

Radio Made it Famous...WARNER BROS. Made it Box-Office
with the NEWEST and BIGGEST Musical Idea Since '42nd Street'!



HOLLYWOOD HOTEL

DICK POWELL • ROSEMARY LANE
HUGH HERBERT

GLEND A FARRELL • LOLA LANE
JOHNNIE DAVIS • ALAN MOWBRAY

MABEL TODD • ALLYN JOSLYN • EDGAR KENNEDY
AND

Direct from the Orchid Room of the Air
THE HOLLYWOOD HOTEL PROGRAM
LOUELLA PARSONS

with FRANCES LANGFORD • JERRY COOPER
KEN NILES

DUANE THOMPSON • RAYMOND
PAIGE & HIS ORCHESTRA AND
BENNY GOODMAN
and
HIS SWING BAND

Directed by BUSBY
BERKELEY • Screen play
by Jerry Wald, Maurice
Leo and Richard
Macauley • Original
Story by Jerry Wald and
Maurice Leo • Music and
Lyrics by Dick Whiting
and Johnny Mercer • A
First National Picture

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(Pages Perforated for Convenient Clipping)

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ADVERTISING



BOX OFFICE NOW OPEN

CROWD PULLER

NO. 1



**ITS STARS, ITS SONGS, ITS
MADCAP MIRTH MAKE THIS THE
SWELLEST SHOW ON EARTH!**

You'll check your cares at the door of

"HOLLYWOOD HOTEL"

where celebrities are guests and guests are celebrities - like

**DICK POWELL • ROSEMARY LANE
HUGH HERBERT**

JOHNNIE DAVIS • ALAN MOWBRAY
LOLA LANE • EDGAR KENNEDY
ALLEN FARRELL • JOSLYN

the Air

MABEL TOLSON
 ULLIOTT
 and direct from the Orchid Room
THE HOLLYWOOD HOTEL PROGRAM
LOUELLA PARSONS
 with JERRY COOPER · KEN NILES
 JERRY COOPER · KEN NILES
 with
 FRANCES LANGFORD · JERRY COOPER · KEN NILES
 DUANE THOMPSON
 RAYMOND PAIGE &
 HIS ORCHESTRA

BENNY GOODMAN
 and
HIS SWING BAND
 PRESENTED BY WARNER BROS.
 Directed by BUSBY BERKELEY
 A First National Picture

OUT OF "HOLLYWOOD HOTEL"
AND INTO THE HIT PARADE!
 "LET THAT BE A LESSON TO YOU"
 "I'VE HITCHED MY WAGON TO A STAR"
 "I'M LIKE A FISH OUT OF WATER"
 "SILHOUETTED IN THE MOONLIGHT"

Screen play by Jerry Wald, Maurice Leo and Richard Macauley · Original Story by Jerry Wald and Maurice Leo
 Music and Lyrics by Dick Whiting and Johnny Mercer

608 lines—Mat 408—60c

'Good Evening... Hollywood Hotel!'

MEANS A GRAND EVENING FOR YOU!

All the magic, all the melody, all the mirth that makes radio's Orchid Room the gayest spot on earth has been rounded up in one big show! It's the best of the air . . . the best of the screen . . . in the best musical of all time!



HOLLYWOOD HOTEL

HEAR AMERICA'S NO. 1 SONGSTERS SING AMERICA'S NO. 1 SONGS!
"Let That Be A Lesson To You" • "I'm Like A Fish Out Of Water"
"I've Hitched My Wagon To A Star" • "Silhouetted In The Moonlight"

T H E A T R E

DICK POWELL

ROSEMARY LANE

HUGH HERBERT
GLENDIA FARRELL

LOLA LANE
JOHNNIE DAVIS
ALAN MOWBRAY
MABEL TODD • ALLYN JOSLYN
EDGAR KENNEDY

FRANCES LANGFORD
JERRY COOPER
KEN NILES
DUANE THOMPSON

THE HOLLYWOOD HOTEL PROGRAM
Direct from the Orchid Room of the Air
LOUELLA PARSONS

BENNY GOODMAN
AND HIS SWING BAND

RAYMOND PAIGE
AND HIS ORCHESTRA

Directed by **BUSBY BERKELEY**
Presented by **WARNER BROS.**
A First National Picture

Screen Play by Jerry Wald, Maurice Leo and Richard Macaulay • Original Story by Jerry Wald and Maurice Leo • Music and Lyrics by Dick Whiting and Johnny Mercer



CROWD PULLER
NO. 2

**THIS IMPOSING LINE-
UP OF HEADLINE STARS
AND CELEBRITIES GIVES
YOU ANOTHER CROWD
PULLING MAGNET!
... ADVERTISE EVERY
NAME LIKE THIS...**

WARNER BROS. gathered this grand company of stars and celebrities for your entertainment:

DICK POWELL
ROSEMARY LANE
HUGH HERBERT
TED HEALY
GLENDA FARRELL
LOLA LANE
JOHNNIE DAVIS
ALAN MOWBRAY

MABEL TODD • ALLYN JOSLYN • EDGAR KENNEDY

» and «

Direct from the
Orchid Room of the Air

**THE HOLLYWOOD
HOTEL PROGRAM**
LOUELLA PARSONS

FRANCES LANGFORD • JERRY COOPER
KEN NILES • DUANE THOMPSON
RAYMOND PAIGE & HIS ORCHESTRA

» and «

BENNY GOODMAN
And
HIS SWING BAND

DIRECTED BY BUSBY BERKELEY

Screen Play by Jerry Wald, Maurice Leo & Richard MacAuley
Original Story by Jerry Wald and Maurice Leo • 5 New Songs
by Dick Whiting and Johnny Mercer • A First National Picture



CROWD PULLER NO. 3

“HOLLYWOOD HOTEL”

**...A national ‘name’ identified with
everything supreme in the world of en-
tertainment!... Every week it is enjoyed
on the radio by 60 million listeners from
coast to coast!... Now you get it on
your screen packed with stars and the
Orchid Room Celebrities!... Pre-sold by a
giant ad campaign in leading radio mags
and newspapers!... Never before has a
picture had such a vast waiting audience!**



CROWD PULLER NO. 4

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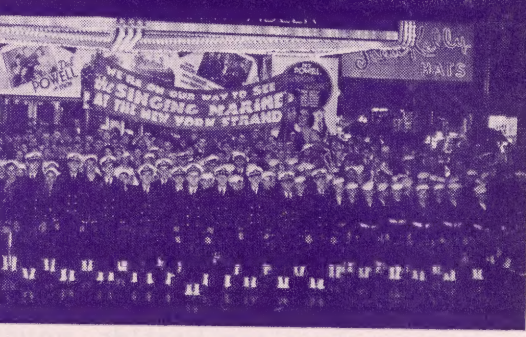
Novelties 18

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Twenty-four Sheet Back Cover

Pocket of Samples Inside Back Cover.



EXPLOITATION



TIE-UPS

to put to work on the easy no-cost plan

SONG SHOP devotes its entire window to display of sheet music, stills and poster cards. You plant pianist and singer in window. Song hits are rendered through "mike" hooked up to P.A. system outside store.

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SPECIALTY DANCE to be called the "Hollywood Hotel Hop" in cooperation with local dance school. Couple of hoofers from the school are billed as the "exponents of the dance" and make the rounds of banquets, dances, proms, night clubs, and hotels, demonstrating how it should be done.

COSMETIC BAR—A sales promotion plan for cosmetics, used by Macy's in New York, Eaton's in Toronto, and other leading department stores is offered for your try-out. Plan is accepted by merchandise men because it provides a sales stimulant minus the sting of the common "sale" gags. Idea is based on women's resemblance to stars: "Are you the Lola Lane type?"; or, "Are you the Glenda Farrell type?", and so on. There are only three salient points:

1. Store sets up a cosmetic bar, booth or counter.
2. Sales girls and demonstrators are types nearest resembling the female stars in this picture.
3. Above the position which each "type" occupies at the counter is a blow-up of a photo of the star, carrying name and picture credit.

The store features this promotion in their advertising, carrying photo of the cosmetic counter, the girls, and the names of the stars they represent. Bill your showing. Women are invited to come to the store, see the "star types" and get a lesson in how to use the shades of powder, lip rouge, and other make-up best suited to their type, corresponding as nearly as possible to the stars. Items you should include to sell your show are heralds, counter displays, cutouts.

FLORIST CO-OP: The famous Orchid Room of "Hollywood Hotel" suggests a florist tie-up. Here's a line he might use: "Say lovely things with a lovely orchid." Display Orchid Room scenes and window cards.

POSTAL TELEGRAPH or Western Union for small remuneration will distribute heralds throughout the town by special messenger. Copy suggestion: "Mr. and Mrs. Everybody, Everywhere—Know you'll be delighted—you're cordially invited to the Orchid Room of 'Hollywood Hotel.' Your favorite stars of radio and stage and screen are all on show—so don't delay—come right away—it's swell! (signed) Name of Theatre." (See cut-out page 17.)

☆ ☆ ☆

SNIPES posted on highways copied from this illustration can be printed locally. Successive notices read: "10 miles to Hollywood Hotel," "5 miles to Hollywood Hotel," "1 mile to Hollywood Hotel," and finally: "When you enter the



next town stop at the Hollywood Hotel for the best time of your life—America's foremost entertainment resort — Meeting place of the stars." Similar copy can be spotted on signs in front of gas stations.

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BEAUTY SHOP—Lola Lane wears a new and attractive hairdress throughout the picture. Beauty salon may be willing to feature it as the "Hollywood Hotel Coiffure," displaying these stills: LL 6, 7, 8, 9, 10.

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TIE-UP STILLS: Order from Campaign Plan Editor. Specially priced at one dollar for set of twelve; individually at ten cents. Women's Shops — compact (LL94), bracelet (LL91), fur-trimmed suit (LL9), hat (LL32). Band Instruments — Benny Goodman and his Swingsters in action (HH 45, 47, 54). Camera—Ted Healy demonstrates how not to handle one (HB 6, 99). Typewriter—(GF Pub. A129). Luggage—(LL 81, 82).

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ROADSIDE RESTS can have attendants wear bellboy hats illustrated in novelty section (page 18) and hand out imprinted napkins.

Because of contractual obligations, Dick Powell and Rosemary Lane may not be used for local commercial tie-ups in any way, shape or form.

So you want to be on the..

RADIO!

ANNOUNCEMENTS—Use immediately before and after the various Swing Sessions heard over local radio station. Selling line should run: "If You like Swing music at its best, be sure to see 'Hollywood Hotel' at the Strand Theatre on Saturday." Note especially these national programs—they have featured music from the picture repeatedly: Benny Goodman, CBS, Tuesday 10 p.m.; Hollywood Hotel, CBS, Friday 9 p.m.; Hal Kemp and Orch., CBS, Friday 8:30 p.m.; Horace Heidt and Orch., CBS, Monday 8 p.m.; Hollywood Parade, NBC, Wednesday 10:00 p.m.

(one minute)

ANNOUNCER: Stars may be shining overhead tonight, but many more stars will be shining on the screen of the Strand Theatre on Saturday when Warner Bros.' giant musical, "Hollywood Hotel" opens there. Just listen to this outstanding array of your favorite screen and radio personalities—in one picture: Dick Powell sings sweet songs to lovely Rosemary Lane; Hugh Herbert, Ted Healy, and Mabel Todd keep you rolling in the aisles, and Benny Goodman and his Swing Band make you want to dance on the ceiling. And more! Glenda Farrell, Lola Lane, and Johnnie Davis. But that's not all! The entire Hollywood Hotel Radio Program, including Frances Langford, Louella Parsons, Jerry Cooper and Raymond Paige and his orchestra will be on hand to give you the thrill of your life.

Don't miss this merry melange of mirth and melody. It's love set to music, laughter set to song, everybody's swinging, so join the happy throng—see "Hollywood Hotel" at the Strand Theatre.

(one-half minute)

ANNOUNCER: Weather Report: Fair and scorching. There's a tropical heat wave coming to town. We mean Benny Goodman and his Swing Band, opening at the Strand Theatre on Saturday in Warner Bros. giant musical "Hollywood Hotel." Dick Powell, Rosemary Lane, Hugh Herbert, Ted Healy, and the entire Hollywood Hotel Radio Program featuring Louella Parsons, Frances Langford, and Raymond Paige and his Orchestra, will be on hand to keep the party sizzling and swinging along.

Don't miss this musical treat of the year. You'll find it more refreshing than an ocean voyage and more energizing than a southern sojourn. See "Hollywood Hotel" at the Strand Theatre on Saturday.

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ROVING REPORTER interviews passers-by at important corners with question: "Do you prefer swing music to classical music? Why?" Reporter distributes heralds to people interviewed.

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SWING MUSIC over local radio station devoting program to recordings. Call program "Hollywood Hotel Swing Session," using recordings from picture by Benny Goodman. For complete list see Music Insert, pages 11 through 13.

SINGING CONTEST—Many people get a kick out of imitating famous personalities. Run amateur contest over local radio station or in theatre and award prizes to entrants who sing most like Dick Powell, Johnnie Davis, and Frances Langford. Contestants must sing songs from picture, thereby plugging tunes and making possible tie-ups with music stores, which can promote prizes. Start the ball rolling by directing mail to school musical organizations, glee clubs, amateur singing groups, etc.

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GOODMAN'S BROADCAST—Install radio set in lobby where patrons can listen and dance to Benny Goodman's Swing School over the CBS network on Tuesdays at 10 p. m. After program, local announcer can plug your showing of the picture by announcing that everyone listening to the broadcast at your theatre should be sure to attend the picture.

