THRILL OF A LIFETIME

WITH

THE YACHT CLUB BOYS
JUDY CANOVA
BEN BLUE
ELEANORE WHITNEY
THE FANCHONETTES

JOHNNY DOWNS
BETTY GRABLE
LEIF ERIKSON
LARRY CRABBE

AND

DOROTHY LAMOUR

DIRECTED BY GEORGE ARCHAIANBAUD
SCREEN PLAY BY SEENA OWEN, GRANT GARRETT AND PAUL GERARD SMITH
Based on a Story by SEENA OWEN and GRANT GARRETT

A PARAMOUNT PICTURE

A Breezy, Bright and Glamorously Gay Musical Comedy

TWO sisters, Betty Jane and Judy, with their partner, Stanley Jackson—they act in vaudeville as the Lovelee Sisters and Jackson—are invited to call on Sam Wattle, who, with his three brothers, runs a theatrical agency. Wattle offers Betty and Stanley a good booking, but says he cannot include the plain Judy. When Betty refuses to break up the act, Wattle shows her and Stanley into another room and begs them to think it over.

The four Yacht Club Boys call on Wattle to ask for a booking and insist on singing to him. Wattle excuses them from the room. When Howard Nelson ("Howdy" to his friends) calls with a play he has written, entitled "There Ain't No Such Thing as Love," he mistakes the Yacht Club Boys for the Wattle Brothers and invites them to his holiday camp. Howdy maintains that love is not a natural emotion but a manufactured product, and it is manufactured wholesale at his Camp Romance. The Yacht Club Boys accept his invitation without deceiving him, Stanley and Betty overhear the conversation. They decide to visit the camp and try to find Judy a husband.

At Camp Romance Judy mistakes the skipper of a small boat for the handsome lifeguard who has been ordered by Howdy to take her swimming, and they start an eccentric romance of their own. But Judy, who has discovered that Howdy is completely oblivious of the fact that Gwen, his pretty secretary, is madly in love with him, finds time to give her some good advice. Gwen takes it, and Howdy's eyes are opened to her charm.

The Yacht Club Boys promise to produce Howdy's play at the camp, and to give Betty and Stanley parts in it. Meanwhile, Wattle finds the copy of the play which Howdy left on his desk. He decides to go to Camp Romance, and tells his secretary to wire for accommodation. When he arrives, he is denounced as an imposter by his supposed brothers, and locked in a cabin by Howdy.

On the day of the performance, Judy, while walking with Gwen, overhears Stanley talking to Betty about their sacrifices for her. The show is almost due to start when Betty finds a note from Judy saying that she has had an offer to do a solo act in New York. But Gwen tells Betty and Stanley why Judy has gone, and Betty quarels with Stanley.

Walking sadly away from the camp, Judy falls into a water trough outside a ranch house, and Anne and Zeke, the occupiers, lend her some clothes while her own are drying. A messenger arrives with Wattle's telegram, and inquires the way to Camp Romance. Judy realises that the real Wattle is locked up, and they all hurry to the camp, rescue Wattle, and take him in to watch the show, in which Judy, Anne and Zeke take an impromptu part.

The performance is a terrific success, and Wattle enthusiastically says he wants the whole show just as it is, including Judy. Everybody is delighted, and Camp Romance lives up to its name, for Howdy proposes to Gwen, Betty and Stanley are re-united, and Judy also gets her man—the Skipper.

THE CAST

Judy .................. JUDY CANOVA
The Skipper ............ BEN BLUE
Betty Jane ..................... ELEANORE WHITNEY
Stanley Jackson . . . JOHNNY DOWNS
Gwen .................. BETTY GRABLE
Howdy Nelson ............ LEIF ERIKSON
Don .................. LARRY CRABBE
Zeke .................. ZEKE CANOVA
Anne .................. ANNE CANOVA
Billy .................. TOMMY WONDER
Mr. Wattle ............ FRANKLIN PANGBORN

CERTIFICATE - "U"
LENGTH - 6832 ft.
RUNNING TIME - 76 mins.
REGISTERED No. F-15632
**YACHT CLUB BOYS HEAD FILM CAST**

"THRILL OF A LIFETIME" A GAY ROMANTIC MUSICAL COMEDY

THOSE madmen of mirth, the Yacht Club Boys, join forces with two of the screen's most appealing young romantic couples—Johnny Downs and Eleanor Whitney and Betty Grable and Leif Erickson—in Paramount's musical romance, "Thrill of a Lifetime," which opens shortly at the . . . . . . . Theatre.

Youngsters in Love
"Thrill of a Lifetime," the second picture to be produced by Fanchon, Hollywood's only woman producer, is the merry tale of a bunch of happy-go-lucky youngsters in love, set against a background of a summer vacation camp.

Hilarious comedy is supplied by the Yacht Club Boys, ably supported by Judy Canova and Ben Blue, and a specialty number—the title song—is sung by gorgeous Dorothy Lamour.

Song Hits
The picture introduces three new song hits; the title number, "Thrill of a Lifetime," written by Frederick Hollander and Sam Coslow in collaboration with Carmen Lombardo, brother of the famous Guy and vocalist in Guy Lombardo's orchestra; "Sweetheart Time" and "Paris in Swing," both written by Coslow and Hollander. In addition, there are two novelty numbers written and sung by the Yacht Club Boys, "If We Could Run the Country for a Day" and "It's Been a Whole Year."

