Yes Sir! Wednesday was WILD! Wednesday was RUGGED!
The wildest, wackiest, most hilarious and completely bollixed-up day you ever heard of!

Funnest picture that has ever been made in this year or any other!

MAD WEDNESDAY!!

Written and directed by the one and only Preston Sturges who gave you "The Miracle of Morgan's Creek", "The Great McGinty" and other smash hits!

Starring:

HAROLD LLOYD
With JIMMY CONNOLLY, RAYMOND WAREBURN, ARLEN JUDGE, EDGAR KENNEDY, FRANKLIN PANGBORN, LIONEL STANDER, MARGARET HAMPTON, and introducing FRANCES RAMSDEN
Distributed by RKO Radio Pictures

This cover design utilizes a reproduction of the full-page advertisement appearing in LIFE and THE SATURDAY EVENING POST—similar displays being used in COLLIERS, LOOK and the leading motion picture magazines, in an extensive national campaign preparing audiences for the coming of this attraction prior to its presentation on the exhibitor's screen.
**Mad Wednesday**

With Harold Lloyd, 
Brings Much Lion, Much Girl, Much Fun

His Comedy Presents an Office Slave Confronted 
With the Task of Handling a Bankrupt Circus

Acclaimed as the funniest offering, the screen has presented in many a year, RKO Radio's "Mad Wednesday" stars Harold Lloyd in the uproarious story of a man who buys a bankrupt circus and, with a hungry lion, sets out to raise a quick backhurl.

Before he attains his goal he panics all the bankers in town and half of the populace gets involved in the hilarious pursuit of the lion up and down the face of a fifteen-story building, and creates a sizeable one-man riot—all of which adds up for a feast of hilarity for moviegoers.

The trouble all begins when Lloyd, after twenty years as a bookkeeper, is fired from his job. Under the guidance of a bookie, he goes on a two-day binge during which he makes a fortune betting on the horses but spends it all buying the circus. The film introduces as the heroine, Frances Ramond, whom Lloyd learns he has married in the course of his blackout, and Jimmy Conlin heads the supporting cast as the bookie who is dragged into the subsequent proceedings.

Raymond Walburn, Edgar Kennedy, Arline Judge, Franklin Pangborn, Lionel Stander and Margaret Hamilton are featured in the new and fun-filled production, which was written and directed by Preston Sturges.

### PREPARED REVIEW

Laughter is the order of the day at the Theatre, where RKO Radio's riotous new Harold Lloyd comedy, "Mad Wednesday," opened yesterday to a converted audience.

The famous funster has lost none of his skill in delighting a movie-going public, and the new film he stars in is a continual uproar, particularly in the scenes where Lloyd, Jimmy Conlin and a scared lion play a perpetual game of tag on the narrow ledges of a tall office building.

As a bookkeeper who is dismissed after twenty years, goes on a two-day binge and packs up to find where he is the owner of a bankrupt circus, Lloyd has a tailor-made role which he handles in a mature style.

Ludly Frances Ramond makes a charming debut as the heroine, Conlin, as a bookie who finds himself under a bookie's ex-partner in the bookkeeper's exploits, does a great job. Raymond Walburn, Edgar Kennedy, Franklin Pangborn, Arline Judge, Lionel Stander and Margaret Hamilton contribute their share of the hilarity in which Preston Sturges wrote and directed the picture. For those who like to laugh—and who doesn't?—"Mad Wednesday" is certainly what the doctor ordered.

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**LOVE IN A LOCK-UP.** Harold Lloyd, as the rollicking hero in "Mad Wednesday," was a swoon-fringe Frances Ramond under difficulties. The RKO Radio comedy hit, written and directed by Preston Sturges, introduces Miss Ramond to the screen. MAT 2-D (Scene PSD-5:23)

**Laugh-Packed Plot in 'Mad Wednesday'**

Harold Lloyd's adventures with a lion keynote "Mad Wednesday," RKO Radio's hilarious new comedy starring the famous funster, which critics are acclaiming.

The gaiety begins when Lloyd, as a bookkeeper dismissed after twenty years of service, goes on a spree in company with a new-found friend. Two days later he wakes up to find himself the owner of a circus, with the employees claiming for their pay and the animals demanding something to eat.

With his pal and one of the lions, Lloyd tries to raise a quick bankroll and manages to throw the entire city into a panic before he's through. Frances Ramond has the feminine lead in the rib-tickling film, and Jimmy Conlin, Raymond Walburn, Edgar Kennedy and other noted laugh-makers help the up- roar along. The picture was written and directed by Preston Sturges.

