Music and mile-a-minute thrills as GENE routs cutthroat cattle rustlers in a jamboree of danger and romance!

GENE AUTRY
Melody Trail
A RE-RELEASE

with
SMILEY BURNETTE
and ANN RUTHERFORD
A Republic PICTURE
STORY OF A DOG WHO HAS WON SPOT IN HEARTS OF MILLIONS

There is the romance of young girls who come to Hollywood and become stars overnight; there are the stories of the vain struggles of young men who achieve stardom after going through the steady Hollywood grind. But now there is a new success story to intrigue the American public — the story of a dog who, unknown a short time ago, has now won a place in the hearts of millions of theatre goers throughout the United States.

That dog is Buck, whose remarkable acting and perfect training in the "Call of the Wild" has endeared him to the forefront of the nation's favorites.

The next vehicle in which he appeared following the "Call of the Wild" was "Melody Trail," a picture with a western background, featuring Gene Autry, the singing cowboy star. Buck's work with Clark Gable, Jack Oakie and Larreta Young in the "Call of the Wild" won him a fine contract and his work in "Melody Trail" is said to justify the statement, made by critics throughout the country that there has never been an animal of any breed which has shown the perfect acting qualities and training of this animal. Buck is a cross between a Newfoundland and a St. Bernard, and he weighs over two hundred pounds.

Making him work is not a difficult matter, as the animal seems to understand every command. Indeed, perhaps the only difficulty ever encountered with Buck is to induce his set "savage." The huge animal has such a friendly disposition that his every movement is that of a gentleman. It requires longer to make him sit than it does to make him stand up, and he is very good, too, at doing any other single act for the camera.

Buck, who belongs to the kennels of Hollywood's most noted animal trainer, goes through the usual routine of情人 such animals who are required to star in the making of the motion picture. The dog, however, has been regimented and weighted down in his exercise routines which he particularly enjoys. The result is a tendency to put on weight. Buck is, in fact, a splendid opportunity to go through a large repertory of tricks.

Artistic Hobby

One of the most artistic hobbies in Hollywood is claimed by Buck. There is none more famous for his artistry of voicing the song of the cancan than Buck. His versatile fingers Autry molds to the shape of a cowboy hat, with upturned brim and with its bristles in the clay in a little gas oven, he has found the most popular potpourri into a beautiful brownish red. It is all formed, curled and bonded by Gene's friends as useful and artistic.

Republic re-releases of Autry's starring western pictures, "Melody Trail" is now showing at the Theatre, with Smiley Burnettte, Ann Rutherford, Wade Boteler, Al Bridge, Willy Castle and Buck, the famous dog of "Call of the Wild," Western Hero

Gene Autry, currently starring in Republic's re-release of his most popular western, "Melody Trail"

1 Col. Scene Cut or Mat 11A

Trouble Ahead

Gene Autry and player in a scene from "Melody Trail," Republic's re-release of the popular musical western

1 Col. Scene Cut or Mat 11B

WHEN GENE BAKED A CARAKE STRANGE THINGS HAPPENED

Smiley Burnettte didn't quite like the role of assistant cook in the movie "Melody Trail," Republic's re-release current at the Theatre.

He seemed surprised that Gene Autry had never seen this line in this sequence and was amazed when Gene decided to take the role.

Smiley watched Gene mix the egg, blander the cake in the oven. There was a grin on his face which Gene didn't like so well. The cake was baked, but it seemed terribly heavy to Gene. He figured maybe it had dried out and set for awhile it would cool off. It was placed in a cool spot and the company went on location to shoot some of the final scenes of "Melody Trail." When they came back an hour or half hour later, the cake had become so heavy that they could not lift it. An investigation disclosed the reason, the disgruntled Burnettte while Autry's back was turned had poured a goodly portion of cement into the flour.

"You can use it for a cornerstone when you build yourself a kitchen," said Smiley Burnettte.

