Paramount presents

SEARCH FOR BEAUTY

with the

"Search For Beauty" Contest Winners

Larry "Buster" Crabbe, Ida Lupino, Robert Armstrong, James Gleason, Roscoe Karns and Toby Wing

From a play by Schuyler E. Grey and Paul R. Milton
Directed by Erie Kenton
IT'S A PARAMOUNT PICTURE
SEARCH FOR BEAUTY

LOBBY CARD (22 x 28) COLOURED SOLD OUTRIGHT AT 1/6 DESIGN B

WINDOW CARD COLOURED 6d. each

30 International Search for Beauty Contest Winners

LARRY DUSTER
CRABBE
IDA LUPINO
ROBERT ARMSTRONG
JAMES GLEASON
ROSCOE KARNS
TOBY WING

Paramount Pictures

SET OF EIGHT BLACK & WHITE 10 x 8 STILLS SOLD OUTRIGHT AT 2/6 per set

SEARCH FOR BEAUTY

LOBBY CARD (22 x 28) COLOURED SOLD OUTRIGHT AT 1/6 DESIGN A

30 International "Search for Beauty" Contest Winners

CRABBE • LUPINO • ARMSTRONG • GLEASON at Paramount Pictures

AD SALES DEPT

ARTISTIC INSERT CARD 36 x 14 SOLD OUTRIGHT AT 1/6
Paramount’s Spectacular Parade

Released from prison, Larry Williams and Jean Strange go to the Olympic Games. Larry gets a great idea. He buys a derelict “Health and Exercise” magazine—a health farm with hotel and extensive grounds thrown in—and induces Don Jackson and Barbara Hilton, swimming champions, to become joint editors of the revived publication.

Dan Healy finances the venture. Don and Barbara object to Larry’s cheap publicity stunts. Larry sends Don to select the world’s most perfect men and women in an international health and beauty contest, and during his absence overrides the protests of Barbara and the Rev. Dr. Rankin, a member of the editorial committee.

The magazine becomes thoroughly demoralised. Barbara cables Don to return, and he is furious. To get rid of Don and Barbara, Larry offers them half the health farm for their interest in the magazine. Barbara makes Don stand out for full control and $10,000 dollars.

Don tells Larry and Healy he is going to have the contest winners at the hotel. They realise they have missed a great chance, but Jean says she will “vamp” Don into relinquishing control of the farm. Don believes Jean when she pretends she has quarrelled with Larry.

When Don and Barbara find they have not enough money for a stadium, Jean provides the cash, and Don gives her 10 per cent. interest in the farm. Barbara is miserable, for she loves Don and mistrusts Jean. She confides in Dr. Rankin.

“Health Acres” is inaugurated with a grand athletic display by the prize winners, who are engaged by Don as gymnastic instructors for his guests.

Larry, Jean and Healy attract some undesirable people to the hotel, but their efforts to hold wild parties are quickly stopped. Larry and Healy are forced to exercise at 6:30 in the morning in accordance with a rule of the farm. They resolve to alter the rule, and ask Jean to vote her 10 per cent. of stock with them to give them control.

But Barbara says that Jean’s stock is in the farm, not in the company, which controls all policies. She refers to the protesters to Dr. Rankin, now revealed as a secret service agent sent to watch the gaol-birds. Don thanks Barbara, his fiancée, and starts the exercises. As Larry, Jean and Healy grumblingly obey him, Larry has another bright idea, and once Jean and Healy are eager to hear it.

Exposes New Health Racket

A Scene from the Paramount Picture
“SEARCH FOR BEAUTY.”

Search For Beauty

Director: ERLE C. KENTON.
Authors: DAVID BOEHM and MAURINE WATKINS.

The Cast

Don Jackson .......... Larry “Buster” Crabbe
Barbara Hilton .......... Ida Lupino
Larry Williams .......... Robert Armstrong
Dan Healy .......... James Gleason
Newspaper Reporter .......... Roscoe Karns
Sally Palmer .......... Toby Wing
Jean Strange .......... Gertrude Michael
Joe Garrett .......... Bradley Page
Rev. Dr. Rankin .......... Frank McGlynn, Sr.
Miss Pettigrew .......... Nora Cecil
Mrs. Henderson-Jones ...... Virginia Hammond
Adolph Knackler .......... Eddie Gibbon
Modern Venuses and Apollos
Alter Ancient Beauty
Ideals

In comparison with the standard of generations ago, here are the average measurements of the fifteen girls who won the contests and went to Hollywood:

Height: 5 feet 4 inches; weight, 114 pounds; neck, 12 inches; bust, 32 inches; waist, 24 inches; hips, 36 inches; thighs, 20 inches; calves, 13 inches; ankles, 8 inches; upper arm, 9 inches; forearms, 8 inches; wrists, 4 inches; and shoes, 5 inches.