"Thrill of a Lifetime" was directed by George Archainbald.

---

**PLAYER PERSONALITY PARS**

- **THE YACHT CLUB BOYS**
  - Jimmie Kern, Charlie Adler, George Kelly and Billy Mann—teamed up in 1931, toured Europe, and after their return to America, attracted the attention of film executives while appearing at the Trocadero in Hollywood. They are composers and lyricists for their own numbers, and played in Vitaphone and Paramount shorts, "A Private Engagement," "Thanks a Million," "The Singing Kid," "Stage Struck," "Pigskin Parade" and "Artists and Models."

- **JUDY CANOVA**
  - Famous in American vaudeville and on radio as "hillbilly" entertainer with her sister, Anne, and brother, Zeke, and they have created an entirely new style in film comedy. . . . Her pictures include "Going Highbrow" and "Artists and Models."

- **BEN BLUE**
  - Born in Montreal, but made his reputation in America, where he played in "Earl Carroll's Vanities" and other musical shows. Made his screen debut in 1933, and played in many Vitaphone shorts. . . . His feature films include: "Follow Your Heart," "College Holiday," "Turn Off the Moon," "High, Wide and Handsome" and "Artists and Models."

- **BETTY GRABLE**
  - Actress, dancer and singer (tap, acrobatic and ballet). . . . After appearing in a number of short subjects, doing chorus work in several feature films and touring as singer and dancer with Jay Whidden's Orchestra, she was offered an important role in "The Gay Divorce," which led to a screen contract. . . . Her latest films include: "The Charm School," "Follow the Fleet," "Don't Turn 'Em Loose," "Pigskin Parade," and "This Way Please."

- **LEIF ERIKSON**

---

**HILLBILLY TRIO SEEN IN "THRILL OF A LIFETIME"**

Judy, Anne and Zeke, the hillbilly trio headed by Judy Canova, who may be remembered for their work in Paramount's "Artists and Models," have important parts in Paramount's latest musical comedy romance, "Thrill of a Lifetime," which opens shortly at the . . . . . . . Theatre.

The trio sings hillbilly ballads, in addition to the important dramatic role which Judy Canova has in the film. Miss Canova is cast as a love-lorn miss whose family finally manages to pal her off on unsuspecting Ben Blue.

ELEANORE WHITNEY

Appearing in the Paramount Picture
"THRILL OF A LIFETIME"

HOUSE ORGAN BLOCK No. 9
Hired at 2/-

Betty Grable
Modern Venus

Betty Grable, whom experts declare to be "the most perfectly formed girl in America," is teamed in one of the leading romantic roles with Leif Erickson in Paramount's new musical comedy romance, "Thrill of a Lifetime," which has opened at the . . . . . . . . Theatre.

This is Miss Grable's second big opportunity in a musical show, her performance in "This Way Please" having established her as one of the most versatile young actresses on the screen. She is also an expert dancer and can do tap, acrobatic and ballet routines with equal facility. She has an excellent voice and can act as well as any screen veteran.

Also featured in the film are the Yacht Club Boys, Eleanor Whitney and Johnny Downs, Larry Crapie, Judy Canova and Ben Blue.

"Thrill of a Lifetime" was directed by George Archainbald. It is a Fanchon production.

---

**It Pays to Play**
SONGS, STARS, FUN AND ROMANCE IN
"THRILL OF A LIFETIME"

(Prepared Review.)

A GALAXY of stars, with the Yacht Club Boys, Dorothy Lamour, Johnny Downs and Eleanore Whitney, Judy Canova, Ben Blue, Betty Grable, Leif Erickson and Larry Grubbe heading the list, are appearing in the new Paramount musical comedy, "Thrill of a Lifetime," which has opened at the Theatre.

The story concerns a young playwright, Leif Erickson, who runs a Holiday Camp which he calls "Camp Romance." He brings the Yacht Club Boys to the camp, believing that they are big producers who might put in his play. Johnny Downs and Eleanore Whitney also arrive and bring the partner in their act, Judy Canova, in the hopes of marrying her off.

Fall in Love

By the time the holiday makers have responded to the camp's atmosphere, Judy has fallen in love with Ben Blue, skipper of a small boat near the camp, and even the cynical Erickson has fallen in love with Betty Grable, his secretary. The Yacht Club Boys and all the rest of the campers eventually get a job when a real producer sees the camp show, during which Dorothy Lamour sings a special number, the title song of the picture.

The songs were written by Sam Coslow, Frederick Hollander and Carmen Lombardo, with two songs composed and executed by the Yacht Club Boys also making up part of the score. The film was produced by Fanchon, Hollywood's only woman producer, and features several clever dance routines by the Fanchonettes. George Archainbaud directed.

DANCING DOLL

Tommy Wonder's "dancing doll," a wooden figure which he claims can do everything but cook, makes its screen debut in Paramount's new musical comedy - romance, "Thrill of a Lifetime," which opens shortly at the Theatre.

In the film—which features the Yacht Club Boys, Dorothy Lamour, Eleanore Whitney, Johnny Downs, Betty Grable, Leif Erickson, Larry Grubbe, Ben Blue and Judy Canova—Tommy Wonder is shown in a sensational dance routine with his doll, dancing as a team which works in chorus with Eleanore Whitney and Johnny Downs.

