FORGET THAT FEELING... SHE'S GOT MURDER IN HER HEART!

DICK POWELL
CLAIRE TREVOR • ANNE SHIRLEY
in
MURDER... MY SWEET

OTTO KRUGER • MIKE MAZURKI • MILES MANDER
DOUGLAS WALTON • DON DOUGLAS

Produced by ADRIAN SCOTT • Directed by EDWARD DMYTRYK
**The Screen's Great Mystery Wallop Electrified with High Voltage Thrills, Action and Excitement!**

Here's hang-up entertainment made to order for all lovers of dangerous adventure. It presents real down-to-earth characters that literally pop out from the screen, hard-boiled atmosphere that breathes reality. Here is a story so tense and dramatic that one is left breathless. "Murder, My Sweet" brings out all the sensational qualities found in the best-seller by Raymond Chandler. Here is interest with no letdown, and adventure that mounts to a smashing climax.

Dick Powell steps from his song and dance roles into a part of a grim private detective in "Murder, My Sweet," a characterization that stamps him a dramatic actor of the very best. As an investigator who battles the underworld while on a quest for a mysteriously lost girl, Powell plays a socko role in which he is compelled to take it as well as dish it out. Co-starred with Powell, are Claire Trevor, as the blonde menace, and Anne Shirley, as the romantic heroine, both being "tops" in their respective roles. Mike Mazurki, famed for his characterization of the Jop wrestler in "Behind the Rising Sun," figures as a spectacular brute in this current melodrama. The remainder of the cast is similarly hand-picked. The show has been given ace treatment by producer Adrian Scott and Director Edward Dmytryk.

**Marlowe**

**Mrs. Grayle**

**MRS. GRAYLE**

**CLAI'RE TREVOR**

**Ann**

**ANN SHIRLEY**

**Mr. Grayle**

**Otto Kruger**

**Mr. Grayle**

**Miles Mander**

**Mr. Grayle**

**Douglas Walton**

**Randall**

**Don Douglas**

**Dr. Sonderborg**

**Ralf Harolde**

**Mrs. Florian**

**Esther Howard**

Based upon the novel by Raymond Chandler; Director of Photography, Harry J. Wild, ASC; Special Effects by Vernon L. Walker, ASC; Art Director, Albert S. D'Agostino; Carroll Clark; Set Decorations, Darrell Silver; Michael Osterbach; Recorded by Bailey Foster; Music by Roy Webb; Musical Director, C. Bohach; Photofraction by Edward Stevenson; Edited by Joseph Neimark; Assistant Director, William Durman; Recording by James J. Stewart; Dialogue Director, Leslie Ursich; Executive Producer, Sid Rogell.

Phillip Marlowe, [Dick Powell] visits a police station, badly beaten up, telling his story. He believes that he is charged with one or more of several murders. His story begins with a giant ex-convict named "Moose" Malloy (Mike Mazurki), who pays him to help him hunt for a one-time girl friend, Velma. First they go to Florian's, where eight years ago she danced, but find no trace of Velma. Later, alone, Marlowe locates Mrs. Flor- ian, who gives him a phony picture of Velma, but says she has no idea where she is. As soon as he leaves she makes a phone call. It brings Marlowe more business than he's had for months—but it's dangerous business. First Marriott (Douglas Walton) asks him to go with him to buy back a jade necklace from some crooks who have stolen it from a wealthy woman, Mrs. Grayle (Claire Trevor). On this trip he gets slug- ged to sleep and Marriott is killed by an unseen murderer. Then Ann Grayle (Anne Shirley), the rich man's daughter, tries to come between Marlowe and the truth, to protect her father. They fall in love, Marlowe escapes another trap set for him by Mrs. Grayle, and arranges a showdown meeting at the Grayle beach house. By this time he knows Mrs. Grayle is really the missing Velma. As "Moose" awaits a signal to come in and meet his Velma, Mrs. Grayle starts to shoot Marlowe and Ann, but is dropped dead, before she can fire, by bullets from Marlowe's gun in the hands of her own husband. Just then "Moose" barges in and the detective gets his eyes put out of commission, temporarily, by a pistol blast right past his nose. He's sure the police are pinning at least one of the killings on him because his gun was used, but they fool him. After his statement has been taken he is led to a taxicab by a police sergeant, and thinks he's being taken home by the officer. Then he smells perfume. And asks for a kiss, recognizing Ann's. Soft shoulders, he decides, are good for a guy while waiting for his eyes to get back into shape.
SHOCK AFTER SHOCK
STRIKES BEHOLDERS
AS SLEUTH GRIMLY
THREADS DEATH MAZE

The suspicion of murder haunting the detective, and his struggle to clear himself.

His perilous pal—and abysmal brute as dangerous to his friends as to his foes.

Pitfalls in the nominally routine search for the brute’s missing Velma.

Encounter in the barroom haunt of Velma.

Suspenseful interview with a drunken harridan who knows the secret of Velma.

The detective’s strange second client, and tryst with a blackmailer, who slugs him.

A prowling heiress who dogs the detective in attempt to sabotage his investigation.