GENE AUTRY'S PORTRAYAL OF BULL COOK MAKING AN UNUSUAL SITUATION

"I don't know why my playing the part of a cook in some sequences in 'Melody Trail' should be a source of amusement," said Gene Autry, famous Republic star, in an interview at the Republic Studios.

"It seems that despite the fact women have been cooking for centuries and should be adept in the culinary art, that in all spots where exceptional cooking is required for the public in general — such as in hotels; refets; or even on western ranges, a man is always required to fill this role.

"Practically all of the farm cooks of history have been men and the two most famous who ever lit a fire or stirred a saucepan were also noted in other lines. One of these was Alexander Dunn, the famous author whose especial hobby was cooking and who was rated to have invented more than thirty different sauces.

"The author of the most famous of all cook books was a Frenchman and also an art connoisseur of note.

"Yet, when I amused to play the role of 'Bull cook' that's of a man cook, in a sequence in "Melody Trail," practically everyone thought it a very amusing situation, in spite of the fact that almost every large western ranch erated the cooking of their food to men."

"Melody Trail," Republic's re-release which comes to the screen next week, in addition to Gene Autry and Smiley Burnettte, includes a splendid cast among whom are Buck, the famous dog of "Call of the Wild," and stars of the Republic western performers as Ann Rutherford, Wade Boteler, Al Bridge, Willy Castle, Marie Quillen, Fern Emmett, George DeNorman, Marion Doverly, June Beal, Jane Barnes and Baby Shah.

Kite-Flying

Kite-flying is one of the delightful hobbies of Gene Autry, Republic's singing and dancing cowboy star. A location in the Sierra Nevada mountains near by the Theatre next week, for "Melody Trail" Republic's re-release of the original action picture now at the Theatre, included two kites in a hardware store, finding ground over which they were sent by the fierce winds which blew down from the high peaks of the mountains.

Bad Man In Trouble

Gene Autry has control of the situation, in a scene from "Melody Trail," Republic's re-release of one of Gene's most popular pictures.

2 Col. Scene Cut or Mat 22B

COWGIRLS ACTUALLY RUN ENTIRE RANCH IN AUTRY WESTERN

At last the "cowgirl" (who is never seen on ranches but is purely a figure of fiction) comes into her own.

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Girls who can ride well have put on cowboy costumes and participated in rodeos and races and for that reason a romantic legend has grown. The truth be told, however, a ranch is shown which is run entirely by female hands, and it is the first instance in which such an amusing situation has been created for the screen.

"Melody Trail" is the Republic Western in which Gene Autry sings many of his own songs, and is supported by the same comedy character Finlay Currie. It is the director's favorite, "Tumbling Tumbleweeds." The picture also brings to the screen in her second starring vehicle Ann Rutherford, glamorous. In the addition the cast includes Buck, the famous dog of "Call of the Wild," Wade Boteler, Al Bridge, Willy Castle, Marie Quillen, Fern Emmett, George DeNorman, Marion Doverly, June Beal, Jane Barnes and Baby Shah.
Gene Autry and a group of western lassies, in a scene from Republic's re-release of the popular musical western, "Melody Trail." 2 Col. Scene Cut or Mat 22C

EXCITING RODEO AND BRONCO RIDING FEATURE AUTRY FILM

In the opening scenes of "Melody Trail," Republic re-release which comes to the Theatre next week, there is shown an old fashioned rodeo and bronco riding contest, which is still a part of the present day. Between competing ranches developed in commercial orchards.

Staunch Pals

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Gene Autry, Ann Rutherford and "Buck" the wonder dog, in a scene from "Melody Trail," a Republic re-release.

FINE MUSIC, GOOD COMEDY AND FAMOUS STAR IN NEW FILM

Gene Autry, famous composer of Western songs brings a number of very fine new compositions to the screen in "Melody Trail," Republic's re-release of his starring picture which came to the Theatre next week.

