RENNOWN PICTURES CORPORATION LTD

presents

JOE E.
BROWN

In his most riotous laugh-hit

RIDING
ON AIR

With

Florence Rice

Guy Kibbee * William Wright

Produced by DAVID L. LOEW

RENNOWN PICTURES CORPORATION LIMITED

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Telephone: GERRARD 4403-5
SHOWMEN!
Here's The Comedy You've
Been Waiting For!
Star-Studded—Jam-Packed with Laughs and Thrills
IT'S A NATURAL!

Joe. E. Brown in Riotous Role
(Advance Review)

In his long comedy career on the screen Joe E. Brown has played scores of varying roles. He has been, among many others, a fireman, cowboy, athlete, salesman, baseball player and a prize-fighter. In his current release, Renown's "Riding on Air," the comedian has one of his funniest roles—that of a small-town newspaperman, who is also an amateur aviator in his spare time! His newspaper activities are consistently landing him in trouble—particularly so when he becomes innocently involved in the crooked activities of a notorious Chicago confidence man. Almost before he has had time to clear himself, he finds himself up to his neck in fresh trouble—and this time it's smugglers! In a hilarious and thrilling climax he takes off in a plane, and after hectic adventures in the clouds, manages to force the smugglers down and effect their capture.

Based on the famous Elmer Lane stories in the "Saturday Evening Post," this out-of-the-rut comedy, which opens next week at the ...... theatre, features a long cast list of popular players, headed by Guy Kibbee as "Doc," the confidence man, Florence Rice and William Wright, all of whom provide admirable support to Brown.

If you like your comedy fast and funny and coupled with really exciting thrills, then "Riding on Air" is the film to see!

Up in the Air for Thrills
That come Once in a Laughtime!

Joe E. Brown
Riding On Air
with Florence Rice
Guy Kibbee—William Wright

Top-Flight Comedian Always Died in Films
(Advance Feature)

Joe E. Brown, whose current release is Renown's "Riding on Air," a David L. Loew production, first achieved consider able success as a comedian on the stage, but when he was engaged to appear in films, he made his debut as a dramatic actor in "Crooks Can't Win." He "died" so well in the last few feet of film that he met his death in the next four pictures in which he appeared! It was not until he feared that he was becoming typed and might never get through a picture alive that he insisted on a comedy part. He was so successful in the role that he received that ever since then he has been typed again—to comedy roles! Seeing Joe to-day few people realise what a really fine dramatic actor he is when given the chance; his performance in "Painted Faces," produced many years ago, is still remembered by all who appreciate acting at its greatest.

RENOWN PICTURES CORPORATION
PUBLICITY FOR YOUR PAPER

CATCHLINES

Mile-high laughs with Joe E. Brown as the world’s worst aviator battling it out in the clouds with smugglers!

THE SKY’S THE LIMIT FOR LAUGHS IN THIS GREAT JOE E. BROWN COMEDY HIT.

Here’s the thrill that comes once in a laughtime!

JOE E. BROWN AS THE WORLD’S DIZZIEST PILOT IN A HILARIOUS AND THRILL-PACKED FUN JAMBOREE!

It’s got laughs—thrills—action—and Joe E. Brown. It’s got everything!

David L. Loew—the man who made “A Night in Casablanca”—gives you more laughs, more thrills, more entertainment than ever before.

Screen’s Foremost Gangster in Rip-Roaring Comedy Thriller!

Loaded with novel and side-splitting situations, Joe E. Brown’s hilarious comedy “Riding on Air” is due to open at the . . . . . . . . . . . . theatre next . . . . . . . . . . . . . . . . . . for a run of . . . . . . days. Reported to be Brown’s best to date, the film breaks sharply away from the type of vehicle in which the comedian has appeared in the past. As the one-man staff of a weekly newspaper in a small Wisconsin town, Brown also takes on the job of being correspondent for a big Chicago daily, and endeavours to help a friend develop his invention—an airplane which is flown by radio beam remote control. Not unnaturally our hero is soon in trouble—first of all he becomes involved in the crooked deals of Guy Kibbee, cast as a smooth-talking Chicago confidence man, and later with smugglers, who use a high-powered plane for their illegal activities.

The highlight of the film however is reserved for the climax—one of the funniest sequences seen on local screens in years, and packing a genuine thrill as well. Here we see Brown chasing crooks in his radio-controlled plane, and performing some amazing feats in and out of the cockpit as he battles it out with them high in the clouds!

Presenting something quite new in comedy entertainment, “Riding on Air” will more than satisfy Joe E. Brown’s countless admirers, as well as attracting many new fans to his fold.

SHORT STORIES for your NEWSPAPER

Stunt men make comedy exciting!

Frank Clark, Tex Rankin and Paul Mantz, three of Hollywood’s ace stunt fliers, helped to provide many of the aerial thrills in “Riding on Air,” the Joe E. Brown comedy now at the . . . . . . . . . . . . theatre. They are to aerial films what Yakima Canutt is to the horse-opera—nothing is too daring or too dangerous for these boys, to whom tricky flying and hazardous crashes are just part of the day’s work.

