So Funny —  
IT'S IN THE MONEY!

Just read what they say:

"Audiences will eat it up. Aimed for all types of picture fans, this one hits the bull's-eye squarely."
—Daily Variety

"Edward Everett Horton at his best . . . the smart exhibitor remembering '10 Raise' should go after this with both barrels."
—Hollywood Reporter

"Horton scores another winner in pic that's jam up in B. O. appeal. If you made money on Horton in '10 Raise' (and most everybody did) you can expect to double it on this one."
—Showmen's Trade Review

IT'S A LAUGHTER HIT—GO AFTER IT!

"YOUR UNCLE DUDLEY"

A Fox Picture with
EDWARD EVERETT HORTON

LOIS WILSON • ROSINA LAWRENCE
JOHN McGUIRE • ALAN DINEHART
MARJORIE GATESON

Associate Producer Edward T. Lowe
Directed by Eugene Forde
Based on the play by Howard Lindsay and Bertrand Robinson

Copyright MCMXXXV, Twentieth Century-Fox Film Corporation, New York
FILM REVEALS CLOTHES IDEAS

Screen Styl& Asa Stylish—
and Practical

(Advertised Feature)
The debutante and matron in the small community who wants clothes that are modish but not bizarre, finds a number of practical hints in the gowns designed for the heroines of "Your Uncle Dudley," the Fox picture starring Edward Everett Horton and starting to run in the... Theatre.

The ladies in the picture is a small, close-knit community and the scenery revolves around the mishaps that befal a small-town booster. But one of the principal attractions of the picture is the gowns worn by Miss Wilson, Miss Lawless, Miss Marjorie Gateson. In no instance is beauty made the excuse for clothes that are too expensive or too flimsy. Miss Wilson, whose lovely coloring calls for gowns richer in color than the majority, wears a deep corn color. It has no trimming except two heavy gold bow.

Miss Gateson appears in a startlingly new color, a light green with accents of rose color in the sleeves and bodice. She is dressed in a gown by Miss Lawless, a blue chiffon with a deep rose chiffon in a perfect choice.

All of the dresses are designed by Miss Gateson, stylist for 20th Century...
TO WIN A LOVELY LADY!

Horton's Work Grand in Story of Timid Soul

Because Edward Everett Horton has always managed to fill even the most meagre of his roles with the thoroughly human and lovable qualities of his personality, his role in the new Fox picture, "Your Uncle Dudley," which opened yesterday at the Forum, will prove an unforgettable treat to Horton addicts.

It is a sympathetic and often hilarious funny story, with a half-dozen full-length characterizations for Horton that at last prove what a good personal star he is.

Fashoned from the popular play by Edward Everett Horton and Alfred Robin Robbins, which probably records a momentary amount of a small-town bachelor who proved a personal favorite till something occurred to shake him out of his right solution for silver-lining cops.

As played by Horton, Dudley is a snob, full of horrid jibes on the adoration heaped on him by his hangers-on and shop assistants. They have been garrisoning up all the groves.

His girl, Lila Wilson, is in a slightly perverted state, because Dudley has let all his affairs slip and the time will never be married.

There are also a few other things that begin to happen. Intimately bound to the romance is that of Rosalind Lawrence and John McGillicuddy. And the operationally funny climax of the picture is devoted to showing how do the double-balled love problem can be solved.

"Your Uncle Dudley," is a case where he can do a little bawling for his self, because literally an entire galaxy is stunned with elder sister, Miss Lawrence's "I am a personal and intelligent woman," message to "eccentric" Miss McGillicuddy. Horton is directed "Your Uncle Dudley," under the supervision of Edward T. Lowe.

Player's Beauty AIDS Not Costly

Five simple beauty ideas accented for vital beauty of Rosalind Lawrence in the Fox picture, "Your Uncle Dudley," and who is accorded among the loveliest of the day, says her lovely skin is accredited to the Corine Foundation's1 beauty treatment. The practitioner is said to be thickening with the luck of the pleasant and clean hands of the foundation.

Doming the exercise with a few tips to keep the skin in trim, Miss Lawrence says, "I always brush my face after washing with pulmonary soap and with water softened by a handful of lemon juice."

The Cast

Dudley Dudley

EDWARD EVERTON HORTON

Christina Starling

ROSA LILIAN

Robert Kirby  ...  JOHN MCGILICUDDY

Rosalind Lawrence

CHARLIE PAYNE

Robert Lawrence

ALFRED ROBIN ROBBINS

Lucille Lawrence

MARY JANE

Rosalind Lawrence

EDWARD EVERTON HORTON

Horton's Win Love—and Fame in Chuckle Film

He did all the good works, and the other boys got the gravy; his business flopped, his romance faltered, because he was so busy helping other people out of tight spots. Then something happened and the worm did about face to become a roaring terror.

There is an inkling of the grand and sympathetic story that brings Edward Horton, one of Hollywood's reading conditions, to the screen as the star of "Your Uncle Dudley." It is a Fox picture and now at the Forum.