One of the highlights is "Hold On, Little Dogie Held," which is not what it implies to be, a song about domestic animals, but a catch phrase which has gone off to another herd and these little cowpokes who are given special attention by the cowboys, provide the theme for the song.

Among other new and melodious numbers are "Melody Trail," "Ride Down The Bottom," "A Lone Cowboy On The Trail," "Western Lullaby," "My Neighbor Has A Cowboy For A Husband," and "The Wedding Supper Be." The "Melody Trail," which is a live, breezy western story, is the kind of thing there is Smiley Burnette and Gene Autry, Ann Rutherford, Wade Beeler, Elridge, Willy Castillo, Marie Quillin, Fern Emmett, Gertrude Messinger, Tracy Lane, George De Norman, Marion Dowling, June Reed, Jane Barnes, Baby Shah and Buck, the famous dog of "Call of the Wild."
In “Melody Trail”.

Story

GENE AUTRY (Gene Autry), nationally known radio and phonograph star, appeared in the grandstand Millicent Thomas' (Ann Rutherford), beautiful daughter of a wealthy beef rancher, and is at once attracted to her. Gene wins the homecoming dance and wins the heart and the hand of the homesteading beauty. The next day, Millicent comes to the local employment office in town to secure the services of a new cook and butler cook for the Triple T Ranch. Kirby and the other cowboys have been fired by the temperamental Thomas and Millicent has persuaded him to hire cowgirls in their stead.

Acompanied Millicent and her father, is their large dog, Souvenir, who is in the habit of stealing anything that isn't nailed down. On the way back to the ranch, Souvenir wanders off to a guns camp, and promptly of the sleeping baby of Franta and Perida (Marie Quillen), bastet and all, and drags it home. Millicent decides to take care of the baby until its owner can be found.

Meanwhile, Gene, seeing Millicent emerge from the employment office in town, enters the office, and offers himself and Frong for the job as cook on the Thomas ranch in order to be near the girl. Armed with a cook book, Gene and Frong are riding out to the Thomas ranch, when Frong decides to take a stroll and gets lost. While walking with the calf, Frong runs into Millicent's cowgirls, who are looking for a lot of trouble, which have just been rustled. Frong is accused by the foreman of being a rustler, and is chased off with bullets at his heels.

When they finally reach the Triple T Ranch and present themselves to old man Thomas, Millicent appears with the baby which Gene and Frong are led to believe belongs to her. Thomas has his doubts about hiring the two as cooks, but when Gene risks his neck to stop a fight between two of his hands, Thomas weakens and hires them. Gene and Frong, however, soon discover that it takes more than a cook book to make a cook and a valet.

Later that evening, Gene is summoned to the ranch house expecting to be fired, but in his parlor neighborhood Millicent wants him to mind the baby while she accompanies her father into town.

Next morning, Franta, the Gypsy, looking for his baby, appears at the ranch and Millicent is only too glad to help in her return. Gene and Frong see Franta leave with the baby, are certain that he is a kidnapper, and chase the Gypsy. Gene rescues the baby, turns it over to Frong to take home and captures Franta, whose guilty conscience forces him to give Gene back his money. Gene turns Franta over to Souvenir who takes him back to the ranch while Gene sets out to save the herds.

An outstanding musical score.

“Hold on Little Doggie Hold On” — by Gene Autry & Smiley Burnette
“Melody Trail” — by Smiley Burnette
“Way Down on the Bottom” — by Smiley Burnette
“A Lone Cowboy on a Lone Prairie” — by Gene Autry & Smiley Burnette
“Western Lullaby” — by Gene Autry & Smiley Burnette
“My Neighbor Hates Music” — by Smiley Burnette
“Where Will the Wedding Supper Be?” — by Gene Autry & Smiley Burnette

