ADOLPH ZUKOR Presents

"KING OF GAMBLERS"

with

CLAIRE TREVOR  LLOYD NOLAN
AKIM TAMIROFF  LARRY CRABBE
HELEN BURGESS  PORTER HALL

Directed by
ROBERT FLOREY

A PARAMOUNT PICTURE
**CAST**

Dixie ................................................................. CLAIRE TREVOR
Jim Adams ....................................................... LLOYD NOLAN
Steve Kalhas ..................................................... AKIM TAMIROFF
Eddie ................................................................. LARRY CRABBE
Jackie Nolan ....................................................... HELEN BURGESS
George Kramer .................................................... PORTER HALL
J. G. Temple ....................................................... HARVEY STEPHENS
Mr. Parker ......................................................... BARLOWE BORLAND
Strohm ............................................................... PURNELL PRATT
Joe ................................................................. COLIN TAPLEY
Charlie .............................................................. PAUL FIX
Big Edna ............................................................... CECIL CUNNINGHAM
Ed. Murbil .......................................................... ROBERT GLECKLER
Cora ................................................................ EVELYN BRENT

**PRODUCTION**


Certificate .... "A"
Length ...... 7038
Running Time .... 78 mins.
Registered No. :— F-14794

**Synopsis**

STEVE KALKAS, ruthless king of the underworld, maintains his control over the crooked slot machine racket in a big city by murdering his opponents and bombing shops which refuse to accept his machines. He is in love with Dixie Moore, entertainer at a night club, but she discourages his attentions. By his paper, Dixie, believing him to be in love with someone else and made miserable by the desertion of her friend, Jackie Nolan—who leaves for Havana, but does not tell Dixie she is going with Temple—accepts Steve’s offer of a luxurious flat, but with no obligations, while she considers his marriage proposal.

Back from Havana with Jackie, now his wife, Temple, who was blackmailed into joining Steve’s “racket,” says he is quitting. Steve pushes Temple down his private lift shaft, makes it look like suicide, and to prevent Jackie from talking, has her “removed.” Dixie finds Jackie dying in an Emergency Hospital, and Jim, who is just back from London and has been assigned by his editor to track down the man responsible for the many crimes in the city, promises her that he will find Jackie’s murderer.

Reporting to Dixie with some of the evidence he has found, including part of the telephone number of the man he is after, Jim finds her with Steve, who promises his help in tracking the murderer and invites Jim to his office. Jim goes, knowing now that Steve is the guilty man.

Dixie discovers that the mysterious telephone number is Steve’s private one. Fearing for Jim’s safety, she warns Steve by ‘phone that the police are coming, then brings them to the building. Steve is preparing to escape when Jim closes with him and they have a fierce fight. As the police break in, Steve falls down the lift shaft which he had prepared for Jim.

With Steve dead, his racket is smashed for good. Jim has the biggest scoop of his career, and he has to postpone his marriage to Dixie until he has written the story for his paper.
THAYER DRAMA PACKS ROMANCE, THRILLS, ACTION

Tiffany Thayer, one of America's outstanding writers on crime and "rackets," comes through with another winner in "King of Gamblers," a daring story of the slot machine racket as it exists in many cities, which opened at the Paramount Theatre last night. It is a Paramount Picture.

The title role is played by Akim Tamiroff, a "big-time racketeer" whose crooked machines mulct a large city of millions yearly. He lavishes this money on a beautiful night club entertainer, Claire Trevor, who does not love him. She does not know that he is King of the city's underworld, and when she falls in love with Lloyd Nolan, a newspaperman whose job it is to uncover the slot-machine fraud, she inadvertently leads to Tamiroff's undoing and the smashing of his "racket."

"King of Gamblers" is noteworthy for the courage with which it retells a story which made the headlines in a large city a few months ago. It shows the link between the "racket" and the underworld, and the extent the crooked operators often go in order to protect the steady flow of gold which pours from the machines.

The cast of "King of Gamblers" also includes Larry Crabe, Porter Hall, Helen Burgess and other featured players. It was directed by Robert Florey.

Claire Trevor Sings In "King of Gamblers"

Beautiful Claire Trevor sings for the first time in her screen career in Paramount's "King of Gamblers," a story of the slot machine "racket" of a big city, which opens on at the Theatre.

As a night club entertainer loved by Akim Tamiroff, who plays the title role, Miss Trevor sings "Hate to Talk About Myself," a new Robin and Ranger melody, and "I'm Feelin' High," by Burron Lane and Ralph Freed.

The cast of "King of Gamblers" includes Lloyd Nolan in the male romantic lead; Larry Crabe, Porter Hall, Helen Burgess, Harvey Stephens and many others. It was directed by Robert Florey.

Test Decides Ex-Star To Try Again

Discovery of the fact that Evelyn Brent, exotic star of the silent screen, has one of the best recording voices among Hollywood actresses, may result in her return to pictures.