Jack Norton is Back again!

Few actors have appeared in as many films as Jack Norton—the little man with the dapper moustache who has come to be recognised as the screen’s stock drunk. He has appeared in this role literally hundreds of times, and very rarely is he cast for a straight—or sober!—part. He repeats his famous comedy cameo in “Riding on Air,” the Joe E. Brown film coming to the . . . . . . . . . . . . theatre.

William Wright makes the Grade!

Although William Wright has been making films regularly for the past ten years, it is only of late that producers, recognising his real talent, have cast this suave, good-looking young man in more important roles. After tackling Broadway unsuccessfully he became a singer and later met and was befriended by Josephine Hutchinson, who persuaded him to try to crash Broadway again. This time he was successful, and he played in a skit, written by himself, for two years. His next stop was radio, where he was spotted by a talent scout from Hollywood. Following a screen-test, his first important role was in “Without Orders,” in 1936, and various comparatively unimportant roles followed. In those days he called himself Jack Arnold, but later changed his screen name to Vinton Haworth. A few years ago he changed his name once again—this time to William Wright—and since then his luck seems to have changed. With a number of important roles in major productions to his credit, it looks as though he has “arrived” at last. He can currently be seen in “Riding on Air,” Renown comedy now showing at the . . . . . . . . . . . . theatre, in which he appears opposite Joe E. Brown, Florence Rice and Guy Kibbee.
Elmer Lane (Joe E. Brown) is Managing Editor, City Editor, Society Editor, Circulation Manager and everything but owner of the "Claremont Chronicle"—the biggest little paper in Wisconsin. He even hopes to become the owner some day.

Betty Harrison (Florence Rice), pretty, pert and practical, loves him. Her father (Harlan Briggs) has his heart set on Betty marrying Harvey Schumann (William Wright), who is waiting an inheritance with which he hopes to buy the "Chronicle" in order to fire Elmer.

When Harvey becomes Claremont correspondent for the "Chicago Blade," Elmer goes to Chicago and secures credentials as correspondent for the "Daily Star." While there he learns from Byrd (Andrew Tombes), the "Star's" managing editor, that every Chicago paper is trying to track down a band of perfume bootleggers who have been smuggling their product across the Canadian border.

Bill Hilton (Anthony Nace), a studious young friend of Elmer's, is rapidly completing an invention which will make it possible to fly a plane on a radio beam controlled from the ground.

$5,000 is dumped into Elmer's lap when he wins a slogan contest. The radio announcement of the winner is heard by J. Rutherford Waddington (Guy Kibbee), better known as "Doc" around Chicago, where his dubious activities are under police surveillance. "Doc" loses little time in heading for Claremont, and Elmer is the first to hear of the arrival of the big Chicago "financier."

From Elmer, "Doc" learns of Bill's invention and his oily tongue soon has Elmer's good intentions of buying the "Chronicle" side-tracked in favour of investing his $5,000 in "Doc's" newly formed Radio Beam Airplane Company. Elmer is made president and "Doc" appoints himself treasurer.

One night Harvey accidentally stumbles upon the bullet-ridden body of Bugs Fuller, a notorious Chicago gangster. Following his paper's orders, Harvey induces Elmer to fly his sick dog to Chicago. Concealed in the dog's basket are pictures of the dead gangster, and Elmer's mission of mercy makes him a laughing stock.

Elmer decides that his one chance to regain his reputation as a news sleuth is to solve the mystery of Fuller's murder. He surmises the gangster must have been shot and his body dropped from an aeroplane, and with Bill's help he decides to track down his theory. For several weeks they have heard a plane fly over Claremont each Wednesday night, and Elmer plans to follow it.

A photograph of "Doc," which Elmer has innocently sent to Chicago in an effort to get publicity for the new enterprise, results in the "Star" running an exposé of "Doc's" activities.

When the occupants of the mysterious night plane realize they are being followed, they radio the Chicago Air Police for help, thinking Elmer is out to hijack their valuable cargo of radium. Two pursuit planes force Elmer down at the Chicago airport and officers hold him while they send for Byrd to verify Elmer's assertions that he is a correspondent for the "Star."

Back in Claremont, Bill and Betty stand at the radio anxiously awaiting word from Elmer.

As Elmer is preparing to take off after his release, he sees a plane streak across the sky with one of the wheels on its landing gear missing. He takes to the air to warn the pilot, and is met by a fusillade of machine gun bullets.

The second fusillade breaks a strut, and following Bill's radio instructions, Elmer sets the plane on the radio beam and climbs out on to the wing to repair it. He manages also to shoot off their propeller with his shotgun. The smugglers' plane makes a forced landing just as the police arrive in response to Bill's radioed call for help. Elmer lands his plane, a hero—and gets a hero's kiss from Betty.

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