FANCHONETTES

The Fanchonettes, the sensational troupe of beautiful young dancing-girls, currently featured in Paramount's musical comedy romance "Thrill of a Lifetime," now at the Theatre, are different from all other dancing troupes in that each one is a star in her own right.

They themselves chose the name of "Fanchonettes" in honour of Fanchon, the only woman producer in Hollywood, who trained and developed them into one of the most perfect dancing choruses that has been seen for a long time.

Fanchon describes her Fanchonettes as geniuses without temperament with each one meriting individual feature billing on her dancing ability alone. "They are sweet girls," said Fanchon, "everyone with only two ideas in her pretty head—first to dance as well as she possibly can and secondly to work as perfectly in harmony and consideration with the other girls as she possibly can."

ELEANORE WHITNEY

Star Block No. 7
Hired at 2/-
This Block will print on any kind of paper, and may be hired from our District Office at a fee of 2/-

DOROTHY LAMOUR SINGS
IN NEW MUSICAL COMEDY

Dorothy Lamour, gorgeous songstress of the screen, who scored such tremendous successes in "Swing High, Swing Low," and "High, Wide and Handsome," is featured in a novelty song number in Paramount's new musical comedy-romance, "Thrill of a Lifetime," which has opened at the Theatre.

Miss Lamour's number is the title song of the picture, "Thrill of a Lifetime," which was written by Sam Coslow and Frederick Hollander in collaboration with Carmen Lombardo, who is vocalist in the famous orchestra run by his brother—Guy Lombardo. The film also features two other song hits, "Sweethart Time" and "Party in Swing," both written by Coslow and Hollander, and two novelty numbers written and sung by the Yacht Club Boys, "If We Could Run the Country for a Day" and "It's Been a Whole Year."

Hilarious Comedy

Two of the screen's most appealing pairs of young lovers, Eleanore Whitney and Johnny Downs and Betty Grable and Leif Erickson, supply the romantic twist, while the hilarious comedy in the film is amply provided by the Yacht Club Boys, Ben Blue and Judy Canova.

"Thrill of a Lifetime" was directed by George Archainbaud and produced by Fanchon, Hollywood's only woman producer.

BETTY GRABLE

Appearing in the Paramount Picture
"THRILL OF A LIFETIME"

House Organ Scene Block No. 9a
Hired at 2/-

It's laugh-time, love-time, swing-time!

It's swingational! A musical fun-feast with the craziest comics, the loveliest lovers, the most gorgeous girls.

It's romantic! Sweetheart time at a summer camp where love's made to order and everybody orders love.

It's musical! Dazzling with dancing, bubbling with songs, glamorous with gorgeous spectacle.
FRAMES
HAVE YOU SEEN OUR GRAND NEW RANGE OF MOULDINGS?
Contact Ad-Sales!
ADVERTISING

WITH THE YACHT CLUB BOYS
JUDY CANOVa AND BEN BLUE
ELEANORE WHITNEY
JOHNNY DOWNS
BETTY GRABLE
LARRY CRABBE
LEIF ERIKSON

FANCHONETTES
DOROTHY LAMOUR

THEATRE

Adolph Zukor presents
THRILL of a LIFETIME

SONGS!
Five new hit tunes
to thrill to!

DANCE!
See the famous
Fanchonettes!

THEATRE

Adolph Zukor presents
THRILL of a LIFETIME

THE YACHT CLUB BOYS
JUDY CANOVa AND BEN BLUE
ELEANORE WHITNEY
JOHNNY DOWNS
BETTY GRABLE
LARRY CRABBE
LEIF ERIKSON

FANCHONETTES
DOROTHY LAMOUR

SEEN THE GORGEOUS
FANCHONETTE GIRLS
dazzle with dancing!

NEAR THE SONGS AND MUSIC
of "Paris in Swing" and
"Sweetheart Time".

THESE BLOCKS AND THE WONDERFUL ARRAY OF SPECIAL AD-SALES ACCESSORIES ON PAGES 4 AND 5 WILL PROVE INVALUABLE TO YOUR CAMPAIGN!

ORDER NOW!

No. 6
3 INCH DOUBLE COLUMN BLOCK
HIRED AT 3c

No. 2
SINGLE COLUMN BLOCK
HIRED AT 24

No. 1
DOUBLE COLUMN BLOCK
HIRED AT 5c

Page 6
Use these angles to get special co-operation from individual local stores

"BARGAIN THRILL OF A LIFETIME" is an advertising catchline designed to tie in merchandise of any type of local stores—also the title "Thrill of a Lifetime" can be tied in with the advertising of many diversified businesses which could cash in on the "Thrill" angle.

Here are a few ideas, your showmanship and local conditions should suggest others:

TRAVEL AGENCIES
These can advertise a cruise or a trip to the Continent as "The Thrill of a Lifetime Cruise." Local agencies and travel bureaux which sponsor special railway excursions or charabanc tours, etc., could also organise one of them, to be called "The Thrill of a Lifetime Trip," to any local beauty or historic spot.

DEPARTMENTAL STORES
The co-operating department store, fashion shop, etc., can get out a complete "Bargain Thrill of a Lifetime" ensemble with every item comprising it to be named after the picture. This ensemble can be advertised in the local newspapers as the perfect outfit for a holiday, for school wear or for informal social wear. It can also be featured in a special window display.

FLOWER SHOPS, BEAUTY PARLOURS
The name "Thrill of a Lifetime" can be adapted for a perfume, an exotically coloured flower, a coiffure, a shade of powder, rouge, lipstick or any such item which the merchant wishes to plug in a special advertising campaign.