**Famed Funster Back**

Bringing Harold Lloyd back to the screen in what is acclaimed the funniest picture of his career, RKO Radio's new "Mad Wednesday" stars the famous comedian as a sedate bookkeeper who becomes the owner of a bankrupt circus he doesn't know how to do with. Frances Ramond has the feminine lead and Jimmy Conlin, Edgar Kennedy, Raymond Wallburn and other noted mirth-makers are featured in the hilarious film written and directed by Preston Sturges.

**Harold Lloyd Opus**

Although Harold Lloyd is rated as one of the greatest screen comedians, he has appeared in only sixteen full-length pictures, after playing in hundreds of comedies. His latest venture is a bookkeeper and a hungry lion on an entire city into a riot, Preston Sturges wrote and directed. The offering features Frances Ramond, Jimmy Conlin, Edgar Kennedy and Raymond Walburn.

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**O-O-H! Desperation and peril spark this scene from 'Mad Wednesday,' written and directed by Preston Sturges. Harold Lloyd and Jimmy Conlin enact the crisis in RKO Radio's riotous comedy.** MAT 1-E (Scene PSD 88)

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**PAGE TWO**

**'Mad Wednesday' Riot**

Acclaimed the funniest picture of Harold Lloyd's mirth-making career, RKO Radio's new "Mad Wednesday" stars the famous comic as a mild-mannered bookkeeper who gets fired, goes on a foot and winds up as the frantic owner of a poverty-stricken circus. With a pal and one of his hungry lions, Lloyd sets out to raise some money, and the results are side-splitting. Frances Ramond makes her debut as the heroine, and Jimmy Conlin, Raymond Walburn and Edgar Kennedy are featured. Preston Sturges wrote and directed the comedy.

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**'Wednesday's' Lion**

Designed for laughing purposes only, RKO Radio's new comedy hit, "Mad Wednesday," stars Harold Lloyd in the side-splitting tale of how one man and a hungry lion manage to panic an entire city. Frances Ramond, Jimmy Conlin, Raymond Walburn and Edgar Kennedy head the featured cast of the hilarious fun-film, which was written and directed by Preston Sturges.
LAUGHTER COMES INTO ITS OWN WITH THIS RIP-ROARING FUNFILM AND ITS ROUSING CAST OF COMICS

RKO RADIO PICTURES

"Mad Wednesday"
Starring

HAROLD LLOYD
With

JIMMY CONLIN
RAYMOND WALBURN
EDGAR KENNEDY
ARLINE JUDGE
FRANKLIN PANGBORN
LIONEL STANDER
MARGARET HAMILTON
JACK NORTON
ROBERT DUDLEY
ARTHUR HOYT
JULIUS TANNEN
AL BRIDGE
ROBERT GREIG
GEORGIA CAINE
TORBEN MEYER
VIC POTEL
JACKIE, THE LION
and introducing
FRANCES RAMSDEN

LIONIZED! Hazards mark the adventures of Harold Lloyd and a pet lion in "Mad Wednesday." In the RKO Radio picture, written and directed by Preston Sturges, Lloyd's co-adventurer is Jimmy Conlin and Frances Ramsden is heroine.

MAT 3-A (Window ledge scene, PSD 116)

A WELCOME HURRICANE OF CONVULSING MERRIMENT

Again in the type of thrill-climaxed comedy that made him one of the screen's greatest funsters, Harold Lloyd has the great vehicle of his career.

A story jammed with side-splitting situations, a swell supporting cast which includes brilliant newcomer Frances Ramsden and Jackie the lion, and an ending that leaves audiences limp with laughter, all mark "MAD WEDNESDAY" as the top mirth-hit of the decade. A swell job of writing and directing by Preston Sturges emphasizes the appeal of this show, a type of entertainment too rarely afforded the public and that now gives a showman's opportunity for exploitation stressing the spectacular angle.

Credits


FOOTAGE 6900 . . . RUNNING TIME 77 Minutes.

TEAMED. Harold Lloyd plays the wacky but lovable hero, with Frances Ramsden as his romantic interest, in "Mad Wednesday," an RKO Radio picture written and directed by Preston Sturges.

MAT 1-C
Laugh-Filled Theme
In Lloyd Comedy

The troubles of a man who suddenly discovers he is the owner of a bankrupt circus full of hungry lions form the hilarious theme of "Mad Wednesday," RKO Radio's new comedy hit starring Harold Lloyd. The famous laugh-getter enacts a middle-aged bookkeeper who is fired from his job, starts off on a wild spree with a newfound boho friend, and wakes up two days later dazed and suddenly aware that he is the owner of a circus.

His hard-won efforts to get rid of the embarrassing acquisition result in a one-man riot that paralyzes the entire city and provides sparkling entertainment for theater-goers. Frances Ramden makes her screen debut as the heroine, and Jimmy Cook as the boholic heads the supporting cast of the gag offering which was written and directed by Preston Sturges. Raymond Walburn, Edgar Kennedy, Franklin Pangborn and other noted comedians feature.

