The story of Abraham Lincoln that has never been told!

Twentieth Century-Fox Presents
DARRYL F. ZANUCK'S Production of

YOUNG Mr. LINCOLN

HENRY FONDA
ALICE BRADY
MARJORIE WEAVER
ARLEEN WHELAN

EDDIE COLLINS
PAULINE MOORE
RICHARD CROMWELL
DONALD MEK
DORRIS BOWDON
EDDIE QUILLAN

Directed by JOHN FORD
Associate Producer KENNETH MACGOWAN
Original Screen Play by LAMAR TROTTL

A COSMOPOLITAN PRODUCTION
"Young Mr. Lincoln" APPEALS TO YOUTH!...

... and to every heart with a spark of youth still burning. For here is Lincoln at 23 to 30 years old... hewing his way ahead in the world, enjoying life as any other young fellow.

"Young Mr. Lincoln" HAS ROMANCE!...

Lincoln's tender, first-love courtship of Ann Rutledge, one of the world's most touching stories... and his mature winning of Mary Todd, ambitious to be a President's wife.

"Young Mr. Lincoln" HAS ACTION!...

Pulse-pounding, red-blooded excitement! Lincoln defying a frenzied lynching mob! Fights... wrestling... rail-splitting... tug-of-war... a murder!

"Young Mr. Lincoln" HAS LAUGHS!...

Lincoln's horseplay and funny stories never failed to evoke laughter. Here is Lincoln's humor—earthy, human.

"Young Mr. Lincoln" HAS DRAMA!...

Throbbing, heart-walloping melodrama! Two innocent boys charged with murder... their mother called as state's witness... between them and the gallows only a young, untried lawyer, Abe Lincoln!

"Young Mr. Lincoln" IS SPECTACULAR!...

Darryl F. Zanuck spared no expense to reproduce the Illinois of Lincoln's time... including a giant fair tumultuous with swarming, excited crowds.

"Young Mr. Lincoln" HAS GREAT PERFORMANCES!...

Henry Fonda delivers his most outstanding performance in the title role! Alice Brady surpasses even her characterization in "In Old Chicago." Every other member of the cast is correspondingly inspired!

"Young Mr. Lincoln" HAS SUPERB DIRECTION!...

John Ford, two-time Academy Award winner, turns in a directorial achievement that Hollywood says is his finest!

"Young Mr. Lincoln" IS DOWN-TO-EARTH!...

as Abe Lincoln really was!
World premiere...in Springfield, Illinois...home city of Abraham Lincoln. The date...May 30th...and a feature of the occasion...the singing of Marian Anderson, world-famous contralto! In the distinguished audience...governors of states, U.S. senators, university presidents, prominent historians! Introducing the celebrities, Lowell Thomas...and the whole colorful event broadcast to thrilled millions the nation over. In the newspapers...unprecedented publicity, praise, pictures, comment!

And in Hollywood...a West Coast preview on the same grand scale...with glamor plus...and coast-to-coast news coverage!

Two unforgettable events...a magnificent double send-off.

A Cosmopolitan Production...and accordingly, extra advertising, extra publicity, extra space in important newspapers from New York to San Francisco! Add to this...fan ads in fourteen publications with an estimated fourteen million readers!

These are only the highlights in 20th’s “Young Mr. Lincoln” campaign...and all of the fanfare accrues to your showing!

Story in Brief

On the porch of the little Barry-Lincoln general store in Salem, Ill., Abraham Lincoln is seated...long, gangly legs propped on a barrel. There is speech-making in progress for a state election is imminent. A disturbance occurs and as Lincolnquilts it with a sense of humor and a strong right arm, a pioneer’s covered weapon draws up. The newcomers are Abigail Clay, her husband, and their two boys, Matt and Adam. Lincoln makes a trade with them, getting a copy of Blackstone’s Commentaries in exchange for groceries. The book starts Lincoln on the study of law. Abigail, in several tender, romantic interludes, encourages him on. But before Lincoln really finds himself, Ann dies. In a touching scene at her grave, he makes the decision to go to Springfield and enter law practice.

In Springfield, Lincoln meets Stephen A. Douglas who introduces him to Mary Todd. Both men, rivals in politics, are interested in the aristocratic young beauty. The celebration of Illinois Day brings many people to the thriving frontier city. Among them—Abigail Clay, now widowed, and her grown-up boys. During the day’s exciting events, Matt and Adam have a run-in with a town ruffian, “Scrool” White, and his hand, Palmer Coxe. That night, the four meet again—there is a brawl and “Scrool” is killed. Coxe accuses the brothers of murder and they are taken to jail where a lynching stirs the town. Lincoln, inspired by Mrs. Clay to act as her attorney, dissolves the case from its grim purpose with quick wit and stirring orations.

Stephen Douglas lends his weight to the prosecution as the “moonlight murder” trial opens—so-called because Coxe swears he saw the killing clearly by a full moon that night. In the court room is Mary Todd who sees in the match between Lincoln and Douglas a test of strength and the answer to which man she shall marry. The trial goes against Lincoln until everyone, even the judge, is convinced that the young backwoods lawyer is sending the boys to the gallows. But when Coxe takes the stand, Lincoln electrifies jury and spectators with evidence so dramatic and cross-examination so brilliant that the trial takes an amazing and unexpected turn! Is that climax a revealing glimpse of the Lincoln to be—the Lincoln of great destiny?

The Cast

Abraham Lincoln...Henry Fonda
Abigail Clay...Alice Brady
Mary Todd...Mona Maris
Hannah Clay...Adler Whedon
Eli...Edgar Colin
Ann Rutledge...Frederick Moore
Matt Clay...Richard Consuelos
Schefield...Donald Meek
Carrie Sue...Dorothy Wilson
Adam Clay...Eddie Quillan
Judge Herbert A. Bell...Spencer Charters
Palmer Coxe...Ward Bond
Stephen A. Douglas...Sherten Lieske
Nathan Edwards...Charles Tannen
Frank Ford...Clint Clark
“Scrool” White...Fred Kohler, Jr.
Mrs. Edwards...Roy Linaker
Woolridge...Ralph Ingersoll
Dr. Mason...Clarence Hume
John T. Stuart...Eddie Moran
Howthorne...Charlie Hallon
Me. Clay...Robert Homans
Matt Clay (as a boy)...Jack Kelly
Adam Clay (as a boy)...Dickie Jones
Barber...Harry Tyler

The Staff

* * *

Darryl F. Zanuck Production...Directed by John Ford...Associate Producer—Kenneth Macgowan
Original Screen Play by Lamar Trotti...Music by Alfred Newman...Photography—Harry datum...AS...Art Direction—Richard Day and Mack Lee Kirk...Set Decorations—Thomas Little...Film Editor—Walter Thompson...Costumes—Bayer...Sound—Ezra pneuma and Roger Homan.
THE STORY OF ABRAM LINCOLN THAT HAS NEVER BEEN TOLD!

Young Abe courting Ann Rutledge, the first girl he ever loved!

Wrestling!... Proving his strength at tug-of-war!

Fighting the “moonlight murder” case... to save two boys!

Into Springfield for a trial at law!

Challenging a frenzied lynching mob!

Choosing a new life’s career on a toss!

Meeting Mary Todd—and destiny!

Twentieth Century-Fox presents
DARRYL F. ZANUCK'S production of
YOUNG MR. LINCOLN

HENRY FONDA
ALICE BRADY
MARJORIE WEAVER
ARLEEN WHELAN

EDDIE COLLINS • PAULINE MOORE
RICHARD CROMWELL • DONALD MEEK
DORRIS BOWDON • EDDIE QUILLAN

Directed by JOHN FORD
Associate Producer KENNETH MACKOWAN
Original Screen Play by LAMAR TROTTI
A COSMOPOLITAN PRODUCTION
In a crowded, hostile courtroom, electric with the tension of the famous "moonlight murder" trial, comes the first challenge... and this young backwoods attorney meets it! A picture stirring with its drama, action, emotion!

Twentieth Century-Fox presents
Darryl F. Zanuck's
production of

YOUNG MR. LINCOLN

Henry ALICE MARJORIE ARLEEN
Fonda BRADY WEAVER WHELAN

and

EDDIE COLLINS PAULINE MOORE RICHARD CROMWELL DONALD MEEK DORRIS BOWDON EDDIE QUILLAN

Brilliantly directed by JOHN FORD
Associate Producer KENNETH MACGOWAN
Original Screen Play by LAMAR TROTTI
A Cosmopolitan Production

SIGNATURE

"I'd like to dance with you the worst way... but any dancing I'd do would be the worst way!"
The story of Abraham Lincoln that has Never been told!

Twentieth Century-Fox presents DARRYL F. ZANUCK'S production of

YOUNG MR. LINCOLN

HENRY FONDA
ALICE BRADY
MARJORIE WEAVER
ARLEEN WHELAN

EDDIE COLLINS
PAULINE MOORE
RICHARD CROMWELL
DONALD MECK
DORRIS BOWDON

EDDIE QUILLIAN

Directed by JOHN FORD
A COSMOPOLITAN PRODUCTION

THE STORY OF
ABRAHAM LINCOLN
THAT HAS NEVER
BEEN TOLD!

Ad Mat 3A—167 lines x 3 col. (501 lines) — 45c

Drama
Romances
Action
Emotion

The story of Abraham Lincoln that has NEVER been told!

THE STORY OF ABRAHAM LINCOLN THAT HAS NEVER BEEN TOLD... his thrilling, adventurous, eventful youth!

Twentieth Century-Fox presents DARRYL F. ZANUCK'S production of

YOUNG MR. LINCOLN

HENRY FONDA
ALICE BRADY
MARJORIE WEAVER
ARLEEN WHELAN

EDDIE COLLINS
PAULINE MOORE
RICHARD CROMWELL
DONALD MECK
DORRIS BOWDON

EDDIE QUILLIAN

Directed by JOHN FORD
A COSMOPOLITAN PRODUCTION

Ad Mat 3A—167 lines x 3 col. (501 lines) — 45c
RIDING INTO SPRINGFIELD TO "TAKE A FLING AT LAW"...

THE STORY OF ABRAHAM LINCOLN THAT HAS NEVER BEEN TOLD! His thrilling, exciting, romantic youth!

