Press Sheet and AD-SALES Catalogue

Adolph Zukor presents

Marlene Dietrich in

The Devil is a Woman

with

Lionel Atwill, Cesar Romero, Edward Everett Horton, Alison Skipworth and Don Alvarado

Directed by Josef Von Sternberg

It's a Paramount Picture
These Beautiful PICTORIALS will create the desire to see your show.
HOUSE ORGAN SCENE BLOCK (No. 11) 100 screen. Hired at 5/-

A Scene from the Paramount Picture
"THE DEVIL IS A WOMAN."

HOUSE ORGAN SCENE BLOCK (No. 10) 100 Screen.
Hired at 3 9

A Scene from the Paramount Picture
"THE DEVIL IS A WOMAN."
**PRICE LIST**

**POSTERS**

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**SLIDE**

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**LOBBY CARDS AND STILLS**

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<td>MARLENE DIETRICH</td>
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<td>TYRE COVERS</td>
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**TINSELLED PHOTOS—MARLENE DIETRICH**

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**BLOCKS**

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**LARGE PORTRAIT STAR BLOCKS: MARLENE DIETRICH.**

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**STAR BLOCKS—Suitable for Newspaper reproduction**

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<td>(No. 7) MARLENE DIETRICH</td>
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<td>(No. 7a) LIONEL ATWILL</td>
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<td>(No. 7b) CESAR ROMERO</td>
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**HOUSE ORGAN SCENE BLOCK (No. 8) Fine Screen**

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Delightful Roguish Picture

It is Carnival Week in Southern Spain, a time of joyous revelry for everyone. Antonio Galvan, a political exile, takes advantage of the masquerade to return and see his parents and, safely disguised in a mask, mingles with the crowd.

Suddenly he sees a beautiful girl in a carriage, and tries in vain to reach her. But he follows her home, and receives a note signed "Concha Perez" telling him where she drives each evening. Filling in the time of waiting at a café, Antonio meets his old friend, Don Pasqual, and asks him if he knows Concha. Pasqual replies that she is a singer, the toast of Spain, and a dangerous woman. Seeing Antonio's incredulity, Pasqual relates the story of his own association with Conchita...

Five years previously Pasqual, a wealthy, aristocratic army officer, had met Concha on a train, and when he joined a committee to investigate labour conditions in a cigarette factory, he found her working there. She took him home, and her designing mother got a fortune out of him so that Concha need not work in the factory. Then they both disappeared.

Three months later, they turned up penniless. Pasqual proposed to Concha, but she laughed at him, and after taking more of his money she and her mother again disappeared. Later, Pasqual found Concha singing in a cabaret, and bought her contract from her employer. Concha promised to go with him to Paris, but she eloped with a bullfighter, who afterwards killed himself. There was a big scandal, and Pasqual resigned his commission...

Pasqual makes Antonio promise not to see Concha again, but Antonio goes to the rendezvous and tells Concha he could kill her for breaking his friend's heart. Concha mockingly says she would like some coffee first. Antonio takes her to a café, and falls madly in love with her. They are embracing when Pasqual enters, mad with jealousy, he challenges Antonio to a duel.

Concha begs Pasqual, who is a dead shot, to spare Antonio—the only man she ever loved. Pasqual fires in the air, but Antonio, believing that Pasqual means to kill him, aims at his rival and wounds him. Police arrive, Pasqual is taken to hospital and Antonio is arrested.

Concha calls on the Governor, an old friend, persuades him to release Antonio, and wheels two passports out of him. Before she leaves with Antonio, Concha calls on Pasqual, and thanks him for sparing Antonio's life. She finds him bitter, and realises how shamefully she has repaid his great love.

Antonio and Concha drive to the border to entrain for Paris. When the train starts, Antonio realises that Concha is not with him. Agitatedly he calls to her, but she calls in reply: "I'm going back to Pasqual."

The Devil is a Woman

Director: JOSEF VON STERNBERG.
Author: PIERRE LOUYS.
Adapted: JOHN DOS PASSOS.
Scenario: S. K. WINSTON.

THE CAST:

Concha Perez Marlene Dietrich
Antonio Galvan Cesar Romero
Don Pasqual Lionel Atwill
Don Paquito Edward Everett Horton
Senora Perez Alison Skipworth
Morenito Don Alvarado
Dr. Mendez Morgan Wallace
Tuerto Tempe Pigott
Latin Beauty Picture Role For Dietrich

"The Devil Is a Woman," the story of a woman who gave her lips to many men but her heart to none, is the new Marlene Dietrich starrer, which comes to the... Theatre. Produced by Paramount and directed by Josef von Sternberg, the picture features Lionel Atwill and Cesar Romero as Marlene Dietrich's lovers.