Big Circus Comedy

As the unwinding new owner of a bankrupt circus, Harold Lloyd finds himself in hot water up to his ears in "Mad Wednesday." RKO Radio's new screen-hit which brings the famous comic back to his old position as the greatest funster in pictures. Frances Ramden has the feminine lead, and Jimmy Cook as the boholic. Edgar Kennedy and other noted mirth-makers are featured in the sparkling film, which was written and directed by Preston Sturges.

Model Becomes Starlet

Frances Ramden, who got her first experience before a camera as a Conover model in New York City, makes her screen debut in the feminine lead of "Mad Wednes-
day," RKO Radio's hilarious new starring vehicle for Harold Lloyd. Revolving around the troubles of a timid bookkeeper who finds himself the unwinding and, before long, owner of a bankrupt circus, the picture is said to be the funniest offering of Lloyd's career. Jimmy Cook, Raymond Walburn and Edgar Kennedy head the featured cast of the production written and directed by Preston Sturges.

Harold Lloyd Comedy Brings Circus Lion

With Harold Lloyd at his hilarious best, RKO Radio's new comedy, "Mad Wednesday," stars the bespectacled laugh-vaude in a sparkling take of a show and its consequences. During the first binge of his career, Lloyd as an unemployed bookkeeper, under no circumstances wanting to race horses, but spends the money buying a bankrupt circus, and wakes up to find he has a flock of hungry lions on his hands. His frantic efforts to sell the circus, or at least raise money to feed the animals, provide the riotous highlights of the plot, which climax in a frenzied game of tag with a lion on the window ledge of a tall office building.

Frances Ramden makes her screen bow as the heroine, and Jimmy Cook, Raymond Walburn, Edgar Kennedy and other tried and true funsters add to the gaiety of the film, which was written and produced by Preston Sturges.

Meet Frances Ramden

Being a photographer's model in New York, Frances Ramden learns to pose in front of a camera, but it didn't get her a screen contract. The dark-haired beauty who now makes her film debut as Harold Lloyd's leading lady in the new RKO Radio comedy hit "Mad Wednesday," never planned on an acting career and had to be urged repeatedly to take the film test that landed her before the Klieg lights.

Born in Cambridge, Massachusetts, Frances attended school in her native town, in the Midwest and in Florida. She decided modeling offered an attractive career, and went to New York, where she signed with the noted Conover agency and found herself in steady demand. In Hollywood on a vacation she met Preston Sturges, thus preparing to direct "Mad Wednesday," and after much persuasion was induced to take the screen test which resulted in her being promptly signed for the picture.

A good golfer, Frances says she is only "fair" at other games. She likes music, which she studied intensively during her school days. In addition to being a good pianist, Frances enjoys all kinds of musical works, from fugues to boogie-woogie. She reads extensively, but declines to name any favorite authors or books.

"HOWDY!" A genial sany and chummy lion go adventuring in "Mad Wednesday." Frances Ramden, as the heroine in the mad comedy written and directed by Preston Sturges as an RKO Radio picture.
Advertising

Yes Sir!

Wednesday was WILD!

Wednesday was RUGGED!

THE WILDEST, WACKIEST, MOST HILARIOUS
AND COMPLETELY BOLlixED-UP DAY
YOU EVER HEARD OF!

FUNNIEST PICTURE
THAT HAS EVER
BEEN MADE
IN THIS YEAR
OR ANY OTHER!

MAD
WEDNESDAY!!

Written and directed by THE ONE AND ONLY
PRESTON STURGES
WHO GAVE YOU "THE MIRACLE OF MORGAN'S CREEK," "THE GREAT MIGHTY" and other smash hits!

Diddlesack woke up on
Thursday and found
he owned... a CIRCUS,
a HANGOVER...
38 hungry lions to feed...
and one named JACIE had a PERSONALITY!

starring
HAROLD LLOYD
with JIMMY CONLIN, RAYMOND WALBURN,
ARLINE JUDGE, EDGAR KENNEDY,
FRANKLIN PANGBORN, LIONEL STANDEER,
MARGARET HAMILTON
and introducing FRANCES RAMSDEN
DISTRIBUTED BY RKO RADIO PICTURES

MAT 502—5 cols. x 163 lines (11¾ in.) total, 815 lines
"BASHFUL, EH?" It seems so, as Harold Lloyd struggles with enthusiastic admirers in "Mad Wednesday" written and directed by Preston Sturges. Frances Ramond is introduced to the movie-going public in an RKO Radio comedy. MAT 2-B

' ścian Wednesdays' Lion

Few persons have had the dubious pleasure of being in close proximity to a full-grown, untrained, unleash lion.