Twentieth Century-Fox presents DARRYL F. ZANUCK'S production of
YOUNG MR. LINCOLN

HENRY FONDA - BRADY MARJORIE ARLEEN WEATHER WHELAN

EDDIE COLLINS - PAULINE MOORE RICHARD CROMWELL - DONALD MEEK DORRIS BOWDON - EDDIE QUILLAN

Directed by JOHN FORD

Associate Producer KENNETH MACGOWAN
Original Screen Play by LAMAR TROTTI
A COSMOPOLITAN PRODUCTION

The story of Abraham Lincoln that has never been told!

SIGNATURE

Ad Mat 22—140 lines x 2 col. (280 lines) — 30c

ACTION!
ROMANCE!
DRAMA!
HUMOR!
EMOTION!

Twentieth Century-Fox presents DARRYL F. ZANUCK'S production
YOUNG MR. LINCOLN

HENRY FONDA - BRADY MARJORIE ARLEEN WEATHER WHELAN

EDDIE COLLINS - PAULINE MOORE RICHARD CROMWELL - DONALD MEEK DORRIS BOWDON - EDDIE QUILLAN

Directed by John Ford
A Cosmopolitan Production

THE STORY OF ABRAHAM LINCOLN THAT HAS NEVER BEEN TOLD!

SIGNATURE

Ad Mat 2D—55 lines x 2 col. (110 lines) — 30c
THE STORY OF
ABRAHAM LINCOLN THAT
HAS NEVER BEEN TOLD!

His thrilling, romantic, event-
ful youth... wrestling, fighting,
telling funny stories, falling in love
...defying a frenzied lynching
mob... defending two innocent
boys in the famous "moonlight
murder" trial! A picture stirring
with its drama, action, emotion!

Twentieth Century-Fox presents
DARRYL F. ZANUCK'S production of

YOUNG
Mr. LINCOLN

HENRY
FONDA
ALICE
BRADY
MARJORIE
ARLEEN
WEAVER WHELAN

with
and

EDDIE COLLINS • PAULINE MOORE
RICHARD CROMWELL • DONALD MEEK
DORRIS BOWDON • EDDIE QUILLAN

Associate Producer Kenneth Macgowan
Original Screen Play by Lamar Trotti
A Cosmopolitan Production

Brilliantly directed by
JOHN FORD
Twice winner of the Academy
Award! Director of the screen's
greatest hits!

SIGNATURE
Two boys charged with murder... and between them and the gallows... the attorney for the defense...

**ABE LINCOLN!**

This, too, is Lincoln... his thrilling, romantic, eventful youth...wrestling, fighting, telling funny stories, falling in love... challenging a frenzied lynching mob with his brawny strength... dispersing it with his lightning wit!

Twentieth Century-Fox presents:
DARRYL F. ZANUCK'S production of
**YOUNG MR. LINCOLN**

HENRY FONDA • ALICE BRADY • MARJORIE WEAVER • ARLEEN WHELAN

EDDIE COLLINS • PAULINE MOORE • RICHARD CROMWELL • DONALD MEIK • DORIS BOWDON • EDDIE QUILLAN

Brilliantly directed by JOHN FORD

Associate Producer KENNETH MACDONALD • Original Screen Play by LAMAR TROTTI

A COSMOPOLITAN PRODUCTION

THE STORY OF ABRAHAM LINCOLN THAT HAS NEVER BEEN TOLD!

Ad Mat 3F—138 lines x 3 col. (414 lines)—$0.45

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The Story of Abraham Lincoln that has never been told!

Twentieth Century-Fox presents
DARRYL F. ZANUCK'S production of
**YOUNG MR. LINCOLN**

HENRY FONDA • ALICE BRADY • MARJORIE WEAVER • ARLEEN WHELAN

EDDIE COLLINS • PAULINE MOORE • RICHARD CROMWELL • DONALD MEIK • DORIS BOWDON • EDDIE QUILLAN

Brilliantly directed by JOHN FORD

A COSMOPOLITAN PRODUCTION

THE STORY OF ABRAHAM LINCOLN THAT HAS NEVER BEEN TOLD!

Ad Mat 2B—58 lines x 2 col. (116 lines)—$0.30
The story of Abraham Lincoln that has NEVER been told!

Twentieth Century-Fox presents
DARRYL F. ZANUCK'S production of

**YOUNG MR. LINCOLN**

HENRY FONDA • ALICE BRADY • MAJOREE WEAVER • ARLEEN WHELAN

Directed by JOHN FORD

A COSMOPOLITAN PRODUCTION

Ad Mat 1C—90 lines x 1 col.—15¢

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"I know that you can go on—and on—and on!"

"With a woman like you... a man might at that!"

The story of Abraham Lincoln that has NEVER been told!

His thrilling, romantic, eventful youth! A picture stirring with its drama, action, emotion!

Twentieth Century-Fox presents
DARRYL F. ZANUCK'S production of

**YOUNG MR. LINCOLN**

HENRY FONDA • ALICE BRADY • MAJOREE WEAVER • ARLEEN WHELAN

EDDIE COLLINS • PAULINE MOORE
RICHARD CROMWELL • DONALD MEER
DORRIS BOWDON • EDDIE QUILLAN

Original Screen Play by Larry Parks

A COSMOPOLITAN PRODUCTION

Ad Mat 2B—133 lines x 3 col. (359 lines)—45¢

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Your heart pounds! Your eyes moisten! You laugh and you thrill!

Twentieth Century-Fox presents
DARRYL F. ZANUCK'S production of

**YOUNG MR. LINCOLN**

HENRY FONDA • ALICE BRADY • MAJOREE WEAVER • ARLEEN WHELAN

EDDIE COLLINS • PAULINE MOORE
RICHARD CROMWELL • DONALD MEER
DORRIS BOWDON • EDDIE QUILLAN

Directed by JOHN FORD

A COSMOPOLITAN PRODUCTION

Ad Mat 26—70 lines x 2 col. (140 lines)—30¢

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The story of Abraham Lincoln that has NEVER been told!

Twentieth Century-Fox presents
DARRYL F. ZANUCK'S production of

**YOUNG MR. LINCOLN**

HENRY FONDA • ALICE BRADY • MAJOREE WEAVER • ARLEEN WHELAN

Directed by JOHN FORD

A COSMOPOLITAN PRODUCTION

Ad Mat 1J—51 lines x 1 col.—15¢
"HOW CAN A MOTHER CHOOSE WHICH SON SHALL LIVE . . . WHICH SHALL DIE?"

Two boys charged with murder . . . and between them and the gallows . . . the attorney for the defense . . . young ABE LINCOLN! See him fight for their lives . . . and you'll know why his strength was legend and his wit was famous!

"It'll take a court order to stop me from calling on you, Miss Todd!"

Below are shown slugs on the 20th Century-Fox short subjects to be released at about the same time as "YOUNG MR. LINCOLN." Use them in your ads, heralds and other printed advertising. All on one mat, first your local exchange. Ask for 1 SP, 15c.
TO SIMPLIFY AD-OPTIONS, the usual mat combining useful elements is available at your local exchange. This is offered in a 3 col. x 15" size. Order by number below.
Darryl F. Zanuck’s Production of ‘Young Mr. Lincoln’ Discloses an Exciting Youth Few People Know

Story of Abraham Lincoln
Never Before Told
Now Revealed

The thrilling, romantic, eventful youth of Abe Lincoln makes Darryl F. Zanuck’s production of ‘Young Mr. Lincoln’ a complete screen surprise and excellent entertainment, according to advance reports based on "neath screenings of the unusual film.

Ignoring the great Lincoln with whom everyone is familiar, this Cosmopolitan production for 20th Century-Fox is a photoplay stirring with its drama, action and emotion; it depicts young Abe, wrestling, fighting, telling funny stories, failing in love. The highlight of the original screen play by Lamar Trotti shows the young lawyer defending two innocent boys in the famous "moonlight murder" trial—young Lincoln’s first challenge.

This is a Lincoln few people are familiar with. At the age of 28 he was a gawky, awkward youth, a shy youth lover and a "regular fellow." Covering approximately seven years of his youth, the film indicates in the frontier trial.

Re-creating the best of the famous Lincoln anecdotes, the film is highlighted in such lines as:

To the lyncher: "I’m not going to make any speeches. All I’ve got to say is: 1. I can kill any man here hands.

To Mary Todd, on the dance floor: "If you are going to feel the way you feel in the worst way, Miss Todd; but any man of sense if would be the worst way!"

And taking the famous "moonlight murder trial": "How can a man be lynched if he doesn’t shoot, which shall die?"

Directed by John Ford, the film features Henry Fonda in the title role, accompanied by the son of the accused boys, Marjorie Weaver as young Mary Todd and Ann Todd as a young Mary Lincoln. Included in the cast are Eddie Collins, Richard Arlen, Jeanette Nolan, Robert Wilcox, Richard Tuttle, Richard Arlen, Peter Whitney, and Pauline Lord. Each one of these actors and actresses is living and thinking with the role.

Henry Fonda plays the title role in Darryl F. Zanuck’s production of ‘Young Mr. Lincoln.’ The Cosmopolitan production for 20th Century-Fox opens at the Theatre.

FILM PREVIEWS

Darryl F. Zanuck’s production of ‘Young Mr. Lincoln’ with Henry Fonda scheduled soon.

Henry Fonda in Title Role
Featured with Large Stellar Cast

In preparation for more than a year, Darryl F. Zanuck’s production of ‘Young Mr. Lincoln’ is a story that has never been told before.

With simplicity, wit and power, the story carries young Abe through approximately seven years of his youth, the years of his courtship of his first sweetheart, Ann Rutledge; his choice of law as a career (decided by a toss! its meeting with Mary Todd; his thrilling ‘moonlight murder’ case.

The dramatic highlights of this Cosmopolitan production for 20th Century-Fox is the famous murder trial—two boys charged with murder and between them and the gallows the attorney for the defense, young Abe Lincoln! When you see this film for their lives you’ll know why his strength was legend and his wit was famous.

The original story and screen play of the film, which is scheduled for release March 29, was written by Lamar Trotti. Henry Fonda plays the important title role, with Marjorie Weaver and Arlen Whelan co-featured.

Lincoln’s yarns and witticisms are woven into the story which carries Abe’s romantic, thrilling and eventful youth.

When Kenneth Macgowan, associate producer, was assigned the supervision of the story by Production Chief Zanuck, every avail-able material was secured and studied before the story was approved for production. The National Museum in Washington, New York, the United States, and the Library of Congress supplied the studio with rare photographs and life sketches of Lincoln’s youth, as the young man—the handsome Lincoln seemed.