The Cast

Dudley Dudley

EDWARD EVERTON HORTON

Christina Starling

ROSA LILIAN

Robert Kirby  ...  JOHN MCGILICUDDY

Rosalind Lawrence

CHARLIE PAYNE

Robert Lawrence

ALFRED ROBIN ROBBINS

Lucille Lawrence

MARY JANE

Rosalind Lawrence

EDWARD EVERTON HORTON

Wuth About Masculine Supremacy Now?

Lola Wilson, who is the object of affection for Edward Everett Horton in "Your Uncle Dudley," now at the . . . . Theater, must manage to conceal a great deal of regard for her delinquent companion. In an attempt to make her look like a real athlete, Miss Wilson enjoys the reputation of being Hollywood's foremost woman polo player.

Miss Wilson is a member of a woman's team who plays regular matches with male rivals at great casualties.

DOUBLE-HEADER NEW IDEA PARTY

Hollywood has witnessed many novel parties, but few can rival the Fox's "double-header" consisted of two parties, at the first of which only "ladies were present, for the gentleman's later go to the Forum and "Babes in Arms." Among those present at the first celebration were Lola Wilson, Lila Wilson, Alan Dinehart and William Brewster. Both parties were held in the Century Club, while John McGillicuddy, Alan Dinehart and William Brewster made their appearance at the Orpheum.

Edward Everett Horton directed "Your Uncle Dudley."
SO HUMAN IT'S HILARIOUS!
So Real It's Riotous!
Fall guy for the whole family—
his ex wife off his back and
all he got was a cold shoulder!
But just watch him turn wildcat to win the
girl he loves!

"Your Uncle Dudley"
A Fox Picture with
EDWARD EVERETT HORTON
LOIS WILSON • ROSINA LAWRENCE
JOHN MCGUIRE • ALAN DINEHART
MARIJAC GATESON
Associate Producer: Edward T. Lowe
Directed by Eugene Forde
Based on the play by
Howard Lindsay and Bertrand Robinson

SIGNATURE
Ad Mat 2B 100 Lines x 2 Col. 20c

A Hero to His Secretary
— A Zero in His Home!
This bachelor by marriage
(his brother's marriage!)
inherited an in-law who
there was no room in his life
for romance—
until he turned wildcat to win the
girl he loved!

"Your Uncle Dudley"
A Fox Picture with
EDWARD EVERETT HORTON
LOIS WILSON • ROSINA LAWRENCE
JOHN MCGUIRE • ALAN DINEHART
MARIJAC GATESON
Associate Producer: Edward T. Lowe
Directed by Eugene Forde
Based on the play by
Howard Lindsay and Bertrand Robinson

SIGNATURE
Ad Mat 2D 101 Lines x 2 Col. 20c

WATCH HIM TURN WILDCAT TO WIN THE
GIRL HE LOVES!

"Your Uncle Dudley"
A Fox Picture with
Edward Everett HORTON
LOIS WILSON • JOHN MCGUIRE • ROSINA LAWRENCE
ALAN DINEHART • MARIJAC GATESON
Associate Producer: Edward T. Lowe
Based on the play by
Howard Lindsay and Bertrand Robinson

SIGNATURE
Ad Mat 2F 97 Lines x 2 Col. 20c

WATCH HIM TURN WILDCAT TO WIN THE
GIRL HE LOVES!
So human, it’s
hilarious!
So real, it’s
riotous!

"Your Uncle Dudley"
A Fox Picture with
Edward Everett HORTON
LOIS WILSON • ROSINA LAWRENCE
JOHN MCGUIRE • ALAN DINEHART
MARIJAC GATESON
Associate Producer: Edward T. Lowe
Directed by Eugene Forde
Based on the play by
Howard Lindsay and Bertrand Robinson

SIGNATURE
Ad Mat 2A 83 Lines x 2 Col. 20c
TO SIMPLIFY "REVAMP" WORK the vital elements of your "Your Uncle Dudley" ad campaign are united in this 3-col. mat, price 45 cents.

LAUGH, TOWN, LAUGH!

Charley with Hor- ton as he evens scores with in-laws, bulldozes the boss, turns the town topsy-turvy and sweeping the girl of his dreams off her feet!

"Your Uncle Dudley"

WATCH HIM TURN WILDCAT TO WIN THE GIRL HE LOVES!

EDWARD EVERETT HORTON
LOIS WILSON • ROSINA LAWRENCE
JOHN MCIQUE • ALAN DINEHART
MARIAN GATSON
Associate Producer Edward T. Lowe
Based on the play by Howard Lindsay and Harford Falls.
SINGING CONTEST

There is a great singing contest in this picture. Plan a similar vocal contest on your stage. It will attract attention. Have your leading merchants sponsor the contest with suitable prizes to be awarded to the winners. It is a sure-fire box office attraction-in addition to this great picture.

Cash In On Ad Sales

It takes pictures to sell pictures to your public. In our array of posters and lobby material on "Your Uncle Dudley" we have prepared for you a varied selection which immediately catches the eye. In brilliant colors they command attention wherever placed. They bring out the highlights incorporated in this vivid and romantic production.