Atwill, as a Spanish captain, his career has been ruined by his love for Marlene Dietrich. He attempts to dissuade his friend, Romero, from falling into her net. But the wild boy and the unhappy man clash and meet in a duel. In a gripping climax, the heartless siren suddenly learns the meaning of love and turns to the man who had suffered most for her.

The picture, set in the colourful and grandeur of Spain, has a beautiful and colourful carnival scene for its highspot. A song by Raoul Rainer and Leo Robin, authors of "Love in Bloom," and other recent hits, is sung by Miss Dietrich in "The Devil Is a Woman."

Prominent in the supporting cast are Edward Everett Horton, Alison Skipworth, and Don Alvarado.

Horton in Cast

Edward Everett Horton, popular character comedian, is prominently featured in the cast of the new Marlene Dietrich—Paramount picture, "The Devil Is a Woman," coming to the... Theatre. Lionel Atwill and Cesar Romero are cast as sweethearts of Miss Dietrich, Spain's most alluring siren. "The Devil Is a Woman" was directed by Josef von Sternberg.

Lovers in Dietrich Film

"The Devil Is a Woman," Marlene Dietrich's new starring picture, coming to the... Theatre, features two new Dietrich leading men, Lionel Atwill and Cesar Romero. The story of the picture centres around a heartless Spanish siren who gives many men her lips, but none her heart.

Atwill, long a favourite of the stage and screen, plays Miss Dietrich's middle-aged lover. As an officer in the Spanish army, he washes his fortune on the unfaithful girl, facing ridicule and the loss of his position for her smile.

When his young friend, Cesar Romero, falls in love with this heartless charmer, Atwill attempts to dissuade him, pretending that he is trying to save the boy from her fatal lure. But the boy learns the truth and they become open enemies.

Heartlessly, the siren plays these two men against each other, until finally, after a wild and not too noisy carnival, they meet in a duel. On the field of honour events occur that change the lives of the three principals.

"The Devil Is a Woman" was directed, as were most of Miss Dietrich's previous pictures, by Josef von Sternberg, who also supervised the camera work and the designing of the many elaborate and beautiful Spanish sets. A new song by Raoul Rainer and Leo Robin, "Three Sweethearts Have I!" is among the highspots of the film.

Edward Everett Horton, Alison Skipworth and Don Alvarado are prominent in the supporting cast of "The Devil Is a Woman."

Set Drowned In Confetti For Carnival

Even romance has its statistics in films.

In Paramount's "The Devil Is a Woman," which comes to the... Theatre and stars Marlene Dietrich, you see a carnival scene in Spain, thronged by dark-eyed señoritas and glossy-haired senors, filled with laughter, songs and flying confetti.

Nothing could be further removed from the imagination from dull, matter-of-fact statistics, yet members of the studio prop department managed to derive figures and facts from this scene of uncontrolled gaiety.

On the carnival set were 210 players, supplied with 1,200 packages of confetti.

Each package of confetti contained 1,600 feet of streamer tape. And if you trouble to multiply it out you find that there were some 355 miles of coloured fun for the cleaners to pick up on the following morning.

To carry the matter of figures farther, eight hundred balloons filled with helium gas, over four hundred masks and six hundred hours were added to the confetti to create the illusion of a Spanish carnival scene.

It is against this scene that the poignant love story of "The Devil Is a Woman" is played out by Marlene Dietrich with Cesar Romero and Lionel Atwill for her lovers.

Dietrich Sings Again in New, Lavish Picture

The almost forgotten port of Cadiz in Spain serves as the setting for one of the gayest scenes in Paramount's "The Devil Is a Woman," which comes to the... Theatre and stars Marlene Dietrich.

About all that most folk know of Cadiz is that Columbus set sail from there, but this sun-bitten Spanish port is one of the merriest in Spain, famed for its cabarets. They all have stages and good music. It was in this sphere that Raoul Rainer gathered his own, for though the patrons drink a lot and make plenty of noise, they are appreciative of art.

The bit in the picture is a thum- nial opera, with Miss Dietrich as a hussya diva. There are the comedy figures of a baker, a vegetable merchant, and a peasant checked by a chorus of operatic maidens. All are jummed into a miniature stage, tricked out with fish nets, dried pelicans, shells and marine souvenirs.