ANNOUNCERS TRY OUT—The N. Y. Strand and Station WNEW conducted a search for radio announcers in one of their "Gold Diggers" campaigns. The choice of the winners was made in an actual broadcast over Station WNEW from the lobby of the Strand. The applicants for the job broadcast their views after seeing the picture. Audition officials of the broadcasting company listened in at their offices. They were the judges. Regular announcer's job is major award and insures best potential talent. The station made no limitations of sex, and stated, in fact, that it was particularly eager to discover a talented female announcer. Perfect angle to plug Dick Powell, Louella Parsons, and Ken Niles.

HOTEL INTERVIEW—Local radio station conducts broadcast in lobby of leading hotel. Persons are chosen at random from lobby crowd to answer questions, viz.: "Hollywood Hotel's Orchid Room is among the most famous of the world; how do you like The Ritz supper room?" Several may contain comments from visitors of nearby towns who have come to the city to see "Hollywood Hotel."

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BROADCASTING STATION can be set up in theatre lobby with necessary equipment furnished by local radio station. Patrons are invited to speak through 'mike.' Sign reads: "Hollywood Hotel Broadcasting Studio."

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CIRCULATE SONGS among radio singers, dance bands, glee clubs, etc. Radio announcer may oblige by mentioning theatre and playdate after rendition of number.

CAMPUS

capers to swing 'em to your theatre

LETTER is written to appeal to the typical "collegian" who, today, is the disciple of swing. Direct to all college groups, fraternities, glee clubs, prom committees, etc.

Dear Friend:

As a 'collegian', you occupy an integral place in the Kingdom of Swing, and that comes from no less a personage than that Swingaroo Professor himself, Benny Goodman. Today the greatest devotees of music in its most modern interpretations and the best judges of the orchestras who do the interpreting are in the colleges and school groups. Why, we don't know, but it is a fact.

Unanimously acclaimed as the greatest swingmaster of the day by the hundreds of 'alligators' (dancers who stand in front of the band and 'beat it out'), Benny Goodman and his Band will appear in "Hollywood Hotel," Warner Bros.' giant musical starring Dick Powell, Rosemary Lane, Hugh Herbert, Ted Healy and the entire cast from the famed radio show—Louella Parsons, Frances Langford and Jerry Cooper.

So come to the Strand during the week of January 17th and swing and sway with Benny Goodman in "Hollywood Hotel," the greatest musical of the year. You'll be truckin' and shaggin' in the aisles.

Sincerely yours,
(signed) The Manager.

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BATTLE OF MUSIC—Musical Debate to take place in music appreciation classes or assemblies. Idea is to have school orchestra play a classical number, and then play it in swing style. Students judge merits of each by applause.

CONTEST FOR LYRICISTS—Students are asked to write additional lyrics for "Hooray for Hollywood," hit song of the picture. Can be arranged in cooperation with school paper and music classes. Perhaps vocalist of town's leading swing band will sing them over the air. Contest makes tie-up with local music store possible since contestants go there to hear song.

DOUBLES CONTEST—The resemblance between Rosemary Lane and Lola Lane lends itself to this popular contest. Invite contestants to send in photos to your theatre and announce that any two people resembling each other, in the opinion of the judges, will receive free tickets to your show. In large sections it would be advisable to specify that the winners must not be brothers, sisters, or brothers and sisters, while in smaller sections prizes can be awarded for twins, smaller sections prizes can be awarded for twins.

SWING CONTEST can be conducted at annual prom or at various fraternity dances after the prom. Have kid in comic costume hand out heralds, and also mail to all fraternities.

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ESSAYS on origin and definition of Swing, its leading exponents. Has it a place in the history of music, etc.? Prizes for best ones.

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INSTRUMENT PLAYING contest for students. Winners can be organized into a swing band to give 'jam session' in your theatre.

IDEAL HOTEL ARRANGEMENTS

KEYS and TAGS marked "Hollywood Hotel" can be used as giveaways. Place in mail boxes and have clerks distribute with regular hotel keys. Copy: "The key to good entertainment—'Hollywood Hotel' at the Strand Theatre." (See Novelty Section for further information.)

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ANNOUNCEMENTS in lobbies, on register desks, in mail boxes, hotel restaurants, bars, etc.

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LUCKY NUMBER ticket holder at your theatre can be awarded an evening of entertainment at hotel supper room or bar.

FLORIST presents a corsage of orchids to the prettiest girl to enter the Supper Room (in the opinion of the waiters). Attached tag reads: "Compliments of the Hollywood Hotel." Credits appear on other side.

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ORCHID ROOM could be used as temporary name of hotel Supper Room, in return for which you could pass out cards at your theatre telling the patrons to visit it after the show.

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POSTERS and cut-outs in lobby, with picture post cards signed by the stars placed in lobby and hotel rooms.

Easy steps to a big showing in your... LOBBY

HOLLYWOOD OPENING: Most appropriate for your opening although its an oft repeater. It rates bigger than ever treatment. Here are the important things to do:—

Invite social leaders, civic and educational heads, radio, band, stage personalities, newspaper editors.

Have local photographers on hand to snap pictures of social celebrities. Plant in local papers.

Local radio station ties in for lobby broadcast. Celebrities go on the air as they arrive. Same idea can be carried out with 'mike' hooked in to loud speakers on marquee.

Set up battery of giant spotlights.

Play recordings by Benny Goodman in lobby.

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HOTEL REGISTER that sells the stars and title in a novel way. This can be clipped for a blow-up display in your lobby; mount on school bulletin boards, direct to mailing list, and distribute in all hotel rooms:

HOLLYWOOD HOTEL	
NAME	REMARKS
Dick Powell	All The Guests Are Celebrities...
Rosemary Lane	
Hugh Herbert	
Ted Healy	
Glenda Farrell	
Lola Lane	
Johnnie Davis	
Alan Crowley	
Mabel Todd	
Aileen Jolson	
Edgar Kennedy	And All The Celebrities Are Great!
The Hollywood Hotel Program	
Louella Parsons	
Frances Langford, Jerry Cooper	
Kent Taylor, Duane Thompson	
Raymond Raig and his orchestra	
Benny Goodman	
and his swing band	
	Come over - it's the gayest spot on earth!

☆ ☆ ☆

MUSICAL HIT display in lobby listing the names of the outstanding hit each year since 1933. Banner line reads: "Musical Hits of the Decade." List these: 1933—"42nd Street," 1934—"Flirtation Walk," 1935—"Shipmates Forever," 1936—"Gold Diggers," 1937—"The Singing Marine," 1938—"Hollywood Hotel" (Punch out with 'Tops 'Em All' and display stills.)

HOTEL ATMOSPHERE created in your theatre with characteristic registration desk, cigar counter, mail pigeon holes, page boys, bellhops, etc. Station 'clerks' behind desk with pen in hand requesting patrons to register at the "Hollywood Hotel." Clerk takes envelopes containing herald and key (see novelty section, page 18) out of mail box and hands to each person registering. Picture's title appears in large letters on rear wall surrounded with cut-outs of the stars (see page 17). Might add to the effect by having a couple of fashionable gals parade through lobby with poodles.

CANDID CAMERAMAN makes the rounds of town's dance halls, night clubs, school proms, theatres, and takes 'snaps' of young couples doing various types of swing dances — 'shag,' 'big apple,' 'little peach,' 'truckin',' etc. Display photos in lobby and invite patrons to send in similar ones, with prizes for best ones. Selling line: "Everybody's Swinging to the Happy Tunes of 'Hollywood Hotel.' "

HOTEL KEY and lock (see page 18) can be used as the basis of novel contest. Construct large cardboard door in lobby with copy: "Entrance to Hollywood Hotel—Meeting Place of Stars of Stage and Screen." Placard door with stills from picture. One key in every 100 distributed to patrons fits the door. Give out passes or promote gifts for lucky keyholders.

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MINIATURE HOTEL with gate around it. Over roof on sky background mount cut-outs of stars' heads (see cut-outs illustrated on page 17) and on opposite side cut out lettering from 24-sheet. Fill balance of space with stills from picture and copy: "Packed from cellar to the roof with stars of screen and radio."

☆ ☆ ☆

ORCHID ROOM stills will make an effective display for your lobby. Order these: HH 261, 269, 271, 272, 277, 282, 287, 298, 547, 548, 549. Selling line: "Join smart society and Hollywood's great stars in the Orchid Room of the Hollywood Hotel, where Benny Goodman and his Band play nightly."

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MERRY-GO-ROUND—Make blow-up heads of all the stars in picture and mount on a large revolving disc. Place blow-up of Benny Goodman in center overlooking others with crown on his head. Add music from rear of display, using recordings by Benny Goodman.



CROWD PULLER NO. 5

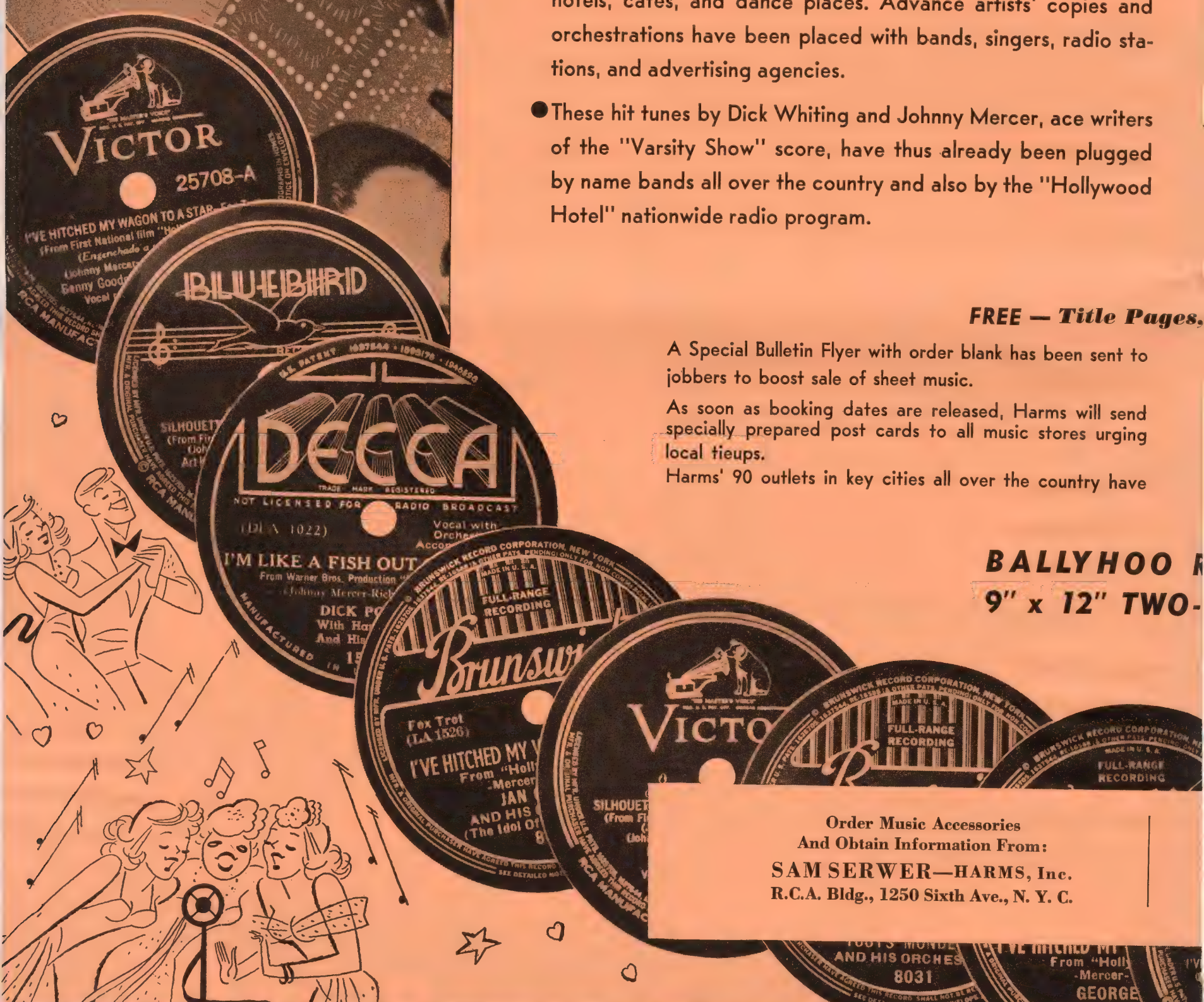


GOIN' TO TOWN WITH THE
SONGS THAT ARE A PARADE
OF HITS!!...

Here's How To Swing Your Campaign W



- Months ahead of release date, the songs have been on the air in hotels, cafes, and dance places. Advance artists' copies and orchestrations have been placed with bands, singers, radio stations, and advertising agencies.
- These hit tunes by Dick Whiting and Johnny Mercer, ace writers of the "Varsity Show" score, have thus already been plugged by name bands all over the country and also by the "Hollywood Hotel" nationwide radio program.



FREE — Title Pages,

A Special Bulletin Flyer with order blank has been sent to jobbers to boost sale of sheet music.

As soon as booking dates are released, Harms will send specially prepared post cards to all music stores urging local tieups.

Harms' 90 outlets in key cities all over the country have

BALLYHOO R 9" x 12" TWO-

Order Music Accessories
And Obtain Information From:
SAM SERWER—HARMS, Inc.
R.C.A. Bldg., 1250 Sixth Ave., N. Y. C.

Top Your Music Activity With The “

With The Singable, Danceable Song Hits!

To A Star



LIKE A FISH OUT OF WATER

Silhouetted In The Moonlight

- Victor, Decca, Brunswick, Vocalion, American, and Bluebird have made recordings of the numbers. Dick Powell, Frances Langford, Bob Crosby, Benny Goodman, George Hall, Chick Bullock, Art Kassel, Glenn Miller, and Toots Mondello are among the top names making the recordings.
- So-o-o-o, when you contact local music dealers for tie-ups, they will already be well acquainted with "Hollywood Hotel" as the new magnet to get extra business on sheet music and records. See next page for an easy working "Song-Title Contest."