CAR DEALERS
These can put a novel twist into their advertising by using the title "Bargain Thrill of a Lifetime" in advertising the new models. Their co-operation can be based on the lines of "For the Thrill of a Lifetime—Ride the New Blank Eight." Newspaper advertising, street parades and window displays can also be included in this tie-up.

MUSIC-STORE TIE-UPS
Three hit songs introduced in "Thrill of a Lifetime", "Sweetheart Time", "Thrill of a Lifetime", and "Paris in Swing," which we illustrate, have been published in sheet music form and will be in all local music stores by the time the picture appears at your theatre. Facsimile covers of these tunes will be available to music stores for window displays.

These numbers have also been recorded by leading dance orchestras and artists on all popular makes of gramophone records. Get the music to work, arrange displays and spot them with Stills and Ad-Sales material together with your theatre copy, etc.

For any further information on music tie-ups apply direct to: Victoria Music Publishing Co., Ltd., 52 Maddox Street, London, W.1.

FASHION TIE-UP
Based on the nautical beret worn by Judy Canova, Modern Merchandising Bureau are inaugurating a big campaign on "Thrill of a Lifetime" to break coincidentally with the release of the picture.

They are supplying all Cinema Shops and Hollywood Fashions Shops in this country with copies of this style, together with window and counter display material and copy tying in with the title of the picture.

Contact your local Cinema Shop or Hollywood Fashion Shop for co-operation.

Window and inside displays can be made more attractive by spotting them with a selection of stills and other Ad-Sales material illustrated in this Press Book.

For any further information on fashion tie-ups or if you are unable to locate any stockist in your town, communicate direct with: Modern Merchandising Bureau Ltd., 117, Middlessex Street, London, E.C.1.

THE TRAILER
The National Screen Service trailer provides real screen entertainment while doing a real job of selling for "Thrill of a Lifetime.

Apply direct to: National Screen Service Ltd., Broadwick House, Broadwick Street, London, W.1.

PRICE LIST

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSTERS</td>
<td></td>
</tr>
<tr>
<td>Six Sheet</td>
<td>2s. 6d. each</td>
</tr>
<tr>
<td>Twelve Sheet</td>
<td>5s. 0d. each</td>
</tr>
<tr>
<td>Forty-eight Sheet</td>
<td>15s. 0d. each</td>
</tr>
<tr>
<td>SLIDE</td>
<td>1s. 0d. each</td>
</tr>
<tr>
<td>LOBBY CARDS AND STILLS</td>
<td></td>
</tr>
<tr>
<td>Insert Card</td>
<td>1s. 0d. each</td>
</tr>
<tr>
<td>22x28 Coloured Scenes (2 designs)</td>
<td>1s. 6d. each</td>
</tr>
<tr>
<td>Window Card</td>
<td>3s. 0d. each</td>
</tr>
<tr>
<td>Midget Window Card</td>
<td>6s. 0d. each</td>
</tr>
<tr>
<td>40x60 Giant Coloured Enlargement</td>
<td>5s. 0d. each</td>
</tr>
<tr>
<td>27x41 Colour Paint</td>
<td>3s. 0d. each</td>
</tr>
<tr>
<td>10x8 Black and White STILLS (8 in set)</td>
<td>2s. 6d. per set</td>
</tr>
<tr>
<td>11x14 Coloured Stills (7 in set)</td>
<td>2s. 8d. each</td>
</tr>
<tr>
<td>Color-Glos Photos—</td>
<td></td>
</tr>
<tr>
<td>ELEANORE WHITNEY</td>
<td>9s. each</td>
</tr>
<tr>
<td>DOROTHY LAMOUR</td>
<td>9s. each</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLOCKS</th>
<th>Hire Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Col. No. 1</td>
<td>£5.00 per week</td>
</tr>
<tr>
<td>Single Col. No. 2</td>
<td>£2.60</td>
</tr>
<tr>
<td>H.O. Exploitation Block No. 5</td>
<td>£3.00</td>
</tr>
<tr>
<td>(Fine Screen)</td>
<td></td>
</tr>
<tr>
<td>2 in. Double Col. No. 6</td>
<td>£2.00</td>
</tr>
<tr>
<td>Star blocks suitable for newspaper reproduction—</td>
<td></td>
</tr>
<tr>
<td>No. 7. ELEANORE WHITNEY</td>
<td>£2.00</td>
</tr>
<tr>
<td>No. 7a. BETTY GRABLE</td>
<td>£2.00</td>
</tr>
<tr>
<td>H.O. Scene Block No. 8 (Fine Screen)</td>
<td>£3.00</td>
</tr>
<tr>
<td>H.O. Star Blocks—</td>
<td></td>
</tr>
<tr>
<td>No. 9. ELEANORE WHITNEY</td>
<td>£2.00</td>
</tr>
<tr>
<td>No. 9a. BETTY GRABLE</td>
<td>£2.00</td>
</tr>
</tbody>
</table>
USE THESE VIVID PICTORIALS FOR YOUR OUTDOOR CAMPAIGN!
paramount's idea of the
THRILL OF A LIFETIME
Paramount's

Bright New Musical

"Thrill of a Lifetime"
PRODUCED BY
FANCHON

DIRECTED BY
GEORGE ARCHAINBAUD

Screenplay by
SEENA OWEN AND GRANT GARRETT

With Additional Dialogue by
PAUL GIRARD SMITH

Photography
WILLIAM C. MELLOR, A.S.C.