As murder of the second client.

The detective’s thrilling escape from imprisonment in a shady sanitarium.

The siren wiles of a rich man’s young wife.

Face to face with the sinister master mind of the plot who condemns the detective to erasure from the living world.

The stunning discovery of Velma’s identity, and her attempt to slay the detective.

The sensational shooting climax with the detective caught in the crossfire of hot lead.

The detective’s exoneration in a surprise climax full of dynamic action:

Dick
POWELL

The famous song dance star of the screen and radio has wanted during all of his twelve years on the screen to do virile roles. Recently he broke the ice with the non-singing, realistic reporter of “It Happened Tomorrow,” and follows it powerfully with his fine, hard-boiled performance as the private detective in “Murder, My Sweet.”

Claire
TREVOR

The famous blonde of “Stage Coach,” “Dead End,” “The Amazing Dr. Clitterhouse,” and other hit films, now a long-term starring contract with RKO Radio, as the seductive entertainer in “Murder, My Sweet” who rises to be a mystery wife of a very wealthy man. She is a lush character and a dominating figure in the plot.

Anne
SHIRLEY

The youthful movie actress, who has proved herself one of the screen’s top actresses in every type of role, steps into the dramatic, romantic heroine role in “Murder, My Sweet.” Recently elevated from featured to full starring stature, Miss Shirley has scored recently in “Bombardier,” “Music in Manhattan” and several other notable pictures.
Advertising

Here's an interest-piquing set of teaser ads with which you can start the ball rolling—space permitting—with the larger displays laying emphasis on the new "tough, terrific" portrayal by Dick Powell, and on other phases of this absorbing, suspense-holding drama.

MAT 207
2 cols. x 55 lines (4 in.); total, 110 lines

MAT 210
2 cols. x 52 lines (3 3/4 in.); total, 104 lines

MAT 206
2 cols. x 52 lines (3 3/4 in.); total, 104 lines

MAT 208
2 cols. x 52 lines (3 3/4 in.); total, 104 lines

MAT 209
2 cols. x 52 lines (3 3/4 in.); total, 104 lines

All the lineages above 2 inches by 1 column indicated under the ads in this manual include spaces allowing for your theatre tie-in copy.
Dick Powell
Claire Trevor
Anne Shirley

Murder, My Sweet

Forget That Feeling... She's Got Murder In Her Heart!

TWO-FISTED HARDBOILED TERRIFIC!

MEET the year's biggest movie surprise... Dick Powell playing a new kind of role... in a murder-mystery that packs as big a punch as the NEW Dick Powell!!
DON'T FALL FOR THAT FEELING!

SHE KILLS LIKE SHE KISSES!

Careful, Dick... she's as cute as lace pants... but you can't stop a murderess... if you stop a bullet first!

Dick POWELL
Claire TREVOR
Anne SHIRLEY

in
MURDER, MY SWEET

with
OTTO KRUGER - MIKE MAZURKI
MILES MANDER - DOUGLAS WALTON
DON DOUGLAS

Order all Accessories from NATIONAL SCREEN SERVICE

HE'S TERRIFIC... in new crime role!

DICK POWELL
CLAIRE TREVOR
ANNE SHIRLEY

MURDER, MY SWEET

Produced by Adolphe Scott
Directed by Edward Dmytryk
Screenplay by Jo y John

MAT 401—4 cols. x 149 lines (10½ in.); total, 596 lines

MAT 101
14 lines (1 in.) on 1 col.

2 cols x 40 lines (3 in); total, 80 lines
Telling the FANS...

about "MURDER, MY SWEET"

The new tough, terrific DICK POWELL!
The lovely, sinister CLAIRE TREVOR!
"Soft Shoulders" ANNE SHIRLEY!

in a

SMASHING NATIONAL MAGAZINE CAMPAIGN!

The advertisement at right appeared as a full page in the APRIL ISSUES of the following publications (note exception):—

INSIDE DETECTIVE
FRONT PAGE DETECTIVE
Combined circulation, 1,170,067

MOTION PICTURE
Circulation, 749,127

MOVIE STORY
Circulation, 597,967

SILVER SCREEN
SCREENLAND
Combined Circulation, 845,497

MOVIE LIFE
Circulation, 386,772

MOVIE STARS
PARADE
Circulation, 348,367

MOVIES
Circulation, 380,181

SCREEN STARS
(May)
Circulation, 341,651

Forget that feeling...

She's got MURDER in her heart!

Trouble ahead, mister!
That fellow who hired you to find his woman won't stop at murder....if you don't deliver!
Neither will she....if you do!

Dick POWELL
Claire TREVOR - Anne SHIRLEY

'MURDER, MY SWEET'

OTTIO KRUGER - MIKE MAZUREK
MILES MAYER - DOUGLAS WALTZ
DON DOUGLAS

Produced by Adrian Scott
Directed by Edward Dmytryk
Screen play by John Paxton
This striking advertisement, presenting the new Dick Powell, appears as a full page in **COLLIERS** issue of March 3rd, 1945

*Circulation, 2,834,549*

**MOVIE SHOW** for April

*Circulation, 206,091*

_Rough! Tough! Terrific!_

Sensational is the word for the NEW Dick Powell! Hardboiled, two-fisted, he follows a trail of violence, blackmail and murder...in this new kind of red-blooded mystery!

