Press Book

IT PAYS TO DISPLAY THE PARAMOUNT WAY!

Paramount presents

MILLION DOLLAR LEGS

with

BETTY GRABLE • JACKIE COOGAN
JOYCE MATHEWS • DONALD O'CONNOR
LARRY CRABBE • JOHN HARTLEY

DIRECTED BY NICK GRINDE
Screen Play by Lewis R. Foster and Richard English
Based on a story by Lewis R. Foster • A PARAMOUNT PICTURE

★ A MILLION DOLLAR'S WORTH OF ROMANCE AND GAIETY!
“Million Dollar Legs” features Young Betty Grable

“Million Dollar Legs,” Paramount’s hilarious comedy of college life, coming next Tuesday to the Palace. Theatre, features a roster of brilliant young talent among them being Betty Grable, Jackie Coogan, Joyce Mathews, Donald O’Connor, Larry Crabb and John Hartley.

Though they may have been in the theatre for only a short time, each of the group has “clicked” with fans. Betty Grable got her first big part in “College Sweetheart,” after having composed executive and song writer for “The Thrill of a Lifetime”.

Jackie Coogan, world-famous as “The Kid,” blasted a Hollywood superstition that child stars never make good as actors in their adult years. He re-established his reputation in “Home on the Range,” and in “College Sweetheart,” the picture in which Betty and Jackie appear together.

Creme de la Creme

Joyce Mathews, paramount’s “Golden Circle” of a select group of fourteen talented and handsome youngsters designed for stardom, produced a “holy blossom” of hits when the picture was released last week.

Hartley has come up quite a way since he played in “Ambush.” Other pictures in which Hartley has been featured are “Two Weeks With Pay” and “College Sweetheart.” Hartley takes up the part of the college athlete who tries to live down his father’s bombastic endowments to the school. John wants the students to like him for himself and not for his father’s contributions.

When Larry Crabb won the swimming championship at the 1932 Olympic games, a talent scout whisked him off to Paramount. Crabb made his debut in “King of the Jungle.” His first “straight” part was in “Lady Be Good.” For his latest role, Larry dons sweaters and slicks to play the part of a college co-educational.

College Film, Fun Riot

“Million Dollar Legs” is a laugh-provoking film adapted from the popular song of the same title. It is about college life. Because the college’s chief patron is opposed to all sports except basketball, the students take matters into their own hands when their request for a college crew is refused. Pawing their books, bats and tennis racquets, they stir up a storm in order to get their college crew. They are assured that with the help of a former horse riding championship, they can’t lose.

Betty Grable as Dub Betty Ideal Co-Ed

When Rudy Vallee popularised the song “Betty Co-Ed,” he did not realise how prophetic he was. For it turns out that Betty Grable, vivacious Paramount starlet, who will be seen in “Million Dollar Legs,” coming next Tuesday to the Palace Theatre, is the average college’s ideal of an American co-ed (in case you didn’t know, she is a co-ed in an American female college student).

And though Betty never had the good fortune to attend college, her roles as a co-ed in such pictures as “Collegiate,” “Fast Play” and “College Legs,” have earned her the title of collegiate prototype. During the filming of “Million Dollar Legs,” Betty received 58 invitations from such diverse institutions of learning as Harvard, Tulane, Michigan and C.C.N.Y., to attend proms and commencement exercises.

Co-eds Send Betty Bags of Mail

The collegiate mail has included all sorts of odd ideas. Any number of the collegiates have offered to marry her. Some have had millions—and some would be willing to live on Betty’s salary.

Most ask for autographs, a few ask for jobs. Untold thousands of college boys have Betty’s picture adorning their dormitory rooms. All (Continued in Column Four)

“Skate for Leg Beauty!” says Lovely Betty Grable

“Take to roller skating,” says Betty, “if you want to get—or keep—Million Dollar Legs.”

Betty ought to know whereof she speaks. Because among the million dollar legs in Hollywood—where shapely legs are not only in the public eye—are those of the lovely Betty Grable, whose latest appearance for Paramount is very appropriately titled “Million Dollar Legs.” As it is due to the Theatre next ....... with all its college fun and eye-feeding beauty.

But eye-felters such as the million dollar legs paraded in the picture are acquired and maintained, according to the pulchritudinous Miss Grable, at the price of the less attractive but in the form of good, old-fashioned exercise. It doesn’t matter what type of activity is chosen, though Betty, on the set of Paramount’s “Million Dollar Legs,” as long as what you do is simply exercise. In picture, Betty, appropriately, is a roller skater—and the skate whichever is suitable to the moment. I find that skating keeps the legs in good fettle without overdeveloping the muscles.”

“Million Dollar Legs” is Bright Comedy

“Million Dollar Legs,” the most hilarious college comedy seen for a long time, was opened last week by the new talented youngsters as Betty Grable, Jackie Coogan, Joyce Mathews, Donald O’Connor, Larry Crabb and John Hartley, will have its local premiere at the Paramount Theatre. Differing radically from any other college pictures up to date, “Million Dollar Legs” unfolds the storyline in a similar fashion to its music, but stubborn benefactor who does not permit the college to have his son. Determined to have a new school for his formerly bonded crew, the students take matters into their own hands and Betty, in (20), and bet the lot on a “certainty.” The hilarity of the situation hardly subsides before another funny occurrence takes place. Although many of the members are comparative newcomers, they show startling ability both in straight entertainment and comedy.

(Continued from Column Two)

...As they asked for—and have received the best flavour.