In RKO Radio's riotous comedy, "Mad Wednesday," a lion weighing 400 pounds, appears with Harold Lloyd in numerous scenes—and, of course, crew members had to share stages and sets with the big brute.

Mel Kohuta's Jackko, the trainer, has had the lion since the latter was only a few days old. Kohuta indicated that Jackkoe wouldn't hurt even one of his own fleas—but there were many doubting Thomases within sound of the trainer's voice.

Kohuta's exasperation with some of the timid souls filming "Mad Wednesdays" reached a new high when Jackkoe was required to climb a fire escape. The first landing was only about five feet above the sound stage door and Kohuta was on the second landing, coaxing Jackkoe to come up to him.

Now Jackkoe doesn't like stairs, cases, and apparently he thought even less of the fire escape. Instead of going up, he suddenly jumped over the guard rail and dashed headlong toward the stage exit.

Workers and spectators ran wildly in all directions—except in the direction of Jackkoe. Kohuta charged down the steps following for Jackkoe to come back. Finally he caught the beast, seized him by the mane with one hand, slapped him roundly with the other.

"You're crazy out there!" the trainer yelled to the scattered workers.

"What's the matter with you? Why didn't you stop him?"

Incidentally, Jackkoe had his own role in the film. When Director Preston Sturges found "silver threads among the gold," he bundled Jackkoe off to the hairdresser for a heroic rinse.

Jackkoe appears plenty tough in the picture, but an investigation into his past as a veteran actor reveals he has been a female impersonator.

Yes, once when he was pounds lighter and years younger, Jackkoe portrayed a lassie.

When Harold Lloyd, a pol and a hungry lion set out to try and sell a bankrupt circus, the entire cast, in "Mad Wednesday," RKO Radio's new comedy hit, Frances Ramond in the feminine lead and Jimmy Conlin, Edgar Kennedy and Raymond Walburn held the picture's supporting cast.

Although Frances Ramond, who makes her film debut opposite Harold Lloyd in RKO Radio's "Mad Wednesday," never studied drama, her experience as a Converse model has given her a naturalness and ease of manner that indicate she will go far as a picture actress.

Harold Lloyd denies that he "came out of retirement" to star in his current vehicle, RKO Radio's "Mad Wednesday." But Lloyd, "I merely stopped acting, kept my head in production chores and waited 12 years for the right story for myself. I found it in "Mad Wednesday.""

When Harold Lloyd, a pol and a hungry lion set out to try and sell a bankrupt circus, the entire cast, in "Mad Wednesday," RKO Radio's new comedy hit, Frances Ramond in the feminine lead and Jimmy Conlin, Edgar Kennedy and Raymond Walburn held the picture's supporting cast.

Lions Comedy Stars

The problem of what to do with a bankrupt circus motivates the hilarious comedy of "Mad Wednesday," RKO Radio's new Harold Lloyd starring vehicle. Lloyd unexpectedly finds himself the owner of the outfit, and with a pol and one of the biggest male lions he can raise it bankrupt—which leads to some of the funniest sequences ever filmed.

Frances Ramond has the leading feminine role, and Jimmy Conlin, Raymond Walburn, Edgar Kennedy and other noted funsters in the cast. Preston Sturges wrote script and also directed.

...Frances Ramond comes back to the screen in hilarious fashion in "Mad Wednesday," RKO Radio's new comedy hit. Frances Ramond makes her debut as the heroine, and Jimmy Conlin, Raymond Walburn and Edgar Kennedy are featured in the film, which Preston Sturges wrote and directed.

This Lion Balked

Jackie, 100-pound lion who appears in RKO Radio's Harold Lloyd starring vehicle, "Mad Wednesday." Then a slab of horse meat for dinner, but he doesn't care for a horse on the hoof.

One sequence in the new comedy called for Lloyd to lead Jackie up a handcart cab drawn by a sleepy old mule. Jackie seized the license for "No!" and wouldn't budge.

"I knew it," signified the lion's trainer, Mel Kohuta. "He never would work with a horse and I guess he never will. He's temperament!

The production written and directed by Preston Sturges introduces Frances Ramond to the public in her role as the Comic interest opposite Lloyd. She is a veteran of some of the screen's most out-standers in support.

The production written and directed by Preston Sturges introduces Frances Ramond to the public in her role as the comic interest opposite Lloyd. She is a veteran of some of the screen's most outstanders in support.

The Lion and Lloyd

With the help of Jackie, a 100-pound lion, Lloyd turns a whole city upside down in his new Radio serial hit, "Mad Wednesday." The uproarious story deals with the troubles of a weak bookkeeper who unwittingly finds himself the owner of a bankrupt circus.

