PRESS SHEET
AND AD-SALES CATALOGUE

ADOLPH ZUKOR PRESENTS

LADY BE CAREFUL

WITH
LEW AYRES, MARY CARLISLE,
LARRY CRABBE, BENNY BAKER,
GRANT WITHERS

Based on a Play by Kenyon Nicholson and Charles Robinson
Directed by J. T. Reed

A PARAMOUNT PICTURE
LADY BE CAREFUL

• STORY •

THE U.S. battleship Minneapolis puts into harbour with the whole crew—except the stout Barney and the shy Jones—eager to get ashore and meet girls. Jake, a brawny Marine, after boasting of his conquests, tries to attract the attention of six pretty girls in a small sailing boat, but to the sailors’ delight, the girls snub him.

Jones hires a rowing boat to go fishing. In a sudden fog, the sailing boat capsizes the rowing boat. The girls fish Jones out of the water, and take him to their father’s yacht. The father threatens to take the sailing boat away, but Jones says the accident was his fault. When they take Jones back to his ship, the grateful girls all kiss him good-bye, and the envious sailors nickname him “Dynamite.”

As they near Panama, Barney boasts that Dynamite can get any girl he wants there. Jake bets him that Dynamite cannot make Billie Jackson, the very exclusive dancer in Clancy’s Casino, give him the ribbon she won in a beauty contest with the title “Miss Panama.” Barney stakes his watch, an heirloom, on Dynamite, and the other sailors bet on one side or the other.

By telling Dynamite that he dare not go home without his watch, Barney persuades him to try his luck with Billie. To get out of meeting a rich but objectionable customer, Billie dances with Dynamite, and lets him see her home. Betting becomes keen, helped by the wagers of the other Casino girls.

Two nights later Dynamite goes to Billie’s flat. He has just convinced her of the sincerity of his love when there is a terrific row outside—Jake has staged a parade of his supporters to tell Billie about the bet. Billie is very angry, but Dynamite apologises so humbly that she forgives him. Dynamite mortgages his pay to buy an engagement ring, and Billie accepts his proposal, but when he asks for the ribbon, so that Barney can redeem his watch, she angrily takes off his ring, and leaves him.

On the last night of their shore leave, Barney tries desperately to patch up the quarrel, and finally goads Dynamite into a “cave-man” attitude which alarms Billie, and when he dares her to call for help she does so. Jake, on shore patrol, rushes up with his men and arrests Dynamite, in spite of Billie’s protests. The noise they make brings to the scene a lieutenant, who sends Jake and his men away.

Dynamite finds himself holding the “Miss Panama” ribbon, which Billie had given him to wipe the lipstick off his face, and tosses it out of the window to his friends in the street. Then, putting the ring back on Billie’s finger, he takes her in his arms.

• PLAYERS •

Lew Ayres
Mary Carlisle
Benny Baker
Larry Crabbe
Grant Withers
Irving Bacon
Barbara Barondess
Sheila Bromley
Furnell Pratt
Jack Adair

• PRODUCTION •

THEODORE REED
KENYON NICHOLSON & CHARLES ROBINSON
DOROTHY PARKER, ALAN CAMPBELL AND HARRY RUSKIN

CERTIFICATE “U”
LENGTH 6422
RUNNING TIME 72 MINUTES
REGISTERED NO.: F.13672

British Paramount News
Lew Ayres Director-Actor

EXPERIENCE as a director behind the camera makes you a better actor, and acting in front makes you a better director, is the opinion of Lew Ayres, Paramount player who has the leading role in "Lady Be Careful," which is to open shortly at the...Theatre.

Ayres, who has been actor and director in turn, believes that work as both actor and director is invaluable, and that it gives an individual insight into the problems of the man on the other side of the camera in both cases—when he is either doing his job in front of the lens or behind.

As director, Ayres can more easily understand what an actor can do in a scene, since he himself has been in the actor's place. As actor, he finds he understands a director's orders and ideas more quickly, after having himself steered pictures to completion.

In "Lady Be Careful" he is cast as a timid sailor who, because he has accidentally gained a reputation as a Romeo, is persuaded to "date" Mary Carlisle, the most exclusive and haughty blonde in the port where the fleet are spending their shore leave.

Stooge's Stooge

Joe "Frankenstein" Ploski, one-time stooge of Benny Baker—who himself was once a stooge for Lou Holtz—makes his movie debut in a supporting role in Paramount's "Lady Be Careful.

He has the name of "Chowowski," the name which Baker used when stooging for Holtz.

Refuses To Go Hollywood

What happens to a swimming champion when he becomes a movie star? Does he "go Hollywood," allow himself to get soft, and forget his swimming prowess?