The "discovery" was made during the filming of Paramount's "King of Gamblers," a Tiffany Thayer story of the slot machine "racket," as it operates in some cities, which opens on at the Theatre. Miss Brent was given a part in the picture by Director Robert Florey, and her voice was recorded so well that he promised to place her in several future productions.

"I'm not making what is termed a comeback," Miss Brent said. "I dislike that word. I haven't been away. I've been here all the time just fooling around and not making any particular attempt to get work.

"My mind is made up now and I'm going to carve a new niche for myself in films. I'll play any kind of a role offered, bad woman, good woman, young woman or old woman. I'm a bad girl in 'King of Gamblers,' and I enjoyed playing the character."

The cast of "King of Gamblers" is headed by Claire Trevor, Lloyd Nolan and Akim Tamiroff.

FILM EXTRAS FEAST IN LUXURY CAFE SCENE

What a break for the extras—that restaurant scene in "King of Gamblers," Paramount's Tiffany Thayer story of the slot machine "racket," as it operates in some cities which opens on at the Theatre.

A luxurious restaurant setting demands food in keeping. Director Robert Florey decreed, and so chicken la king, broiled lobster, aspic, salad, fresh vegetables, French pastry and cafe noir were served. The shooting schedule was arranged so that the players in the scene would be hungry and do justice to the meal—and they did.

"King of Gamblers" is played by a brilliant cast headed by Claire Trevor, Lloyd Nolan and Akim Tamiroff, and includes Larry Crabe, Helen Burgess, Porter Hall, Harvey Stephens, and many others.

SKYSCRAPER 'BORROWED' FOR FILM

In its multiplicity of sets Hollywood's movie studios boast of about everything from an Eskimo igloo village to a replica of the Grand Central Station in New York City.

But "King of Gamblers," Paramount's daring expose of the slot machine racket as it is operated in a big city, coming to the Theatre on , called for one set which wasn't so easy to furnish.

This was a modern skyscraper building such as that in which much of the action takes place. The southwestern California Gas and Electric Building in Los Angeles was "borrowed" for this purpose, and the film folk had it all to themselves—for an entire Sunday.

PORTER HALL REFORMS

Porter Hall, one of the screen's most villainous villains, reforms in Paramount's "King of Gamblers," Tiffany Thayer story of the slot machine "racket" which opens on at the Theatre. For the first time in his screen career he plays a role for audience favour.
Gable's Career Is Paralleled By Lloyd Nolan

Lloyd Nolan and Akim Tamiroff in a scene from Paramount's thrilling drama of a ruthless racketeer, "KING OF GAMBLERS."

House Organ Scene Block No. 8 (Fine Screen). Hired at 3/-

ACTION-PACKED DRAMA

A thrilling and courageous story of the slot machine "racket" in a big city, brought Claire Trevor, Lloyd Nolan and Akim Tamiroff to the screen of the ......... Theatre last night in "KING OF GAMBLERS," produced by Paramount from an original story by Tiffany Thayer.

With Tamiroff in the title role, the story daringly shows the link between the "racket" and officials in high places who receive a "cut" in the steady stream of profits from the "one armed bandits," as the slot machines are known to the underworld, and the connection between this "racket" with other gangland activities.

Miss Trevor portrays a night club entertainer with whom the does not love him, however, but falls in love with Nolan, a newspaper reporter, whom she meets at the club.

When a friend is murdered by Tamiroff because she knows too much about his activities, Miss Trevor asks Nolan to help her find the killer, not realising that it is Tamiroff. Nolan begins to investigate and discovers that Tamiroff is the guilty man. The climax arrives when Tamiroff, trapped, attempts to avenge himself on Nolan and Miss Trevor.

"KING OF GAMBLERS" is the first picture in which Nolan essays a leading role. He has heretofore played nothing but villain roles but his popularity has become so great despite this that the studios have decided to give him more sympathetic parts. It is an auspicious beginning for a new star who has great personal charm and who is a splendid actor.

The cast also includes Porter Hall, Helen Burgess, Harvey Stephens, Purnell Pratt and a fine list of other supporting players. The story was directed by Robert Florey.

Is there another Clark Gable in the making?
Is popular demand going to lift a screen "heavy" out of the villain class again and make him a popular leading man?
The answer seems to be yes. The actor in this case is handsome Lloyd Nolan, the leading man of Paramount's "KING OF GAMBLERS," Tiffany Thayer's story of the slot machine "racket," as it works in many American cities, which opens on at the ......... Theatre.

Nolan plays his first leading role in "KING OF GAMBLERS," after having played nothing but villain roles, and the part was given him because the public demanded it, repeating the amazing history of Gable.