The ideal man, according to modern standards, the judges declare, must be tall, with slim neck, broad shoulders, and chest, slim waist, hips, and long, slender legs. "Just twenty years ago," they stated, "Professor R. Tait McKenzie, of the University of Pennsylvania, under a commission from the Society of Directors of Physical Education in Colleges, executed a statue embodying the average measurements and proportions of the best four hundred men in the all-around strength test over a period of eight years. "The result was amazing in comparison with to-day's average; it shows a definite change: taller, broader, more graceful."

The judges cite the following measurements to show the comparison:

<table>
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<tr>
<th>Statue</th>
<th>Contest Athlete</th>
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<tbody>
<tr>
<td>Height</td>
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<tr>
<td>Weight</td>
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<td>174</td>
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<tr>
<td>Shoe</td>
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"The average man to-day," state the judges, "is taller and broader than the average revealed by Army statistics. Though one of the young men is 6 feet 3 inches tall and weighs 205 pounds, the composite indicates the half-back type rather than the rugged linesman."

Inspiring

Ida Lupino, young English actress taken to Hollywood by the Paramount company, and who has a featured role in "Search for Beauty," now at the Paramount Theatre, has a way of doing things with her eyes, and now they've inspired a song.

When Teddy Joyce, orchestra leader, came to London recently, he brought with him a new song, "I'm the Slave of Your Eyes," which he wrote and dedicated to Miss Lupino. The song will be given its first presentation in London.
Catchy Copy

The pick of 176,000... gathered from all parts of the globe to grace this magnificent entertainment with their physical perfection! "SEARCH FOR BEAUTY" with six British contest winners and Larry "Buster" Crabbe, Ida Lupino, Robert Armstrong, James Gleason, Roscoe Karns and Toby Wing.

Their beauty treatment is guaranteed to lift your face in a great big grin!

Their setting-up exercises will make you sit up and take notice!

Strike Up The Band! Here comes the parade of beauties of all nations! Paramount's "SEARCH FOR BEAUTY."

BEAUTIFUL GIRLS... HANDSOME MEN! This Paramount picture is full of them... "SEARCH FOR BEAUTY."

See the Beauty and Brawn of the World.

"SEARCH FOR BEAUTY" — a lavish show of shows with beauties gathered from all parts of the globe.

33-hr. Film

How would you like to spend thirty-three continuous hours looking at a movie? That's exactly what you would have had to do if you had been one of the judges of Paramount's international contest for "Search for Beauty," coming on to the Theatre. The contest was conducted in 900 cities of the English-speaking world!

Studio executives have estimated that, with an average of two 100-foot screen tests coming in from each city, they had to screen in studio projection rooms more than thirty-four miles, or 180,000 feet, of film. This is the equivalent of more than 30 feature productions, such as "College Humour," "Jennie Gerhardt," and "The Eagle and the Hawk."

EXPLOITATION

Gym. Displays

This is the time of year when classes in gymnastics are in full swing. Schools, colleges, Y.M.C.A., Y.W.C.A., athletic clubs—all sorts of organizations are drilling in stunts that your audience would appreciate.

Approach these various organizations in your town with the idea of appearing at your theatre, perhaps as "graduation exercises" in gymnastics, perhaps merely in exhibition drills. There may be enough such classes to let you present a different one each night, which means a different set of friends and parents to pay admissions each night.

Some of the members of the gymnastic classes may be willing to do a few stunts in your lobby before the performance.

Unless your insurance covers such items—look out for letting them perform dangerous stunts.

Even where exhibitions aren't arranged, contact should be made with these groups as patronage possibilities. Perhaps some of these organizations can be induced to plan theatre parties for this picture.

Chip Off Old Block

Ida Lupino, featured player in Paramount's "Search for Beauty," now playing at the Theatre, is the daughter of Stanley Lupino, noted English actor, and descendant of England's most important theatrical family.
SEARCH FOR BEAUTY

with the 30 International "Search for Beauty" Contest Winners and
LARRY "Buster" Crabbe  Ida Lupino
Robert Armstrong  James Gleason
Roscoe Karns  Toby Wing

It's a Paramount Picture

ADVERTISING IN THE LOCAL PRESS REACHES THEM! USE THESE BLOCKS AND GET YOUR MESSAGE TO YOUR PATRONS
These Striking POSTERS Carry Interest And Excitement
# PRICE LIST

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<td>No. 7a IDA LUPINO</td>
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