Betty even gets mail from co-eds. Not an inconsiderable number have requested information as to how to “hitch” a boy-friend. Betty, uncharacteristically informs them to be themselves. If they haven’t a normal personal appeal, they can’t be expected to hold the boy, says Betty, he isn’t worth the holding. Betty even receives a dozen letters in “Million Dollar Legs” at Paramount, and, as she says, “I’ve never before tried to put over her idea of how to handle the boys!”

“Million Dollar Legs” is a hilarious rollicking comedy about the student body against a benevolent but tyrannical board. "Million Dollar Legs" and "Joyce Mathews" lead the cast.

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College Film Jam-Packed with Laughs

(Prepared Review)

Three cheers for Paramount's college comedy, "Million Dollar Legs," which opens tomorrow night at the ... Theatre, with an honor group of bright, talented youngsters, including Betty Grable, Jackie Coogan, Joyce Mathews, Donald O'Connor, Larry Crabbé and John Hartley. Contrasting strongly with the pattern of the usual college film, "Million Dollar Legs" takes the humorous combination of college coeds, fetching coeds, college sport—and horse racing!

Hilarious Stars

The picture gets off to an auspicious start when pert Dorothy Kent snubs boy friend Peter Hayes, the college haywire, for not having a letter in athletics. As played by Hartley, the captain of the basketball team, Poor Pete is in a dilemma. He hates to exert himself, but he loves Dorothy. Then he hits on an idea. If he were coxswain of the crew, all he'd have to do would be shout orders. So with the aid of his roommate, if he won any races, he'd get a letter as well as the athletes!

The trouble is that the college has no crew. Hartley's father; the college's chief benefactor, is opposed to sports except basketball. And without the patron's endorsement, there will be no money for crew equipment. The students are led up with the benevolent despotism of Hartley's father, and they listen eagerly to Peter's advice; that they get together '29 and bet the lot on a good horse, they can buy themselves a canoe, hire his young friend, Donald O'Connor, a jockey, will supply the name of a winner.

And so the boys troop down to Uncle Jake's and pawn their books, bikes, tennis rackets and golf clubs. Books in particular.

A Laugh a Minute

"Million Dollar Legs" is loaded with laughs from start to end. High spot in hilarity occurs when the Middleton crew, in its new shell, races against its traditional rival, State University. Although Peter does not get the coxswain's post, he really wins the race for Middleton with fast thinking. The substitute coxswain suddenly develops a bad case of hiccoughs. He is so mollified that the crew doesn't know what to do. Peter matches the public address system out of the hands of the announcer and coaches the crew. The demoralized crew takes an unexpected victory when Peter, bellying into the mike, threatens to reveal embarrassing facts about every man in the wake of "The best State, or else—"

Top-notch performances are handled by every member of the cast. Nick Grinde turned in a good directorial job for Paramount.

College Capers in New Film

When a group of bright, talented youngsters, such as Betty Grable, Jackie Coogan, Joyce Mathews, Donald O'Connor, Larry Crabbé, and John Hartley, are given a script loaded with hilarious situations, and have a director like Nick Grinde, to help them screen it, it's no wonder that "Million Dollar Legs" which will be presented next ... at the ... Theatre, is one of the best college comedies to be seen for some time. Against a whirling melange of fetching coeds, college sport, and a thrilling horse race, is the adroitly-told yarn of youth in revolt against the benevolent despotism of a kindly but unjustified benefactor whose dolitte for sport deprives the college of a crew. Resorting to the hazardous but lucrative expedient of betting on an outsider in a horse race, the students raise sufficient funds to equip their crew in handsome fashion.

Boat Race is a Plot

The big boat race between the traditional rivals, Middleton and State University, is presented in screen hilarity. The coxswain is withdrawn at the last moment for unknown reasons. The substitute develops a violent case of hiccoughs and sounds his instructions with the aid of the public address system away from the race track, giving the crew its instructions over the mike to the crew. He commands their disgruntled cooperation by threatening to expose various minor indiscretions. They back up in time to win the race.

STARLET ON ROAD TO STARDOM

One of Paramount's much-publicized "Golden Circle" players—Joyce Mathews—will be seen in "Million Dollar Legs", Paramount's swashbuckling, refreshing comedy about life among the collegeans, when it comes ... to ... Theatre. The "Golden Circle" is in a group of young players who are destined for stardom and "given the breaks" because of special talent.

This emphasis on new ability is the expression of Paramount's confidence in the ability of young American men and women. And although film critics are alive to the alert faces and fresh talent, none has pursued the search with greater zeal and more success than Paramount.

Search for Golden Talent

After many months of talent scouting all over the United States, in night clubs, on the stage, and at colleges, Paramount has assembled fourteen talented young men and women, who seem destined for stardom. With an eye toward the dramatic, Paramount has especially named these fourteen stars, members of the "Golden Circle", in honor of cinematography's fiftieth birthday.


A typical instance of the grooming process is the case of this "Golden Circle" Joyce Mathews who was picked from the chorus line, coached at the Paramount Studio and then given small screen successes "This Way Please" and "Tip Off Girls".

Film Glimpses With Stalwarts

"Million Dollar Legs" also bears from being an outstanding college comedy hit, is notable for the fact that its cast features a roster of brilliant young talent, among whom are Betty Grable, Jackie Coogan, Joyce Mathews, Donald O'Connor, Larry Crabbé and John Hartley.

The comedy parade strikes a new filef in notes about college crew. This time the honour of the school is defended not upon the home turf, but in a foreign race. The students revolve against a domineering school board which is forever telling them what's good for them. Deprived of a college crew, students take matters into their own hands by poisoning all their portable belongings and betting the lot on a horse at 20-1. The film's chuck full of chuckles, laughs and giggles.

Betty Grable appearing in the Paramount Picture, "Million Dollar Legs."
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