**Dick Powell**

**Claire Trevor**

**Anne Shirley**

*MURDER, MY SWEET*

*with Otto Kruger - Mike Mazurki - Miles Mander - Douglas Walton - Don Douglas*

Produced by Adrian Scott

Directed by Edward Dmytryk

ScreenPlay by John Paxton

Another of the Great RKO Radio Pictures
DON'T FALL FOR THAT FEELING...
SHE KILLS LIKE SHE KISSES!

Careful, Dick... she's as cute as lace pants... but you can't stop a murderess... if you stop a bullet first!

Dick POWELL
Claire TREVOR
Anne SHIRLEY
in
"MURDER, MY SWEET"

with
OTTO KRUGER  MIKE MAZURKI
MILES MANDER  DOUGLAS WALTON
DON DOUGLAS

Here we have the full-page advertisement in

**LIFE** issue of February 19th, 1945
Circulation, 4,040,300

**PIC** issue of March 13th, 1945
Circulation, 566,641

**OFFICIAL DETECTIVE STORIES**
April issue; Circulation, 453,406

**SCREEN GUIDE** April issue
Circulation, 500,000
More popular circulation to tell the cash customers about the new, tough Dick Powell, the deadly Claire Trevor and the ever-appealing Anne Shirley—in that unforgettable "MURDER, MY SWEET"

FORGET THAT LOOK IN HER EYES...

SHE'S GOT MURDER IN HER HEART!

Meet the year's biggest movie surprise...Dick Powell playing a new kind of role...in a murder-mystery that's rough, tough and terrific!

Dick POWELL
Claire TREVOR - Anne SHIRLEY

"Murder, My Sweet"

with
OTTO KRUGER - MIKE MAZURKI - MILES MANDER
DOUGLAS WALTON - DON DOUGLAS

Produced by Adrian Scott • Directed by Edward Dmytryk
Screen Play by John Paxton

This is the full-page advertisement that appears in the APRIL ISSUES (note exception) of the publications listed—

LIBERTY
Issue of Feb. 17th, 1945
Circulation, 1,262,296

SCREEN ROMANCES
Circulation, 454,253

MODERN SCREEN
Circulation, 1,135,853

MOVIELAND
Circulation, 517,422

PHOTOPLAY
Circulation, 993,184

TRUE DETECTIVE
MASTER DETECTIVE
Combined Circulation, 460,032

IT ALL ADDS UP TO

TOTAL COMBINED CIRCULATION

18,243,656
Forget that Feeling... SHE'S GOT MURDER IN HER HEART!

(Dick Powell, even for a smooth operator!)

Dick POWELL
Claire TREVOR • Anne SHIRLEY

in
Murder, My Sweet

Produced by Adrian Scott • Directed by Edward Dmytryk
Screenplay by John Paxton

Published by RKO Radio Pictures

MAT 202
2 cols. x 65 lines (4¾ in.); total, 130 lines

SEE ALSO PAGES FOUR TO EIGHT

MAT 204
2 cols. x 105 lines (7½ in.); total, 210 lines

HAUNTED BY A LOVELY FACE... HUNTED FOR ANOTHER'S CRIME!

A night of murder the police won't let him forget. The only key to his safety... a woman's face he can't remember!

A Sensational Triumph for the New Dick Powell

OTTO KRUGER • MIKE MAZURKIE • MILES MANDE • DOUGLAS WALTON • DON DOUGLAS

MAT 105
85 lines (6½ in.) on 1 col.
"Murder, My Sweet" Ace Thriller, With Headline Star Trio

Dick Powell, Claire Trevor and Anne Shirley Interpret Detective Drama from Raymond Chandler Best Seller

MR. 'Dawn O'Day,' Remember Her?

Old-timers on the RKO Radio lot still think of Anne Shirley as "Dawn O'Day," who played in early advenures, and find it difficult to believe that she's grown up and become a firmly established box-office favorite. She is currently co-starring with Dick Powell and Claire Trevor in RKO's latest mystery drama, "Murder, My Sweet." This superb mystery is a virtual adaptation of Raymond Chandler's novel, "Farewell, My Lovely." As the deadly private eye in RKO's latest offering, Miss Shirley is on the same mysterious, sadistic, blackmailed level as in "The Big Sleep." In "Murder, My Sweet," Miss Shirley is Mrs. Mullin, the wife of the blackmail victim, who finds her husband dead at his desk. The RKO star's romantic interest in this detective drama also is Miss Shirley's first starring role for the studio. She is opposite Dick Powell and Claire Trevor in "Murder, My Sweet," and the three stars are expected to become one of the studio's most successful teams.