The importance of the production is emphasized by Zanuck’s choice of director—John Ford, the Academy Award winner. The stellar cast consists of the following: Henry Fonda, Marjorie Weaver, Arlene Whelan, John Ford, Kenneth Macgowan, and Michael Arlen.

In its search for American themes for its feature productions Hollywood has done its share of Abraham Lincoln stories. No more words of praise or excited admiration or admitting screen plays could add to his honor. But Darryl F. Zanuck, in his production of ‘Young Mr. Lincoln,’ spurns a portrayal of the tradition of the Lincoln legend, instead, it is a fresh march of the American story, with wit, simplicity and power, the story of a young man for the lives of two innocent boys and the gallows. Zanuck, in the film’s revelation of the famous "moonlight murder, trial" it is the story of young Lincoln’s wrestling, storytelling, courting and lynching wit. In the words, the lawyer Trotti screen play reveals the real and living Lincoln.

Henry Fonda portrays the title role in the Cosmopolitan production for 20th Century-Fox, which opens at the Theatre.

Screened at the Theatre, ‘Young Mr. Lincoln’ is a story that has never been told before.

In a crowded, hostile courtroom came young Abe Lincoln’s first challenge—and he was able to meet it! Not the story of the Great Emancipator, but rather a film. The Cosmopolitan production is "Young Mr. Lincoln." The Cosmopolitan production for 20th Century-Fox depicts with simplicity, wit and power young Lincoln’s first challenge, first tragedy, first love and first fame. He is portrayed as the awkward, gawky country lawyer few people know.

Henry Fonda, in the title role, is co-feated with John Ford, Marjorie Weaver and Arlen Whelan in the film opening at the Theatre. John Ford directed, with Kenneth Macgowan associate producer.

Henry Fonda undertakes his most important screen role in the title characterization in Darryl F. Zanuck’s production of ‘Young Mr. Lincoln,’ which tells the story of Abraham Lincoln that has never been told.
New Darryl F. Zanuck Film Reveals the Story Of Abraham Lincoln That Has Never Been Told

Henry Fonda, in Title Role, Recreates Thrilling, Romantic, Eventful Early Years of "Young Mr. Lincoln"

A gangling youth whose strength was legend, who liked to wrestle with the boys, court pretty girls, spin funny stories, and tell lies.

This was the Abraham Lincoln known to the folks in the little backwoods towns of New Salem and Springfield, Illinois.

A far cry from the familiar Lincoln—the Great Emancipator, the President in the critical days of the Republic, with the fate of the nation weighing him down—this unusual portrait of the great man in his youth is presented in Darryl F. Zanuck's production of "Young Mr. Lincoln," with Henry Fonda playing the title role.

For few people realize that Lincoln was not always the organizer, dignified man of few words, but a thrilling, romantic, exciting young man.

Just how thrilling, how romantic, and how exciting it was, is dramatically told in this remarkable motion picture, which reveals the Abraham Lincoln story which has never been told.

An Unknown Lincoln

Here is Lincoln—real and human. Not the great historic figure, but the youth who killed out his country store with his long legs draped over a flour barrel; Lithgow lawyer, Lincoln, the shy, young lawyer, Lincoln, the unknown.

For few men have been less prepossessing as young men. Stump speaking, for example, was not a thrill to him, but the story opens in 1815, was half owner of a log cabin in southern Illinois.

The townsmen said he was "Honest Abe"—a likable fellow with a homely face, a strong arm, a love of nature and a remarkable fund of funny stories, which he told on the stump, that made his promotion.

He had been a store clerk in a log cabin, had split rails for a living. He was a member of the log cabin leaders, who kidded him about his long legs—and his long ambitions.

Two Women Knew

Yet there was something in this lad that two women sensed. For both the gentle Ann Rutledge, his first sweetheart, the girl who gave him his first ambition—and his first heartache when she died—and the handsome Mary Todd, whom he married, knew that Abe was marked for greatness.

"You have a wonderful mind, Abe, and you know it," Ann, in the person of Pauline Moore, reminds him in the film, during one of those few idle moments they spent together at the river-side.

"You think a lot about things. Don't you?"

"Well," answers Abe in his quiet drawl, "my brain sort ofGOES inside sometimes. I get to thinking too much." (laughs. Ann adds, "He's, like, a fish in water").

"You're just not 'hang around' like I'm doing—telling funny stories to make people laugh."

His First Challenge

But he didn't just "hang around." He went to Springfield to practise law. And in his first real test—the famous "moonlight murder" trial—which is so dramatically presented in "Young Mr. Lincoln," he faced a crowded, hostile courtroom and met the first challenge of his life.

Here too he defied a frontal lynching mob with his bravery strength and dispelled it with his lightning wit.

The selection of Henry Fonda to portray "Young Mr. Lincoln" in this enrolment production for 20th Century-Fox was another casting coup for Darryl F. Zanuck.

Lincolnsque Actor

For not only is Fonda highly Lincolnsque in appearance, but he shares many of the mannerisms and characteristics of the real man in his youth.

The final step in transforming Henry Fonda of Hollywood into Abe Lincoln of New Salem and Springfield was entrusted to Clay Campbell, head of the studio make-up staff.

When he had finished, the resemblance was truly striking.

The biggest difficulty Fonda faced was keeping DESTINY out of his portrayal.

When I was rehearsing the part," the actor said, "I found that I had a tendency to try to make every gesture, every word significant of the great man I was to become. I had to fight this every step of the way.

"The Lincolns legend which had been part of my whole life kept getting in my way and it proved a hard battle to keep the man's great destiny out of my younger role."

Also prominently featured in the hand-picked cast is Alice Brady, who plays Abigail Clay, mother of Matt and Adam, the two boys young Lincoln so brilliantly defended in the "moonlight murder" trial, played by Richard Cowen and Eddie Quillan, respectively.

Arlene Whelan is featured as Mary's wife, Hamann; Eddie Collins is Efe, the man who claimed to be as honest as Lincoln; Donald Meek is his prosecuting attorney, John Fielder; and Davis Bowden is Adam's sweetheart.

Incidentally, Miss Whelan's selection for the coveted role of Mary Todd carried with it an unusual assignment. For Director John Ford informed the 100-pound beauty that she would have to gain 15 pounds before beginning work on the film. When he first sees her, Lincoln refers to his future bride as "a pig as plain and smooth as a persimmon." And thanks to a frantic session of dieting, Miss Whelan was both of these when the cameras began turning on her curious new figure.

Some idea of the magnitude of the production can be gathered from the fact that the 20th Century-Fox research department turned out a full year's worth of data on Lincoln, on his friends and on the towns of New Salem and Springfield, where he spent his prime years covered by the film.

Prominent Scenarist

Checked and rechecked to insure authenticity—for both Producer Zanuck and Associate Producer Kenneth Mayes—was the script for accuracy—the material was finally submitted to Lamont Trott, to whom had been entrusted the job of writing the original screen play of "Young Mr. Lincoln." A similar supply of data had to be gathered for the guidance of the wardrobe, makeup, art and property departments, after the script had been approved. For these the research workers had to find out everything from the exact height of Lincoln's stovepipe hat to the way Ann Rutledge wore her hair. They found out the average size of a pane of glass in the second story window of a Springfield house, the exact size of the shoes worn by Mary Todd, and the exact length and shape of the whisker-on-the average Illinois farm wagon.

Lincoln Anecdotes

And then, of course, one of their most valuable assignments was the digging up of Lincoln anecdotes. They uncovered hundreds of them, the best of which were woven into the script. These are all so delightful that it is difficult to select a favorite. Yours might be the one about the time one of the town leaders saw "Young Mr. Lincoln" riding out into the country with his long legs dangling over the sides of his tiny mule.

"If anybody comes looking for you, where'll we tell 'em you're at?" asked the man of zest.

"Why, in my office, of course!" answered Lincoln.

"Where's that, Abe?" asked the leader.

"In my hat!" replied the future President.

Then there was the first time he ever danced with his wife-to-be. As the lovely Mary Todd dragged him out onto the dance floor, he courageously cautioned her:

"You've heard of the old saying: 'Don't let your left hand know what your right hand is doing.' Just apply that saying here, and you'll have a rough idea of what you've got yourself into." (laughs.)

A Typical Answer

At the same party he met a man who asked:

"Mr. Lincoln, are you by any chance a member of the well-known Lincoln family of Massachusetts?"

"Not by any chance I know of," he replied.

"A very fine old family—very proud,"rouw his insip.er.

"Then I'd say the evidence is all against us belonging to it," Lincoln assured him. "No Lincoln I ever knew amounted to a hill of beans!"

"Yes, "Young Mr. Lincoln" was a far cry indeed from the Lincoln most people know!Page Seventeen
ADVANCE

"MARY TODD" ROLE DEMANDS PLUMPER MARJORIE WEAVER

Featured with Henry Fonda in "Young Mr. Lincoln"

Film Play

Winning the coveted role of Mary Todd, the dark-haired, handsome beauty who mar- ried and influenced Abraham Lincoln, opposite Henry Fonda, in Darryl F. Zanuck's production of "Young Mr. Lincoln," was the "break" of a lifetime for lovely Marjorie Weaver. But it proved an unmitigated blessing.

For Director John Ford's first assignment for theenville Marjorie was to raise her 120 pound weight to 120 before facing the cameras. Ford explained that this would be necessary to substantiate young Mary Todd's first impression of his Lincoln's first inspiration of his melodrama. When he first met her before this Cosmopolitan production for 20th Century-Fox, showing at the Vic Theater, the jack-ofall-films lawyer described Mary as "plump as a pigeon and smooth as a pincushion."

At first, Marjorie balked at sacrificing the slim figure which had won her a beauty contest and a career. But a real trouper, she promptly got on with an all-new plumping regimen, highlighted by the indulging of many cream soaps.

At the end of two weeks, she reported on the set, 120 pounds of radiant roundness and a perfect porcelaine figure as described.

The good fortune of the role is reflected in the fact that many historians agree to substantiate young Mary Tod with being largely responsible for Mr. Lincoln's great future.

"Young Mr. Lincoln" will never be for her, the man my career is with Producer Darryl F. Zanuck in Larmar Trotti's original script play, "I know that you can go—and on and on and on—"

YOUTH IN LOVE!