Window Streamers

been contacted with "pep" letters to get behind "Hollywood Hotel." Write for name of local store.

125,000 copies of "Music Notes," attractive movie-music publication, which features picture plug on entire front page, go to Harms' stores eventually to reach customers, potential patrons for "Hollywood Hotel."

RECORD — New Low Price 50c
 COLOR COUNTER CARD 5c

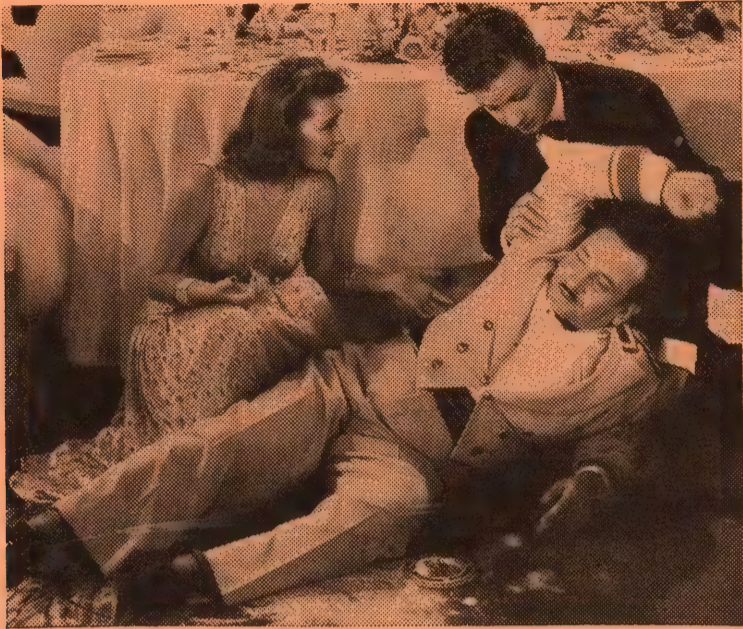
Contact these Harms branch managers:

- Lucky Wilber—5808 Sunset Blvd., Hollywood, Calif.
- Harry Bernie — 1301 East Blvd., Cleveland, Ohio
- Joey Stool—54 West Randolph Street, Chicago, Ill.



"Song-Title Contest" On Next Page.....

SONG TITLE CONTEST



1. You can hardly blame anyone for trying to make a "pass" at lovely Rosemary Lane. But Dick lets the waiter have it and says:



2. When day is done and shadows fall, the Lane sisters are an inspiration for any artist while they're:



3. "Hey, be a good kid and get me a glass of water," requests Ted. "Aaah," responds Mabel, "you're all wet, so let's croon:"

This one plugs the songs and the stars. Newspaper runs one picture daily with entire list of songs from which contestants are asked to write the correct title (listed in box below) fitting each photo, then send in their answers to all five. Mats available—75c for the complete set; order Mat 501-B from Campaign Plan Editor.

1. Let That Be a Lesson to You
2. Silhouetted in the Moonlight
3. I'm Like a Fish Out of Water
4. I've Got a Heart Full of Music
5. Hurray for Hollywood



4. When Benny Goodman gives his "swingsters" the signal to go to town, Frances Langford, like any other girl, must confess:



5. "California, here we come," shout Dick Powell and the lovely Lane sisters. Reason enough to give a rousing cheer and hip-hip:

This show has what it takes to **BALLYHOO**

HUNTER IN RED COAT and shiny boots parades through streets blowing on large hunting horn to attract attention (see still No. HH 508 of Hugh Herbert). Copy on his back: "If you're hunting for good entertainment see "Hollywood Hotel" at the Strand Theatre.

MARQUEE BAND—For a real flash out front have the band play swing tunes from your marquee. Station musicians on raised platform under plenty of light at night. They feature, of course, the tunes from "Hollywood Hotel."

SOUND TRUCK decorated with cut-outs and posters makes the rounds of skating rinks, ball parks, schools, etc. Couple of "flashy" looking gals hand out heralds.

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FLASHY GAL followed by couple of kids dressed as 'bell hops' carrying valises, parade through streets. Labels with picture's title appear on valises; title also on kids' uniforms.

☆ ☆ ☆

GLOSSARY OF SWING terms can be distributed among patrons telling them to brush up on their vocabulary since Benny Goodman is coming to town. Here are a few of the more popular terms:

- hot sender—swing musician
- alligator—person who stands around swing band and 'beats out' music
- doghouse—bass viol
- jam session—swing session
- gut bucket—ultimate in swing music
- barrelhouse—swing
- slip horn—trombone
- out-of-this-world—goin' to town
- licorice stick—clarinet

☆ ☆ ☆

SWING WEEK — Get cooperation of all in music field—music dealers, radio and night club singers, orchestras, school music groups. Your best support will come from newspapers and radio stations. Special program on the air and feature stories in the paper about the growth of swing, the phenomenal success of Benny Goodman (don't forget a story on his concert at Carnegie Hall, January 16th) will get a great deal of attention for your show.

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ORCHID CUT-OUT from cardboard with this copy: "Visit the Orchid Room of 'Hollywood Hotel' for an evening of swell entertainment." Insert in packages; in laundry bundles, and have tailors place one in breast pocket of each suit.

STATION BUSES at railroad depots, sporting arenas, etc., with title of picture on them. Driver yells: "This bus goes to the 'Hollywood Hotel,' featuring Benny Goodman, Dick Powell, etc." Arrange for free transportation to theatre tied in with price of admission.

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HOTEL-ON-WHEELS consisting of a large blow-up of cardboard hotel placed on float and surrounded with cut-outs of the stars. Effective at night with flashers in windows and picture's title spelled out in large electric lights.

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POST SIGNS about town with arrows pointing to your theatre. Copy: "Follow the crowds to 'Hollywood Hotel'—America's most famous entertainment resort—at the Strand Theatre."

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NOVEL MENU consisting of the names of real dishes along with names of the stars can be placed in all local restaurants:

M E N U
HOLLYWOOD HOTEL
DINNER

Appetizer:
ORCHID ROOM COCKTAIL
flavored with the intoxicating essence
of lovely Rosemary Lane

Soup du jour:
HOT CLARINET BOUILLON
brought to a boiling point by
Benny Goodman and Swing Band

Entree:
ROAST SWING CHICKEN A LA
DICK POWELL
garnished with a choice selection of garden
beauties and Ted Healy-Mabel Todd sauce

Dessert:
HUGH SHERBERT
flavored with chocolate comedy and nuts
DEMI TASSE
sweetened by the songs of Frances Langford

ORCHESTRA ON TRUCK placarded with cut-outs of stars' heads goes through street broadcasting picture's hit tunes through P. A. system.

ADS spotted on radio page of newspaper the same day as the Hollywood Hotel Broadcast (Friday) will stimulate interest of followers of this weekly program to see the picture. Sell the fact that the Orchid Room of the air and all the stars may now be seen in the picture.

CANDID CAMERA fiends are invited to take photos of the stars while the picture is going on. Arrange with newspaper to print best shots.

CONTEST! Hitch on to the stars for publicity build-up

Novel contest for local newspaper. The stars in "Hollywood Hotel" are shown together with "doubles" of other screen celebrities. Paper prints set of three pictures each day for three days. Readers are asked to name all the stars, both "doubles" and real. Also to determine which are the "doubles" and which are the real stars. Offer guest tickets to opening for correct solutions.

Daily Record Starts New Movie Star Contest Today

Today the Daily Record in cooperation with the Strand Theatre starts a contest which will keep you busily entertained for the next three days.

Haven't you often seen someone on the street who looked familiar, and remarked: "Doesn't he look like Dick Powell? Here's your chance to find out not only how well you know your movie favorites by name, but also whether you can tell them from their "doubles."

There's plenty of fun for the whole family in this novel contest, so gather 'round and get to work. If you're one of the lucky winners you'll be well rewarded with two guest tickets to the year's outstanding musical hit, "Hollywood Hotel," opening at the Strand Theatre on Saturday.

"Hollywood Hotel" has been hailed by critics as the gayest musical of the year—it's full of romance, melody, and laughter.

Dick Powell, America's Number 1 Crooner, is starred in it, with lovely Rosemary Lane (of "Varsity Show" fame) supplying the romantic interest. Benny Goodman and his orchestra play swing tunes as only they know how, and the entire Hollywood Hotel Radio Program, featuring Louella Parsons, Frances Langford, Jerry Cooper, Duane Thompson and Raymond Paige and his orchestra, bring the Orchid Room to the screen for the first time. As if that weren't enough, Hugh Herbert, Ted Healy, Mabel Todd, and Johnnie Davis will be

on hand with their riotous comedy.

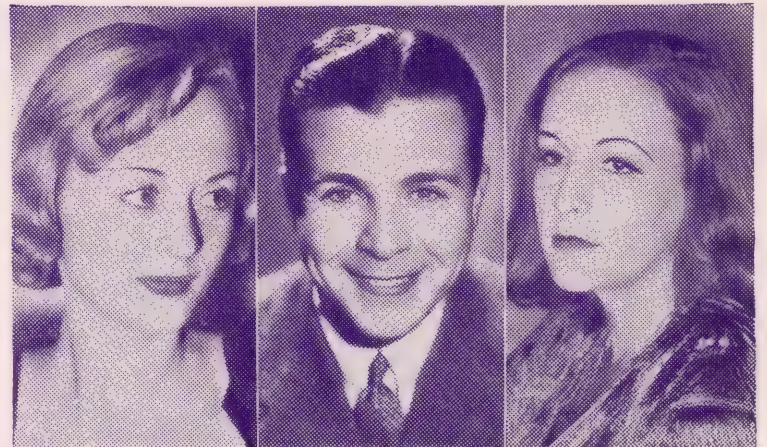
The songs were written by Dick Whiting and Johnny Mercer, composers of such popular tunes as "Have You Got Any Castles," "Old King Cole," and "Love Is on the Air Tonight."

So now for the first day pictures. Put on the old thinking cap and see if you can remember people's faces as well as you think. Remember, if you're one of the first 25 to have the correct solutions to the entire series, you will receive two complimentary tickets to "Hollywood Hotel," opening at the Strand Theatre on Saturday.

Rules:

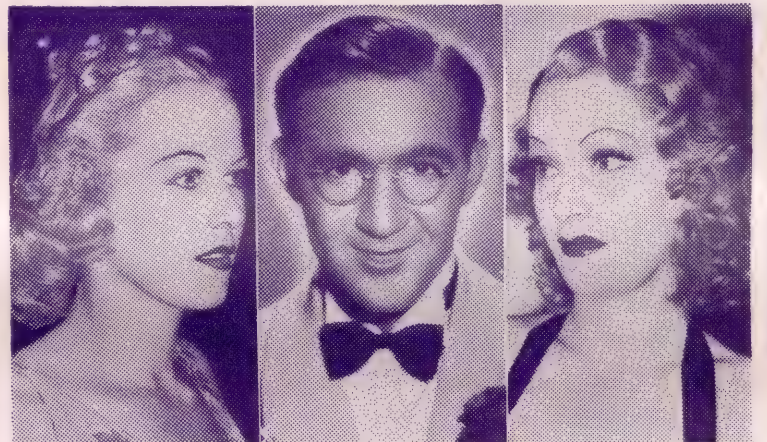
1. Each day for three days the Daily Record will print a set of three pictures of famous Hollywood celebrities ("doubles" and real) appearing in "Hollywood Hotel."
2. Each day, clip series of three and give names of all three stars, also telling which are the "doubles" and which the real stars.
3. When you've answered the three sets, mount on sheet of plain paper carrying your name and address. Mail to Contest Editor, care of the Daily Record.
4. The first 25 contestants having the correct solutions for the entire series will each receive two complimentary tickets to "Hollywood Hotel" at the Strand Theatre.

(First Day)



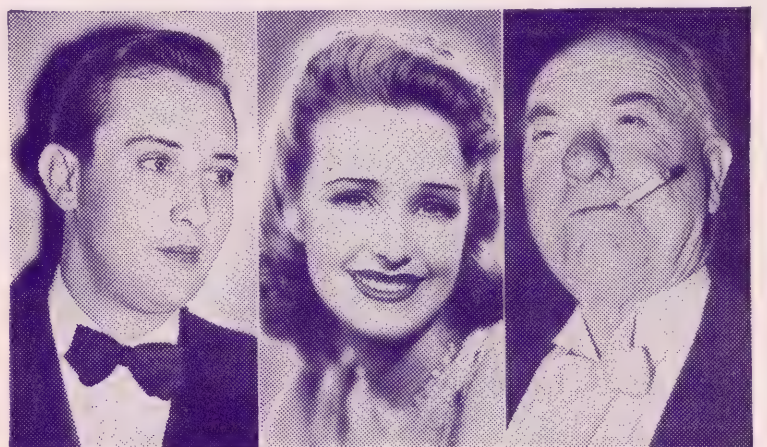
Two of Hollywood's most glamorous ladies look admiringly at America's Number 1 Crooner, starring in "Hollywood Hotel." Who are they? Which ones are the "doubles"? Three more pictures tomorrow.

(Second Day)



This one's something of a teaser, but you'll be able to identify them, if you go to it. One's a dancer, another's a swinger, the third has "the world's most beautiful legs," according to the best experts.

(Third Day)



"Isn't she b-b-b-beautiful?" asks the gentleman on the left, glancing at the lovely star of "Hollywood Hotel." "Perfect, my diminutive little chum," answers the devil-may-care gentleman on the right.

CORRECT SOLUTIONS

First Day: Bette Davis, Dick Powell, Greta Garbo.