A Losing Battle

Dick Powell (extreme right), Mike Mazurki (center) and Otto Kruger mix in an action battle in RKO's suspense thriller, "Murder, My Sweet." The picture is a nightmarish interpretation of Raymond Chandler's novel, "Farewell, My Lovely." Miss Shirley's role is a complex one, as she is involved in the mystery of her husband's death, and must be careful not to fall in love with the wrong man. Powell, as the private eye, is a tough, hardboiled detective, while Mazurki plays the thug who frames Powell for murder. Kruger is the blackmailer, who blackmails Powell for his wife's safety. The three stars are expected to become one of the studio's most successful teams.

"Ah's" Film Debut

Chance brought the cast of RKO Radio's "Murder, My Sweet" to Miss Shirley's house, where she was filming "The Big Sleep." The picture is a nightmarish interpretation of Raymond Chandler's novel, "Farewell, My Lovely." Miss Shirley's role is a complex one, as she is involved in the mystery of her husband's death, and must be careful not to fall in love with the wrong man. Powell, as the private eye, is a tough, hardboiled detective, while Mazurki plays the thug who frames Powell for murder. Kruger is the blackmailer, who blackmails Powell for his wife's safety. The three stars are expected to become one of the studio's most successful teams.

It Happened in Hollywood

Claire Trevor and Anne Shirley were very close to one another on the set of "Murder, My Sweet," as they were filming "The Big Sleep." The picture is a nightmarish interpretation of Raymond Chandler's novel, "Farewell, My Lovely." Miss Shirley's role is a complex one, as she is involved in the mystery of her husband's death, and must be careful not to fall in love with the wrong man. Powell, as the private eye, is a tough, hardboiled detective, while Mazurki plays the thug who frames Powell for murder. Kruger is the blackmailer, who blackmails Powell for his wife's safety. The three stars are expected to become one of the studio's most successful teams.

Mike Mazurki

Giant-sized ("Behind the Rising Sun") Mike Mazurki stars in "Murder, My Sweet." The picture is a nightmarish interpretation of Raymond Chandler's novel, "Farewell, My Lovely." Miss Shirley's role is a complex one, as she is involved in the mystery of her husband's death, and must be careful not to fall in love with the wrong man. Powell, as the private eye, is a tough, hardboiled detective, while Mazurki plays the thug who frames Powell for murder. Kruger is the blackmailer, who blackmails Powell for his wife's safety. The three stars are expected to become one of the studio's most successful teams.

Homicide Thrills, Stem From Rich Woman's Past Life

A wealthy widow's past life, known to a blackmailer, leads to the ultimate in thrillers in RKO's latest mystery drama, "Murder, My Sweet." The picture is a nightmarish interpretation of Raymond Chandler's novel, "Farewell, My Lovely." Miss Shirley's role is a complex one, as she is involved in the mystery of her husband's death, and must be careful not to fall in love with the wrong man. Powell, as the private eye, is a tough, hardboiled detective, while Mazurki plays the thug who frames Powell for murder. Kruger is the blackmailer, who blackmails Powell for his wife's safety. The three stars are expected to become one of the studio's most successful teams.

Lady Menace

Claire Trevor, with Dick Powell and Anne Shirley in "Murder, My Sweet," is thought to be the inspiration for this new mystery thriller. Powell and Shirley are the main stars in "Murder, My Sweet," and the three stars are expected to become one of the studio's most successful teams.

Mike Mazurki, the giant heavyweight wrestler who plays "Behind the Rising Sun," is ready to make his mark on the screen as the leading man in RKO's "Murder, My Sweet." He is a tough, hardboiled detective, and his friend, Anne Shirley, is a beautiful woman who is in love with him. The picture is a nightmarish interpretation of Raymond Chandler's novel, "Farewell, My Lovely." Miss Shirley's role is a complex one, as she is involved in the mystery of her husband's death, and must be careful not to fall in love with the wrong man. Powell, as the private eye, is a tough, hardboiled detective, while Mazurki plays the thug who frames Powell for murder. Kruger is the blackmailer, who blackmails Powell for his wife's safety. The three stars are expected to become one of the studio's most successful teams.

Anne in Disguise

In other scenes of the picture, she is more glamorous, in respect to costumes and props, than ever before. In fact, she is the chief villain in Claire Trevor's new mystery thriller, "Murder, My Sweet." Powell and Shirley are the main stars in "Murder, My Sweet," and the three stars are expected to become one of the studio's most successful teams.

Off the Lot

Claire Trevor gets ready for her next sequence in RKO's "Murder, My Sweet," under the close watch of Mother Blanche Smith, Anne Shirley and Dick Powell. The picture is a nightmarish interpretation of Raymond Chandler's novel, "Farewell, My Lovely." Miss Shirley's role is a complex one, as she is involved in the mystery of her husband's death, and must be careful not to fall in love with the wrong man. Powell, as the private eye, is a tough, hardboiled detective, while Mazurki plays the thug who frames Powell for murder. Kruger is the blackmailer, who blackmails Powell for his wife's safety. The three stars are expected to become one of the studio's most successful teams.
Dick Powell, Anne Shirley, Claire Trevor, in Melodramatic "Murder, My Sweet"
Murder Mystery and Romance
Run Parallel in Screen Version
Of Raymond Chandler's Best-Seller

All the thrills and tense situations which made Raymond Chandler's novel, "Murder, My Sweet," a best seller in the mystery field have been brought to the screen by Dick Powell, "Murder, My Sweet," starring Dick Powell, Claire Trevor and Anne Shirley.