A young backwoods lawyer wins a beautiful young girl—and darcy F. Zanuck's production of "Young Mr. Lincoln," with Henry Fonda in the title role and Marjorie Weaver as Mary Todd, the Cosmopolitan production for 20th Century-Fox opens at the Vic Theatre. MAT 29th, 30 CENTS

AMBULANCE IS BAD FOR PIONEER TOWN

The courthouse and streets of the little backwoods town of Springfield, Illinois, which knew "Young Mr. Lincoln" as a deformed, punkish looking lawyer, were built entirely in darryl F. Zanuck's production of that title, and quite successfully with Henry Fonda playing the role.

The little town of New Salem, Illinois, where young Abe wrestled with the boys, told jokes and fell in love, was also faithfully reproduced in all its rustic simplicity for early scenes in this Cosmopolitan production for 20th Century-Fox.

A rail fence had to be built and split and another one proved to be the most costly fence the studio ever put together, but Abe had this fence built this hand and takes it time. It was needed for a fence in the production cost several thousand dollars—which would have been a profitable little order for the railroad-plotting Abe Lincoln.

Director John Ford and Associate Producer Kenneth Macgowan were on hand in the old capital of Illinois in this Hollywood-New Salem—until it was time to make the trip and the trip was made.

Then it was discovered the motorcycle songs of nearby Pro Vocaloid had been caught and recorded. For instance, the danger of an ambulance roll took a considerable amount of gas in the case of the peaceable little town.

Nothing daunted, Macgowan and Ford ordered the entire village moved in its entirety to the peace and quiet of New York, 560 miles from the studio.

THIS GIRL KNOWS ALL THE ANSWERS

How tall was Abraham Lincoln?

He was six feet, four inches tall. Lincoln was a tall man.

Above, Henry Fonda and Pauline Mores in the Cosmopolitan production for 20th Century-Fox opening at the Vic Theatre. MAT 19th, 15 CENTS

FILMDOM'S RECENT "CINDERELLA GIRL" GETS A NEW THRILL

Arlene Whelan Featured with Illustrious Film Cast in "Young Mr. Lincoln"

Lovely Arlene Whelan, the Hollywood Cinderella who was blessed from a tranquilized table to screen stardom inside of 48 hours, has had another thrill.

This time it was her selection to play a stellar role in Darryl F. Zanuck's production of "Young Mr. Lincoln," with Henry Fonda in the name part.

Arlene first realized that miracles still happen when she was discovered in a Hollywood barber shop by a talent scout of Darryl F. Zanuck's production company, was carried off to the studio (with her bomb's permission, of course), screen-tested and cast in a romantic role opposite Warner Baxter in "Kidnapped," all in less than two days!

This happens just about once in 10,000 cases. So Arlene is used to events.

In "Young Mr. Lincoln," the Cosmopolitan production for 20th Century-Fox, which shows not the great man of history's pages but the braggart, pranksy, romantic young jackleg lawyer of the backwoods town of Springfield, Illinois, Arlene is cast in the highly dramatic role of the young wife of one of the doomed boys born as a "moonlight murder" trial. Young Lincoln's first real love, it offers the first great challenge of his life.

Fonda and Miss Whelan share top billing with Arlene and Marjorie Weaver in "Young Mr. Lincoln," while other important parts go to Colleen Moore, Pauline Moore, Richard Cromwell, Donald Meek, Merrick Bowden and Eddie Quillian, under the direction of John Ford.

Kenneth Macgowan filled the associate producer's post.

John Ford Directs

"Here we go kids!" said the director with a highly informal command that the highly informal director Ford and his crew regard as a seething bloodbath mosaic on the table and a pair of frightened boys accused of murder in a trial that takes place in Darryl F. Zanuck's production of "Young Mr. Lincoln." Henry Fonda plays the title role in this Cosmopolitan production for 20th Century-Fox, which opens at the Vic Theatre. MAT 30th, 15 CENTS

ALICE BRADY FOUND CAREER HAY DAY, THANKS TO FATHER

Imprissary Parent Insisted His Daughter Obtain Real Training

Having a famous producer for a father is one way of getting into the theatre — the hard way, according to Alice Brady, who has one.

The distinguished actress, who has long been under the personal management of her father, Darryl F. Zanuck, producer of "Young Mr. Lincoln," which opens at the Vic Theatre, was a Fonda in the title role, as was wanted to act.

Alice agreed and in the part she made it with a cavalcade of "Finales." In two years, her father's influence, as Brady recalls, "any father managed to eudow her more in one year than has any actress in five. Managers have been following me up. But she is my own girl and I was not ready for them."

Alice readily admitted that she was, Alice realized that Father Darryl F. Zanuck is a woman of her own age of the time and the lesson is that the leading actresses of our time are not the leading actresses of our time.

Alice Brady shares top billing with Fonda, Whelan, Fonda in the title role and Ar lone Whelan, John Ford directed the film's first and leading scene in a Cosmopolitan production for 20th Century-Fox, which opens at the Vic Theatre.

Local Angle

IS YOUR TOWN ON FILM LIST?

HENRY FONDA—Born in GRAND ISLAND, Nebr.; lived in Omaha. Film career at UNIVERSE STUDIOS, where made "Northwest Passage," "Cape Playhouse."

ALICE BRADY—Born in NEW YORK CITY. Daughter of Darryl F. Zanuck; career a Darryl F. Zanuck production.

MARJORIE WEAVER—Born in CROSS WELLE, Colo.; born in GLENDORA, Calif.; actress of the screen; marriage to Darryl F. Zanuck, 1931; career in THEATRE, LIMA, OHIO UNIVERSITY CENTURY-FOX property department before marriage. Husband's studio department staff, with studio's production staff, with studio's publicity department. In Century-FOX property department, Century-FOX property department. Also has been Miss America. MAT 29th, 30 CENTS

ARENAL WHELAN—Born in JERSEY CITY, N.J.; actress of the screen; marriage to Darryl F. Zanuck, 1931; career in THEATRE, LIMA, OHIO UNIVERSITY CENTURY-FOX property department before marriage. Husband's studio department staff, with studio's production staff, with studio's publicity department. In Century-FOX property department, Century-FOX property department. Also has been the model for "Little Women." MAT 29th, 30 CENTS

CHARLIE COBBLE—Born in JERSEY CITY, N.J.; actress of the screen; marriage to Darryl F. Zanuck, 1931; career in THEATRE, LIMA, OHIO UNIVERSITY CENTURY-FOX property department before marriage. Husband's studio department staff, with studio's production staff, with studio's publicity department. In Century-FOX property department, Century-FOX property department. Also has been the model for "Little Women." MAT 29th, 30 CENTS

CROSS WELLE—Born in CROSS WELLE, Colo.; born in GLENDORA, Calif.; actress of the screen; marriage to Darryl F. Zanuck, 1931; career in THEATRE, LIMA, OHIO UNIVERSITY CENTURY-FOX property department before marriage. Husband's studio department staff, with studio's production staff, with studio's publicity department. In Century-FOX property department, Century-FOX property department. Also has been the model for "Little Women." MAT 29th, 30 CENTS

REUBEN CORWIN—Born in LOS ANGELES; actor of the screen; marriage to Darryl F. Zanuck, 1931; career in THEATRE, LIMA, OHIO UNIVERSITY CENTURY-FOX property department before marriage. Husband's studio department staff, with studio's production staff, with studio's publicity department. In Century-FOX property department, Century-FOX property department. Also has been the model for "Little Women." MAT 29th, 30 CENTS

GERARD MERA—Born in GLENDORA, Calif.; actress of the screen; marriage to Darryl F. Zanuck, 1931; career in THEATRE, LIMA, OHIO UNIVERSITY CENTURY-FOX property department before marriage. Husband's studio department staff, with studio's production staff, with studio's publicity department. In Century-FOX property department, Century-FOX property department. Also has been the model for "Little Women." MAT 29th, 30 CENTS

ROGER GULIAN—Born in PHILADELPHIA; actor of the screen; marriage to Darryl F. Zanuck, 1931; career in THEATRE, LIMA, OHIO UNIVERSITY CENTURY-FOX property department before marriage. Husband's studio department staff, with studio's production staff, with studio's publicity department. In Century-FOX property department, Century-FOX property department. Also has been the model for "Little Women." MAT 29th, 30 CENTS

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Newspaper cutout

**SPOT NEWS**

**SCHOOL PAGE**

The story of Abraham Lincoln that has never been told is the subject of one of the most entertaining screen plays to come out of Hollywood—Darrell F. Zanuck’s production of “Young Mr. Lincoln.” The film, which went over the gavels as a “moonlight museum” case, is set in the year 1858, when Lincoln was 34 years old and 20 miles away from Springfield, Illinois where he was born.

Two young boys are the main witnesses to the trial. One witness, named “Abe,” is played by Dean Jagger, and the other, named “Bud,” is played by Burt Lancaster.

The trial takes place in a small country courthouse, and the witnesses are elected to be jurors. The judge is played by James Cagney, and the prosecuting attorney is played by Humphrey Bogart.

The film is directed by John Ford, who has won three Academy Awards for his direction of “Young Mr. Lincoln.”

**ONE-OF-A-KIND STARS GLIMPSED IN FILM**

The news that John Ford is going to direct a picture is always good news to Hollywood’s one time top-flight stars.

For the big-hearted Irishman never forgets and always manages to work a few of them into every picture he makes.

When he came to direct Darrell F. Zanuck’s production of “Young Mr. Lincoln,” which opens at the Palace, he had an unusual opportunity to bring back over a dozen of the old timers. You’ll probably recognise most of them spotted through this Compos- sal production for 20th-Century-Fox, in which Henry Fonda, in the title role, shares top billing with Alice Brady, Marjorie Weaver and Arleen Whelan.

**CHALLENGE**

In a crowded, battle-scarred, electric with the tension of the fountains “moonlight mur- der” trial, young Abe Lincoln’s first challenge—and the young back-woods attorney wins it! Below, left to right Henry Fonda (in the title role), Eddie Quillian, Alice Brady, the mother of the two boys, and Richard Cromwell. The Composial production for 20th-Century-Fox opens at the Theatre.

**PERSONALITY MATS**

In addition to the art shown in this section, personality mats on Marjorie Weaver and Arleen Whelan are available. The first includes two bouquets of flowers, with the second having five pieces on a three-column sheet for 43 cents.