Second Day: Ginger Rogers, Benny Goodman, Marlene Dietrich.

Third Day: Bing Crosby, Rosemary Lane, W. C. Fields.

Dick Powell, Benny Goodman, Rosemary Lane are themselves. All the others are "doubles."

Order contest mats No. 206-B-30c from Warner Bros. Campaign Plan Editor.

How to dress up with Banners and

CUT-OUTS

Life Size Photo Cut-out Standees and 30" Circle Heads

7 FT. STANDEES:

Dick Powell and Rosemary Lane (as shown); Benny Goodman, and Messenger Girl holding telegram, selling copy in patter style.

30" CIRCLES:

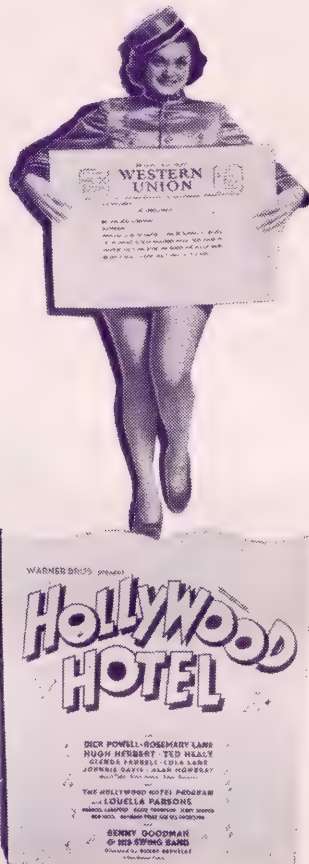
Dick Powell and Rosemary Lane (as shown); Benny Goodman (as shown) Dick Powell, Louella Parsons, Frances Langford, Hugh Herbert, Ted Healy, Johnnie Davis, and Lane sisters (together).

Description	Black & White	Colortone Over All	Full Color	REMARKS
Standees	3.95	4.95	5.75	State style number and description when ordering Standees.
30" Circles	1.25	1.75	2.50	Order Circles by name, description.

All prices F.O.B. New York. Order from:
SUPERIOR STUDIOS, INC.
442 West 42nd Street, New York City

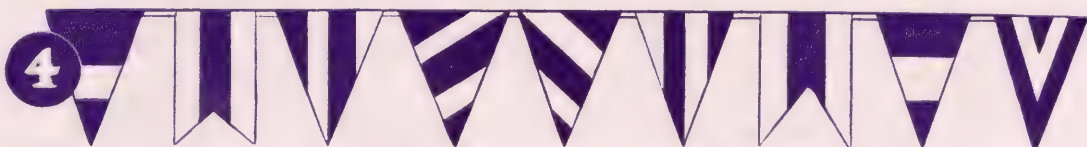
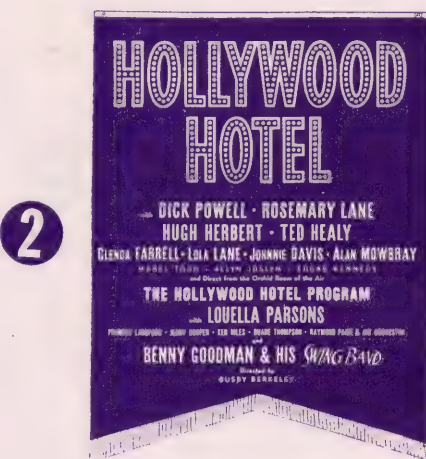


Illustration shows how cutouts are shipped in two parts, may be easily assembled locally.



1. VALANCE—on rental basis: 39" wide, length to fit your marquee; made of transparent silkolene. Rental price quoted on request. Send your marquee size.
2. LOBBY BANNER—3' by 4 1/2' made of lustrous satin with velvo processed letters, complete with stick, tassels, cord and fringe. \$1.50 each.
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4. PENNANTS—12 20" by 30" each on 40 ft. long streamer. \$1.25 per streamer.

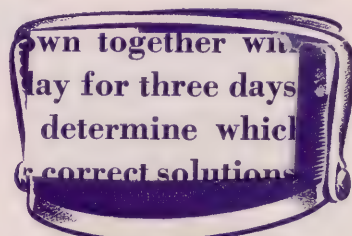
All prices F. O. B. New York City. Order from:
ART FLAG, INC.
449 West 42nd Street, New York City



NOVELTIES to fling around in the best places



"PICK YOUR STAR" — Hollywood's latest craze—a fascinating and mystifying game. Each game consists of five cards (post card size), one with fifteen pictures of the stars in "Hollywood Hotel," and the other four cards with eight pictures each. Cards come in envelope (not shown) with directions on outside together with your imprint. 500, \$8.75; 1M, \$15; 3M, \$14 per M; 5M, \$12 per M.



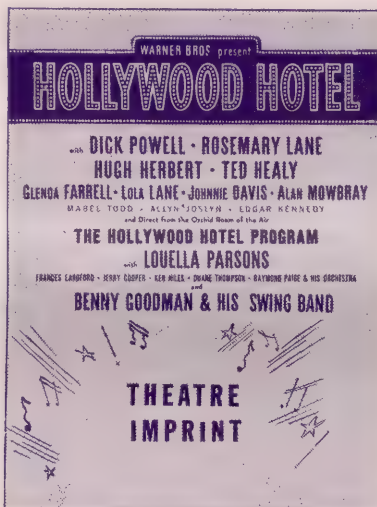
BELL-HOP HATS for your staff, parades, soda clerks, street vendors. Made of bright red felt with gold lettering. Two sizes, medium and large, for youths and adults. 2 to 6 40c each; 8 to 25—35c each; 31 to 100—30c each; over 100—25c each. Theatre imprint if desired—\$2 extra on every order.



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NAPKINS — Useful ad medium for food shoppes, bars, hotels, drug stores. Size 13 1/2 x 13 1/2 in. folded into quarters. Prices with your imprint: 1M, \$3.50; 5M, \$3 per M; 10M, \$2.75 per M; 25M, \$2.25 per M.



<p>1938 JANUARY 1938</p> <p>SUN MON TUE WED THU FRI SAT</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29</p>	<p>1938 FEBRUARY 1938</p> <p>SUN MON TUE WED THU FRI SAT</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28</p>	<p>1938 MARCH 1938</p> <p>SUN MON TUE WED THU FRI SAT</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>
<p>1938 APRIL 1938</p> <p>SUN MON TUE WED THU FRI SAT</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</p>	<p>1938 MAY 1938</p> <p>SUN MON TUE WED THU FRI SAT</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>	<p>1938 JUNE 1938</p> <p>SUN MON TUE WED THU FRI SAT</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</p>
<p>1938 JULY 1938</p> <p>SUN MON TUE WED THU FRI SAT</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</p>	<p>1938 AUGUST 1938</p> <p>SUN MON TUE WED THU FRI SAT</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>	<p>1938 SEPTEMBER 1938</p> <p>SUN MON TUE WED THU FRI SAT</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</p>
<p>1938 OCTOBER 1938</p> <p>SUN MON TUE WED THU FRI SAT</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29</p>	<p>1938 NOVEMBER 1938</p> <p>SUN MON TUE WED THU FRI SAT</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</p>	<p>1938 DECEMBER 1938</p> <p>SUN MON TUE WED THU FRI SAT</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>

1938 CALENDAR BLOTTERS — For distribution in offices, hotels, schools, banks. 3 1/2 x 6 in. With imprint: 500, \$2.75; 1M, \$4; 5M, \$3.50 per M; 10M, \$3.25 per M.

All Prices F.O.B. New York City. Order from:
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TIRE COVER—Heavy durable cardboard easily slips on tire. Prices: singly, 45c; 10 to 49, 40c each; 50 and over, 35c each. Add \$2.50 for imprinting up to 100; over 100, imprinting free.



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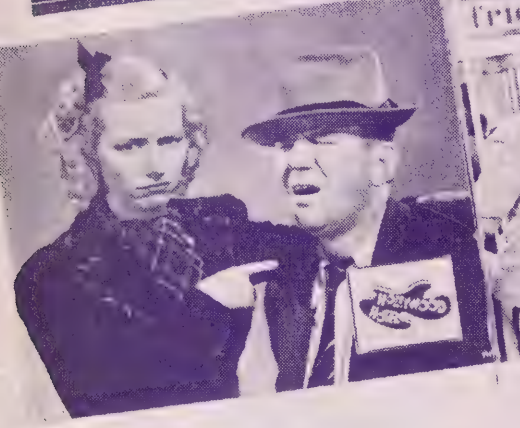
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11x14's
Rental
35c
SET OF 8



14x36
INSERT
Rental
12c
EACH



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COLOR-GLOS PRINTS
10 TO A SET
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9c
EACH



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Rental
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EACH



DE LUXE
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8" x 10" SEPIA AUTOGRAPHED FAN FOTOS

Prices:

\$1.50 for 250
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Ask the Vitagraph Ad Salesman for special quantity prices.



See Sample Fan Foto of Dick Powell in Inside Back Cover Pocket



PAUL MUNI



BETTE DAVIS



OLIVIA de HAVILLAND



EDW. G. ROBINSON



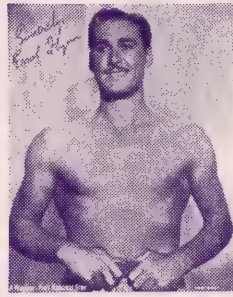
JOAN BLONDELL



FERNAND GRAVET



KAY FRANCIS



ERROL FLYNN
(style "A")



ERROL FLYNN
(style "B")



GEORGE BRENT



ANITA LOUISE



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Prices:

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DICK POWELL



HUGH HERBERT

"HOLLYWOOD SPECIAL"

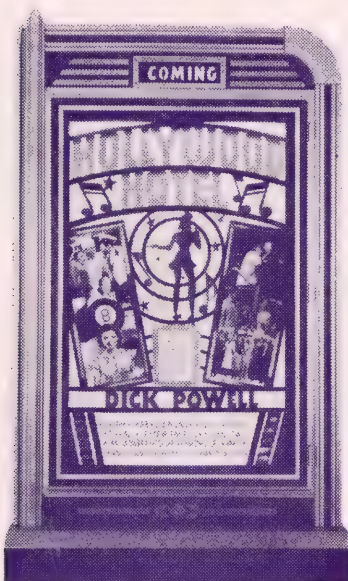
Two sizes for 40"x60" and 40"x80" frames

At left: Latest thing in smarter lobby displays. Cutout letters and figures with lighting behind gives new, third dimensional illusion.

At right: 40" by 60" attractive poster made by silk screen process. Also available in 30" by 40" size.

Below: 24" by 82" poster also by silk screen process, available in 24" by 60" size, too.

Drop a postcard to the American Display Co. to learn how your theatre may have these posters at a reasonable weekly rental fee.



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4 PAGE ROTO HERALD



Front Cover 10 1/4 x 7 1/4

FROM COAST TO COAST
from the Orchid Room of the Air!



PRICES: —\$2.75 Per M
5M and over
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OPENS TO 10 1/4" x 14 1/2" SPREAD—FULL BACK PAGE FOR THEATRE IMPRINT
See Sample in Pocket of Inside Back Cover



40" x 61"



27" x 41"

MODERN ART DISPLAY FRAMES

40x60 FRAME



\$10⁰⁰ each

The 40x60 frame illustrated at the left is made of 3" dry-kilned, bass moulding, ebony-black finish, with modern silver and copper lines. The back is 3 ply 1/4" veneer. The easel is made of 2" pine wood.

27x41 FRAME



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The 27x41 frame illustrated at the right is made of 2" dry-kilned, bass moulding, ebony-black finish, with modern silver and copper lines. The back is a sturdy stretcher which fits snugly into the main frame. The easel is made of 2" pine wood.