Miss Dietrich waltzes like a lark. The high-priced customers, hanging perilously from their box, clasp their hands at her ears. A fifteen-piece orchestra plays for all it is worth. All is merry, and clients and performers being juked together like sardines in a tin, the scene is a marvel of compactness.

Rainer and Robin, composer of many recent hits, wrote the song that Miss Dietrich sings in this cabaret scene, "Three Sweethearts Have I!" "The Devil Is a Woman," which presents Cesar Romero, Lionel Atwill and Edward Everett Horton in support of Miss Dietrich, is a tempestuous and colourful tale of a woman who takes love and returns heartbreak to the men who love her.
Von Sternberg's Great Drama of Spain Stars Dietrich in Siren Role

A picture insistent with the breath-taking beauty and colour of Spain, Paramount's "The Devil is a Woman, now at the .......... Theatre, brings Marlene Dietrich back to the screen to enact her greatest characterization. Miss Dietrich plays a pitiless and ruthless beauty, a woman who fires men's imaginations with her presence, and then puts into the role all the force, vigour and conviction which is her most capable. Few, if any, pictures from either Hollywood or the European studios can boast the pictorial beauty of "The Devil is a Woman." In it you see the stern quality that Josef von Sternberg, the director, alone possesses—sheer wizardry of the camera, the magical effect that transforms properties and players into actors in a vital drama, the efflorescence of a genuine creative spirit.

"The Devil is a Woman" portrays Miss Dietrich in a Carmen-esque role. She is a bewitching, enchanting creature, who values men's hearts as trophies. Among her lovers is Lionel Atwill, once a power in the kingdom, now reduced by the force and hopelessness of his love for her.

The poignant action of the love tale takes place against the wild frivolity of a Spanish carnival with Cesar Romero, as one of the carnival merry-makers, glimpses Miss Dietrich and immediately falls in love with her. But he is a close friend of Atwill's, and when the latter warns him of the beauty's destructive propenities, he promises to avoid her.

Love proves stronger than vows, however, and soon the two friends, Romero and Atwill, find themselves on the field of honor fighting for the love of Miss Dietrich. Atwill is gravely wounded, and Romero, arrested as a political fugitive, faces execution.

From this point the drama of the wounded man, the pitiless beauty and the political exile, moves forward rapidly to the surprise climax in which the tangled story of these three lives is happily resolved.

Atwill, in his role, displays his customary vigour, strength and insight, while Romero, a recent screen arrival, is excellently cast as the young and ardent lover. Others in the cast whose portrayals are especially noteworthy, are Edward Everett Horton and Alison Skipworth in supporting roles.

Grand Old Lady

Alison Skipworth, the reigning "grand old lady" of films, supports Marlene Dietrich in Paramount's "The Devil is a Woman," now at the .......... Theatre.

Masks From Mexico

For the elaborate carnival scenes of Paramount's "The Devil is a Woman," starring Marlene Dietrich and coming .......... to the .......... Theatre, more than two hundred masks, elaborately carved by hand, were imported from Mexico.

CATCHY COPY

The irresistible allure of a tantalising temptress . . . the least of a thousand men who thrilled at the thought of her love . . . . and cursed her for it! MARLENE DIETRICH in Paramount's "THE DEVIL IS A WOMAN."

DIETRICH, the glamorous, in the most breath-taking fashions ever displayed! . . . .

Tantalising, teasing Comeda . . . . she binds men to her with mad infatuation . . . . then laughs at their love! . . . .

THE DEVIL IS A WOMAN . . . and what a woman! Dietrich, the woman who is all women . . . . her allure enhanced by the most breathtaking costumes ever worn! . . . .

The fatal fascination of a gorgeous creature with eyes of fire . . . and a heart of ice . . . . Marlene Dietrich in "THE DEVIL IS A WOMAN."

Two Million!

Lost anywhere civil at blonde Marlene Dietrich's playing a Spanish señorita in Paramount's "The Devil is a Woman," coming .......... to the .......... Theatre. Paramount's research department has looked into the blonde situation in Spain.

Of the approximately fourteen million women in the Spanish Republic, according to this investigation, two million are definitely in the blonde category, although these figures differ with the popular conception of Spanish señoritas as dark-eyed, raven-haired misses.

The story of a lovely siren who finally falls under the spell of love herself, "The Devil is a Woman," features Lionel Atwill and Cesar Romero as Miss Dietrich's lovers.

"Kiss me . . . and I'll break your heart!" MARLENE DIETRICH in the Paramount Picture, "THE DEVIL IS A WOMAN." with Lionel Atwill and Cesar Romero.