Not if he's Larry Crabbe, who made his screen debut in "King of the Jungle," and has remained to work his way into better and more civilized roles—such as his current portrayal in Paramount's nautical comedy, "Lady Be Careful," now at the...Theatre, in which Crabbe has an important part in support of the romantic lead characters, Lew Ayres and Mary Carlisle, which introduces him as a Marine sergeant.

A daily three-mile swim in the tank; two fast fifty and hundred yard dash tries, and occasional rounds of handball and boxing are a part of his routine. He is in as good, if not better, condition than he was when he first went to Hollywood. Standing six feet, one inch, he weighs about 140 stone, has a waist measurement of a trim 32 inches, topped by a chest measurement of 45 inches. He's still an athlete, though he is first and foremost, to-day, an actor.

LEW AYRES

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Exception

Once in a blue moon a motion picture "kid player" is successful as an adult actor after he has grown up; more often the child actor becomes an unknown when he reaches the "awkward age."

Wesley Barry, appearing with Lew Ayres, Mary Carlisle, Larry Crabbe, Benny Baker and Grant Withers, in Paramount's "Lady Be Careful," now at the...Theatre, is one of the blue moon exceptions.

The jinx of the awkward age was avoided shrewdly by the boy actor, who got his start as a freckled kid in the early silent films. When he began to outgrow boy roles, Barry left the movies for musical comedy and vaudeville.

Grown up, he returned to Hollywood and has now begun all over again.

Mary Carlisle Plays Leading Role

Mary Carlisle has the leading feminine role in Paramount's "Lady Be Careful," a fast-moving, laugh-studded farce depicting the adventures of sailors on shore leave which is now at the...Theatre.

Lew Ayres, Larry Crabbe, Benny Baker and Grant Withers have the other leading roles in the comedy. The story centres around Ayres, a timid sailor who accidentally gets a reputation as a "woman-killer," and Crabbe, a Marine who spends his

hours at sea boasting of his romantic prowess.

The plot is further involved by a bet made by shipmate friends of Ayres. The wager is that the timid sailor can make a "date" with the most exclusive girl in Panama City, a blonde dancer who lacks sailors and who has become universally known as "Stonewall" Jackson to the fleet. To prove that he has succeeded, Ayres is to return to his ship after shore leave with a ribbon, won by the dancer in a beauty contest.

How Ayres gets his appointment, gets the ribbon, and gets the girl in the bargain, brings the film to an hilarious climax.

Dorothy Parker, Alan Campbell and Harry Ruskin wrote the dialogue for "Lady Be Careful," and J. T. Reed directed.

Mary Carlisle

Block No. 7a.
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For 'Reel' News Page 3
Hilarious Comedy With Nautical Tang

LEW AYRES and MARY CARLISLE
Outstanding Cast in
"Lady Be Careful"

(Prepared Review.)

L EW AYRES, Mary Carlisle, Larry Crabbe, Benny Baker and Grant Withers head the cast of Paramount's uproarious nautical comedy, "Lady Be Careful," which opened yesterday at the.........The farce deals with the exploits of a mild young sailor who suddenly finds that he has gained a reputation as a demon with women and that in consequence he has been slated to make a "date" with the most inaccessible blonde of Panama City, Miss Carlisle.

"Lady Be Careful" opens aboard a battleship, where Larry Crabbe, a marine, is boasting of his prowess with women. He makes a bet that he can meet a group of society girls, seen aboard a small yacht, nearby.

Crabbe fails, but Ayres, known as "Dud" to his fellow-sailors, obtains a boat and goes fishing and gets rammed by the girls' sailboat. They rescue him and take him ashore, eventually bringing him back to his ship several hours after his shoreleave permit has expired and kiss him good-bye in front of the ship's crew. "Dud," immediately becomes "Dynamite" in the eyes of his fellows.

On the basis of this new-found fame as a Romeo, his pals make a bet that he can even make the acquaintance and take out Miss Carlisle in Panama City, a girl whose coldness to sailors has won her the name of "Stonewall" Jackson.

This bet is the basis of the hilarious story that follows in which Ayres subsequently meets and becomes engaged to the girl by the end of the ship's stay in port.

Dorothy Parker collaborated with Alan Campbell and Harry Ruskin in writing the screen play, and J. T. Reed directed.

LEW AYRES and MARY CARLISLE consider the nautical aspects of love in Paramount's breezy comedy, "LADY BE CAREFUL."

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

Romantic Sea Farce

Laugh-Riot of Sailors on Shore Leave

Paramount's "Lady Be Careful," a romantic laugh-riot of sailors on shore leave in Panama City, featuring Lew Ayres, Mary Carlisle, Larry Crabbe, Benny Baker and Grant Withers, is now at the.........Theatre.