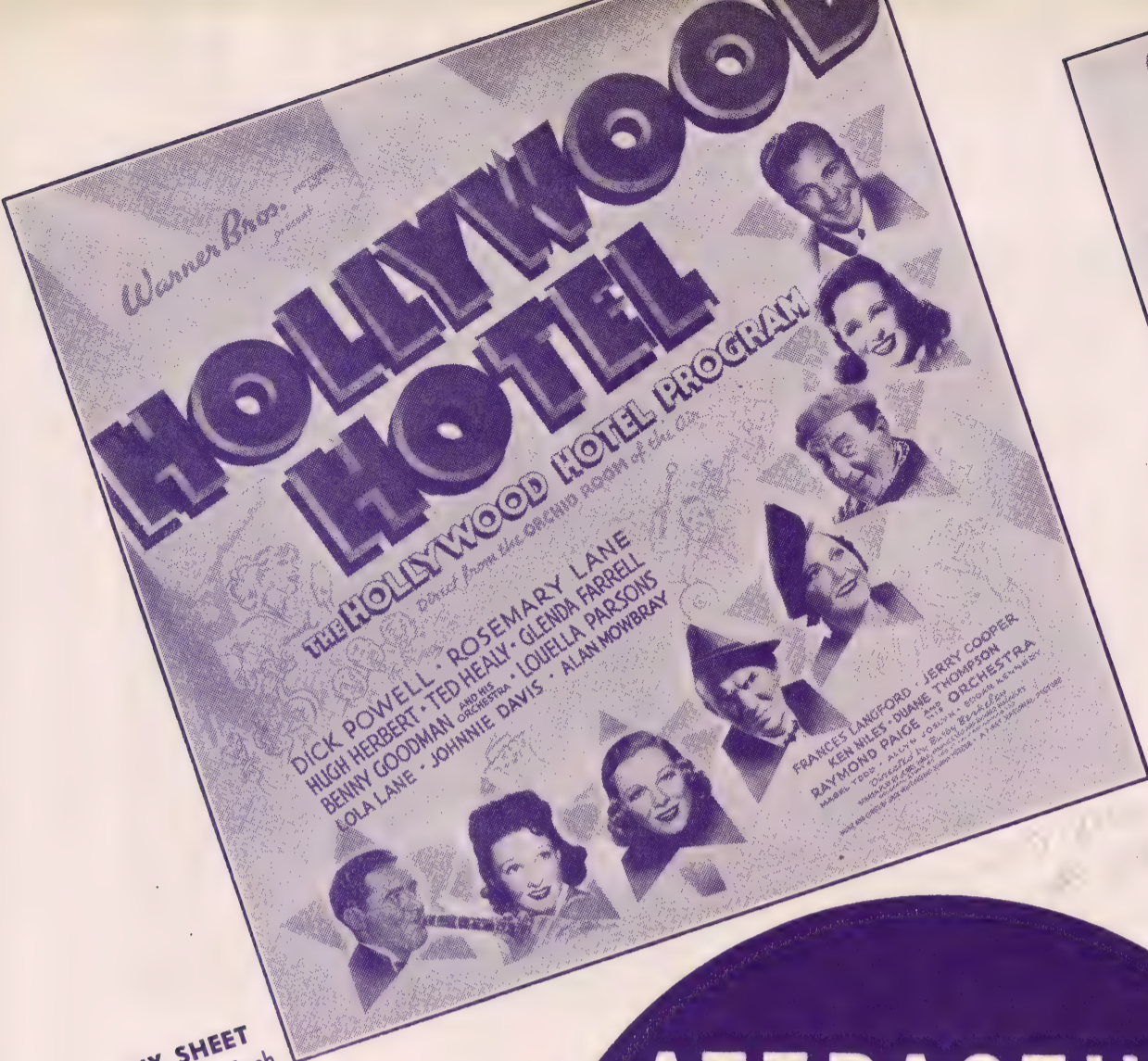
40x60 PHOTO GELATIN POSTER
Rental 75c

27x41 PHOTO GELATIN POSTER
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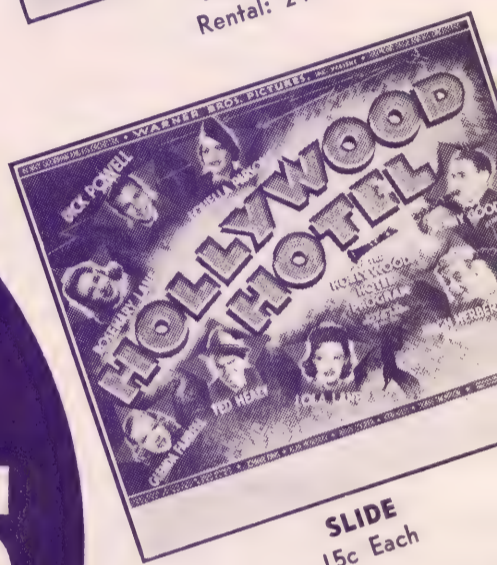
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IN 3 SIZES**



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JUMBO WINDOW CARD
(Size 22" x 28")

New	Low	Quantity	Prices
1 to 49			10c each
50 to 99			8 1/2c each
100 to 199			7c each
200 and over			6 1/2c each

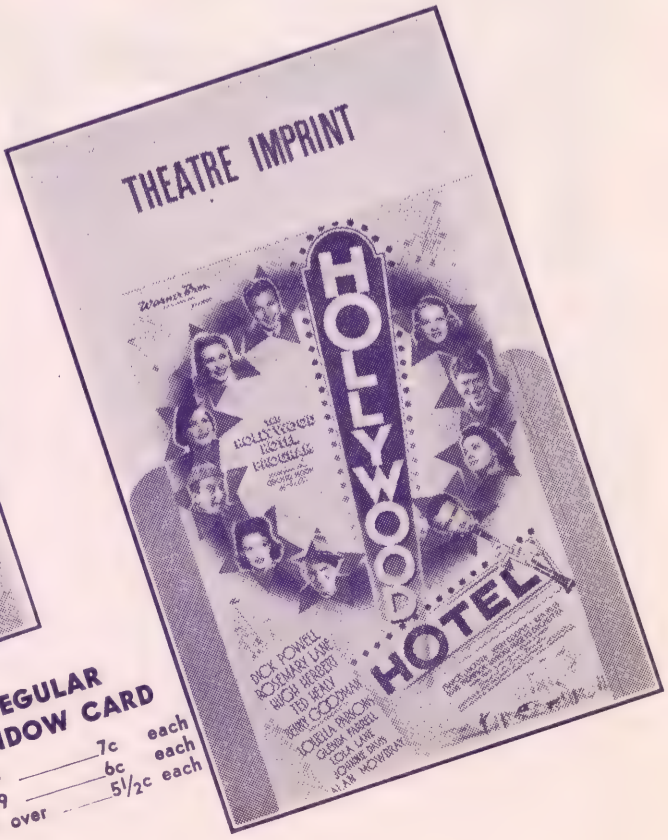


Midget Window Card
4c each



REGULAR WINDOW CARD

1 to 49	7c	each
50 to 99	6c	each
100 and over	5 1/2c	each



Galaxy of Stars In 'Hollywood Hotel' Film Hit

Millions of radio fans accustomed for three years to turn the dial to the "Hollywood Hotel" air show, will soon have a chance to see their favorite program depicted on the screen.

For an entire broadcast with Louella O. Parsons, famous columnist and movie commentator, as mistress of ceremonies, has been incorporated into the Warner Bros. musical comedy "Hollywood Hotel," which opens next Friday at the Strand Theatre.

Raymond Paige and his 40-piece orchestra, veterans of the air show, play Paige's variation of "Dark Eyes," together with the air show theme songs—"You Ought to Be in Pictures" and "Blue Moon." Other standbys of the air show—Frances Langford, Jerry Cooper and Announcer Ken Niles—likewise play their accustomed roles.

Biggest thrill for the fans, however, is likely to be the parade of stars. A sufficient number to grace a dozen movies, with plenty left over, are pictured dining in the Orchid Room and taking a bow when introduced by Miss Parsons.

Stars introduced in the broadcast scene by Miss Parsons include Marion Davies, Edward G. Robinson, Bette Davis, Leslie Howard, Olivia De Havilland, Errol Flynn, Joan Blondell, Brian Aherne, and a host more.

The picture, an inside story of Hollywood, stars Dick Powell with a supporting cast including Rosemary and Lola Lane, Ted Healy, Hugh Herbert, Glenda Farrell, and two famous orchestras—Paige's and Benny Goodman and his swing band. Busby Berkeley directed.

SISTERS REUNITED

Rosemary and Lola Lane, playing dual femme leads in Warner Bros.' "Hollywood Hotel," which opens next Friday at the Strand Theatre, were visited on the set one day by their mother and sister, Priscilla. The latter had been in the east with Fred Waring and His Pennsylvanians since making her recent screen debut with Rosemary in "Varsity Show."



Mat 126—15c

LOUELLA PARSONS — Hostess to Filmland's great on her famous "Hollywood Hotel" radio hour, makes her screen debut in the movie version, "Hollywood Hotel," coming to the Strand.



Mat 202—30c

SINGING SWEETHEARTS—Rosemary Lane and Dick Powell are a croonin' love team in "Hollywood Hotel," the new star-studded film musical, which is coming to the Strand Theatre on Friday.

'Hollywood Hotel' Moving in Town

Everyone in the United States possessed of a radio has undoubtedly heard that big weekly broadcast called "Hollywood Hotel," supposedly originating from an immense and luxurious hostelry in the capital of Filmland, which has been the most popular air program for the last three years.

And now "Hollywood Hotel," in the form of a musical comedy, is coming to the Strand Theatre next Friday as a presentation from Warner Bros. It is not merely an episode entertainment, like its namesake of the ether-waves, but a fully-plotted dramatic show with a star-studded cast.

Dick Powell has the most important part—that of a young crooner who comes to Hollywood with promises of a movie job, and gets into all sorts of difficulties before he wins success.

The Lane sisters, Lola and Rosemary, have the leading feminine roles, the former as a temperamental movie star who refuses to appear at a premiere, and the latter as a totally obscure hotel worker who takes Lola's place on the big night.

Louella Parsons, famed dramatic critic and originator of the "Hollywood Hotel" air show, plays herself in the picture, acting as mistress of ceremonies and introducing a great number of stars to her audience in the famed "Orchid Room."

Among the bevy of funmakers who have important roles are Hugh Herbert, Ted Healy, Glenda Farrell, Johnnie ("Scat") Davis, Alan Mowbray, Mabel Todd, Allyn Joslyn, Grant Mitchell, Frances Langford and Edgar Kennedy.

Then, too, there are Benny Goodman's Band and Raymond Paige's orchestra. What swing fan could ask for more?

Aladdin Shamed By Movie Makers

Aladdin could rub that old brass lamp and make a castle rise. Maybe he could have dished up a caravansery, too. But when it came to bringing the world's most famous imaginary hotel into actual visual existence, the job had to be left to the movies.

Easy enough for those movie magicians to build a hotel from garret to rooftop. Nothing hard about that. But to build one to fit the preconceived ideas of 130,000,000 radio-listening Americans was something else again.

For the hotel was to be none other than the "Hollywood Hotel"—heretofore only an imaginary setting for the famous air program.

"Hollywood Hotel" is the gigantic musical comedy—starring Dick Powell and directed by Busby Berkeley—which opens next week at the Strand Theatre.

Sets include the lobby and lounge, the coffee shop, a movie queen's apartment, another somewhat more typical apartment, the telephone operators' sanctum, and—the Orchid Room.

This room hasn't a single angular wall. Everything is curving. The sweeping stairway curves. The dance floor is elliptical. The delicate white railings, in Wedgewood motif, which enclose little dining nooks, are circular. The orchestral podium on which Raymond Paige holds sway over his 40-piece orchestra, has more curves than Dizzy Dean. The one facing it across the dance floor, where Benny Goodman presides over his famous swing band, is a semicircle.

Even the hotel garden was not overlooked. For what would "Hollywood Hotel" be without yew alleys, quiet retreats down which lovers may wander in the moonlight; without its splashing fountain and rock-walled basin where giant water lilies float?

Orchid Room Of the Air Is Seen in Film

Millions of radio fans who listen in on the "Hollywood Hotel" air show undoubtedly imagine it is broadcast from an actual hotel of that name, magnificent beyond anything else ever conceived. In fact there is little guesswork about that, for many citizens of the cinema capital have had tourists approach them on Hollywood Boulevard and ask directions to the hotel.

Warner Bros. must have had something of the sort in mind when they started producing a spectacular film musical of the same name as the air show out at their studio. And in stage settings for the production they set out to give the fans a concrete visualization of the hotel of their dreams. Investigating rumors of colossal spending, this correspondent visited the Orchid Room set. Now, we've seen hotels, but—they've got something there!

As we skirt the side lines, out of camera range, it's hard to make our feet behave. For Benny Goodman and his famous swing band are playing "Christopher Columbus." The Orchid Room looks like a vast flower basket at the bottom of which are clumps of living flowers. They are the lovely women seated around at tables or swaying on the dance floor.

Now Frances Langford drifts up with Bob Haas, Puckish art director. Pleased as Punch he tells us about the set. The vast room is floored in black glass. Circular walls are of delphinium blue satin, 1500 yards of it.

"Hollywood Hotel," which stars Dick Powell, opens at the Strand Theatre next Friday. In the cast are such notables as Rosemary and Lola Lane, Hugh Herbert, Ted Healy, and the famed writer and radio impresario Louella Parsons. Then also there are Benny Goodman's famous Swing Band and Raymond Paige's Orchestra.



Mat 105—15c

SWING MASTER Benny Goodman makes his swing band set the tempo for the all-star musical show, "Hollywood Hotel," coming Friday to the Strand Theatre.

Stars Forecast Success For Song From Film

Dick Powell sat down before the little piano and began to play.

It was in a sort of cave between crisscrossing beams and props on one of the huge sound stages at Warner Bros. studio—a cave especially dark since the scores of arc lights illuminating the vast and lavish hotel lobby set for "Hollywood Hotel" had just been turned off at the end of a "take."

Dick, who has the role of an orchestra crooner who braves Hollywood only to be plunged headfirst into romance and contract trouble, swung into the opening bars of "Fish Out of Water." It's one of his songs in the film musical coming to the Strand next week.

As he sang, soft-voiced Frances Langford came to stand beside him. You will hear her golden voice, too, in the production, for she plays the role of a blues singer with Benny Goodman and his famous Swing Band (they're in the film in person). Now she hummed along as Dick sang.

Other figures materialized out of the shadows—Benny Goodman himself among them.

"Boy," predicted the Swing King, as Dick concluded, "the whole country will soon be singing that song."

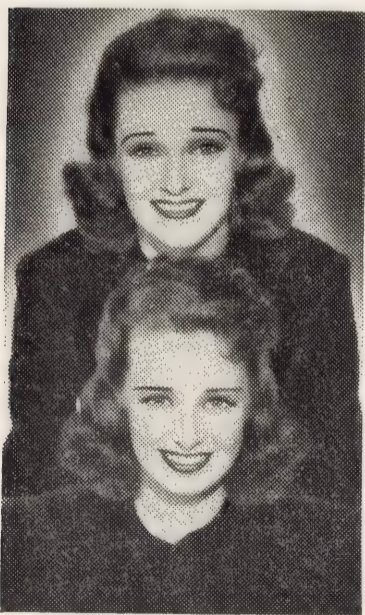
A good-natured discussion followed, with this one and that claiming notice for his or her favorite in the musical—"Hollywood Bowl," "Heart Full of Music," and others.

"Everybody on the set," sounded a call, and the gang broke up.

That's a sample of what happens between "takes" when they're making a big film musical.