The film is said to be the first feature film of Lloyd's career. Frances Ramond and Jimmy Conlin head the featured cast of the picture written and directed by Preston Sturges.

One of the most imposing sets constructed for RKO Radio's "Mad Wednesday" depicts the top three floors and roof of a New York skyscraper. The set was one of 50 feet high, and four offices wide across the face. On this set Harold Lloyd, star of the picture; Jimmy Conlin and Jackie, a lion actor, have a will show that climaxes the film.

Big Comedy Crew

Making "Mad Wednesday" live up to its advance notices as "the funniest picture that has ever been made in this or any other year," the Harold Lloyd starring comedy not only has the famous funster in the top role, but also offers some of the screen's most outstanders in support.

The production written and directed by Preston Sturges introduces Frances Ramond to the public in her role as the comic interest opposite Lloyd. She is a veteran of some of the screen's most outstanders in support.

The Man Dog-walks Lion

In Latest Lloyd Film

Hilarity is the theme of "Mad Wednesday," RKO Radio's new starring vehicle for Harold Lloyd, which presents the famous comedian in a riotous series of escapades which are said to be among the funniest of his career.

Lloyd portrays a bookkeeper who is suddenly fired after twenty years, and who lets a chance-at-booking persuades him to take his first drink. When he comes to, a couple of days later, he finds he has purchased a bankrupt circus, and is faced with the immediate problem of feeding his hungry crew.

With his poke and pen and his newly-acquired lions he sets out to raise some money. The laughs come fast and furious as the lion gets away and seampers up the fire-escape of a tall office building, with the two men in panic pupilry pursuing and committed to thrilling hazards.

Frances Ramond makes her debut as the heroine, and Jimmy Conlin portrays the bookkeeper, with such stalwart laugh-getters as Raymond Walburn, Edgar Kennedy and Franklin Pangborn in the supporting cast. Preston Sturges wrote and directed the film.
HERE ARE THE TEASERS!

The four two-column and one one-column ads on this page are designed to give you an advance campaign of interest-stimulating displays. Note the natural progression from number T-201 through T-204. Create anticipation with this teaser campaign!

COMING SOON

MAD WEDNESDAY!!

MAD?? ?????????????????
Here's a movie so funny, so mad, so ballixed-up, that it's...uh...never...well, it's...WELL, YOU'VE GOT TO SEE IT, THAT'S ALL AND SOON

MAT T-201
2 cols. x 46 lines (3 1/4 in.); total, 92 lines

COMING VERY SOON

MAD WEDNESDAY!!

You'll never see a madder picture—or a funnier picture—or a picture that'll have you talking to yourself...and SOON

MAT T-202
2 cols. x 46 lines (3 1/4 in.); total, 92 lines

COMING VERY VERY SOON

THE VERY

MAD WEDNESDAY!!

...the very, very maddest, funniest, screwiest, zaniest, happiest movie to ever come into your life...

VERY VERY SOON

MAT T-203
2 cols. x 49 lines (3 1/2 in.); total, 98 lines

COMING

... not Monday
... not Tuesday
... not Thursday
... not Friday
... not Saturday
... not Sunday

... but

MAD WEDNESDAY!!

THE MOVIE OF THE MADDEST, FUNNIEST DAY THAT'LL EVER HAPPEN...AND SOON

MAT T-204
2 cols. x 84 lines (6 in.); total, 168 lines

MAT T-101
28 lines (2 in.) on 1 col.
Yes Sir!
Wednesday was WILD!
Wednesday was RUGGED!

THE WILDEST
WACKIEST
MOST HILARIOUS
AND COMPLETELY
BOLLIED UP
DAY YOU EVER
HEARD OF!

MAD WEDNESDAY!!

Written and Directed by THE ONE AND ONLY
PRESTON STURGES

who gave you THE MIRACLE OF BROOKLYN CREEK,
THE GREAT MIGHTY and other smash hits!

...maddledock woke up on
Thursday and found
he owned
a CIRCUS,
a HANSOM CAB,
a GIRL...and
a HANGOVER...

36 hungry lions
to feed...and one named

JACKIE...had a
PERSONALITY!

Starring
HAROLD LLOYD

with JIMMY CONLIN - RAYMOND WALBURN - ARLINE JUDGE - EDGAR KENNEDY
FRANKLIN PANGBORN - LIONEL STANDER - MARGARET HAMILTON
and introducing FRANCES RAMSDEN

DISTRIBUTED BY RKO RADIO PICTURES

MAT 401—4 cols. x 160 lines (11 1/2 in.); total, 640 lines
Yes Sir! 
Wednesday was WILD!

Wednesday was RUGGED!

Wildest, wackiest, most hilarious and completely bollixed-up day you ever heard about!