Musical Direction
BORIS MORROS

Art Direction
HANS DREIER AND FRANZ BACHLIN

Dance Direction
LE ROY PRINZ

Fanchonettes' Dances
CARLOS ROMERO

Costumes
EDITH HEAD

Fanchonettes' Costumes
HELEN ROSE

Editor
DOANE HARRISON

Sound Recording
GEORGE DUTTON
THE CAST

Pete .................................................................................. Yacht Club Boys
Blisters .............................................................................
Whitey ..............................................................................
Slim ..................................................................................

Judy................................................................................... Judy Canova
Skipper ............................................................................. Ben Blue
Betty Jane........................................................................ Eleanore Whitney
Stanley.............................................................................. Johnny Downs
Gwen .................................................................................. Betty Grable
Howdy Nelson................................................................. Leif Erikson
Don ..................................................................................... Larry Crabbe
Mr. Wattle........................................................................ Franklin Pangborn
Zeke ................................................................................... Himself
Anne .................................................................................. Herself
Billy .................................................................................. Tommy Wonder

and Fanchonettes

Specialty by Dorothy Lamour

Three Song Hits by
Sam Coslow, Frederick Hollander and Carmen Lombardo

and

New Smash Songs by the Yacht Club Boys
The famous Fan-chon-ettes, world's greatest precision dancers, in a thrilling dance with Eleanor Whitney, Johnny Downs and Tommy Wonder, provide a scintillating spectacle.

The Yacht Club Boys eat, work, play and sing together, so what is more natural than that they should make love the same way, when beautiful Dorothy Lamour hoves in sight?

The moon gets in everyone's eyes at Camp Romance, practically blinding Eleanor Whitney and Johnny Downs, who furnish most of the love interest in "Thrill of a Lifetime."

The Bubble Dance, executed with dash, fire and little or no regard for tender shins and elbows by Judy Canova and Ben Blue, is a comedy highlight.

The "Big Apple," sensational dance craze sweeping the land, is brought to the screen for the first time in "Thrill of a Lifetime." Here the couples are "pecking."
ABOUT FANCHON

This heroine of Hollywood's truly unique success story, Filmdom's only woman producer of musicals, has brought to the screen once again in "Thrill of a Lifetime" her firmly-held theory that brightness, lift, and gay tempo are the most essential ingredients of enjoyable screen entertainment.

"Life holds enough grim realities for everyone, without motion pictures adding a tragic note during leisure hours," Fanchon will tell you. "If the entertainment world can lift its audiences out of the slough of harsh actualities to a level of at least temporary brightness, we have accomplished a high purpose."

Another Fanchonism is the belief that youth must have its way on the silver screen, and youth is served, lavishly, in Fanchon films.

In "Thrill of a Lifetime" Fanchon has established some sort of record for an all-youngster cast, virtually all of the principal characters being portrayed by starlets under 22 years of age.

Behind Fanchon's screen achievements lie years of experience in the management of the most unusual theatrical organizations in show business — the "Idea" productions made famous by Fanchon and Marco, which at one time dotted America with units on the road.

Fanchon's brother and partner since childhood, Marco, now manages the nation-wide holdings of the pair while sister Fanchon shows Hollywood that her "Ideas" can be adapted perfectly to the screen.

A score of stage and screen stars of today owe their beginnings to the development and guidance of Fanchon, Dorothy Lamour, Myrna Loy, Bing Crosby, Martha Raye, Lupe Velez, Ben Blue, Harry Richman, Eleanor Whitmore and Johnny Downs being a few of the many. Even grand opera benefitted from Fanchon's tutelage when she brought out the diva, Mary Lewis.

No less than four of her own discoveries are grouped under the Fanchon banner in "Thrill of a Lifetime," Dorothy Lamour, Ben Blue, Eleanor Whitmore and Johnny Downs all helping to put the big musical over for "Fan."

Fanchon was assisted in production of "Thrill of a Lifetime" by E. D. Leshin, veteran of countless musical extravaganzas on stage and screen.
WHAT HAPPENS

Take a young playwright who doesn’t believe there’s any such thing as love ... give him a beautiful girl in a romantic moonlit setting ... add a youthful song and dance team in love but hindered by an unbeautiful partner with a heart of gold ... flavor with the milk of human kindness as poured by a benevolent theatrical producer ... garnish with lunacy of the Yacht Club Boys, and you have this picture’s recipe for romance and hilarity.

Eleanore Whitney and Johnny Downs, vaudeville performers in love with each other, spurn an offer of parts in a good show because the work means separating from Judy Canova, sister of Eleanore, third member of their act and no beauty contest winner herself.

Their decision is made just as the idiotic Yacht Club Boys, four starving actors, usurp the identities, offices and sandwiches of the four Wattle Brothers, producers.

Leif Erikson, youthful playwright operating a summer camp with sure-fire romantic settings for the purpose of proving that love can be made to order, invites the Yacht Clubbers to visit his Camp Romance in the hope of selling them his play, “There Ain’t No Such Thing as Love,” believing the mad quartet to be producers.

Johnny and Eleanore, hearing Erikson extol the virtues of the love bug at Camp Romance, decide to take Judy there, hoping she will get a proposal and be taken off their hands.