Besides their value as lobby and theatre front decorations they have been found ideally suited for merchant window displays. Many showmen have captured numerous local merchant windows by selling the store-keeper on the fact that this material, in striking color, attracts attention to their own windows. With your theatre imprint, this material offers you another outlet for gain to attention of your city's patrons.

Posters and lobby material should be used at least week in advance of the playdate or sooner. In that manner they continually build up an interest for the picture and fit in with your entire campaign.

"Uncle Dudley" Contest

Stage an "UNCLE DUDLEY" contest with the idea of getting people in town and impersonate members of the "Your Uncle Dudley" cast. Much local interest can be aroused by such a stunt. Local amateur players will be happy for the chance to compare themselves with Hollywood players. Hold the contest on your stage.

EXPLOIT THE TITLE!

One of the best points in exploitation of "Your Uncle Dudley" is the title. Dudley is a name on the screen and the name and the fact that many people know what it means. Hold contests offering prizes for the best definition. Get prominent people in the town to submit their ideas on it. Use newspaper ads based on the "Your Uncle Dudley" name.

LOBBY CUT-OUT INEXPENSIVE

Here's a suggestion for a simple, inexpensive, effective cut-out for your lobby, to be used as an advance stunt. Make up the figure from some of the posters on "Your Uncle Dudley."

SELL! SELL! SELL!

Edward Everett Horton FOR THE BEST BOX-OFFICE RETURNS ON “Your Uncle Dudley”

Edward Everett Horton is IN A CLASS BY HIMSELF... He enjoys the unique distinction of having a greater following than many famous stars... SELL HORTON AND YOU'LL SELL “YOUR UNCLE DUDLEY”... Whenever Horton's face appears on your screen—even in a trailer—you can hear an audience express their delight... He tops the matinee idols in that he APPEALS TO THE ENTIRE FAMILY... and that's the audience to direct your campaign to— the family... because "Your Uncle Dudley" is a clean, wholesome comedy that will please everyone. Play Horton's name and likeness big in your ads, exploitation, lobby, front and marquee... his well-known face is a trade-mark that guarantees THE LAST WORD IN LAUGHS...

Edward Everett Horton Sets a New High
In Hilarity in "Your Uncle Dudley"

CALLING CARD NOVELTY

The calling card distribution idea can be used as part of your selling campaign. Your printer can make up these "Uncle Dudley" cards for you at very little expense; the names are set in type, while the message is to be written by hand and a plate made for printing. Contact the hotel desk clerks. For 25c you can put the card in all the room boxes. Give a bunch of them to your usher at night after the show and put them under the doors of all stores and shops. Have them put on the desks of stenographers in office buildings.

TIE UP STILLS

The 8 x 10 stills contain some valuable tie-up pictures adaptable to co-operative window displays.

ORDER YOUR NATIONAL THEATRE SERVICE

MORE EXPLOITATION SUGGESTIONS

Have as guests of honor citizens who actually have contributed their services toward civic betterment.

Horton makes a big speech in an office scene on the advantages of being well groomed. This suggests co-operative ads with clothing stores, haberdashers, etc.

Here is a picture, where the leading character is a club member. A letter to all club members advising them of the real entertainment value of this picture will be helpful. Plan an Elks' Night—a Masonic Night, A Rotary Night, etc.

Rosina Lawrence and Lois Wilson wear lovely clothes in this picture. Place suitable stills in the window of your leading women's specialty shops.

The Herald

All the family become your patrons when you sell them with the HERALD. Make a direct mailing of the HERALD a part of your selling campaign on this picture. They're $3.00 per thousand at your 20th Century-Fox Exchange.

Poster

POSTER CUT-OUTS

VISUALIZE WHAT CANNOT BE OBTAINED IN ANY OTHER DISPLAY!

Good Clean Fun Contest

Edward Everett Horton has always championed the cause for good, clean fun. Have contest blanks distributed to your patrons a week before the picture opens, and during the run, writing 50 words or less on the subject of "Why I Like Horton Pictures" will be judged for originality, neatness on the subject. A free pair of tickets for a month could be the award for the best reply.

Animated Lobby Display

Here's an idea for an animated lobby display. Construct a large, clever clock with a head similar to the one on the outside of the doors. The doors of the lobby can be opened by the small man on a soda jerk. When he opens the doors, the face of the clock will swing freely. Cut out the head and mount the parts in a lobby card or on the picture frame. Paint it with small wood stripes so it looks like the bare body. Use a clock movement, and the man can be tacked onto the head with small strips of leather. Permit it to turn on the pulley frame around a series of ideas. Enough ideas should be tacked onto the boy so that he will open with the last card first.

MEET YOUR UNCLE DUDLEY

Cuts-Mats

An Important Part of Your Newspaper Campaign

Secure Them From Your Local 20th Century-Fox Exchange

Page Seems
Be sure to get the regular set of eight 11 x 14" at 75 cents per set and the full colored slide at 15 cents each from your nearest 20th Century-Fox Exchange.

More and more, exhibitors are beginning to realize the value of the 20th Century-Fox still photographs, lobby displays and other advertising aids. For bigger and better ad campaigns order these stills today from your local exchange. Price of stills is 25 cents each.