"Lady Be Careful" introduces Ayres as a timid sailor whose inexperience with women has earned him the name of "Dud" among his crew mates. Crabbe, a Marine, has a reputation for having left a string of broken hearts reaching halfway around the world.

Ayres gets his nickname changed from "Dud" to "Dynamite" by an incident during one day of shore leave. Crabbe has attempted to meet a group of society girls who are boating near the crew's battleship, and failed. Then Ayres, fishing, is involved in an accident with their sailboat and not only meets them but is brought back to his ship, in style, by the group.

On the basis of his new-found reputation, Ayres is made the subject of a bet as the boat docks at Panama City for several days of shore leave. His crew mates wager that he can meet, make love to, and even get a memento from the sailor-hating, glamorous blonde dancer in the city, Miss Carlisle.

The means by which he wins the bet and the memento—and the girl as well—forms the plot of the farce.

The picture is based on a screen play written by Dorothy Parker, Alan Campbell and Harry Ruskin from a play by Kenyon Nicholson and Charles Robinson, and is directed by J. T. Reed.

MARY CARLISLE

Appearing in the Paramount Picture,
"LADY BE CAREFUL."

House Organ Block No. 9a.
Hired at 2/-.
Use These Compelling Blocks!

Lady Be Careful

It's a Paramount Picture

with Lew Ayres
Mary Carlisle
Larry Crabbe • Benny Baker • Grant Withers
Directed by J. T. Reed

Press ads that impress!

No. 6
2 Inch Double Column Block
Hired at 2

HE HAD A SWEETHEART IN EVERY PORT . . . BUT HE NEVER LANDED ANYWHERE! All hands on deck for the rollicking romance of a glib-shy sailor . . . and a sailor-hating dancer!

Lady Be Careful

with Lew Ayres
Mary Carlisle
Larry Crabbe • Benny Baker • Grant Withers
It's a Paramount Picture Based on a Play by Kenyon Nicholson and Charles Robison • Directed by J. T. Reed

No. 2
Single Column Block
Hired at 2

Watch him, baby! ... He tells that to all the girls!

For 'Reel' News
Pointers for Your Campaign . . . .

SEA SHANTY CONTEST.

"Lady Be Careful" is a story of girls and sailors. Why not run a sea-shanty contest during the week preceding your play-date, through your House Organ, or, better still, in co-operation with your local Press, and thus pre-arrange your patronage? Everybody knows the tunes of "Arrack Bill the Sailor" and "Oh, Shenandoah." The contestants' problem is to write new lyrics to these melodies, the winners taking pre-arranged prizes.

The lyrics should embody traditional nautical terms and yet link up with the story of the film, a short synopsis of which could be published from this pressbook.

SURE-FIRE TITLE FOR MERCHANDISE TIE-UPS

"Lady Be Careful" is a great title upon which to base a merchant co-operative campaign. Any stores which are interested in the feminine angle could be contacted for co-operation. Approach them with the idea of linking up counter and window displays with show cards carrying the following copy: "Lady Be Careful" to wear (stores) non-ladder stockings, etc. LADY BE CAREFUL to see Mary Carlisle at the ............. theatre this week.

This angle can also be adopted for Milk Bars, and Dairies, with the following suggested copy: "LADY BE CAREFUL to drink Blank's Grade A Milk, and safeguard your health and beauty, and see LADY BE CAREFUL at the ............. theatre this week."

An enterprising showman can think of other live, aggressive angles with which to use this excellent title.

FILM STAR MODES

BIG FASHION TIE-UP

Modern Merchandising Bureau, inspired by the beauty of Mary Carlisle's fashions in "Lady Be Careful," have prepared a line of smart new modes for national distribution through their affiliated Cinema Shops and Hollywood Fashion Shops.

Contact managers of your local Cineman Shops and Hollywood Fashion Shops for co-operation, and make sure their advertising campaign breaks concurrently with yours.

All stores are being furnished with the regular line of advertising accessories. In addition, theatres should supply a selection of stills and Ad.-Sales material to help give this film the big promotion it deserves.

For any further information on fashion tie-ups, communicate directly with Modern Merchandising Bureau, Ltd., 27-29, Eastcastle Street, London, W.1.

PERMANENT BEAUTY PREPARATIONS TIE-UP

The Max Factor Co., the famous Hollywood manufacturers of make-up and cosmetics, have now opened a distributing organisation in Great Britain. Max Factor products are used exclusively in the Paramount studios and by every star appearing in Paramount's "Lady Be Careful." All leading chemists, beauty salons, hairdressers and departmental stores in the country are now stocking these goods. Contact your local shops and arrange window displays and permanent tie-ups. Supply them with portraits of the stars, obtainable from our Ad.-Sales Department at reasonable charges, and the usual selection of Ad.-Sales material. 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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