LIKES A CEREMONY

Lola Lane as the temperamental movie star Mona Marshall in Warner Bros.' "Hollywood Hotel," coming to the Strand Theatre, is being dressed, shod, radio-contracted and magazine-interviewed in a mad scene. Says the interviewer: "Tell me, Miss Marshall, have you any definite views on marriage?" Replies Lola: "I like a ceremony."



Mat 101—15c

SEEING DOUBLE? Well, not exactly—it's Lola Lane (top) and Rosemary Lane (bottom), the sister-stars of "Hollywood Hotel," coming to the Strand on Friday.



Mat 201—30c

AMERICA'S NO. 1 CROONER—Dick Powell heads the star-studded cast of "Hollywood Hotel," the swaggiest musical of the year, featuring one of the nation's favorite radio programs, and coming to the Strand.

'It's Luck—Got Breaks,' Says Star Dick Powell

After years of stardom and despite annual ranking among the ten best box office bets of the year, Dick Powell still cannot believe his luck.

To grasp the significance of that fact, you must understand how the average male star reacts to Hollywoodian success.

For Hollywood is a heady wine. It whirls the handsome hooper from the five-a-day routine. It lifts the soda clerk from behind the counter.

It takes each one to the top of a high mountain and offers him the world.

It stuffs his pockets with more money than he ever dreamed existed. It turns the spotlight on him.

They buy, buy, buy—servants, lands, houses, cars, yachts, horses, every kind and condition of expensive toy.

And they begin to believe the publicity, yield to the adulation of their many fans.

Then they commit the biggest blunder of all. They go high hat.

Now a high hat is a difficult thing to wear, especially in Hollywood where the competition is keen, where people are always climbing up and being pulled down, where yesterday's stars are today's extras, and nobody knows what tomorrow will bring.

Which brings us around again to Dick Powell. It wouldn't be odd if he did go high hat—certainly, not according to Hollywood standards.

For he is one of the male Cinderellas of the screen. An Arkansas boy, born in the hamlet of Mountain View, he spent childhood and youth in Little Rock.

Then, out of this backwater of life, he was yanked away to play and sing with a travelling orchestra and, after a time, become master of ceremonies in a Pittsburgh theatre where a Warner Bros. talent scout picked him up for the screen.

The other day Dick sat in that lovely backyard of his in the mountains above Hollywood—he calls it a backyard, by the way, not a patio or a terrace—and looking around him at the comfort and loveliness his money had brought, he said:

"Think of my having this! Why, there are plenty of guys in Hollywood who deserve it more than I. There are plenty of guys singing around in orchestras, too, who could get away with what I do.

"It's luck. It's all in the breaks. I'm not forgetting that, let me tell you. I've had the breaks, some others haven't. That's all."

Frequently on the set where he was working in "Hollywood Hotel" (the gigantic Warner Bros. musical comedy that opens at the Strand Theatre next Friday), playing the role of an orchestra singer who comes to movietown and goes broke, Dick would say: "Funny about it, but this piece reminds me of the summer my orchestra got fired—just a little orchestra booking out of Chi—and we all went broke in Anderson, Ind."

After each of his starring vehicles is released, studio friends hunt him up and praise his work. Invariably he replies: "Aw, I loused it up, but isn't soandso swell? He stole the picture."

Friends say it isn't a pose, that he means it. He's his own severest critic, and a real guy.

Hugh Herbert Needs No Lines, Uses Face

Maybe it's not the handsomest face in Hollywood—and Hugh Herbert is the first to admit that—but just the same, it's his fortune, and he's going to stick to it.

Take dialogue away from the Warner Bros. comedy star but leave him his face, and he'll feel equipped to play his role in any picture.

In fact he never pays much attention anyhow to the lines the script writers provide for him. He'll read them over to see what sort of character they denote, and that's that. If he forgets the exact words, at least he remembers the sense. Or is it, the nonsense?

While playing in "Hollywood Hotel," the big musical that opens next Friday at the Strand Theatre, he was on the set one day awaiting the call before the camera, and telling Director Busby Berkeley about his latest adventure with the goats on his ranch. His fellow comic, Ted Healy, approached and started discussing a bit of business with Berkeley.

"Hey," said Herbert, "that's tomorrow's work. Don't worry about that today."

He's like that. And yet it does not mean that he is either untrustworthy or neglects his work. On the contrary, directors have the greatest confidence in him.

Herbert says it's because of his face.

"I've traveled on that pan thirty years in show business," he said. "And the longer I play, the more I realize that the face is the thing."

"Why, a comedian who has made a real study of the art of pantomime doesn't have to worry about whether he has a fat speaking part or not. All he has to do is to walk into a scene and he makes it his."

COMICS FOOL EXTRAS

Doubles for most of the famous movie stars impersonating the originals in the Orchid Room scene of Warner Bros. "Hollywood Hotel," criticized two of their number who joined a table group.

"You look like Ted Healy and Hugh Herbert," one of them said to the newcomers, "but a few changes here and there would improve you." The pair walked away chuckling. Then somebody informed the doubles they actually were the noted comics.



Mat 127—15c

LOOK AT HUGH! says that veteran comic, Ted Healy, while Hugh Herbert goes on tooting his flute—or isn't it a flute? Both fun-makers are in "Hollywood Hotel."

Orchid Room Guests Pay Plenty \$ \$ \$ \$

In bringing the world's most famous imaginary hotel to the screen, the movies went into the most trifling of details.

Even a menu with appropriate prices was printed.

The cover of the folder bears a picture of an orchid. Beneath it in script appear the words "Orchid Room." And under that in hand-blocked lettering "Hollywood Hotel."

On the Orchid Room set for "Hollywood Hotel" at Warner Bros. studios, copies of the menu were scattered about on the tables. When the million dollar-plus musical reached the screen, audiences saw diners consulting it, ordering from it. A closeup shot or two reveals some of the prices.

On the "Carte des Vins" standard cocktails, such as Manhattan, Martini, Old-Fashioned, etc., are quoted at 75 cents. A champagne cocktail is \$1.50.

Breast of golden pheasant, sous clouche, comes at \$2.25 the portion. Pate de fois gras, terrine, is \$2. Caviar is \$3. Crepes suzette is priced at \$1.50.

Other prices fall into the same category. No wonder Dick Powell, as a young fellow from a middle western orchestra and Rosemary Lane as the unknown little gal who gets her chance to pose for a night at being a movie star, seem to be a little aghast when they pick up that menu.

"Hollywood Hotel," which has practically an all-star cast, opens next Friday at the Strand Theatre. Busby Berkeley directed it.

BUYS WIFE A YACHT

Dick Powell's newest gift to his wife, Joan Blondell, is a boat! It is yawl-rigged and has an auxiliary motor. It has a 65-foot deck line, cabin and dining accommodation for ten. Built in Glasgow, it is staunchly enough constructed to cross the ocean. Powell, who is currently starring in "Hollywood Hotel," bought it from Jascha Heifetz.



Mat 206—30c

STAR BOARDERS OF "HOLLYWOOD HOTEL" are the Lane sisters, Rosemary (right) and Lola, and Dick Powell. You'll be seeing them in that spectacular show "Hollywood Hotel" at the Strand next Friday.

Make-up Artist Playing in Film

The man who spent six hours a day for weeks on end applying makeup to the face of Paul Muni for "The Life of Emile Zola," took only five minutes to make himself up the other day for his own debut as a movie actor.

The man is Perc Westmore, head of Warner Bros. studio makeup department, who is making his bow before a camera for the first time in "Hollywood Hotel," super film musical starring Dick Powell and Benny Goodman's Swing Band.

Westmore plays Westmore in the picture, and comes into the action of the story when Rosemary Lane takes the place of her sister, Lola Lane, who enacts the role of a temperamental screen star. Who, better than Perc, could be called in by Allyn Joslyn, a typical Hollywood press agent, to make up Rosemary as Lola's double?

The man who has applied barrels of liquid makeup and tons of false whiskers to others' faces, merely rubbed on a light solution for himself, brushed his hair and was ready.

"All I need is enough makeup to cover the bristles of my beard," he explained. "Otherwise, I'd look like someone else—not Perc Westmore."

"Hollywood Hotel," which stars Dick Powell, Louella Parsons, was directed by Busby Berkeley.

Alan Mowbray No Fan of His Own

He's an artist who never sees what he creates!

He's a movie actor who never beholds himself (nor anybody else) on the screen!

No, you're wrong, he isn't a blind actor. He's Alan Mowbray.

He revealed his non-going movie habits while playing one of the principal roles in Warner Bros. "Hollywood Hotel," during an off-stage discussion with other members of the cast about an imminent premiere.

"Count me out of the party you're making up," he said. "I haven't seen a movie in three years."

But as every rule has an exception to prove it, so has Mowbray's.

He did see one picture—the only one, however, in three years. It was "The Magician," in which he played the title role.

"I did all the tricks myself," he said. "Didn't have a double to work for me. And I wanted to see how they went across."

Mowbray, as one of the leading freelance actors of Hollywood for years, has a leading role in "Hollywood Hotel," coming soon to the Strand Theatre.

"Hollywood Hotel," which stars Dick Powell and Rosemary Lane was directed by Busby Berkeley.

Mercer, Whiting Write Songs To Fit Scenes

In a little more than a year, the song-writing team of Johnny Mercer and Dick Whiting, who wove the magic melodies in "Hollywood Hotel," the immense musical comedy that comes to the Strand Theatre next week, have produced fifty song hits for Warner Bros. musicals.

Johnny does the words and Dick the music.

Amazing to all who hold to the belief that composing is purely inspirational, they write their songs to fit definite situations in pictures.

Together they study and discuss a situation in a script for which a song number is desired. Then, having analyzed it and studied the possibilities they go to work separately. Sometimes Johnny gets the words first. Sometimes Dick pulls out of the blue a musical strain which clicks.

If the latter, words are then written to fit it. If the former, Dick then writes the music to fit the words.

Dick Whiting began his career as a pianist in Nat Goodwin's Santa Monica cafe, went into vaudeville, then wrote "When It's Tulip Time in Holland," which Fritzi Scheff sang to a nation's applause. That launched him into turning out many an unforgettable hit.

Johnny Mercer's career has been shorter, but his lyrics since joining Warner Bros. already have put him at the top of his class.

The clever team has some striking numbers in "Hollywood Hotel," which was directed by Busby Berkeley.

TINY DOGS FOR HUGH

Hugh Herbert's latest addition to his San Fernando Valley ranch Zoo, which includes goats, a cow, a horse, chickens, pigs, dogs and cats galore, is a pair of toy schnauzers. The tiny dogs, both males, weigh little more than 11 ounces each. They are worth \$500 apiece. Herbert, who is currently playing in "Hollywood Hotel," houses them in a specially built miniature dog house.

SWING IS HERE TO SWAY!
Benny Goodman, his clarinet,
and his Swing Band go to town
in "Hollywood Hotel," the most
lavish musical film of many a
moon. The all-star show comes
to the Strand Theatre Friday.

Mat 301—45c



Louella Parsons Makes Film Bow in Warner Bros. Musical

By GLENDA FARRELL

(Glenda Farrell, noted for her screen portraits of newspaper girls, interviews a famous interviewer on the set of "Hollywood Hotel")

"Well, how does it feel to be an actress?" I asked Louella O. Parsons.

"Terrible!"

"Listen," I said, "that's the way we all feel about our work nine



Mat 106—15c

Louella Parsons

times out of ten. It is said to be the sign of the true creative artist. Hasn't anybody told you that?"

So with that we settled down to a this-and-that sort of gabfest about acting in general, and Louella's acting in particular. It was in Miss Parsons' portable dressing room on the "Hollywood Hotel" set.

Miss Parsons had turned her dressing room into an office. On the table sat a little portable typewriter surrounded by papers, pencils and two telephones. The phones were ringing most of the time. Every time one rang, my interviewee would unhook the receiver,

say "Oh, hello, darling," listen, comment briefly, hang up and jot a pencilled memorandum.

"You see, I'm holding down three jobs right now," she said. "I'm working in this picture, running my 'Hollywood Hotel' air show, and getting out my daily column. It's quite a stint, don't you think?"

"Which do you find the hardest?" I asked.

"Acting," she answered with what I have described as a "soulful sigh." I didn't ask her why. I didn't have to.

"People telephone me items for my column," she continued, "and the calls are rerouted here. And details about my air show I can take care of by telephone, too. But the acting—"

"Why, you're swell," I said. "That scene you played with us just now—why, Lola and I both said you certainly were a trouper. You know, the way you co-operate and take directions."

"Well, anyhow, I've been writing all my life about movie folk. I thought I knew all about the hard work you actresses undergo. But I never really realized it all. I know that now.

"Why, just getting ready to go before the camera is a huge task in itself. I get up at 5:30 to answer a 9 o'clock camera call, come out here to the studio and put in two hours getting made up and having my hair dressed."

"Yes, I know," said I. "I'm used to it, but it must be tough for you."

Suddenly she laughed—a nice round hearty laugh.

"But—I love it."

Rosemary Lane Impersonates Sister in "Hollywood Hotel"

It isn't everybody who manages early in adult life to realize a cherished childhood ambition, but that is what happened to Rosemary Lane.

Ever since she was a little tyke, just about knee-high to a grasshopper, she has wanted to be like her older sister Lola. Maybe the astute Warner Bros. knew about it. Maybe they had heard, for Rosemary makes no secret of it. At any rate, they gave Rosemary the chance to imitate Lola when they cast both sisters in "Hollywood Hotel," the spectacular big musical comedy that opens next week at the Strand Theatre.

It is Rosemary's childhood ambition come true. For Lola plays the role of a temperamental movie star who refuses to make an important personal appearance, and Rosemary is the unknown little gal who is hastily rushed in to double for her.