**OLD’ RAIL FENCE COSTS A FORTUNE**

The youthful Abe Lincoln, who gained considerable fame for his rail-splitting predicting, could have made a nice profit out of Darrell F. Zanuck’s production of “Young Mr. Lincoln,” which opens at the Theatre, with Henry Fonda in the title role.

Thousands of rails had to be split for a fence used around a set rep- resenting a field.

The rails,iddle enough, were the most expensive item of the entire set. They cost the company $50 a piece.

Such fences were used in Abraham Lincoln’s time because they cost only the elbow grease required to heave them from a log. In modern day Hollywood, the same method

**SUITE TO PLAY LINCOLN’S LOVE**

Pauline Moore is well-suiteted by temperament as well as by the role for Ann Rutledge, the gentle first love of Abraham Lincoln, when she plays in Darrell F. Zanuck’s production of “Young Mr. Lincoln,” opening at the Theatre. Pauline Moore also portrays the role of Ann Rutledge in the film. She has played the role in several other productions of the same title.
Henry Fonda’s Lincoln Is An Athlete, Jokester And “Regular Fellow”

The biggest difficulty Henry Fonda faced in portraying “Young Mr. Lincoln” in Darryl F. Zanuck’s production of that title, was keeping D-E-S-T-I-N-Y at arm’s length.

For the film, which is currently in Theatre, depicts not the great Emancipator of history, the President in the critical days of the Republic with the fate of the nation on his shoulders. For another Lincoln — the young man, known only to himself in the backwoods town of Springfield, Illinois — a jockey lawyer who wrestled with the boys, courted pretty girls, told stories, fell in love.

Dramatizing the story of Abraham Lincoln has never been told, this Cosmopolitan production for 20th Century-Fox reveals an unexpectedly thrilling, eventful, romantic young life.

The original screen play by Lam- mas Trotti ends with Lincoln still less than 30, before his greatness had achieved any form of national recognition.

“With what was rehashing the part,” Fonda relates, “I found that I had a tendency to try to make every gesture, every word, significant of the great man young Lin- coln was to become. I had to fight this every step of the way.

“Never before have I played a role where I had a deep-seated conception of the character, as I had that one. Not only had I read the script. The Lin- coln legend, which has been a part of my whole life kept getting in my way, and it proved a hard battle to keep its hold on me a part of his younger years.”

Even Fonda’s ensemble, however, his portrayal of “Young Mr. Lin- coln” has been criticized. Some reviewers call it a truly great one — one of the greatest, indeed, in the annals of motion picture characterization. Gable’s father, a part of no little importance, are Alice Brady, Mary Lincoln, and Arlen Whelan. Mr. MacMurray’s portrayal of the young Mr. Zanuck," the president of that title, which is currently showing at the Theatre. The Cosmopolitan Production for 20th Century-Fox reveals what the Lincoln story that has never before been told.

Thrilling Day! Facing a lunch-counter mob in the scene from Darryl F. Zanuck’s production of “Young Mr. Lincoln,” the bespectacled-haired lawyer declares: “I’m not going to make any speeches. All I’ve got to say is, ‘Come on, come on, free the slaves!’” The Cosmopolitan production for 20th Century-Fox, due features Henry Fonda in the title role.

MAT 2PA, 30 CENTS

Screen’s “Young Lincoln” Is A Robust Characterization

Henry Fonda doesn’t want to like the old character actor who identified himself so willingly with Lincoln that a wag was moved to observe that “he’d never be happy until he got into the White House.”

For once Fonda had completed his characterization of “Young Mr. Lincoln” in Darryl F. Zanuck’s production of that title, currently showing at the Theatre, he wanted to let it stand on its merits and go on to other characterizations.

“His greatest role any actor could ever undertake,” Fonda said, “after I finished it I wanted to con- sider that my one and only at- tempt. Fonda was particularly well equipped to portray Lincoln in his romantic, eventful, actionful youth in the backwoods town of Springfield, Illinois. For the original screen play by Lammas Trotti offers not the great Emancipator but the President of the critical days of the Republic with the fate of the nation weighing him down, but the Lincoln story that has never been told — the story of the young jock- ey lawyer, who wrestled with the boys, had an endless fund of funny stories and fell in love.

Fonda was not only well suited physically and temperamentally for the role. He was in demand andadmiration for Lincoln had practically a detached air. Fonda’s performance of his life, Consequently, the acting talent required in this Cosmopolitan Production for 20th Century-Fox, due features Henry Fonda in the title role.

Thrilling Day! Facing a lunch-counter mob in the scene from Darryl F. Zanuck’s production of “Young Mr. Lincoln,” the bespectacled-haired lawyer declares: “I’m not going to make any speeches. All I’ve got to say is, ‘Come on, come on, free the slaves!’” The Cosmopolitan production for 20th Century-Fox, due features Henry Fonda in the title role.

MAT 2PA, 30 CENTS

Lincoln Lunch Box

Henry Fonda is such a man that he carried his lunch from home and ate it in the trailer’s dining room during the filming of Darryl F. Zanuck’s production of “Young Mr. Lincoln.” “Young Mr. Lincoln,” rather than parade as the youthful Lincoln into the studio’s CAFE de Paris, this Cos- mopolitan production for 20th Century-Fox is currently unreeving at the Theatre.

Henry Fonda as the bespectacled-haired lawyer. The RIF is a Cosmopolitan production for 20th Century-Fox. MAT 2PA, 15 CENTS

Young Henry Fonda

Actor is Much Like Youthful Jackey Lawyer of Early Days

Many elements entered into Darryl F. Zanuck’s decision that Henry Fonda was the man in Hollywood to portray Mr. Young Mr. Lincoln” in his production of that title, currently showing at the Theatre.

First, there was his outstanding historical research, which Fonda had unqualifiedly proved by his brilliant performance of Frank James in Zanuck’s television epic, “Jesse James.”

Then, there was the consideration that the lanky, lean young actor is not only somewhat Lincoln-esque in appearance and manner, but it was further decided that his drooping tenor voice would do much to lend realism to the screen representation of the little-known youthful Abe of the Illinois, Springfield, years in this Lincoln story that has never been told.

Moreover, it was discovered that Young Mr. Lincoln, Fonda is naturally shy — not given to much talking, “a quiet, studious young man, a congenial group, Fonda, too, prefers to keep his map of funny stories and, like Lincoln, he knows that telling a story properly is an art.

For another thing, Fonda has the Lincoln tendency to casualness in the matter of dress. Also, Fonda is tall, but for the most part, he is an attractive, splitting rails. Fonda came by his tallness probably as a physical training in- structor.

Several days devoted to testing Young Mr. Lincoln in his role on original screen play by Lammas Trotti had almost proved that Zanuck held his right again — Fonda was indeed the ideal man for the part.

And this conclusion was irrevoca-
Young Lincoln

Anecdotes

As re-enacted by Henry Fonda and played by Darryl F. Zanuck's production of "Young Mr. Lincoln," a Cosmopolitan production for 20th Century-Fox was showing at the Theatro.

When asked by a spectator in a fruit store for the "moonlight murder" trial what manner of man he is, Lincoln replies: "I reckon I'm just like the old woman whose horse ran away with her baby. She said she trusted in Providence till the brutes broke her; then she didn't know what to 'ack do."

How comes it the young lawyer...

"If you're going on looks, Etc., says Abe, "maybe you better throw in the chain too!"

STEPHEN A. DOUGLAS: Let me congratulate you, Mr. Lincoln. No one lawyer to another, on the way you saved your client the other night.

YOUNG LINCOLN: Thank you, sir. You couldn't expect me to stand by and see my client get hung before they paid me for getting 'em convicted.

To make a point in his exculma-
tion of the case, Abe asks the Jef-
eff: "Did you ever hear of the fixe
the man was in when he was going
along the road with a pitchfork on
his shoulder and all the farmer's
dogs ran out and let him on the leg?
"No sir," says the Sheriff, "that
must have been out of my district.
"

But of course you don't realize
that in defending himself with the
pitchfork the man stuck one of the
puppies into the dog and killed him.

"Oh, sir,"...and the Sheriff, "must
have been out of my district.
"

"Then they don't realize
that in defending himself with the
pitchfork the man stuck one of the
puppies into the dog and killed him.

Friend: Anybody coming looking for you, Abe? There'll be tell 'em you're at...

LINCOLN: Why, in my office, of course!

FRIEND: Where's that, Abe?

LINCOLN: In my hat!

Laugh with young Lincoln!

The gangling young lawyer had a quick, infectious sense of humor. The best of the anecdotes are re-enacted by Henry Fonda in the title role of Darryl F. Zanuck's production of "Young Mr. Lincoln," a Cosmopolitan production for 20th Century-Fox, directed by John Ford.

Lincoln (to Mary Todd, in the dance floor): You've heard of the old saying, Don't let your left hand know what your right hand is doing! Just apply that to you and you have a real idea of what you've got yourself into!

Friend: Hey, Abe! You pants are too short!

Lincoln: It's not my pants, it's my shoes which need cutting down! Here's a mockup which will make a fresh slash feature for any paper.

Lincoln: Howdy, feller, I see you've still got a toe-hold on doing nothing.

Loofer: How's you, old high pockets? How long are your legs today?

Lincoln: Just long enough, brother, to reach from my body to the ground.

AVAILABLE IN MAT FORM

The six-volume illustrated anecdotes on this page are available in a four-volume mat, after 50 cents. This includes the original heading above.

Here is a unique publicity feature that is certain to arouse interest in your showing of "Young Mr. Lincoln." Fine up a day in your newspaper or promotional publication, using the same heading for each day. Pricing all six together will make a fine flash feature for any paper.

When asked by the judge how he would
tell the truth? You know how we'll do anything to win a case?

Young Lincoln on politics: In politics, everybody's got to play a part. Some've got to talk, some've got to eat and everybody's got to roll.

Torn by doubts, young Lincoln purses his lips to Ann Rutledge: Maybe you're right, Ann. Maybe it is ambition that keeps growing inside me all the time, until it becomes like a stomachache. But it won't do any good. You've got to have an education these days to get anywhere—and I never went to school as much as a year in my whole life. Too many things to light into—

"Maybe the good Lord never in-
tended me to pitch into anything.

Mayor: And you mean these boys need to hag, but with me handling their cases you won't worry much on that score. All I ask is to have them up with some local law and show them...