"Monogrammed" Cigarette Stunt

Have a girl of Spanish type and in Spanish costume carry a regulation cigarette tray to give away cigarettes in your lobby. Each cigarette can be stamped with the Marlene Dietrich signature. Any local stationer can furnish the rubber stamp reproducing the signature as written by a girl on your staff. Work this stunt in advance of your engagement and currently.

Spanish Singer Lobby Prologue

A black-haired, olive complexioned man, dressed as a Spaniard, playing a guitar in your lobby, will give you much more in advertising value than the small sum he costs you. A typical costume would include a cape, tight trousers with buttons down the outer seams, and flat-topped, stiff felt hat.

CESAR ROMERO

This Block will print on any kind of paper, and may be hired from our District Office at a fee of 2-.
THEIR HOBBY

Marlene Dietrich, star of Paramount's "The Devil Is a Woman," coming to the Theatre, now has another reason to see every fan letter that is sent to her. Her little daughter, Maria, has taken up stamp-collecting. Maria, who played Marlene as a child in "The Scarlet Empress," began her new hobby with stamps on fan letters sent to her film-star mother from Borneo. She already has more than a thousand stamps from strange and unusual places and is depending on her mother to aid her with her collection.

40 in. x 60 in. Giant Coloured Enlargement

Even as its name suggests, the Giant Coloured Enlargement is a massive, impressive display for your hobby. Need we extol its praises? The illustration is before you ... just see it in COLOUR at your local Paramount Branch. Reproduced by gelatine process on thin cardette.

Only 5/- each

Special quotations for frames of distinction to accommodate these Enlargements, may be had on application from your local Adv. Salesman. The results will be well worth the outlay, and as we put out these Enlargements on most Paramount Specials, a frame will come in most handy.
ALL ONE COLOUR

Perhaps the most painstaking and scientific of all the men in his craft, Josef von Sternberg has at last removed the element of uncertainty in his motion picture sets by painting them all one colour, a solid monotone grey.

In Paramount's "The Devil Is a Woman," now at the ........ Theatre, Von Sternberg fully utilises this innovation for the first time.

This new slant in set designing arises from the colour limitations of the motion picture camera. On the film all colours appearing on the set appear in gradations of black and white. By painting his sets as they will appear in the finished scene, Von Sternberg eliminates the uncertainty of dubious tones and is able to better compose his picture.

Tinselled Photos

Have you ever tested the exploitation magic of these Tinselled Photos? Veteran Showmen up and down the country have been loud in their praise. That is why we continue to supply them as a best-seller Ad. Sales line at the following throwaway prices:

30d. per 1,000
20d. per 500
3d. per 100

These photos are 10ins. x 8ins. in size, proving most popular with fans. They are reproduced by a special gelatine process in beautiful natural tints. Can be lightly overprinted.

CONTACT YOUR LOCAL AD. SALESMAN FOR SAMPLES OF THIS PERFECT EXPLOITATION MEDIUM.

TINSELLED PHOTO

MARLENE DIETRICH
Appearing in the Paramount Picture
"THE DEVIL IS A WOMAN."

House Organ Star Block No. 9a
Hired at 2½d.

LIONEL ATWILL
Appearing in the Paramount Picture
"THE DEVIL IS A WOMAN."

Large Portrait Star Block (No. 4a) Coarse Screen. Hired at 6d.
**THE DEVIL IS A WOMAN**

NAME OF THEATRE HERE

NAME OF THEATRE HERE

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**Adolph Zukor presents**

MARLENE DIETRICH

**The DEVIL IS A WOMAN**

It's a Paramount Picture

with

LIONEL ATWILL

CESAR ROMERO

Directed by Josef von Sternberg

---

**Concha, the enchantress... exciting as Spain at carnival time! A superb role for the glamorous, disturbing**

MARLENE DIETRICH

**The DEVIL IS A WOMAN**

It's a Paramount Picture

LIONEL ATWILL • CESAR ROMERO

EDWARD ERETT HORTON

ALISON SHIPWORTH • DON ALVARADO

Directed by Josef von Sternberg

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**SINGLE COLUMN BLOCK No. 2.**

HIRED AT 26

**DOUBLE COLUMN BLOCK No. 1.**

HIRED AT 36

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**ADVERTISE IN THE LOCAL PRESS AND GET RIGHT INTO THEIR HOMES!**
Dietrich

Tyre Cover

The power of the Tyre Cover is omnipotent. Always on the move its highly coloured, easily readable message sells your show from end to end of your city. Try one out on your own motor car, and see for yourself whether it justifies the outlay of

only 2/6 each