MAY WONG

PHILIP ANN

CHARLES BICKFORD

LARRY GRAFFLIN

CECIL CUNNINGHAM

J. CARROL NAISH

ANTHONY QUINN

ANN PATTERSON

EVELYN BENT

MIDGET WINDOW CARD COLOURED 3d. each

ARTISTIC INSERT CARD 36 x 14 PRICE 1

FRAMES HAVE YOU SEEN OUR GRAND NEW RANGE OF MOULDINGS?

Contact Ad-Sales!

IT PAYS TO PLAY
**EXPLOITATION ANGLES FOR SHOWMEN**

**HERE'S YOUR ANGLE FOR TIE-UP ADS AND WINDOWS**

Co-operative newspaper ads, and window displays can be arranged for this picture on two angles. Various Chinese goods can be sold through use of ads, carrying catchlines like "The Daughter of the Orient suggests for daughters of Blanktown"—and, in addition, certain Chinese merchandise can be named "Daughter of the Orient" for tie-in advertising. Mandarin coats, perfumes, jewellery sets, for example can be dubbed "Daughter of the Orient Coat," "Daughter of the Orient Perfume," etc., for the duration of the sale.

Spot all window displays with a selection of stills and Ad-Sales material illustrated on the opposite page of this Press Book and supply Theatre announcements and play dates, etc.

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**Beauty Preparations**

The Max Factor Co., famous Hollywood manufacturers of make-up and cosmetics, are now operating a vast distributing organisation in this country, with something like 3,000 agents. Max Factor products are used exclusively in the Paramount studios and by every star appearing in Paramount's "Daughter of the Orient." All leading chemists, beauty salons, hairdressers and department stores in the country are now stocking these goods. Most of them have been supplied with vivid display cards, which incorporate portraits of Paramount stars in the design. Many of these shops and stores arrange demonstrations of Max Factor cosmetics, sometimes bringing in a local "double" of a famous star as the medium of demonstration.

Contact your local shops—now, and arrange window displays and permanent tie-ups. Supply them with portraits of the Stars and current advertising material, which is obtainable at reasonable prices from Paramount Ad-Sales.

If you are unable to locate a dealer in your town, apply direct to—
Max Factor Co., 16, Old Bond Street, London, W.I.

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**PRICE LIST**

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**Use this Copy for your Throwaways**

Put across the expose angle in "Daughter of the Orient," with locally-printed throwaway heralds using newspaper scare headlines. These headlines should be printed in a type face similar to one used by a local newspaper, and can take the following form:

"A WHOLESALE MURDER"!

HUMAN CARGO SLAUGHTERED
Smugglers Drawn Helpless Victims to
Avoid Capture!
Slave Smugglers Exposed
By "Daughter of the Orient"

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**CHINESE NEWSPAPERS CAN BE UTILISED IN LOBBY DISPLAYS**

Old copies of Chinese newspapers are obtainable in most communities. By mounting a number of them on a flat compositor wall panel and lettering a catchline across the montage in red, an effective background can be created for a display of stills and other Ad-Sales material. Use a line like "Chinatown Reveals a Story to Shock the World!"

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**Street Ballyhoo**

Here's a novelty street ballyhoo to put over the atmosphere of "Daughter of the Orient."

Have a Chinese-costumed girl visit local tea-rooms and tell fortunes, and offer free fortune telling on the street in the shape of throwaways. She can be supplied with printed "fortunes" carrying picture copy and theatre announcements, etc.

If you choose, the girl can carry a Chinese parasol on which title and theatre name are lettered, opening the parasol whenever a crowd gathers.

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**SELL IT ON THE SCREEN**

A sure-selling trailer has been prepared for "Daughter of the Orient," presenting high spots of the film's thrills and adventure in a way that will leave your patrons wanting more. Get the trailer early and screen it often; it's the sure way of selling it.

Apply direct to National Screen, Ltd., Broadwick House, Broadwick Street, London, W.1.

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PARAMOUNT PICTURES Page 7
USE THESE BOX-OFFICE POSTERS
It pays to display Paramount Pictorials!