MAD WEDNESDAY!!

Written and directed by THE ONE AND ONLY
PRESTON STURGES

Who gave you "THE MIRACLE OF MORGAN'S CREEK" and "THE GREAT MIGRITY" and other smash hits!

Didlebock woke up on Thursday and found he owned... a CIRCUS, a HANSON CAB, a GIRL and a HANGOVER...

36 hungry lions to feed... and one named JACQUE had a PERSONALITY!

starring
HAROLD LLOYD

with
JIMMY CORTH
RAYMOND WAGNER
AUBREY JUDGE
EDGAR KENNEDY
FRANKLIN PANGBSEN
LIONEL STANDER
MARGARET HAMILTON
and introducing
FRANCES RAMSAY

DISTRIBUTED BY
RKO RADIO PICTURES

MAT 501—5 cols. x 154 lines (11 in.); total, 770 lines
Yes sir! Wednesday was WILD!

THE WILDEST, WACKIEST, MOST HILARIOUS AND COMPLETELY ROLLIFIED UP DAY YOU'VE EVER HEARD OF!

MAD WEDNESDAY!

Written and Directed by

THE ONE AND ONLY
Preston Sturges

Diddlebock woke up on Thursday and found that he owned:

• A CIRCUS
• A HANSON CAB

AND A HANGOVER!!

36 HUNGRY LIONS TO FEED!

AND ONE, NAMED JACKIE, HAD A PERSONALITY!

Starring

HAROLD LLOYD

with JIMMY CONLIN - RAY FRANKLIN PANGBORN
and introducing FRANCIS RAMSEY

DISTRIBUTED BY
RKO RADIO PICTURES

MAT 306—3 cols. x 165 lines (11 3/4 in.); total, 495 lines

MAT 402—4 cols. x 193 lin
THE WILDEST, WACKIEST, MOST HILARIOUS, AND COMPLETELY BOLLIXED-UP DAY YOU EVER HEARD OF!

DIDDLEBOCK WOKE UP ON THURSDAY AND FOUND HE OWNED...

- A CIRCUS,
- A HANSOM CAB,
- A GIRL,
- A HANGOVER
- 36 hungry lions to feed and one named JACKIE had a PERSONALITY!

STARRING HAROLD LLOYD
WITH
- FRANKLIN COHLEN
- RAYMOND WALTER
- ARLINE JUDGE
- EDGAR KENNEDY
- FRANKLIN PIERSON
- LIONEL STANDER
- MARGARET HAMILTON
- FRANCES RAMSEY

DISTRIBUTED BY RKO RADIO PICTURES

MAT 305—3 cols. x 165 lines (11 3/4 in.); total, 495 lines

RAYMOND WALBURN • ARLINE JUDGE • EDGAR KENNEDY
BORON • LIONEL STANDER • MARGARET HAMILTON
FRANCES RAMSEY
DISTRIBUTED BY RKO RADIO PICTURES

lines (13 in.): total, 732 lines

PAGE ELEVEN
'MAD WEDNESDAY' SALES AS A BIG PROMOTION

Exhibitors have the opportunity for hard-hitting cooperation by merchants in the promotion of a “Mad Wednesday” Sale while the picture plays. Urge use of dealer catchlines such as “Prices Go Haywire,” “Mad Bargains,” etc., tying in with the “Mad Wednesday” Sale keynote. The plan has wide scope and its novelty has an appeal both to the trade and to the public. Organize local cooperation well in advance.

All the firms participating should have a big list of special bargains and store wide displays of tie in escutcheons and placards.

Window displays of priced items should be augmented with scene stills, 11 x 14s, cut outs and other display material from the exhibitor.

Merchants should enter into a cooperative ad page in the newspapers, to include copy from the exhibitor.

They should make advance distribution of circulars to their patrons, forecasting the sale, or use the circulars as package stuffers. They may use show heralds for this purpose.

More Ways to Accent Festivity

Print 3" x 6" folders opening to 6" x 8¾". On the cover page use teaser copy: THIS IS DEFINITELY A LAUGHING MATTER. Inside use selling copy and a scene cut.

Office prizes for funny snapshots. Tie in with photo developing services and supply them with placards.

Make an enlarged window album carrying scenes from the show and selling copy. A girl is to turn the pages and also talk to the onlookers via a mike.

Make a 24-Sheet Poster into jig saw pieces. Have it assembled on a billboard in a prominent location, bit by bit, to attract onlookers. Repeat several times during the run of the show.

Offer prizes for the girl coming to the theatre wearing the “wackiest” headgear. Solicit entries in advance. The winner is to be introduced from the stage as “Miss Mad Wednesday.”

Apply enlarged player portraits to the lobby exit doors.