She has to look like Lola, walk like her, talk like her, wear her gowns, and—

"I love it," said Rosemary, in her dressing room on the set. "As a matter of fact, it's the thing I've really been training to do all my life, without realizing it."

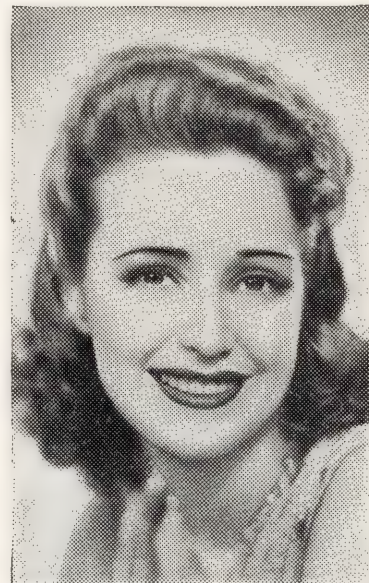
It all began back in Indianola, Ia., before the five Lane sisters left the family nest. There were Lola, Leota, Martha, Rosemary and Priscilla (called "Pat") and Lola was the idol of all her sisters but especially of the last named two—the babies of the tribe.

For Lola was known as "different." Even as a youngster, she was the little actress right down to her fingertips. From the time they began to toddle, Rosemary and "Pat" followed her around like adoring slaves. And they paid her the sincerest of flattery. They imitated her.

As she talked, Rosemary sat before a mirror in her dressing room

with a hair-dresser putting around her. A dab here, a touch of the comb there, and Rosemary's hair looked exactly like Lola's.

Indeed, Rosemary now looked exactly like Lola in every respect. For she was gowned in a long shimmering silver satin such as Lola wears in her big scene in the picture. And fresh from two



Mat 122—15c

Rosemary Lane

hours under the Percul hands of makeup wizard Art Westmore, she looked so much like Lola facially you would mistake her for a twin.

"Actually, we are far from this close appearance," said Rosemary. "Of course, there is a strong family resemblance. But I'm a trifle taller and a trifle slimmer and Lola's face I know is far more vivid than mine.

"But when I am playing, people tell me I look so much like Lola that it startles them. As a matter of fact, makeup and clothes couldn't do it all. But I'm so used to imitating Lola that for the time being I am Lola. That's the answer!"



Mat 401—60c

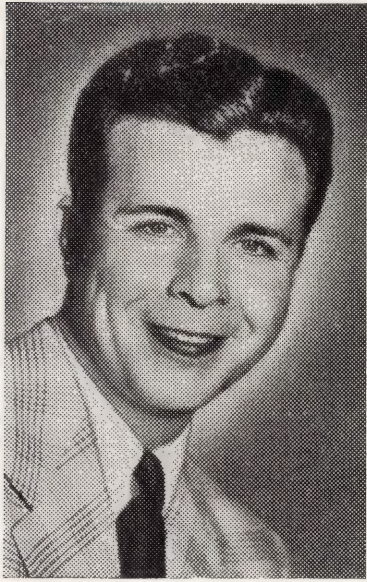
HOLLYWOOD HOTEL IS ON THE AIR! (Left to right) Jerry Cooper, Frances Langford, Johnnie Davis, Lola Lane, Dick Powell, Rosemary Lane, Raymond Paige, Louella Parsons, Ken Niles, Mabel Todd and Ted Healy, principals in the cost of the year's biggest musical show, "Hollywood Hotel," which also features Benny Goodman and his Swing Band, and comes to the Strand Theatre Friday.

(Review)

Dick Powell Star Of Lavish New Musical

Catchy songs, magnificent settings, two famous band organizations, a swiftly paced inside story of Hollywood life, a star-studded cast headed by Dick Powell and Louella O. Parsons, are some of the elements which make up what is apparently going to be the smash-hit musical of the season—"Hollywood Hotel." It opened yesterday at the Strand Theatre, to the delight of all audiences.

Inclusion in the picture of an entire broadcast of the most famous of all air programs—"Hollywood Hotel"—meant adding enormously to the cost of a production already ledgered in astronomical numbers. But the Warner studio took the



Mat 104—15c
DICK POWELL—Currently playing in "Hollywood Hotel" at the Strand.

band off the bank roll and went to town. Result is a million dollar-plus film musical which gives the audience double value in the loveliest, laughingest, dizziest, singingest picture of the year.

Dick Powell in the best role of his career gives an endearing acting performance—sings tunes that will send millions away whistling 'em.

Opposite him play two of the famous Lane sisters — Lola as a temperamental movie queen who refuses to appear at a premiere for her producer, and Rosemary as a little unknown waitress who is called in to double socially for the star.

A stellar array of laugh-makers are at their rollicking best. Ted Healy as the freelance photographer who becomes Dick Powell's manager and Hugh Herbert as the befuddled father of the movie star give inimitable performances. Alan Mowbray playing the handsome ham leading man does it to any queen's taste. Mabel Todd, Allyn Joslyn and Johnnie Davies all outdo themselves.

Benny Goodman and his famous swing band and Raymond Paige and his orchestra hit the musical high spots.

Movie-goers long familiar with the name of Louella O. Parsons as ace movie commentator of America and radio dialers who have heard her emceeing the "Hollywood Hotel" air show from its inception, now have the opportunity to see her on the screen.

Cast of Characters

Ronnie Bowers.....	Dick Powell
Virginia	Rosemary Lane
Mona Marshall.....	Lola Lane
Chester Marshall.....	Hugh Herbert
Fuzzy	Ted Healy
Jonesy.....	Glenda Farrell
Georgia	Johnnie Davis
Louella Parsons.....	Louella Parsons
Alexander Dupre.....	Alan Mowbray
Dot Marshall.....	Mabel Todd
Alice	Frances Langford
Jerry Cooper.....	Jerry Cooper
Ken Niles	Ken Niles
Duane Thompson.....	Duane Thompson
Bernie Walton.....	Allyn Joslyn
B. L. Faulkin.....	Grant Mitchell
Callaghan	Edgar Kennedy
The Russian.....	Fritz Feld
Dress Designer.....	Curt Bois
Perc Westmore.....	Perc Westmore
Cameraman	Eddie Acuff
Colored Man.....	Clinton Rosamond
Mrs. Marshall.....	Sarah Edwards
Director Kelton.....	William Davidson
Ass't Director Drew.....	Wally Maher
Seamstress.....	Georgia Cooper
Cleo	Libby Taylor
Waiter	Joe Romantini
Bramwell	Paul Irving

Raymond Paige and His Orchestra

Benny Goodman and His Swing Band

Production Staff

Director	Busby Berkeley
Screen Play by.....	Jerry Wald, Maurice Leo, Richard Macauley
Original Story by.....	Jerry Wald, Maurice Leo
Photography by.....	Charles Rosher, A. S. C.
Finale Photographed by.....	George Barnes, A. S. C.
Film Editor.....	George Amy
Dialogue Director.....	Gene Lewis
Music and Lyrics by.....	Dick Whiting, Johnny Mercer
Orchestral Arrangements by.....	Ray Heindorf
Vocal Arrangements by.....	Dudley Chambers
Musical Director.....	Leo F. Forbstein
Sound by.....	Oliver S. Garretson, David Forrest
Gowns by.....	Orry-Kelly

Story Synopsis

(Not For Publication)

When Ronnie Bowers (Dick Powell) leaves Kansas City to fulfill a movie contract in Hollywood he gets a royal send-off from his pals, Benny Goodman and his swing band, Frances Langford and Johnnie Davis. A small town boy at heart, Ronnie is pretty thrilled by his Hollywood reception. But that doesn't last long. When Mona Marshall (Lola Lane) gets temperamental, and Ronnie finds a double for her (Rosemary Lane) there are fireworks and he now finds himself without a job. There's mad merry mix-up during which Ronnie sings for the screen without being seen, then disappears altogether. But Rosemary finds him again and all's well that ends well.

(Review)

Film Musical Is Based on Hit Radio Program

The most lavish and spectacular musical comedy of the 1938 season, "Hollywood Hotel," a Warner Bros. production starring Dick Powell and featuring a score of other songsters and funmakers, had its first local showing today at the Strand Theatre.

It is based upon the famous radio program carrying the same name, which has been beloved by air-fans during the past three years. But the film has a well-knit story to serve as the dramatic structure.

The film story shows Powell as an obscure crooner who comes to Hollywood looking for a break, and gets involved in no end of unfortunate and humorous complications



Mat 106—15c
LOLA LANE—Currently playing in "Hollywood Hotel" at the Strand.

before he even gets started on his career.

Dick sings half a dozen new hit songs by the clever composing team of Whiting and Mercer, and there is plenty of other music by Benny Goodman and his famous swing band, and Raymond Paige's well-known orchestra. There is plenty of dancing, too, directed (as was the whole show) by Busby Berkeley.

Those clever sisters, Lola and Rosemary Lane, have the leading feminine roles, with Rosemary as Dick's romantic interest and Lola as a highly temperamental movie star.

Other notables in the cast include Hugh Herbert, Ted Healy, Glenda Farrell, Mabel Todd, Alan Mowbray, Allyn Joslyn, Edgar Kennedy, Frances Langford and Johnnie ("Scat") Davis. The screenplay was by Jerry Wald, Maurice Leo and Richard Macauley.

Louella Parsons, famous drama critic and originator of the "Hollywood Hotel" air show, plays herself in the picture.

It's a grand show, with plenty of music, romance and laughs, with all the added thrill of getting the inside lowdown on how a big air show is put on. The whole family will love "Hollywood Hotel"!

Dick Powell Is Slapped—Joan Watches

Joan Blondell, returning unexpectedly from a Catalina vacation, got back to Warner Bros. studio just in time to see another woman slap her husband's face.

The other woman was Lola Lane. The husband as you know was Dick Powell. And the slap was so heartily administered it left a mark.

It happened in a huge hotel lobby. Joan entering in search of Dick was halted by a milling mob of people. Over their heads she could see Dick in excited altercation with Miss Lane at the lobby entrance to the coffee shop.

"But, darling," she heard Dick say to the beautiful Lola, "don't you remember I kissed you last night?"

There was pleading in his voice. But Lola glared and, for reply, slapped his face—hard.

Wide-eyed, in slacks and loose tweed coat, Joan craned to take it all in. Then a whistle blew, the crowd parted, and Dick seeing Joan ran to greet her. Lola came up on his heels. Joan grinned at her.

"Bet you wouldn't do that to him," said Lola. "I wouldn't, either, except that it's in the script."

For it was all a part of Warner Bros. spectacular film musical "Hollywood Hotel," now showing at the Strand Theatre. The lobby was really a stage set. Busby Berkeley was the director.

GUARDS MUSICAL LIPS

Benny Goodman, King of Swing-aroo, puts an ice compress on his lips for fifteen minutes every night before retiring after a day's work in Warner Bros.' film musical "Hollywood Hotel," now at the Strand Theatre, in order to reduce swelling caused by playing the clarinet.



Mat 117—15c

A HEART-TO-HEART HOOK-UP—Dick Powell and Rosemary Lane, the crooning love team in "Hollywood Hotel," the star-studded film musical now at the Strand.



Mat 203—30c

WOO-WOO! I'M LUCKY—But this time the chorus cuties are doing the wooing while Hugh (woo-woo) Herbert is simply flabbergasted! It's all part of the fun in the new musical "Hollywood Hotel," at the Strand.

From Hymns to Blues Songs In One Tonsil Operation

Misfortune, according to Frances Langford, may often be Fate's way of revealing the best within one.

Frances is only a little thing of five feet two, weighing 101 pounds. She's not much bigger, in fact, than a pint of water. Where all that husky contralto singing voice comes from is some question. And as to being a philosopher—

"How can you expect weighty observations from a mere atom?" she asked.

"Just the same, I know what I'm talking about. Why, I remember a colored boy in my home town who had his legs cut off. Sam had

Frances Langford's recent fan mail brought a proposal of marriage from a miner at Forty Mile Reach, Alaska, who said he fell in love with her voice on the "Hollywood Hotel" air show and was planning a trip to Sitka to see her in Warner Bros.' film musical "Hollywood Hotel." He concluded: "If you look as good as you sound, I won't even ask you to come up here, but I'll quit the gold fields and make the trip down to Hollywood to fetch you home with me."

no education and no advantages, and you'd think that kind of accident would make him an absolute dependent on the community, wouldn't you?"

"Well, it didn't. Before that he'd been only a shiftless colored boy, cutting lawns and such things now and then. But when he lost his legs some man gave him a little money to open a newsstand. And now Sam has all the colored boys in town working for him. He owns half a dozen newsstands. He's a boss. So, you see!"

Frances knows from experience, too. Take her own case. Now a star singer on "Hollywood Hotel," nationwide radio show. And currently she is featured in support of Dick Powell and Benny Goodman and his swing band in Warner Bros. film musical, "Hollywood Hotel," which is now showing at the

Strand Theatre. But it wasn't always like that.

For Frances has a deep dark past. Once she sang in the church choir. It was in her home town of Lakeland, Fla. Her voice was a high soprano.

That's when misfortune came. She suffered an acute attack of tonsillitis, had her tonsils removed, and at first could only croak. She thought her life was blasted.

"Why, the very idea of not being able to reach high C in the choir any more made me just want to die," she said.

Mother Langford, however, had different ideas. She was a concert pianist.

"Seems to me," she said, "that I've heard of contralto voices as being pretty good, too. Let's see if you can sing contralto, honey."

So she played the piano, Frances sang contralto, and Eli Witt listened and approved. He was a Tampa cigar manufacturer, and he approved so much that he put Frances on a weekly air show to advertise his cigars.

"Never did like sopranos," he said. "They screech. But a contralto, now — that's something like."

Rudy Vallee began hearing about the new gal singer with the husky warmth in her voice and, on a visit to Florida, gave her an audition. Liked her so well he took her to New York to sing on his air program.