Dick Powell is seen in an entirely different type of role from that for which he has been known, portraying a hard bitten private investigator. His assignment to a seedy run down job leads him into two investigations, and calls upon him to solve three murders and a suicide.

Claire Trevor plays the beautiful and wealthy wife of the man for whom Powell is investigating. Her husband has been killed, and Claire Trevor has the role of the wealthy man's daughter by his first marriage. She distracts her stepmother, a stern woman with Powell, for whom Miss Trevor always seems an attraction.

The plot is full of skillfully concealed surprises and the characters are sharply drawn. The romantic angle has a distinct hence in the mystery story.

As a result of his performance in "Murder, My Sweet," Powell's future for biographical dramatic roles would seem to be assured. Miss Trevor has always shown great power in sinister roles. Miss Shirley has given the prime sympathetic part of a girl who tries to protect her friend Claire Trevor in "Fireside.

Otto Kruger heads the supporting cast as an intrepid film detective, Miller. Max Mankiewicz plays the roles of a crooked but methodical Misha, whose search for a lost sweetheart starts Powell on his adventures. Others are Douglas Walton, Dewey Martin, William Tabbert, Charles B. Fitzsimons, Adrian Scott produced uncles.

Edward Dmytryk directed from the screenplay by Adtran Scott from the original novel by Raymond Chandler and Adtran Scott produced uncles.

"Murder, My Sweet," is presented at all film houses where a white shirt type of service will be provided. It is a film for all ages.

There are many aspects which make RKO Radio's "Murder, My Sweet," starring Dick Powell, Claire Trevor and Anne Shirley, stand out from the usual run of mystery dramas. The average fictional sleuth is infallible in this reasoning, swears his quarry at all points and surely, if ever, gets his hair messed in the process.

In "Murder, My Sweet," Dick Powell, the tough, private detective, is more often wrong than right and doesn't get on the cul track until near the end. Furthermore, when it comes to actual physical contact with his enemies, he gets badly beaten up. The part represents a big change from the guy singing roles by which Powell climbed to stardom.

Goings' Tough, as Dick Powell Plays Sleuth-in-a-Jam

A private detective's assignment to find a missing person motivates the action in RKO Radio's new mystery thriller, "Murder, My Sweet," starring Dick Powell, Claire Trevor and Anne Shirley, what is said to be one of the season's tensest dramas.

His assignment proves to be anything but routine and leads the detective through a series of thrilling adventures. Before finally solving the mystery of the jade necklace which causes the death of four people, and bringing up a blackmailing song, he is forced to prove his own innocence to the police.

Powell has an entirely new role as the hard boiled, private detective. Claire Trevor is the young and beautiful woman of an elderly rich man. Anne Shirley is the rich man's daughter by his first marriage, who devotes her stepmother and does her best to protect her father from harm.

The unusually strong supporting cast includes Otto Kruger as a dangerous and gigantic ex-convict who wants Powell to find his old sweetheart. Miles Mander as the rich man, and Douglas Walton as the blackmailers chief tool.

The story was taken from Raymond Chandler's best-selling mystery novel, "Fireside." Written by Edward Dmytryk.

 Powell Not Too Infallible Sleuth

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When at last one murder is committed and Powell knows the name of the killer, he has to list fast talking before he convinces the police he is right. Powell is a detective of RKO Radio's "Murder, My Sweet," in which he is co-starred with Claire Trevor and Anne Shirley.

Feminine Menace

Claire Trevor, whose desperate instants are basted out by crook Dick Powell, moves in for the kill in "Murder, My Sweet," Powell, as a hard-boiled private detective, finds himself between the lethal Claire and wistful, innocent Anne Shirley, who shows him the ropes of her brother-in-law's firm of private detectives, in a new extension of her character of Raymond Chandler's "Fireside," Powell, My Lovely.

Anne Shirley

Contrasting with Powell and Claire Trevor in RKO Radio's "Murder, My Sweet," to her a character to be pitied. She portrays a wistful, intelligent young girl entangled in a murder plot.

A Romance Fits Thru a "Whodunit"

Romance is a background in RKO Radio's mystery thriller, "Murder, My Sweet," starring Dick Powell, Claire Trevor and Anne Shirley.

Powell, in his role of a hard-boiled private detective, has romance thrust upon him in the case of Claire Trevor who has the part of the beautiful young wife of an elderly, rich man and who is in the clutches of a blackmailing knowing the facts of her past. On the other hand, Powell invades romance with Anne Shirley, who has the part of true love running any but smoothly.

Otto Kruger, Max Mankiewicz and Douglas Walton lend the supporting roles of Otto Kruger and Edward Dmytryk directed.

Dick Powell Now Solves a Mystery

A tough private investigator definitely foisters an unsolved romance in order to solve the mystery in RKO Radio's new thriller, "Murder, My Sweet," starring Dick Powell, Claire Trevor and Anne Shirley.