Cast

Gene Autry — GENE AUTRY
Frong — SMILEY BURNETTE
Millicent Thomas — ANN RUTHERFORD
Timothy T. Thomas — WADE BOTELOER
Buck — WILLY COSTIGAN
Matt Kirby — AL BRIDGE
Nell — FERN EMMET
Perida — MARIE QUILLEN
Cuddles — GERTRUDE MESSINGER
Sloan — TRACY LANE

Credits

 Directed by — Joseph Kane
 Supervised by — Arnold Schuler
 Story by — Sherman Lowe and Betty Burbridge
 Screenplay by — Sherman Lowe
 Supervising Editor — Joseph H. Lewis
 Photography by — Ernest Miller
 Sound Effects — Ray Gravelle
 Film Editor — Lester Oribbee
 Songs by — Gene Autry & Smiley Burnette

A Republic Picture

TRAILER

A special trailer has been prepared on “Melody Trail” that should be your first consideration in the preparation of your advance campaign. Three minutes of punch, action, romance and thrill graphically depicting the story of the picture in a fascinating manner. Order yours NOW from National Screen Exchange.

COLOR SLIDE

Available to exhibitors is a slide packed with action and thrills, highlighting the exciting scenes from “Melody Trail.” When flashed on the screen this slide delivers a message of real entertainment, designed to attract the attention of all your patrons. It has a montage packed with fast action featuring the lead personalities of the picture. Order yours NOW from your nearest Republic Exchange.

FAN PHOTOS

Lustrous fan photos of Gene Autry make excellent give-aways. They are faithfully reproduced from the original print and are a sure-fire medium of publicity for “Melody Trail.” Order now from your nearest Republic Exchange. Price $5.50 per thousand plus forwarding charges.

WINDOW CARD

The front cover of this press book is a reproduction of the window card on “Melody Trail.” Brilliant, full-color cards, designed to attract from any angle or point of display. Spot these cards in every available window in town and suburb and watch your box-office for results. Order a generous supply well in advance of your play date from your nearest Republic Exchange.

EYE- Catching Autry Banner

A striking valance, three feet deep and eight feet long, is available on “Melody Trail.” Produced in many colors, ready to hang, this valance is in stock for immediate delivery. Priced reasonably at $7.50 it will make a deluxe flash in your lobby or on your marquee.

Order direct from

Hollywood Advertising Company
690 West 45th Street
New York City

EXPLORATION

MOUNTED PUBLIC ADDRESS

Here’s a tried-and-true stunt that has never failed to pay off at the box office. It capitalizes on the widespread appeal of this picture’s newspaper stunt and has the public’s unqualified enthusiasm for horses.

Contact your local radio shop and have the service department rig up a small portable three tube amplifier and record player. The procedure and the set can be constructed to whatever specifications you desire. The mechanism consists of a mike, amplifier, speaker and cabinet, and can be rigged any way your fancy dictates.

In keeping with Gene Autry’s renowned horsemanship, have a man in cowboy outfit, stetson hat, spurs, etc., ride a horse around town broadcasting your entertainment message through the transmitter which should be mounted in front of him on the saddle.

His spiel might be: “Ride the Melody Trail of Romance and Thrills with — Gene Autry — in "Melody Trail" at Theatre on Theatre on."

The costume can be promoted from local costume returns for a credit line. (The horse can be rented at a local riding academy."

In addition to the amplifier equipment, the rider might carry a banner across the saddle announcing that “Riding Horses of the West, Gene Autry” will be seen in “Melody Trail” at Theatre on Theatre on, ...

You can easily promote the complete radio unit from your local radio shop in return for a credit line. You might also ask the radio merchant to display skills from your exchange set, plus mention of your theatre and playdates at the bottom of his set.

This is an infallible merchant-tie-in stunt. The idea is so easily handled that any radio store owner will be delighted at the chances this display will give his merchandise.

THE STUNT SELLS ITSELF! GET TO WORK AND LET THE FANS KNOW GENE AUTRY IS IN TOWN.

New York City