The moon gets in everyone’s eyes at Camp Romance, including those of Ben Blue, the boatman, who takes Judy to his cadaverous bosom after a series of incredible events; of Leif Erikson, who forgets there is no such thing as love when his beautiful secretary, Betty Grable, discards sensible heels and eyeglasses for more alluring habiliments; of some extremely beautiful girls-about-camp and their escorts, and of the Yacht Club Boys, who get soundly slapped by four curvaceous blondes for their moonstruck condition.

The phoney producers are shown up for what they are, plain squirrel food, when one of the Wattle Brothers journeys to the camp, but instead of being jailed for their goofiness the Yacht Club Boys share in a general distribution of good breaks, made possible when the producer buys Erikson’s play, which is staged in his presence at camp with everyone there participating, and all concerned are signed up for parts in the production.
WHAT HAPPENS
THE DANCE?
THE DANCES

Something new in motion picture dance numbers — “personality dance sketches” — will be found in “Thrill of a Lifetime.”

Dances fitted to each young personality, just as a well-fitted gown or tailored garment is measured exactly to fit the human body.

A chance for youth to express itself and its individual personality by means of rhythm!

Producer Fanchon summoned Dance Director LeRoy Prinz to her office, when “Thrill of a Lifetime” was scheduled for production, and said, “Well, LeRoy, you know my reputation for dance numbers. Shall we combine ideas?”

As usual, Prinz was ready for the occasion, each new Paramount picture being for him an individual effort at creation. He has ideas. The “personality dance sketch” thing was one.

A Fanchon picture means a large order for Prinz, so famous was Fanchon for the precision stepping of her girls in stage productions before she was made a film producer at Paramount. She has tradition to live up to.

Prinz summoned his brother, Eddie Prinz, their music co-ordinator, Eddie Frazier, and Carlos Romero, head producer of Fanchon and Marco shows, because more than a score of the famous Fanchonettes were ordered by the producer.

For four months the Fanchonettes, world’s greatest precision dancers, struggled to master the most difficult skating dance routine ever attempted in Hollywood, under the guidance of Prinz and Romero.

For three months Eleanore Whitney, Johnny Downs, Betty Grable and Paramount stock players labored under direction of Prinz and his brother Eddie, and then the cameras got it.

But the cameras were not required to fit the dance numbers. Something else new to film production was brought into play by Prinz — camera angles were studied first, and dance routines stepped to suit those camera angles, instead of the cameras trying to catch the dances.

Yes, there IS something new under the sun — in Hollywood.
THE MUSIC

Ask a song writer how he happened to hit on a tune or a group of tunes which proved to be natural hits and his answer will be something like Babe Ruth's when the Behemoth of Swat was asked how he manufactured home runs.

"Aw, I just bust 'em," said the Babe.

On the Paramount lot they're already humming the tunes written for "Thrill of a Lifetime," at least three of which are considered definite potential hits.

It has been decided by Paramount's musical department that Sam Coslow and Frederick Hollander, writers of the lyrics and music, respectively, for "Thrill of a Lifetime," have turned out the best score written for a Paramount musical this year.

But Coslow and Hollander can't tell anyone how they happened to write the tunes, beyond saying, "It just happened."

The best liked of the songs, "Thrill of a Lifetime," is sung by Dorothy Lamour, Betty Grable and Leif Erikson.

"Paris in Swing" is handled by Eleanore Whitney, Johnny Downs and Tommy Wonder.

"Sweetheart Time," the third Coslow-Henderson number, proved such a good tune that for a time strong consideration was given the advisability of naming the picture for the song.

Imbued with the composing bug which seemed to be in the air when the picture's score was written, the Yacht Club Boys turned out two numbers for their madhouse method of delivery which are considered the best numbers composed by them to date. These songs are, "It's Been a Whole Year" and "If We Could Run the Country for a Day."
"Now is the time for all good guards to go to the aid of a blonde," says Ben Blue to lovely Harriet Haddon, "so fall in."

"And now the Australian crawl," says Larry Crabbe to the Glamour Girls, doing his best to keep his mind on his work.

"She'll be comin' round the mounting when she comes, when she comes," twang the Mad Canovas, Judy, Anne and Zeke.

Beautiful Dorothy Lamour sings "Thrift of a Lifetime," title song of the brilliant picture.

"How Not To Make Love" might well be the title of this scene featuring Judy Canova and Ben Blue.

Blonde stock goes up when Betty Grable, the "versatility plus" star, falls into the hands of Larry Crabbe and Leif Erikson.

"Paris in Swing" is executed by Eleanore Whitney, Johnny Downs, Tommy Wonder and Fanchonettes.

Three excellent reasons for the summer resort in "Thrift of a Lifetime" being named "Camp Romance."

The Yacht Club Boys do their best to scare a baby, but the wee lad doesn't scare easily.

The Yacht Club Boys board a yacht for the first time in their lives, in "Thrift of a Lifetime."

Betty Grable, Hollywood's most versatile actress, in a tender scene with Leif Erikson, after singing and dancing.

Youth is served in this Fanchon production, an all-Youngster cast providing the love interest.
THE "THRILL" SETS

"It is my intention," explained Fanchon to her art directors when they met with her to discuss sets for "Thrill of a Lifetime," "to create a setting in which young people simply cannot help falling in love, if you know what I mean. Now what is the color for love?"

"Green," promptly chorused Art Directors Hans Dreier and Franz Bachlin and the renowned illustrator, Russell Patterson.

