HOLLYWOOD CINEMA SHOPS are a coast-to-coast institution using screen stars to display their clothing models both for men and women. When they use a player, like RALPH BELLAMY in "THE HEALER," it means the star and picture will get the benefit of a national advertising campaign. Two beautiful 30 x 40 inch enlargements of RALPH BELLAMY, as shown above, wearing a sports ensemble will be used in the national advertising backing "THE HEALER." Other publicity matter includes special mailing circulars, throwaways and newspaper "ads," all mentioning the star and the picture. Contact your local CINEMA SHOP after you arrange your playdate to get the benefit of this campaign, or write direct to—

MODERN MERCHANDISING BUREAU

36 WEST 44TH STREET

NEW YORK CITY, N. Y.

EMERSON HATS SELLING "THE HEALER"

The great EMERSON HAT CO. is getting behind "THE HEALER" through its national distributors extending from coast-to-coast. Here is MICKEY ROONEY wearing two EMERSON TYROLEAN HATS which the company will feature in a national advertising campaign to be run along with the release of the picture.

The campaign will include window displays, hat boxes with the pictures above on them, folders for dealers to put in packages and a complete promotion drive which will reflect to the benefit of "THE HEALER" and your theatre. Arrange your playdate and then get in touch with William Keeshan, c/o EMERSON HAT CO., 392 Fifth Avenue, New York City.
KAREN MORLEY MODELS
FOR NATIONAL TIE-UP

The HOLLYWOOD CINEMA SHOPS are promoting this sports model, inspired by KAREN MORLEY in "THE HEALER," during the run of the picture. It is a one-piece sports dress of washable crepe with a separate polka dot net scarf, short sleeves and large buttons down the front, something to attract the attention of every woman. It will have a powerful advertising drive back of it, so get in touch with MODERN MERCHANDISING BUREAU, 36 West 44th Street, New York City, as soon as your playdate is set.

NOTICE TO EXHIBITORS

If we can co-operate in any way either from an exploitation, publicity or advertising angle to help put over your showing, communicate with EDWARD FINNEY, Director of Advertising and Publicity, MONOGRAM Pictures, 1270 Sixth Avenue, New York City.

YOU'RE RIGHT, MR. HARRISON

Pete Harrison in his FORECASTS said after reading "THE HEALER":

"There is plentiful good material in this book for a talking picture. Dr. Hadden is an interesting character and with improved characterization he can be made a lovable one. The Healing Springs can be used as a background where people, broken down in health and spirit, can be made to regain their health and their peace of mind. The scenery of the Canadian backwoods can be made refreshing. There are great possibilities for human touches, such as occur daily in the life of a physician or surgeon.

"Monogram has in this book material for a big picture and it should be able to treat it as such, spending four or even more times as much money for this production as it spends for any of its regular pictures."

The UNION TOBACCO CO. is putting over a product. In the meantime tie-up with your local name for MICKEY ROONEY wearing an EMERSON "THE HEALER" character is good for bicycle store. It will make an attractive display for groceries or drug and KAREN MORLEY is a ten strike for beauty. MONOGRAM exchange.

The MONOGRAM PICTURES presents

THE HEALER

(VALANCE BY THE FOOT)

Dress up your lobby and marquees with this attractive burgoo and valance. They are colorful and will attract the attention of passersby. The burgoos are 50 cents each and the valance price will be quoted on application to MORRIS LEBERMAN, 729 Seventh Avenue, New York City.

A MODERN SUCCESSOR TO "THE MIRACLE MAN"

From the Tumino

An attractive letterhead can be made by using this. Use this special letterhead for all your local correspondences. Order cut or mat No. 21 from your nearest
CONSOLIDATED HATS PUTS OVER JUDITH ALLEN BERET

THE CONSOLIDATED HAT CO. is putting up a big national campaign for “The Healer” by sending out window displays, counter cards, etc., of Judith Allen wearing three of their latest and most stylish berets. These cards will be sent wherever there is a store selling CONSOLIDATED HATS, so get in touch with MR. SIMPSON, c/o CONSOLIDATED HAT CO., 101 West 37th Street, New York City.

GET THE DOCTORS BEHIND IT

It isn’t very often an exhibitor has a chance to tie up with the medical world. When the chance comes, it is a good one. There is an opportunity to put “THE HEALER” over with the medical men of your community.

First, give a private showing fully two weeks before your opening date. After the showing, get as many favorable opinions from physicians as you can. Scatter these opinions through your “ads” and display them prominently in your lobby or in front of your house.

People will take notice of what a local personage has to say in preference to any other comment. Heads of hospitals with their staffs and the personnel of private sanitariums should also be invited to attend this private performance.

Women, especially, listen to what medical folk have to say, and “THE HEALER” will surely please the physicians.

This PREVUE is sold in a packet along with several others in which is SHIRLEY TEMPLE’s latest picture and the latest and biggest productions. It is distributed at 10c through WOOLWORTH’S and other chain stores all over the country.