If these boys had more than one

ANN RUTLEDGE: You have a wonderful mind, Abe, and you know it too. You think too much about things. Now don't you?

LINCOLN: Well, my brain sort of festers inside, sometimes. I got to scratch it!
The Screen Reveals A Young Abe Lincoln!

Not the Great Emancipator but the backwoods lawyer who wrestled with the boys, had an endless fund of funny stories, fell in love with a country girl and met his first challenge in a "moonlight murder" case—this is the story of Abraham Lincoln that has never been told.

Darryl F. Zanuck brings it to the screen in his memorable production of "Young Mr. Lincoln," featuring Henry Fonda, Alice Brady, Marjorie Weaver and Arleen Whelan. The film is a Cosmopolitan production for 20th Century Fox.

Beautiful Ann Rutledge was young Abe's first love and the first to realize what he could make of himself if only he would try. In scenes like the above, at a riverside in New Salem, Abe would confide his doubts to Ann (Pauline Moore), until she was vexed into declaring, "Oh, Abe! You make me so mad...and I'll bet you make the Lord mad too!"

"You say I could go on—and on—and on, Miss Todd. With a woman like you, a man might at that!" (Marjorie Weaver as Mary Todd).

Their hopes rest solely on young Lincoln: (left to right) Arleen Whelan, Dorris Bowdon and Alice Brady.

The tall, brawny-armed Lincoln halts a lynch-crazed mob with the defy: "I can lick any man here hands down!"

His career decided upon by a toss, the young backwoods student rides into Springfield, Illinois, to "take a fling at law." "Hiya! Old high-pocket!" shouts a louser, "your pants are too short!" To which the droll lawyer-to-be answers: "It's not my pants, brother. It's these proud and conceited socks of mine trying to show off!"

Between two innocent boys and the gallows—the attorney for the defense! Left to right: Richard Cromwell, Eddie Quillan and Henry Fonda.

Henry Fonda, in the title role, re-enacts the thrilling, exciting eventful early years of "Young Mr. Lincoln."
There was another Lincoln!

He was a young backwoodsman who wrestled with the boys, spun funny stories and fell in love. His story, never before told, is revealed in Darryl F. Zanuck’s production of “Young Mr. Lincoln,” a Cosmopolitan production for 20th Century-Fox.

The Screen Reveals Abe Lincoln as a Young Man!

He was a brawny-armed backwoodsman who wrestled with the boys, had an endless fund of funny stories and fell in love. His romantic, eventful youth, a story never before told, is revealed in Darryl F. Zanuck’s production of “Young Mr. Lincoln,” a Cosmopolitan production for 20th Century-Fox.

Free!
Six-Chapter Serialization!

Interestingly and dramatically written and illustrated, this six-chapter pictorial serialization is available to you at NO COST! It is suitable for use in weekly as well as daily newspapers. Each chapter is six columns wide, shows here reduced. Use coupon below to order free mats and full-size proofs.

Henry Fonda portrays the title role of “Young Mr. Lincoln”, co-featured with Alice Brady, Marjorie Weaver and Arleen Whelan. John Ford directed the film.
New Zanuck Hit Tells Story of Abe Lincoln Never Before Revealed

“Young Mr. Lincoln” Presents Henry Fonda as Strong, Witty Young Abe

[FEATURE REVIEW]

Don’t look for the familiar Lincoln of history’s pages when you go down to the Theatre to see Darryl F. Zanuck’s magnificent production of “Young Mr. Lincoln,” which came to town last night with Henry Fonda in the title role and kept a packed house enthralled. For this grand Cosmopolitan production for 20th-Century-Fox is the story that has never been told of thrilling, romantic, eventful youth in the backwoods town of Springfield, Illinois—the heavy-jacketed lawyer who wrestled with the boys, boasted an endless fund of Yankee stories, and a keen wit and fell in love.

Opened in 1831 when Lincoln was half-owner of the little Rocky River Lincoln store in New Salem, Illinois, Larson Trutt’s original screen play shows the homely, limby lad trying to save the old man Blackstone who had taken in trade for a few goods a few idyllic hours courting his first lady, Sarah. From this, he goes on to Springfield to practice law, and he makes a mad-dash lynch mob to save two innocent boys from a hanging, the first real test in the celebrated “moonlight murder case.” The young lawyer defends these boys with lighting wit and brilliance, and wins a mother’s tender devotion.

Then, of course, there was his romance with the ambitious, delightful Ann Rutledge. Together, they married him and helped shape his life.

When, at their first meeting, she invites him to call on her, he answers, “I’ll see a night’s entertainment, and I’ll come to stop you, Miss Todd!”

The film sparkles with the characteristic situations and anecdotes for which Lincoln was famous and there are thrill and romance enough to satisfy the most critical.

Henry Fonda makes the perfect choice for the young Lincoln and turns in a performance that is truly great in its humor and understanding.

Others who score in the great cast are Alice Brady, as the mother of the two accused boys, Marjorie Weaver as Mary Todd, Arlen Whelan as the youthful Pauline Moore as Ann Rutledge, Richard Cromwell as Judge Trutt, and Eddie Quillan as the young squire.

A natural production—"a picture that is a great credit to Product Zanuck, a share to Musical Director Kenneth Macgowan, Director John Ford and screenwriter Dorothy Truwell, and everyone connected with the production.

NEW FILM SHOWS A YOUTHFUL LINCOLN

A Lincoln who loved to tell jokes, wrestled with the boys, and his mother’s boy was introduced with a delighted audience at the Theatre last night. Darryl F. Zanuck’s production of “Young Mr. Lincoln” is a remarkable and lamentable production for 20th-Century-Fox. When John Ford directed in his usually brilliant storytelling screen play by Larson Trutt. Alice Brady, Marjorie Weaver and Arlen Whelan—again a trio in a truly great cast. Kenneth Macgowan scores the associate producer’s credit.

ARLEN WHELAN

Part of the story

THE STORY OF Abraham Lincoln that has never been told unfolded on the screen of the Theatre last night to the delight of an overflow audience, in Darryl F. Zanuck’s truly great production of “Young Mr. Lincoln,” with Henry Fonda giving an inspired performance in the title role.

Here’s a droll, witty, bittersweet, unknown Lincoln who wrestled with the boys, courted pretty girls, sold funny stories and fell in love.

Alice Brady, Marjorie Weaver and Arlen Whelan share top billing with Fonda in this Cosmopolitan production for 20th-Century-Fox and every member of the grand supporting cast turns in a great performance. Associate Producer Kenneth Macgowan, Director John Ford and Larson Trutt, who wrote the grand original screen play, are also in line for cheers.

A far ery from the sober statements of the history books is the story of “Young Mr. Lincoln” who is delighting audiences of the Theatre in Darryl F. Zanuck’s truly great production of title which came to town last night, with Henry Fonda turning in a magnificent performance in the title role.

Here is a Lincoln you have never seen before—the young backwoods lawyer of Springfield, Illinois, who wrestles with the boys, courted the sweethearts of Springfield, Illinois, who wrestles with the boys, courted the sweethearts, and gets the girl and law at the end.

revews

FILM REVIEWS

“Young Mr. Lincoln” Is A “Must!”

MARJORIE WEAVER

Fate of Man UP

The story of Abraham Lincoln that has never been told—of the backwoods lawyer who wrestled with the boys, told jokes and fell in love—is revealed in Darryl F. Zanuck’s production of “Young Mr. Lincoln,” directed by John Ford.

Henry Fonda gives his greatest performance in the title role of Darryl F. Zanuck’s production of “Young Mr. Lincoln,” which comes to the Theatre last night and drew cheers from a packed house. Here, indeed, is young Lincoln as he must have been.

This Cosmopolitan production for 20th-Century-Fox is not the story of the Lincoln of history’s pages, but the thrilling, humorous and romantic drama of the struggle, self-taught lawyer known to everyone in the backwoods town of Springfield, Illinois, which has never been told. The gallon, lawman, and First Real Test in the thrilling “moonlight murder case,” when he brilliantly defended two boys from the noose, is a grand production.

Fonda shares top billing with Alice Brady, who gives a great performance as the mother of the two accused boys, Marjorie Weaver is superb as the ambitious, delightful Ann Rutledge and Arlen Whelan described as “plump as a pigeon and smooth as a rebel,” and Eddie Quillan as the young squire and later married; and Arlen Whelan scores as the young wife of one of the boy.

Fonda turns in splendid performances in Pauline Moore, Marjorie Weaver, Richard Cromwell, Donald Meek, Darryl F. Zanuck’s production.

Cheers are also rated by Associate Producer Kenneth Macgowan, Director John Ford and Larson Trutt, who wrote the original screen play.

Special HALF-COLUMN MATS

The four half-column portraits of leading players used in this Publicity Section are available on a single one-column mat, 1FP, 15 cents.

They depend upon young Lincoln for their last hope—left to fight Arlen Whelan, Darryl F. Zanuck, Marjorie Weaver—share the pioneer family that unwrongs a wronged man, and Eddie Quillan—also the pioneer that unwrongs a wronged man. When they traded him a law book for some groceries.

Page Twenty-four
Entertainment-Selling Exploitation!

WITH NATION-WIDE HERALDING BY 20TH
BACK OF YOU...NOW GIVE
"YOUNG MR. LINCOLN"
THAT LOCAL BUILD-UP!

"I'M NOT GOING TO MAKE ANY SPEECHES. ALL I'VE GOT TO
SAY IS...I CAN LICK ANY MAN HERE HANDS DOWN!"

20TH'S PREVIEW COOPERATION!
AS PART OF ITS LARGE-SCALE NATIONAL CAMPAIGN FOR "YOUNG MR. LINCOLN," 20TH IS MAKING AVAILABLE TO ITS EXHIBITORS ANOTHER EXCEPTIONAL SCREEN FEATURETTE, "THE STORY THAT HAS NEVER BEEN TOLD" WITH ROBERT (BELIEVE-IT-OR-NOT) RIPLEY. THIS COMES TO YOU AS YOUR REGULAR DELUXE TRAILER FROM NATIONAL SCREEN SERVICE.

Needless to say, this great short subject does more than a fine heralding job for your playdate of "Young Mr. Lincoln." It introduces and establishes the young Lincoln of whom so little is known. It tells about "Young Mr. Lincoln" in interesting highlights and Ripley dialogue and sketches.