"Very well," said Producer Fanchon, "let us have green, gobs of green, and other bright, happy colors. Let us have a romantic summer camp so bright and gay and free of depression that even the frogs sing about moonlight and love."

Then began the creation of the most unusual sets ever designed on the Paramount lot, sets which fairly crackled and snapped with brightness, gayety, cheer, and the inevitable green predominated.

Visitors to the sets acquired far-away looks in their eyes, their thoughts turning to vacation time, moonlit nights, strolls along shores of enchanted lakes, romance. Several bona fide romances were started among members of the company, and Fanchon beamed.

"I can feel it myself," said she. "Now we're getting some place."

In their quest for the bright, airy thing, the art directors even turned to cellophane, and for the first time in Hollywood film history cellophane found its way to backgrounds for sets. Silhouettes of houses were created in cellophane, to give the feeling of winter's brightness and sunlight on snow, and the work in cellophane went even into creation of a replica of the base of the Eiffel Tower for the "Paris in Swing" dance number.

The art directors shunned depressing colors such as black and dark grays, and handled yellow shades with extreme care, pointing out that yellow promotes anger. All colors were treated with a thought for their respective effects on the human temperament, harmony and gayety being the results sought and obtained.
THE STYLE THRILLS

According to Hollywood’s latest example, evening gowns for the coming season literally cry out with “come hither.”

In “Thrill of a Lifetime,” Dorothy Lamour launches one of the most sophisticated evening dresses ever created. It was designed by Edith Head, studio costume expert, and is fashioned from flesh-colored slipper satin.

The gown combines the new low waistline with a molded bustline and an alluring version of the draped silhouette. It is the sort of gown which accentuates every movement of the body and has a dramatic, flowing cape of the same lustrous satin which ties about the shoulders and falls to the floor in graceful, circular folds.

In this same production a skating number, led by Betty Grable, threatens to influence the more collegiate type of fall styles. Short, pleated skirts of satin, tightly-fitted “mess jackets,” and becoming capes of velvet topped by a cluster of ermine tails call attention to the youthful chic this type of feminine apparel lends to the younger girl.

Another important gown in “Thrill of a Lifetime” is a white net robe de style worn by Betty Grable in a nightclub scene. The dress, designed by Edith Head, has a dozen layers of white net over a fitted slip of white satin. Streaks of rhinestone lighting are splashed here and there over the gown with an arresting effect and a belt of solid rhinestones accents the waistline.

THE DIRECTOR

Motion pictures were in their infancy when George Archainbaud was first attracted to screen work; he was a seasoned expert when talking pictures were born.

His father, one of the first directors in the business in Paris, where George was born, sent his son to the American branch of the French Eclair company at Fort Lee, N. J., to learn the business, and there George became a director, under William A. Brady. He directed the biggest names in pictures at that time, including Alice Brady, Ethel Clayton, Montagu Love, and later Elaine Hammerstein, Conway Tearle, Eugene O’Brien.

He has directed countless high-class films in recent years.
THE PLAYERS

DOROTHY LAMOUR — She Sings.

When she was 3 years old, Dorothy Lamour climbed up on a soap box, sang a patriotic song and sold Thrift Stamps to amazed passersby on a New Orleans street corner.

Two years later she slipped into a neighborhood theater, found it was amateur night, chirped a small, sweet song and collected a huge basket of groceries.

In 1930 she went on the road with a girl chum in a Fanchon and Marco show. In Chicago Dorothy sang at a large hotel one night, and a prominent orchestra leader heard her. Three years of radio singing followed, then Paramount saw her picture in a radio magazine, and Dorothy had a contract for the films. Her first picture, “Her Jungle Love,” elevated Dorothy to stardom over night — and there you are.

THE YACHT CLUB BOYS — They Go Crazy.

After two years of insane clowning as a group on the screen, the Yacht Club Boys, first film comedy singing organization, have been given a chance to act individually, in “Thrill of a Lifetime.”

In this film the four funsters have parts which require them to perform as individual characters throughout the entire picture instead of merely “pacing” the tempo of the film.

And the Yacht Clubbers have made the most of their opportunity, with the result that Paramount has decided that henceforth it will build around their individual talents, making them principals in all casts.

The four comics teamed up in 1931 and played vaudeville and night club engagements here and in London and Paris, being favorites of English and Continental aristocracy. While appearing at the Trocadero in Hollywood they attracted attention of film producers. They appeared in several films for Twentieth Century-Fox and Warner Brothers before being taken over by Paramount.

Members of the quartet are Jimmie Kern, Charlie Adler, George Kelly and Billy Mann. They write their own songs.

JUDY CANOVA — The Hillbilly Without a Hill.

Judy will insist that she is a Florida “cracker” and not a hillbilly, if you ask her about it. Yet the type of songs she and Zeke and Anne Canova sing are nothing if not the hillbilly kind.

But America’s hinterland, whether it be hilly or not, produces identical music, regardless of the locale, so Judy is “typed” as the first feminine hillbilly on the screen.

In Paramount’s “Artists and Models” Judy crashed through to the top flight among screen entertainers, and in “Thrill of a Lifetime” she was
given an opportunity to work hard throughout the entire picture, with the result that much will be heard about Judy Canova from now on.