Claire Trevor, blackmailed lady in RKO Radio's new picture, was placed on Powell, who fiirs with her in the picture. In the course of solving the mystery of four persons and break up the marriage, Powell is murdered and Powell, still with the approval of the real Mrs. Powell, leads the man to the solution of the murder and to the man's marriage.

Dick Powell's role is that of a blackmailer detective, by which he finds the blackmailing knowing the facts of her past. On the other hand, Powell invades romance with Anne Shirley, who has the part of true love running any but smoothly.

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Thoughts Versus Dialogue In "Murder, My Sweet"

Edward Dmytryk has made a movie in which the action in the main has nothing to do with the dialogue, and vice versa. Unusual. No, says Dmytryk, whose authority extends beyond all this time to Tender Com- rades, "I did see a few policer pretty things while their men are out on crimes and in- trigues. And they act according to what they're thinking, not what they're saying.

By way of introduction, Dick Powell, private detective, sits on a chair with Claire Trevor, the alter- egomane of the film, and Miss Trevor speaks.

"There's something odd about this kid. For example, they gave me back this ring.

Powell takes her hand, but doesn't raise his. She is looking at something that is in front of her, but not at him. He says.

She replies, sitting at his knee, then turning to face him, "I'm not sure. How's your mind, police- psychiatrist?"

The words soon slower and slower. The kid gets closer and closer. Then Miss Shiloh, the heroine, comes in, sees what's about to happen, steps aside.

"Obviously," says Dmytryk, "the way Powell is thinking about the kid, or the ring, or the whole thing.

However, take dialogue itself, where there is something to do with the plot."

"In the case of让我们 says Dmytryk, "Powell finds the body of Otto Kruger, whose name has been betrayed by the great character of Miss Shiloh. He turned to the dialogues, said, "I think it would be a good corn line for Powell to phrase in the police station, "You know, it's the kind of thing that people do, you know."

"Powell nodded. "Fine corn. Let's get this out of the way before we run the wrong way.
 clubhouse."

Delightful, says Dmytryk, "in the nature of Powell."

"I need a basket up to 1115 Sunset for some information."

"That's Powell's line, says Dmytryk. "But the difference is.

A wealthy woman with a picturesque Jade necklace and a somewhat bald head past a perfect setup for a blackmail in RKO Radio's new mystery thriller, "Murder, My Sweet," stars Dick Powell, Claire Trevor and Anna Shirley, in which Powell has cast a hard behind private investigator.

Private "Op"

Dick Powell, a veteran song and dance man, makes his bow in melodrama with a distributed portrayal of a private detective in RKO Radio's "Murder, My Sweet." With him are co-star Claire Trevor and Anna Shirley.

Claire Trevor As "Bad Girl" Again

Claire Trevor, RKO Radio's veteran contract star, has established herself as the screen's Number One Bad Girl. Whereas in previous roles, her bed girl has been a complete woman with no really good thing about her in RKO Radio's new mystery drama, "Murder, My Sweet," in which she is cast with Dick Powell and Anna Shirley.

She is a powerful role, one of her best, and it is believed that it will considerably enhance her position as one of Hollywood's fastest dramatic actresses.

Otto Kruger, Claire Trevor, Anna Shirley, and Dick Powell star in the supporting cast. Adrinne Beach, director, and Edward Dmytryk directed.

"Murder, My Sweet" Co-Stars

Dick Powell and Claire Trevor lend upon the shape of terror at death's revenge, the shooting of a fatal murder in "Murder, My Sweet." The picture is a murder mystery, "Murder, My Sweet." Miss Shirley adds to the hero's difficulties and engages by emotion.

Troubled Romance

Dick Powell makes his debut in melodrama on a determined but romantic private detective in RKO Radio's murder, My Sweet, based on the best-selling novel by Raymond Chandler. Powell is co-starred with Powell and Anna Shirley, whose sketch of his method is with her nomination.

Not-so-Routine

When Dick Powell at RKO Radio's private detective in "Murder, My Sweet," accepts what he believes is a routine case, he is unaware of the marshes and danger that is lurking, and his routine case becomes a complicating factor. Adrinne Beach produced and Edward Dmytryk directed.

Muder Rap

Dick Powell (Lee) is a private detective in RKO Radio's murder, My Sweet, on his way to England for a vacation with his wife, who is also the insurance investigator. Powell is cast as the private detective in RKO Radio's murder, My Sweet, based on the novel by Raymond Chandler. Powell and Anna Shirley are cast in the leading roles. Powell and Anna Shirley are cast in the leading roles.

MAT 24

MAT 18

MAT 10

MAT 4

MAT 4

MAT 3
CLASSIFIED COLUMNS

Run this ad under "Personal" in your local classified ad section for one week preceding the showing of the picture.

"FELMA—Please contact me at (theatre phone number). I am heartbroken! Miss you greatly! (Signed) Moose Malloy."