This is the first screen-glimpse your patrons will get of "Young Mr. Lincoln." For months they've been hearing about the distinguished Darryl F. Zanuck production. An avalanche of publicity, 20th's far-reaching national campaign, has not only the movie-going public agog with interest and anticipation but has reached out into that group which cannot be listed as "regulars" and to whom every theatreman is desirous of appealing! Therefore use showmanship in handling "The Story That Has Never Been Told." Sell it accompany your theatre...in front of your theatre and in your newspaper ads!

It's YOUR preview of "Young Mr. Lincoln"! It has been given the production skill and care you have come to expect from 20th. So exploit your engagement of this unique short subject accordingly. Here are some suggestions:

1. Hand out to departing patrons, in advance of your showing, neatly printed cards using engraving type face announcing the showing of "The Story That Has Never Been Told."
2. Large lobby card announcing the playdate of the featurette.
3. Endlessness in ads.
4. Plant advance publicity stories.
5. Take spot announcements after Ripley hour if carried on local station.
6. Take date streamer if local paper carries Ripley syndicated cartoons.
7. Ask theatre to mention "The Story That Has Never Been Told" when he reviews the feature it accompanies.
8. Put it up in marquees lights as an extra-attached attraction with show name.
9. List "Young Mr. Lincoln" playdate.
10. Play it in all handbills, house programs and paid advertising space.
11. Bill it always as an "extra-attached attraction!"

Young Lincoln Anecdotes

Through the columns of your local newspaper run a contest offering prizes for the most unusual or little known stories on the life of young Abe Lincoln. Naturally, in the picture, which is the story of Abraham Lincoln that has never been told, the incidents are factual and only dramatized to provide solid entertainment. A wealth of material can easily be unearthed and consultants should have little trouble interpreting some of the content. Specify, however, that the stories must be true.

Lincolniana

Invite museums, libraries, educational institutions, private collections and others to co-operate in a theatre lobby exhibit of Lincolniana. This would include museum pieces, heirlooms or replicas of a century age-sparing wheels, crude household utensils of the period of Lincoln's youth, ancient furniture, old documents, legal books, wax figures in homespun garments and styles of the 1830's, etc.

EXPLOIT THE PICTURE WITH TWO-FISTED BALLY AS SUGGESTED IN THIS ADVANCE LOBBY DISPLAY!

Crammed as it is with melodramatic entertainment, "Young Mr. Lincoln" should be sold in a manner that will forcibly get over this fact to your patrons. Realizing that you own and lobby are your most important advance selling mediums 20th has provided the proper assistance for the former with the Ripley trailer described at the left. And also the opportunity for a graphic lobby display to illustrate the exciting entertainment you have to offer your patrons to "Young Mr. Lincoln."

The impressive figure of young Lincoln as illustrated here may be cut out of the six-sheet or your artist may adapt this sketch. The foreground is one piece including the figure and billing panel. The portion to the right is centered on the background and is a montage of stills with the copy, as shown, in overprinted cut-out letters. Spot the following stills prominently as they show scenes of the thrilling action of the picture: Nos. 420-32, 33, 59, 64, 151, 152, 197, 198, 259, 260, 263. All stills are available at your local exchange at 10c each. A row of flashing lights set in the base of the foreground and background will greatly add to the attention-value of the piece.

While this suggested display should be simple to prepare you can execute it in any manner most practical for yourself, but maintain the spirit of aggressive show-selling in your finished exhibit.

Lawyers

Bar associations and law schools should be contacted early to arouse interest in this faithful depiction of Lincoln at the start of his legal career. In addition to contacting all lawyers and members of the judiciary with a letter, invite leaders of the bar and prominent members of the judiciary to a special showing of "Young Mr. Lincoln" and solicit their cooperation in staging an attorneys' and law students' night at the theatre.

It would also be good exploitation if you could arrange to have your local newspaper publish an interview with a leading lawyer or judge on the inspiration of young Lincoln to the legal profession.

Conestoga Caravan

Street bally—certainly, and here's a suggestion how to do it! Obtain an old wagon and convert it into a Conestoga type (see illustration), a forerunner of the covered wagon. Parade it through the streets with banners advertising the picture. The driver could be a gangling young Lincoln type wearing the kind of clothes shown in the picture. Seated with the driver or marching alongside of it have a frontiersman impersonator of the coonskin cap type carrying an old muzzle-loading rifle.
YOUTH...IS A GREAT SELLING-

YOUTH WEEK

YOUTH IN GOVERNMENT

YOUTH IN BUSINESS

YOUTH GROUPS

APPROACH your Mayor with the knowledge that you have a picture and a promotional idea that justifies a mayorality proclamation. Ask him to give official recognition to a week set aside in honor of young Lincoln and of the youth of the community. Point out to him that the young Lincoln revealed the greatness that was to be his in the early years and the youth of your town should therefore be given encouragement and recognition. As a practical showman you can see that in this worthy, but businesslike, promotion you will arouse the interest of adults as well as youth. Naturally, everything you do must eventually focus upon your playdate of "Young Mr. Lincoln." The following selling suggestions will indicate how Youth Week can help you to do this!

IN seeking your Mayor’s active co-operation in arranging for a “Youth Week in honor of the Lincoln the screen now reveals” speak to him about YOUTH IN GOVERNMENT! That is honor students (both boys and girls), of the senior class of the high school taking over civic duties for the one day that coincides with the opening of the picture! Arrange to have a youth as Acting Mayor, Acting Police Chief and so on among the many offices of local government. Of course, have newspaper coverage and if possible radio broadcast of the dedicatory ceremony in the Mayor’s office on the first day of your local celebration of Youth Week.

INTEREST a newspaper and your local Chamber of Commerce, as well, in sponsoring the event. In that way together with your Mayor’s assistance you will have a joint sponsorship which will inspire confidence in your promotion. Visit men’s business clubs, leading merchants and others most likely to co-operate. Also ask the co-operation of these groups in having youths act as heads of their businesses for a day. Set the example yourself in arranging for young boys or girls to act as manager, assistant manager, press agent, etc., of your theatre for the same day.

CONTACT all groups that are primarily interested in youth movements. Such groups as Y.M.C.A. and Y.W.C.A., Big Brothers, American Legion, P.T.A., Boy and Girl Scouts, etc. Interest them in Youth Week and the purpose for which you are instigating it. Address as many of the meetings of these groups as you may and ask the officers of the organization to inform the members of the worthy movement you have set afoul in honor of youth and of young Lincoln. If any of these organizations are in need of funds you might arrange to have them sponsor the ticket sale for opening night.

MORE ACTIVITIES FOR YOUTH WEEK!

ADULT CONTEST
As you are primarily interested in a consistent publicity build-up for your playdate, here is a suggestion to directly interest adults in both Youth Week and your playdate. Conduct a letter contest in which you invite adults only to submit entries of not over 500 words upon this subject: “What influence did Lincoln’s youth and early struggles, as you knew them, bear upon your life?” Have co-operating merchants participate in awarding prizes and publicizing the contest.

SCOUTS
As mentioned previously, Boy and Girl Scouts are an important group to contact in sponsoring a Youth Week. In addition to whatever else these organizations might contribute as part of the week’s activity, ask them to parade to your theatre on opening night. The color and pageantry of youth on the march will more quickly focus attention on the special purpose of the week and, incidentally, your playdate!

RADIO
Ask the banks to obtain as many new Lincoln pennies as possible, and put them into circulation during the week in advance of your playdate and Youth Week. Request all co-operating merchants to give change in the new pennies and do likewise yourself at the theatre. If done in a large way, you will get newspaper breaks and word-of-mouth comment.

LINCOLN PENNIES
Ask your local radio station to devote a part of their sustaining time to plugging the week. In addition they might sponsor an essay contest among the youth of the town in which the winner is permitted to read his paper over the air. The station might also be contacted on the proposition of having youth take over its operation for a day and it’s a particularly good angle as the station can so well publicize its own participation in the Youth Week.

TUG-O’-WAR
A popular sport in the times of young Lincoln and undoubtedly still popular among today’s youth. Arranging for tug-o’-wars between competing teams of boys or boys and girls (with latter given a handicap) is one way of ballyhooing your playdate in summer playgrounds and reaching youths outside of school cooperation. It’s a simple sport that should interest a multitude of contestants. The winning team or teams found through a series of elimination contests could be awarded guest tickets.

ENDORSEMENTS
If possible to arrange, have a special screening for all civic authorities, business executives, and organizations co-operating with you on Youth Week. Educational authorities and heads of historical and civic clubs will want to endorse this picture because of its great appeal to youngsters. Use these endorsements in newspaper stories and in lobby and front blow-ups.
LINE UP ALL THE MERCHANTS WITH THIS TIMELY, NOVEL PROMOTION IDEA!

Give Your Engagement A Gala Send-off With An Opening Day Spread!

Playing time of the picture at many theatres will find merchants (and newspapers) hungry for promotion ideas that will spur off season buying and move vacation merchandise. Show this suggested co-op page to your newspaper's business editor. Point out to him the dignity and good taste in which the Lincoln-Youth theme is handled and, at the same time, stress the practical results for the merchants who buy space. Ask your editor to assign a solicitor or two to assist you in lining up the page. With the contacts you will have established among businessmen in arranging for your Youth Week promotion this co-operative spread should be easier to obtain and should follow naturally as part of the week's activity. But whether or not you stage a Youth Week as outlined here you should still consider a similar page to this one to get your opening off to a good start and make your engagement your most profitable one!

CAUTION: Names or photographs of any players CANNOT BE USED in any co-operative ad. If any exhibitor dares do so he faces possible legal action from the players involved, for he is forbidden to do so by 20th Century-Fox.

 ANGLE FOR 'YOUNG MR. LINCOLN'!

Tomorrow
IN HONOR OF AMERICAN YOUTH...AND
THE YOUTH OF A GREAT AMERICAN!

These Merchants Salute the Youth of Blanktown!

SEE

YOUNG LINCOLN

Knew
THE VALUE OF THRIFT.

Young men and women would have hesitated to VACATION FUND they
didn't start last summer! Start one today!

BLANKTOWN BANK

YOUNG LINCOLN

sowed
the seeds of the Civil and
civil war, but he never lost
his heart to his country.

JONES SHOES

ANN BUTLEDGE

young lady's handy
Adams Sweets Shop

STOP in and take a look
when you go walking!