As a child Miss Canova spent idle moments listening to the chatter of Florida “crackers” around her father’s cotton gin, picking up their quaint delivery. Then, with her brother and sister she entertained at back-country piano soirees. New York beckoned, and the trio took Greenwich Village by storm. Vaudeville, a Broadway show, “Calling All Stars,” followed, and then the radio claimed them for its own, Paul Whiteman billing the Canovas as guest artists and then making them permanent fixtures.

The movies were next, quite naturally.

BEN BLUE — He Dances on Skates.

Further proof that Hollywood is the world’s greatest melting pot for show business lies in the presence of Ben Blue in the cast of “Thrill of a Lifetime.”

It was this picture’s producer, Fanchon, who set the stage for Blue’s rise as a comic, fifteen years ago, when with her aid he originated his famous skating dance for a Fanchon and Marco show.

Blue and Fanchon did not meet again until Ben joined the cast of her new film, but during the interim he climbed to a high point in the comedy field, at one stage playing twenty-seven command performances for the British Royal family.

He brings his famous eccentric skating dance to the screen for the first time in “Thrill of a Lifetime.”

Blue quit school when he was 13 years old to become a great haredasher, but met a boy who taught him to dance. He was 19 when he originated the skating routine for the Fanchon and Marco show.

BETTY GRABLE — Tomorrow’s Star.

The air of excitement which is felt over a studio lot when word goes out of the birth of a new star, is heavy over Paramount since Betty Grable was cast for “Thrill of a Lifetime.”

Scarcely had Betty finished work in “This Way Please,” a new Paramount picture, when studio executives, viewing the completed film, rubbed their eyes and asked, “Where have we been looking?”

They recognized positive star material in the beautiful girl who has proven herself Hollywood’s most versatile young actress. Ballet, acrobatic and tap dancing, singing, capable acting — all are in the Grable make-up, available to a producer, they found.

Betty was already working in “Thrill of a Lifetime” when the word went out that the studio would be satisfied with nothing less than top flight stardom for the lovely girl, and that “College Swing,” forthcoming Paramount extravaganza, would be her next film.

Miss Grable’s father and mother, residents of St. Louis, came to Hollywood with Betty for a summer vacation in 1929. Betty and her mother never returned to St. Louis, Betty entering school and furthering singing and dancing studies begun in her childhood.

Paramount signed her to a contract last May.
ELEANORE WHITNEY — Versatility Plus.

"Yes, little girl, I'll teach you what I know about dancing."

It was Bill Robinson, famous Negro dancer, speaking, in his dressing room of a Cleveland, Ohio, theater. The promise was made a moment after 10-year-old Eleanore Whitney, all out of breath, had finished a furious tap dancing routine and while she was standing, panting, before him, looking an unspoken question.

Thus began an astonishing career which was to bring little Eleanore to film stardom carrying with it roles in films like "Thrill of a Lifetime." Robinson taught the girl his entire repertoire of clever tap-dance routines during his spare moments in Cleveland and New York.

Rae Samuels, famous vaudeville "blue streak," next took Eleanore in hand, and the two appeared together on the stage for several years. Personal appearances with Rudy Vallee, Jack Benny and other stage and radio personalities followed, and then Paramount tested Eleanore in New York, liked the results and gave her a contract.

Among her more important recent films are "Hollywood Boulevard," "Rose Bowl," "Big Broadcast of 1937" and "College Holiday."

JOHNNY DOWNS — Our Gang Graduate.

Johnny Downs, now 22 years old, is the only former member of "Our Gang" Comedies to survive adolescence on the screen.

He was the first leader of the "Our Gang" troupe. When the growing pains began and the gangling stage made it impossible for him to go on with small-boy roles, Johnny wisely went away from Hollywood to grow up.

He did his growing on the stage, returned to the films a nice-looking young man ready for juvenile leads, and gives promise of going right along with the movies indefinitely, probably to grow into leads, then character parts, for Johnny loves the cinema.

He has made a dozen recent pictures, having important parts in such big films as "Everybody's Old Man," "The Plainsman," "Pigskin Parade" and "College Holiday."

He sings, dances and makes love equally well.

LEIF ERIKSON — Handsome Young Viking.

Leif Erikson looks like one of his Viking forefathers. He stands six feet, four inches tall and has the physique and light brown mane of a Norseman.

He is a native of California, having been born in Alameda and educated in Los Angeles, and he sings with a rich, deep baritone.

His first professional appearance was with Ted Fio Rito's famous orchestra in San Francisco, his next with Max Reinhardt's "Midsummer Night's Dream," after which eight months with Olsen and Johnson resulted in a Paramount contract. His ambition is versatility in acting.
LARRY CRABBE — New Romantic Find.

Now they've taken Larry Crabbe out of the jungles and given him a chance to wear clothes, speak in modulated tones, kiss a lady's hand. He beat his breast with his fists and roared the cry of the bull ape in films until his doctor warned him that the beating might result in fibroid tumors on his chest, but now they've taken him in out of the woods and he needn't beat his breast any more.

In "Thrill of a Lifetime" Crabbe even wears full dress, and he is required to portray a high type of civilized human being, for which Larry is duly grateful. But all great athletes must go through this jungle phase in pictures, to sell what they are famous for, before graduating to the suave actor class.

Few there are who attain the full-dress level as Crabbe has.

Mainstay of the United States swimming teams in the 1928 and 1932 Olympics, Crabbe was signed by Paramount after the latter contests, and has made a score of successful films. In his latest picture it was discovered he has a good baritone voice, which insures his permanent retirement from jungle films.