On the day before and the day of the showing run this ad:

"FELMA—I intend to find you, no matter how great the obstacles. I will continue this search on the screen of the Palace Theatre where Dick Powell has promised to help me find you in 'Murder, My Sweet.' (Signed) Moose Malloy."

Another angle would be to place an ad under "Wanted," offering a reward for information as to the whereabouts of Velma. Tie the ad in with the picture on the day it opens.

LETTER CONTEST
Offer prizes for the best letter submitted to the newspaper telling about one of the writer's most exciting experiences. Do this one week in advance of the showing, a winning letter each day to be reprinted by the newspaper, and the final selection made from the daily winners to be announced on the opening day of "Murder, My Sweet." Introduce the winner from your stage and display the winning letter in your lobby during the run of the picture.

THRILL CHART
Out of light material build a large thermometer and place it at your theatre entrance. Fill the thermometer tube with red liquid which connects with bellows placed behind the display. Rig this to a motor so that bellows will move up and down, causing the liquid in the glass tube to rise and fall. On the left hand side of the glass tube letter adjectives descriptive of different degrees of thrills. On the other side display stills from the picture.

JEWELRY STORES
A beautiful and expensive jade necklace plays a very important part in "Murder, My Sweet" being the incentive to murder and thrilling adventure. Arrange for window displays in local jewelry stores of the many adornments of jade with a large jade necklace featured in the center. Bank the window with signs and advertising for the picture, with a card reading: "It was the loss of a beautiful jade necklace that led to murder and thrilling adventure in 'Murder, My Sweet' starring Dick Powell, Claire Trevor and Anne Shirley, now playing Palace Theatre."

IDENTIFY "VELMA" CONTEST
Here is a contest of wide interest that can be worked with your newspapers and cooperating merchants. Offer prizes to anyone who can identify Velma. Use a prominent girl in town as the subject. Photograph her in various poses and Styles of dress, but always wearing a mask. Use these illustrations in your newspapers and in the windows of cooperating merchants. Cards and newspaper stories should carry the information regarding the contest. On a certain date state that the mysterious Velma will appear on the streets of your town unmasked. If anyone can recognize her they are to say "You are Velma, the girl Dick Powell is seeking in 'Murder, My Sweet.'" If the girl is recognized, she should accompany the contestant to the newspaper office, where a prize is awarded. Through your newspaper advertising, screen and lobby announce the fact that the mysterious Velma will appear at certain stores at a specified time, or on certain corners, or at the public library and other spots in town. Display the prizes, donated by the cooperating merchants, in your lobby, and have the mysterious Velma and all winning contestants attend the opening performance of "Murder, My Sweet" as the guests of the theatre.

ALL-PURPOSE MAT

SOMETHING DIFFERENT FOR YOUR LOBBY
At eye level erect a panel about three feet high running the full length of your lobby from street to auditorium entrance. Divide the panel into squares, and display a clue or highlight from the picture in each square, as per the following. First, a fake check for $200, with the copy: "This is the amount paid to Marlowe to find Velma!" Next, a photo of Claire Trevor with the face partly painted out, and the copy: "This is Velma, the girl Marlowe is seeking!" Next, a still showing the interior of the cheap dance hall where Velma used to dance, with the copy: "This is Florian's where Velma was last seen." Next, a square and necklace and this copy: "This is the stolen necklace that led Marlowe to the beautiful Mrs. Grayle and more exciting adventure." Next, a photo of Douglas Walton and the copy: "This is Marriott, murdered by persons unknown!" Next, photo of Anne Shirley with the copy: "This is the daughter who tried to buy off Marlowe in order to protect her father." Photo of Otto Kruger, and copy: "This is Amthor, noted but sinister psychologist." Next, a small revolver with the copy: "This is the gun that nearly wrecked Marlowe's plans." And, in the last square, display a small bottle of perfume, with the copy: "This is the scent that led Marlowe to romance and happiness!" In the last square also letter in the title of the picture and playdate.

PAGE SEVENTEEN
A Presold Audience of Over 8,000,000

Which is your type—Shirley...Trevor...Powell?

Smash ads reaching millions of readers tie in Regent Cigarettes with the three stars "Murder, My Sweet," Anne Shirley, Claire Trevor and Dick Powell. "Murder, My Sweet!" is a picturization of Raymond Chandler's popular mystery thriller, "Farewell, My Lovely". Contact your Regent cigarette distributors for special window displays. Blow up the magazine ad and display it in cigar store windows together with stills and advertising for the picture. Here are the magazines and circulation figures:

**COLLIERS Magazine**
Dec. 2, 1944
Circulation 2,801,214

**LIFE Magazine**
Dec. 25, 1944
Circulation 3,745,242

**RED BOOK Magazine**
January 1945
Circulation 1,591,106

**TOTAL CIRCULATION:**
8,137,562

Arrange with your local cab services to put cards in all of their cabs with this copy: "Call for a taxi if you are afraid to go home alone after you see Dick Powell, Claire Trevor and Anne Shirley in "Murder, My Sweet!" the thrilling adventure now showing at the Palace Theatre."