Conduct a contest for girls, with rewards for those most nearly resembling Miss Ramsden.

Sponsor a newspaper Woman’s Page contest for the best recipe for a “Mad Wednesday” Upside Down Cake.

If there is a lion at your local zoo, stage a naming ceremony, the beast to be dubbed “Jackie.”

Stencil the sidewalk leading to your entrance with representations of lion paws.

ORGANIZE A TREAT FOR THE ORPHANS

The riotous fun in “Mad Wednesday” offers an ideal treat via an “Orphans Matinee,” at which the inmates of a local orphanage are the guests. Contact one of your service clubs to finance a morning show for the youngsters and also to organize transportation to the theatre. A newspaper should tie in with the project.

THRILLER CUT OUTS

Suggested for a humorous display piece are enlarged cut outs, as illustrated. They comprise enlargements from Stills PSD 84 and 38; or, other scenes can be adapted. The set-up can be in the lobby, or above the marquee.

Suggested style of special sale placard.

We’re MAD to offer such Bargains these days! It’s our MAD WEDNESDAY SALE

Gags!
Grinds!
Gadgets!
Spectacular comic exploitation in tune with "Mad Wednesday" can signalize the mood of the production. Efforts should be made to organize an all-around-town observance for which special stunts should be organized or stimulated.

LAUGH ANTIDOTES. Make a display panel of ice bags, sedatives, earmuffs, straightjacket, hot water bag, smoked glasses, and other odds and ends, placarded; "Use these if you go into convulsions of laughter at 'Mad Wednesday'."

CRACKER BARREL. At the theatre, or in another location, have a barrel containing imprinted bags each containing an animal cracker. Certain ones will be lions. Have gratis drawings from this barrel, the lion items to entitle holders to guest tickets. This is an advance stunt.

ADVANCE CARDS. During the week before opening, have your ticket sellers hand a card to each patron announcing that the following week will be a "Mad March Week in honor of 'Mad Wednesday'."

LOYD'S-ABOUT-TOWN. Enlist local young men to impersonate Harold Lloyd, each bespectacled and wearing loud clothes. They are to go about town, then assemble for judging of their impersonations. Promote prizes for the winners. Have photos taken of them for lobby and newspaper display. Or, door prizes may be given for impersonators coming to the theatre.

BOOK STORES. Have dealers display volumes by comic authors and cartoonists, with placards tying in with your show.

TALKING LION. Make a cut out enlargement of "Jackie," the lion, for the lobby. Rig it with sound effects operated from inside the theatre, interspersing roars with selling talk for the show.

MAD ART. Make an exhibition of futuristic paintings offered by local artists, with "gag" captions appended. This for the lobby or for a store window to tie in with the show.

WACKY FOOTRA. Have runners in shorts, each man wearing glasses like Harold Lloyd's, race to the theatre from a given point. Each is to wear a banner on his back reading: "We're running like mad to see Harold Lloyd in 'Mad Wednesday' at the Theatre." Tying in with the football season, a crew of gridiron players may do likewise.

SACK RACE. Also culminating at the theatre, have a "Mad Wednesday" sack race by volunteer contestants, the winner to be awarded a prize. Publicize all of these stunts.

A girl artist, costumed like Miss Ramsden in the film, should paint scenes from the show in a store window.

Provide placards to record dealers which will bear ties-in copy with your show, the dealers to feature humorous records.

Get permission to post traffic signs: "Drive carefully, even if it's 'Mad Wednesday' at the Theatre."

BANK PLACARD. After 20 years with one concern, Harold Hildebrand, practically broke, was dismissed. Learn from Harold Lloyd's comedy, "Mad Wednesday," now at the Theatre. Start a savings account against a rainy day!

"MAD WEDNESDAY"opo incites 'MAD' EXPLOITATION

WELCOME BACK TO THE SCREEN HAROLD LLOYD!

Thanks for the fun in "Mad Wednesday!"

Hollywood, Calif.

Harold Lloyd

PERFORMER IN LOBBY

Enlist an usher or other young man with a flair for comedy to impersonate Harold Lloyd in his "Mad Wednesday" role. He is to entertain the public with imitations of the comedian in his film role, as an attraction device. Adapt the costume from the various scene stills. The impersonator also can perform in other spots about town.

MAMMOTH POSTCARD

For a lobby effect post a "Lloyd size" postcard addressed to Harold Lloyd and bearing the "Welcome Back" copy. Space is left underneath for signatures of patrons who have seen the show. Use an 8 x 10" portrait of Lloyd as the stamp. When the signatures space is filled, provide new space.

GIRL USHERS

Effective will be the costuming of girl ushers in actor's smocks, as worn by Frances Ramsden in "Mad Wednesday." See illustration, page 33, for the appropriate attire.