YOUNG LINCOLN

certainly profited
by his early life in a
rural cabin. While we
are not suggesting a
return to such primitive
living, we are sure that
modern youth will enjoy
life in vacation cabins at Lakeview.

BLANKTOWN BUSINESS COLLEGE

BROADCLOTH IN THE SUMMERTIME!

Broadcloth in the summer?

YOUNG LINCOLN

never
advised
his son to
buy
lightweight
summer
suits.

BARNS

Clothes

ART GROUPS

Supply art groups with stills of Henry Fonda as
Young Lincoln. Invite them to enter a contest in
which they will submit artistic interpretations of
Young Lincoln executed in any medium they wish to use.

LIBRARIES

Provide a nearly lettered card
with billing and playdate credit. Be sure to tell
your school or public library a set of stills. Many
libraries welcome such material for their archives.

GROUP DISCUSSION GUIDE

YOUNG MR. LINCOLN

DEBATING TEAM

Stage and publicize a re-enactment of an early
Lincoln-Douglas debate. Contact your local school
authorities and ask their cooperation in locating
the two best orators. Have them rehearse one of
the famous Lincoln-Douglas debates. The
English teacher can help you find the material.

STUDY GUIDES

Study Guides prepared by the Educational
Educational Guide, Inc., have been sent to schools, colleges,
and clubs throughout the United States. These guides provide an excellent
study of the picture and are profusely illustrated. Whether or
not your schools are in session at the time you play Young Mr. Lincoln, you will find
use for these guides. Supply extra guides to
students in regular and summer session. Send
copies to members of your local P.T.A.,
women's clubs and similar organizations.

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copies to members of your local P.T.A.,
women's clubs and similar organizations. Study Guides are 11 to 99—5c each. In lots of
100—3c each. Order guides from Educa-
tional and Recreational Guides, Inc. (Room 1418), 1501 Broadway, New York City.

SCHOOL LOOKS!
STORY-SELLING LOBBY BOARD

Let your patrons know of the store of thrilling entertainment that awaits them when they see "Young Mr. Lincoln." A "see" type board in your lobby will punch over the highlights of the picture. Use a central figure of young Lincoln—a blow-up of Still No. 420-8 and the following stills together with these captions:

420-246—Courting Ann Rutledge, the first girl he loved!
420-260—Proving his strength at a tug-of-war!
420-55—Choosing law as a career because a toss decides it!
420-229—Meeting with Mary Todd!
420-60—Dispensing a lynching mob with his courage and fists!
420-122—Fighting the "moonlight murder" case because a mother asked him to save her boys!

DIRECTOR DISPLAY

For that side-wall-covering display you are planning on the picture reserve a prominent spot for a plaque or card on the accomplishments of Academy Award-winning director John Ford. You recall what a masterful job of directing he did on "Submarine Patrol." Point out the director of "Young Mr. Lincoln" with a display as shown to the right.

LAUGH WITH YOUNG LINCOLN

Did you spot that swell pictorial feature on page 21? You'll find many additional uses for it in exploiting the picture. For instance, blown up for an attention-rabbing front easel, then, the art is ideal for a six-day newspaper contest. Use the routed space for "clue" copy and ask the contestants what famous humorous anecdote of young Lincoln is suggested by the illustration. Also run one anecdote each day for six days as a straight feature plant.

COLORING CONTEST

Unquestionably, you know what to do with this art. Great for newspapers, house programs or imprint space on heralds. Order Mat 3X4A, 45c, at your local exchange.

The Director of "THE INFORMER"
"WEE WILLIE WINKIE"
"THE HURRICANE"
"SUBMARINE PATROL"
"STAGE COACH"

JOHN FORD adds another triumph to his award-winning career with "YOUNG MR. LINCOLN"

HUMAN-INTEREST ANGLE

IN THIS CONTEST FOR WOMEN!

Direct appeal to women may be obtained with this contest that is inspired by the dramatic highlight of the picture. While it is particularly suited for the women's section of your newspaper it can be used equally well in the news columns. For art in mat form see Mat No. 2PP on page 1B.

CAN A MOTHER CHOOSE WHICH SON SHALL LIVE ... AND WHICH DIE?

Best Answers To This Question Will Win Guest Tickets For "Young Mr. Lincoln"

This is the question that faced a mother whose two boys were charged with a murder to which she was the witness. And between those boys and the gallows ... the attorney for the defense ... Abe Lincoln! This is the dramatic highlight in the Darryl F. Zanuck production of "Young Mr. Lincoln," a Cosmopolitan Production for 20th Century-Fox, which opens at the Theatre. In conjunction with the Theatre we are conducting this contest asking our women readers to answer this agonizing question that faced a backwoods mother whose two sons were defended by young Abe Lincoln in the famous "moonlight" murder case. If you were on the witness stand and asked which of your two sons committed the murder how would you answer?

Write us your answers in not more than 100 words. All answers must be postmarked not later than midnight The 25 best answers will each receive a pair of guest tickets to see "Young Mr. Lincoln" at the Theatre.

Radio Announcements

(Advance)

ANNOUNCER: The screen now reveals, in a drama as thrilling as you will ever see, the story of Abraham Lincoln that has NEVER been told! The story of his thrilling, romantic, eventful youth! This great entertainment comes to you in Darryl F. Zanuck's production of "Young Mr. Lincoln," a Cosmopolitan Production for 20th Century-Fox, which opens at the Theatre.

(Current)

ANNOUNCER: A great picture has come to 'City!' A motion picture that presents the story of Abraham Lincoln that has NEVER been told! A new screen thrill is yours as you see Lincoln as a young backwoods lawyer defending two terrified boys from a murderous mob! This thrilling entertainment is Darryl F. Zanuck's production of "Young Mr. Lincoln," a Cosmopolitan Production for 20th Century-Fox which is now playing at the Theatre.

(Advance)

Henry Fonda, who recently turned in two smash performances in "Jesse James" and "The Story of Alexander Graham Bell" plays the title role in this picture. Also prominently featured are Alice Brady, Marjorie Weaver, Arleen Whelan and Eddie Collins, Pauline Moore, Richard Cromwell, Donald Meek, Doris Bowdon and Eddie Quillan.

(Current)

"Young Mr. Lincoln" is as thrilling as a bugle call ... with its drama, action, emotion and romance. See it now at the Theatre.

FONDA FAN PHOTOS

Henry Fonda, whose outstanding performances in "Jesse James" and "The Story of Alexander Graham Bell" are fresh in the minds of your patrons, is an important angle to feature in your campaign for "Young Mr. Lincoln." Fan photos, in sepia tone, of this fine performer are available at your local 20th Century-Fox exchange. The ad-sales manager will quote on quantity prices. You'll find it a valuable feature in this striking accessory throughout your campaign.

BOOK DISPLAYS

Books on Lincoln are too numerous to list here. Each year finds new studies being brought forth. Your book dealers have many volumes on Lincoln and this presents an opportunity for additional window displays throughout town. Also contact circulating libraries for displaying picture art as currently there are sure to be several books on Lincoln in popular demand.
SELL "YOUNG MR. LINCOLN" IN THIS CONTEST WITH QUIZ APPEAL!

With the quiz flavor so popular in contests today here's one for your newspaper that is certain to attract the attention and arouse the interest of a great many readers.

In conducting this contest, for four successive days, publish one still from the picture, along with the questions, in just the same manner as they are presented here. Each day the readers check off the correct answer and when all four have been collected mail them in along with a letter of not more than 100 words telling what they find most interesting in this story of Abraham Lincoln that has NEVER been told!

The entire art for the contest is available on one mat, 4XA, 60c, at your local 20th Century-Fox exchange.

DO YOU KNOW THE YOUNG MR. LINCOLN?

His first love was:
Martha Curtis... Molly Pitcher... Betsy Ross
Ann Rutledge... Barbara Fritchie

1st Day

HOW WELL DO YOU KNOW YOUNG MR. LINCOLN?

Which of the following did he marry:
His first love.
A royal princess.
The daughter of an aristocratic Kentucky family.
Stephen Douglas' sister.
The daughter of Joshua Speed.

2nd Day

CORRECT ANSWERS:
First Day: Ann Rutledge.
Second Day: The daughter of a Kentucky Family.
Third Day: In his own home without instruction.
Fourth Day: Two young boys charged with murdering a town ruffian.

ANSWER THIS QUESTION ON YOUNG MR. LINCOLN!

Abe Lincoln Studied law:
At Harvard University.
At Washington while a member of Congress.
In his own home without any instruction.
By attending night school at Springfield.
By commuting daily to Illinois University.

3rd Day

LAST CALL FOR YOUNG MR. LINCOLN ANSWERS!

In the "Moonlight Trial" Lincoln defended:
A girl accused of murdering her husband.
A band of desperadoes charged with killing the sheriff.
Two young boys charged with murdering a town ruffian.
A famous bandit accused of killing a bank teller.

4th Day
THESE ARE THE SHOW-SELLING

40 x 60 GELATIN

PHOTO ENLARGEMENTS

40 x 60

STANDEES

BANNERETTE

ALSO AVAILABLE:

11 x 14 Lobby Photos
8 x 10 Glo-Color’s
11 x 14 De Luxe Photos
8 x 10 Black and White’s
Colored Slide
ACCESSORIES! ORDER YOUR LOBBIES, WINDOW CARDS AND HERALS FROM YOUR LOCAL EXCHANGE

WINDOW CARDS

IMPRINT
Darryl F. Zanuck's production of
YOUNG MR. LINCOLN
Fonda Brady Weaver Whelan
Double

IMPRINT
YOUNG MR. LINCOLN
Regular

IMPRINT
YOUNG MR. LINCOLN
Midget

HERALD

YOUNG MR. LINCOLN
THE STORY OF ABRAHAM LINCOLN
THAT HAS NEVER BEEN TOLD!

Cover

INSERT CARD
THIS TOO IS LINCOLN!

Spread

Marjorie Weaver and Aileen Whelan are featured in the picture and there are several exciting displays available on each of these players. Use their likenesses throughout your campaign. The following accessories are at your local exchange:

MARJORIE WEAVER
11 x 14 Colored Portrait
1-Sheet Col. Enlargement
Fan Photo
8 x 10 B & W Stills

ARLEEN WHELAN
11 x 14 Colored Portrait
Fan Photo
8 x 10 B & W Stills
8 x 10 Glo-Color Stills