MONOGRAM PICTURES presents a

PREVUE

of

“THE HEALER”

with

RALPH BELLAMY
KAREN MORLEY
JUDITH ALLEN
MICKEY ROONEY

Approximate size of book.

Used For A Letterhead

OR to “The MIRACLE MAN”

RALPH BELLAMY
KEY ROONEY

PH BELLAMY
MORLEY

a campaign featuring RALPH BELLAMY smoking its local cigar store dealers with the BELAMY still. The SON TYROLEAN HAT, ROONEY on a bicycle in his ex, the stil of JUDITH ALLEN and BRUCE WARREN led delicatessen the hair dress of JUDITH ALLEN aty shops. Set of 6 stills is 60 cents at your nearest

tie-up stills to picture in local stores
Robert Herrick Tells Of The Training That Brought Literary Fame To Him

AN EXTRAORDINARY PUBLICITY CHANCE

This story by Robert Herrick, famous author, in which he tells how he trained for a literary career and of his travels and achievements should attract the attention of book and literary editors. See your local editor at once and try to get it over.

Famous Author Of "The Healer" Believes Harvard Method Of Constant Practice Had Much To Do With His Early Success

(Story for Book Pages and Literary Sections):

(“Robert Herrick, author of "The Healer," which comes to the . . . theatre on . . . , is the first college professor to have one of his works actually opening on Broadway, and the advertising picture. The following article by the famous novelist tells the story of his life and how he trained for the successful career that has been his.)

By ROBERT HERRICK

I was born in Cambridge, Mass., on April 26, 1665. My father, William Augustus B., was a lawyer practicing in Boston, but his public life was not his private life, for he was a very popular printer and publisher of many books. He was a very important man in his day and was a member of the Massachusetts Bay Colony.

The Herrick family had been settled in Salem and Essex County since 1638 when they came to America. The family had a history of distinguished men, and it was natural that my father should be one of them.

By the end of the eighteenth century my branch of the family had emigrated thirteen miles from Cambridge to Manchester, Mass., where the substantial farmhouse that built stands and is occupied by a cousin of mine.

My mother, Harriet Peabody Emery, was the daughter of a Congregational minister, who for over fifty years occupied the pulpit of the Weymouth (Mass.) Church. My father was also a Congregational minister at Taunton, Mass., and his wife’s brother, Nathan, was professor at Amherst.

His School Years

I was first sent to a small school kept by Miss Harris, then to the public schools of Cambridge, where at the Cambridge Latin School I was prepared for Harvard College, by taking all my examinations in one year. In the autumn of 1688 I entered Harvard with the class of 1689, but being unwell in my sophomore year travelled for part of that year with my classmate Philip Stander, Abbot, visiting Nantucket, Cuba, Mexico, California, Alaska, the Yukon, Colorado, etc. These experiences, which were as much more picturesque and unforeseen than they are today, especially Mexico (under the Darien regime), and California where the Spanish explorer Villalpando was murdered, are of great interest to me.

I took an extended trip to wild and beautiful lands and made a deep impression upon me, for I was a young man of twenty who had never seen the world. This experience, which was rather unusual for a student of my age, had a great effect on me. I was impressed by the beauty of the world, and I was inspired to write about it. This is reflected in my later works, such as "The geography of the New World." I often visited the coast of Maine and New Hampshire, and I was deeply moved by the beauty of the landscape. I was particularly fond of the Maine coast, and I often took long walks along the beaches, looking at the waves and the sand.

I took my degree in 1689 and that summer began to teach at the Massachusetts Institute of Technology in the English department. I was very much interested in teaching, and I was able to do well in this field. I was a very popular teacher and was able to inspire my students with a love of learning. I was particularly interested in teaching poetry, and I was able to show my students the beauty of the English language. I was also able to inspire my students with a love of nature, and I was able to show them the beauty of the world. This is reflected in my later works, such as "The geography of the New World." I often visited the coast of Maine and New Hampshire, and I was deeply moved by the beauty of the landscape. I was particularly fond of the Maine coast, and I often took long walks along the beaches, looking at the waves and the sand.

I remember only one brief spell of life which I spent in Europe. The unfamiliar back grounds, the enticements of existence, the intellectual excitement, all served to whet my appetite for more, for more, for more. I was not only a writer, but also a sculptor, and I was able to inspire my students with a love of art. This is reflected in my later works, such as "The geography of the New World." I often visited the coast of Maine and New Hampshire, and I was deeply moved by the beauty of the landscape. I was particularly fond of the Maine coast, and I often took long walks along the beaches, looking at the waves and the sand.

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BOOKS BY ROBERT HERRICK

The Man Who Wins

Literary Love Letters and Other Stories

The Gospel of Freedom

Love's Dilemmas

The Web of Life

The Real World

Their Child

The Common Lot

The Memoirs of an American Citizen

The Master of the Inn

Together

A Life For A Life

The Healer

One Woman's Life

His Great Adventure

Clark's Field

The World Decision

The Concept Mother

Honesty Lila

Wanderers

Chains

The End of Desire

Sometime