A few days immediately after Nolan's appearance with Fred MacMurray and Jack Oakie in "The Terrors" down as the outlaw leader who shoots Oakie and, in the later sequences, tries to kill MacMurray, a state of affairs which should have mitigated against his popularity.

But letters began to arrive at the studio, many complaining about the fact that Nolan himself is killed in the picture. Later, when he appeared in a similar role with Barbara Stanwyck and Joel McCrea in "You Can't Take Money," the letters began to assume blizzard proportions and the studio authorities decided to do something about it.

They did, and Nolan was given the role of a newspaperman who is assigned to follow down Akim Tamiroff (who plays the title role in "KING OF GAMBLERS"). He does, but falls in love with Claire Trevor, Tamiroff's girl friend, in the process, which complicates matters considerably.

Nolan's role is a highly sympathetic one and affords him ample opportunity to prove that he can do much more than sneer, smirk and scowl. Gable had to prove he could do that only a few years ago, and look where he is to-day!

Action Romance

The slot machine "racket" operating in a big city forms the plot of "KING OF GAMBLERS," directed by Claire Trevor, Lloyd Nolan and Akim Tamiroff, and includes Larry Crabbe, Helen Burgess, Porter Hall, Harvey Stephens and Robert Florey directed the drama.

Tamiroff Again Cast As "Big-Shot" Gambler

So well did the public receive Akim Tamiroff as a "big time" gambler dressed in modern clothes that he may never wear a kimono, turban, fez or tunic again. The noted character player appeared as multi for the first time in "Her Husband Lies," and did so well he was immediately cast for a similar role in "KING OF GAMBLERS," Paramount's Tiffany Thayer story of the slot machine "racket," which opens on at the ......... Theatre.

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They called him king of gamblers, but he never took a chance... with money or a girl!

Adolph Zukor presents
"KING OF GAMBLERS"
(Caesar of the Slot-Machines)
A Paramount Picture with
CLAIRE TREvor LLOYD NOLAN
AKIM TAMIROFF LARRY CRABBE
HELEN BURGESS PORTER HALL

Directed by Robert Florey

A daring, sensational story ripped from the headlines and told on the screen in a picture that pulls no punches!

KING OF GAMBLERS
It's a Paramount Picture
CLAIRE TREvor LLOYD NOLAN
AKIM TAMIROFF LARRY CRABBE
HELEN BURGESS PORTER HALL

Directed by Robert Florey

ORDER NOW

It Pays to Display
“NEWS—FLASH” POSTERS

News-Flash posters can be made up with various headlines, so that each one will have a fresh eye-stopping value. They can be planted in shop windows and at other likely points of your neighbourhood. Where possible, secure from local newspapers photos of slot machines being smashed, and use them in conjunction with the following copy: "SLOT MACHINE RACKET SMASHED!... A big city's slot machine racket is exposed, and the catchpenny racket king's vice rule is smashed. See the most daring film to come out of Hollywood this year... 'King of Gamblers, etc...'.

CO-OPERATIVE STORE CONTEST

A co-operative store stunt can be based in the "lucky combinations" of standard "fruit" machines, as part of your advance or current campaign for the picture. The co-operating store can be supplied with a quantity of printed tickets, each carrying a sketch and type identifying it as an "orange," a "lemon," a "plum," etc. The store can give one card with every purchase, and offer prizes for various combinations obtained by shoppers. By issuing cards marked "first orange," "second orange," etc., and requiring that only a combination of first, second and third of any symbol rates a prize, the maximum number of prizes can be controlled. Thus only two "third bars" need be issued, while any quantity of "first" and "seconds" can go out... with no danger of more than two "jackpots" or grand prizes being required. A cash prize can be made the jackpot, while inexpensive merchandise and ticket prizes can be put up by both the store and your theatre for other combination prizes. The stunt can be ballyhooed in newspaper advertising, displays in your lobby, and store window displays. Copy in all spots can follow the line: "BEAT THE 'KING OF GAMBLERS'—WIN A JACKPOT AT BLANKS!" etc.

INDOOR GAMES TIE-UP

The title "KING OF GAMBLERS" lends itself at once to a tie-up with stores dealing with such indoor games as Playing Cards, Roulette Wheels, Monopoly, etc. Make your contacts with such stores well in advance of your playdate and keep the stunt running concurrent with your showing the "King of Gamblers." It is suggested that the Ad. Sales Midget Window Cards provide an excellent basis for a tie-up of this nature used in conjunction with copy of the following order:

"We specialise in games of chance, and varieties of indoor skill sports. The (theatre) is specialising this week in a film about a man who went too far in his gambling lust—a "King of Gamblers!"

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 5,000 agents. Max Factor products are used exclusively in the Paramount studios and by every star appearing in Paramount's "King of Gamblers." 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.1.

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Here are four from our Color-Glos selection:
Martha Raye; Burns and Allen; Eleanor Whitney and Marsha Hunt.