BALLYHOO VIA TOURING TRUCK

Use 24-Sheets on the sides of a truck; or, use mounted cut-outs of the lion and man from the lower part of the poster and applied to the sides of the truck. A Lloyd impersonator can work on a platform on the truck. Use loud speaker effects for lion roars, etc. from the Radio Spots transcription platter.

GREAT COMEDIAN!

FAMOUS FILM "PROPS" by LLOYD

These are the "trademarks" of the World's Great Comedians!

CHARLIE CHAPLIN'S ACCESSORIES ARE KNOWN THE WORLD OVER.

EOGAR BROWN'S FAMOUS BLOCK OF WOOD IS IMMEDIATELY KNOWN AS CHARLIE MCCARTHY.

AND THE EYE GLASSES OF HAROLD LLOYD HERALD THE RETURN OF THIS FAMOUS COMEDIAN IN "MAD WEDNESDAY"

TEASER NEWSPAPER MAT

The above Two-Column cut is available for use as a novelty newspaper illustration or for imprint on circulars with theatre billing added. A One-Column reproduction by a local artist could serve as a lobby display.

Use MAT 2-X
LION GROUP

AS A LOBBY CUT-OUT
Use Still PSD 101 which is the basis of the Scene Cut shown herewith. Enlarge the photo as a cut-out mounted display. This makes a dramatic feature for the lobby or for the marquee.

SPECIAL LION ROAR TRANSCRIPTION
This 16-inch disc, 33⅛ RPM, with sound on both sides, features not only "Mad Wednesday" selling talk, but carries lion roar effects in its four 50-Second, twelve 20-Second and eleven 15-Second selections. Apply at RXO Radio exchanges for your use of them on radio time.

SPECTACULAR AERIAL EFFECT
Employing enlarged and mounted cut-out figures from Still PSD 116 (illustrated) arrange them on a third story front of a building to obtain a teaser device for "Mad Wednesday." The lion may be anchored in position, but the human figures should be loosely secured so that they will sway somewhat. A sidewalk sign can refer to the stunt.

MADMAN BALLYHOO AT LARGE
A performer on the street may carry a placard on his back. However, this placard may be upside down, and be only read easily when the man stands upside down on his hands. He does this at intervals, drawing a crowd each time.

RADIO SPOTS FOR LOCAL TIME
Announcer: "Monday, Tuesday, Thursday, Friday, Saturday and Sunday.
What Happened to Wednesday? That's the day the world went mad for Harold Lloyd in 'Mad Wednesday,' now at the . . . . . . . Theatre, with Frances Ramsden adding the madness."

Announcer: "Something new has been added! World famous Wall Street's Bulls and Bears have been joined by a rampaging, roaring lion on a hilarious 'Mad Wednesday'! See Harold Lloyd and Frances Ramsden at their panicking best in 'Mad Wednesday,' now at the . . . . . . . Theatre with a great cast of laugh-makers."

Announcer: "Did you ever miss a complete day in your life? Did you ever start out on a Tuesday evening, wake up Thursday morning and wonder what happened to Wednesday? See the wild adventures of a man who changed from milk toast to raw meat on a day out of his life to make laugh history! It's 'Mad Wednesday,' starring Harold Lloyd now at the . . . . . . . Theatre, with Frances Ramsden as his heart interest."

Announcer: "Is there a day in your life with all your adventures crammed into it? Well, a day in your life you'll remember is 'Mad Wednesday,' now at the . . . . . . . Theatre, starring Harold Lloyd, with Frances Ramsden and a great crew of funsters."

LOBBY REVIEW BOARD
Attention-riveting value is found in a lobby board as suggested in the illustration. Pick up national and local reviews for posting on this board, along with decorative spots.
"Mad Wednesday" Topical Scenes From Sets "A" and "B"

These Stills feature special action, portraits not illustrated herewith, and group shots from "Mad Wednesday," and offer a wide selection for exploitation purposes. All are marked "PSD"; certain ones having an added "S".

SKY ACTION: PSD 74, 79, 84, 88, 116.
BARROOM: PSD 14, 31.
ARLINE JUDGE: PSD 5-42.
LION ACTION: PSD 35, 38, 45, 52, 60, 80, 83, 98, 99, 101, 102, 106, 114, 115.
LLOYD, RAMSDEN: PSD-5 23, 24, 25, 52, 55; PSD 66, 72.

ALL SCENE STILLS AT NATIONAL SCREEN SERVICE
ORDER FROM NATIONAL SCREEN SERVICE

22 x 28 DISPLAY, Style "A"

22 x 28 DISPLAY, Style "B"

11 x 14's SET OF EIGHT

HERALD . . . 9 x 12