**TAXICAB TIE UP**

Specially for this engagement, do not leave your theatre front for a taxi parked up there during the show. Place a card on the outside of the parked cab with this copy: "Reserved for Palace Theatre patrons who are afraid to go home alone after they see "Murder, My Sweet!"

Radio Announcement

Folks, we have been requested by Moose Malay to broadcast an appeal to Velma. If she is listening in, we hope she will contact this station. Moose is heartbroken, and if we can find the girl of his dreams this station will be glad to do so. Velma is a blonde, five foot two and beautiful, with big blue eyes and poise and cream complexion. She was a dancer at Florian's, but two years ago she disappeared and has not been seen since. In addition to this appeal over the air, Moose Malay has also engaged that eminent detective, Marlowe, to help him in the search, and so far it has led this private investigator through sham-bang adventures that misses nothing, not even murder. But listen, folks, I am not going to tell you about those adventures, but suggest that you see "Murder, My Sweet!" from Raymond Chandler's "Farewell, My Lovely," starring Dick Powell, Claire Trevor, and Anne Shirley at the Palace Theatre. You will enjoy one of the greatest evenings ever spent in a theatre. It is a mystery played with T.N.T., with a mounting crescendo of suspense that will leave you limp in your seats. The story represents the best in the modern school of hard-boiled mystery thrillers. Dick Powell fits perfectly into the character of the two-fisted, hard fighting Marlowe, a refreshing advance from his previous song and dance roles. Claire Trevor, as the beautiful siren, and Anne Shirley as the romantic interest step up the speed of this show. "Murder, My Sweet!" is positively a must for all lovers of action and sensational thrillers.

**TEASER POSTERS**
Make up posters, either one-sheet or window-card size, with a large photo of Claire Trevor in the center. Across the top run the one word "Missing!" Underneath the photo run this copy: "Have you seen this girl? If so communicate with The Palace Theatre. Your information will help Dick Powell in his search for Velma in 'Murder, My Sweet' now showing!"

Another angle would be to use the photos of both Claire Trevor and Anne Shirley on a poster with the copy: "Which one is Velma—the girl sought by Dick Powell in 'Murder, My Sweet' at the Palace Theatre?" This same stunt is adaptable for newspapers, or as special ads in your daily newspaper.

Ladies' Finger Prints

Arrange with your police department for the loan of fingerprinting equipment together with photographs of missing persons found through this method. Invite your feminine patrons to be fingerprinted to see how this work is done. Over the display run this copy: "What method did Dick Powell use in his search for Velma? See his sensational adventures in 'Murder, My Sweet, now showing, Palace Theatre.'"

Build two narrow panel boards to mask the corners of your theatre entrance. Display thrilling scene stills from the picture with this copy: "WARNING! Not for those with weak hearts! See Dick Powell, Claire Trevor and Anne Shirley in 'Murder, My Sweet,' now showing!"

**INTEREST-ARousing Lobby Display**

Build a square cage out of light wood strips for your lobby. Arrange the interior to resemble a corner of a ladies' boudoir, with chaise lounge, vanity dresser, floor lamps, etc. Make a cut-out of Claire Trevor taken from the posters, or from a blown up still, and place it in a sitting position on the chaise lounge. Hang a sign on the outside bars of the cage reading: "Beware! She is dangerous! See how she complicates the life of Dick Powell in 'Murder, My Sweet!'"

**MASK YOUR THEATRE DOORS**

Use panels covering all the doors leading to the theatre from the lobby with the title of the picture laminated on them. At the bottom of the panels use short snappy catch lines from the ads in addition to stills from the picture.

**HOLD A "VELMA" PARTY**
Hold a "Velma" party on the opening night of the picture and invite all girls in town named "Velma" to be guests of the theatre. Work this stunt in cooperation with your local newspaper. Interview a certain number of these girls on your stage, on the topic, "How would you hide if you decided to be missing?" This same idea could be worked with your radio station by having all girls named "Velma" be interviewed over the air with plugs for the picture scattered through the interviews.

**Reader Stunt**
Set your whole town talking with this one. These large books lettered as suggested, to be read by these attractive girls, will focus public attention on "Murder, My Sweet!" Have the girls sit in hotel lobbies, public libraries, store windows, on buses, or in your theatre lobby.
SEAT-SELLING HERALD ON "MURDER, MY SWEET"
SIZE 9 x 12 – $3.50 PER THOUSAND

FRONT COVER

FORGET THAT FEELING... SHE'S GOT MURDER IN HER HEART!
DICK POWELL • CLAIRE TREVOR • ANNE SHIRLEY
MURDER, MY SWEET
OTTO KRUGER • WEBB MACKENZIE • MILES MANDER • DOUGLAS WALTON • DON DOUGLAS

CENTER SPREAD

22 x 28
STYLE "A" — (Slide Same Design)

Dick Powell • Claire Trevor • Anne Shirley
MURDER, MY SWEET
Otto Kruger • Webb Mackenzie • Miles Mander • Douglas Walton • Don Douglas

INSERT CARD

22 x 28 — STYLE "B"

POWERFUL LOBBY PHOTOS – 11 x 14 – SET OF EIGHT