Soon, with a nation-wide following, the songbird was flying high by singing soft and low. She took her own vaudeville show on the road for a successful tour, returned to New York to sing on three national radio programs. One day, or night rather, singing at a dinner at the Waldorf, she was caught by Walter Wanger.

He it was who persuaded her to try Hollywood where she became an overnight sensation and was drafted for the cast of Warner Bros. "Hollywood Hotel."

"So, you see how it is," said Frances. "Maybe if I'd kept my tonsils and my soprano screech, I'd still be singing in the choir."

Orchid Room Of the Air In Film Musical

Leading orchid raisers of the United States were called upon by wire recently to ship their flowers by air express to Warner Bros. studio to help dress the Orchid Room set of "Hollywood Hotel," the gigantic musical that is now showing at the Strand Theatre.

The set, already used for dancing and dining sequences in the picture, was redecorated for the broadcast, at which time many movie celebrities, other than those among the principals engaged in the picture, were shown dining and were introduced by microphone.

Orders for orchids were wired far and wide when it was found that available supplies in Hollywood would be wholly inadequate to provide for the lavish floral display proposed.

Outstanding feature of the decorations planned by Art Director Robert Haas were four huge baskets, 20 feet in diameter and standing 15 feet high, brimming with orchids. The baskets were of silk over wire frames.

Tables were strewn with orchids and each women present, including those among the 350 extras in evening dress, was given an orchid corsage to wear.

In the same setting, Director Busby Berkeley later staged the finale of the big film musical. Inasmuch as shooting time for the two big scenes was lengthy, and orchids wilt, three times as many orchids as required were ordered in order to furnish replacements.

FANS SEND LOLA FAN

Lola Lane, featured in Warner Bros.' "Hollywood Hotel," now showing at the Strand Theatre, received the all-time high in fan letters with the arrival from the Imperial Geisha House of Kyoto, Japan, of a huge and intricately embroidered silken fan. An interpreter found the lines of embroidery were names of the geisha girls. That's true devotion!



Mat 102—15c

JOHNNIE DAVIS who does his best scattin'—which is another style of hotcha singing—with Benny Goodman's Swing Band in "Hollywood Hotel," now at the Strand.

ALL ABOUT THE DIRECTOR

Busby Berkeley was born to the stage and grew up in it. Birthplace—Los Angeles, November 29, 1895, where his father was directing the Tim Frawley Stock Company, and his mother was acting in it. Berkeley went to a military academy in New York, entered an advertising agency on graduation, then was drawn into the World War. He became an entertainment officer.

Returning to New York, he replaced Henry Hull as the lead in "The Man Who Came Back." Next played the comedy lead in "Irene" for three years. From there he launched into stock company direction.



Mat 125—15c

Reached Broadway as director of dance ensembles in musical comedies, including "Connecticut Yankee," Earl Carroll's "Vanities" and many more.

In 1930 he came to Hollywood to direct dances and ensembles in Eddie Cantor's "Whoopee." He was signed by Warner Bros. to stage dance ensembles for "42nd Street." His success was instantaneous. His finale in "Varsity Show," rated him tops and he was given full direction assignment over "Hollywood Hotel" now at the Strand.



Mat 204—30c

DOUBLING IN BEAUTY—Perc Westmore, make-up expert, is pretty proud of his "art" in making Rosemary Lane look like her sister Lola whose photograph he's holding. You actually see him do the job in "Hollywood Hotel," now playing at the Strand Theatre.

TABLE CARICATURIST

A caricature of Hugh Herbert drawn on a tablecloth by Ted Healy, and executed while the two comedians of "Hollywood Hotel" were lunching at the Warner studio recently, hangs in the Museum of the City of Los Angeles. Earl Tyson, curator of the museum, lunching in the commissary at the same time, was given the tablecloth by the restaurant manager.

REAL GEMS IN MOVIE

The famed movie columnist, Louella Parsons, wore \$300,000 in gems for her appearance before the camera in Warner Bros.' "Hollywood Hotel," and while doing so was under the constant although unobtrusive protection of an armed guard. The list of jewels included a star ruby bracelet valued at \$75,000; sapphire ring, \$75,000; ruby ring, \$30,000; ruby clasp, \$10,000; cabuchon sapphire clip, \$10,000.

THE BIRTH OF A MUSICAL

Millions of people all over America listen to Louella Parsons' "Hollywood Hotel" air program every week. This has been going on for three years. . . . It was a "natural" that a picture by the same title would be "box office." . . . But "Hollywood Hotel" was only an imaginary hostelry, and for the screen it would have to be materialized.

Robert Haas was assigned as art director and given carte blanche with an oversize budget. . . . What he designed was a hotel complete in every detail from salt cellar to lobby dome. . . . At the same time, Jerry Wald, Maurice Leo and Richard Macauley were building a story to fit into it.

The furniture is all hand-made according to special designs in the Warner crafts shops. . . . Even the menus and wine cards on the tables in the Orchid Room are engraved on deckled-edged art paper and the covers hand-painted and hand-lettered in orchid colors.

Something like 22,000 square feet of black glass laid in squares went into the dance floor of the Orchid Room. . . . Green velvet carpeting on dining daises and the main floor outside of the dancing space totalled 900 yards.

Director Busby Berkeley, a hound for realism, bought out the entire orchid stock of the five leading florists of Hollywood.

Prominent figure among leading players is Louella Parsons, originator of the "Hollywood Hotel" air program—Dick Powell and Rosemary Lane carry romantic interest.



"HOLLYWOOD HOTEL" CELEBRITIES

Starting in the upper left and going clockwise—Rosemary Lane, Dick Powell, Hugh Herbert, Lola Lane, Ted Healy, Glenda Farrell, Johnnie Davis, Frances Langford, Benny Goodman, Alan Mowbray, Edgar Kennedy, and last but not least Louella Parsons, hostess to the celebrities.

Mat 404—60c

Musical Film Spotlights Famed Premiere

More colorful than its most glamorous star are Hollywood's world premieres. Everybody has heard about a premiere, but not everybody has seen one.

Now that oversight is to be remedied, for in Warner Bros. musical "Hollywood Hotel," the greatest Hollywood premiere of all has been staged in minutest detail. You will be able to see it next Friday at the Strand Theatre, when the spectacular picture has its local premiere.

Every phase of an authentic premiere is portrayed, from the showing of a picture inside a theatre to the departure of the stars and guests. Waiting throngs rush police lines and autograph seekers lay siege in lobby and on sidewalk to win the coveted scrawls.

Lending an air of absolute authenticity is the presence, along with many stars, of Louella O. Parsons, ace movie columnist and critic of Los Angeles, whose column is widely syndicated. Miss Parsons, making her first screen appearance as an actress, plays herself in the picture.

Dick Powell, Ted Healy, Rosemary and Lola Lane, Alan Mowbray, Glenda Farrell, Hugh Herbert, Mabel Todd, Johnny Davis, and Allyn Joslyn are principals of the cast who appear at the premiere. In addition, many famous movie personalities not otherwise cast in the production will be seen.

A motion picture theatre complete from marquee and box office to balcony and fire escape was constructed on the back lot at Warner Bros. studio as a setting.

Radio Chatter

Good evening, folks, and greetings from Hollywood, land of the glamor boys and girls. And here's the latest, hot-off-the-ether news from the land of make-believe.

"Hollywood Hotel" which opens tomorrow at the Strand Theatre is based on the famous radio program, emceed by Louella Parsons. Miss Parsons makes her movie debut in the picture.

Bette Davis walked onto the set of "Jezebel" the other day in her underwear. But don't be shocked! Girls' underwear during the Civil War covered a multitude of shins.

Humphrey Bogart, who drops the machine gun to manage a wrestler in "Swing Your Lady," has started off on a prospecting jaunt. We always say, "Gold Is Where You Find it," Humphrey.

Ted Healy, stooge-gent of "Hollywood Hotel," runs a florist shop when he isn't gagging for the cameras.

Rosemary Lane, another "Hollywood Hotel" star, is stepping out with several different Hollywood Lotharios, 'tis rumored.

Dick Powell, star of "Hollywood Hotel" presented Mrs. Dick Powell, (Joan Blondell to you) with a new yacht as an anniversary gift.



Mat 205—30c

RADIO FAVORITES—Benny Goodman, of swing fame, and Frances Langford, blues crooner, step up to the mike to take a bow for their work in "Hollywood Hotel," the new musical film coming to the Strand.

Swing King Has Actors Doing the Susi-Q on Set

Swing music, the order of the day, is variously reported wherever one of the famous swing bands performs from Coast to Coast, as starting the patrons to dancing the Suzi-Q in the aisles.

But what it does to the swingsters of the band themselves is even more spectacular.

They'll go without sleep. They'll go without food. Swing is king, and they forget themselves completely, as loyal subjects should!

This was demonstrated when Benny Goodman and his famous

Benny Goodman is so superstitious about anyone picking up his clarinet and blowing it that, while working in Warner Bros. "Hollywood Hotel," he disjoined the instrument after playing it each time, and stuck the pieces in pockets. He wore a pongee shirt with special pockets for holding each piece. A further precaution taken by the famous band leader re his clarinet playing is using ice packs on his lips every night to keep them in perfect condition.

Swing Band showed up one day at Warner Bros. Hollywood studios to start working in the movies.

It was to be their first major film appearance, and in the big musical "Hollywood Hotel" at that. It was their chance to go to town on special music written for the production by Dick Whiting and Johnny Mercer. How they went to town will be seen and heard when "Hollywood Hotel" opens next week at the Strand Theatre.

Now, ordinarily, film actors, from the star down to the lowliest extra, seize every moment of idleness when on the set to sit down quietly and rest. They enjoy appearing before the camera, it's true. But they don't go around in

off moments spouting their lines to each other.

It was different, however, with the Goodman performers. From the very first day they showed that swing was in their blood, in their hands and lungs and feet.

When performing before the camera, recording before the mike, they threw themselves into it without stint. No matter how often retakes of a scene were made, they were straining, like hound dogs on a leash and a hot trail, to perform.

But when other actors would retire on finishing their lines to lounge offstage and take life easy, not the band players. Off to the sidelines they'd flit, it's true. But with instruments in hand.

Then they'd gather in little groups of two or three. In one corner would be three trumpeters. Around the tiny rehearsal piano, always in evidence offstage when a film musical is being made, would be a trombone player or two. Other groups would cluster elsewhere.

Sweet and low they'd play, so as not to disturb proceedings on the set. Teddy Wilson, the colored piano ace, was always the center of one group. Others clustered about Gene Krupa at the drums, or Guitarist Allan Reuss. These were the time-setters, the pace-makers, the "senders" or hot stars. The others were "cats." All phrases are out of the richly expressive jargon of swingsters which the boys employ.

The fact that they were up half the night every night of the week, playing swing at the huge Palomar dance hall on the edge of Hollywood, only to appear for an 8 o'clock call at the studio, made no difference.

His Sister Ethel Banker for Benny Goodman

A woman is the "money man" for Benny Goodman and his famous swing band.

She is Ethel Goodman, an older sister of the shy genius of swing. secretary to the organization.

Actually, however, she is more than secretary. For Benny is a bachelor, as are most of his boys. And Ethel mothers them all, puts iodine on cuts, wraps up sore throats, looks after their diet.

A tall, graceful, dark-haired woman, she always has her hands more than full with sixteen ebullient temperaments. And more than ever was this the case when the king of swing and his boys were working at Warner Bros. studio in the new film musical "Hollywood Hotel," which is now showing at the Strand Theatre.

For one thing, Benny and his boys got mighty short rations of sleep while they were movie actors. They played every night at the Palomar dance pavilion until 1 o'clock, Saturdays and Sundays until 2. They broadcast on Tuesdays besides. During the day they got to the studio to answer an 8 o'clock call.

But Sister Ethel took care of them. Others might be awed by the fame of Drummer Gene Krupa, Lionel Hampton, Vibraphone player and Teddy Wilson, pianist, who with Benny on the clarinet form the quartet. But not Sister Ethel.

They meant no more to her than so many crazy men who had to be told what to do, so she told 'em. Result was they got to bed when sleeping time came and rolled out bright-eyed in the morning, ready to swing it at the studio.

'Hello' Girl Never Saw Switchboard

Most famous "hello girl" in the world, Duane Thompson, answered telephones and made connections for three years before ever facing a real switchboard.

That was because she made her reputation as "Sally," telephone operator of the "Hollywood Hotel" air show, for the three years since it first went on the air. And in radio a switchboard wasn't necessary to create the desired illusion. But now it's a movie which is showing at the Strand Theatre.

Along with Louella Parsons as emcee, Raymond Paige and his orchestra, Frances Langford as "Alice," Singer Jerry Cooper and Announcer Ken Niles—all veterans of the famous air show—"Sally" Duane Thompson joined the cast of Warner Bros.' "Hollywood Hotel" when a broadcast was incorporated in it.

So she sat down at last before a switchboard and began making connections as the telephone operator who speaks the familiar "Holly-wo-oo-ood Ho—o—te-e-ll."

It isn't Duane's first picture appearance, however, for she was once a "Wampas Baby Star." That was in the days before the famous Wampas, organization of Hollywood studio press agents which used to make annual selections of ten outstanding starlets, was dissolved. She was sponsored, then, by Harold Lloyd, while working in Christie comedies.

Benny Goodman Defines Swing Jargon

Benny Goodman, prophet of swing music, has compiled a glossary of its jargon.

It resulted from numerous requests for interviews during his recent engagement with his band in Warner Bros.' film musical "Hollywood Hotel," which opens next Friday at the Strand Theatre.

The myriad correspondents for American and foreign news services, newspapers and periodicals located in Hollywood, finding the idol of the dancing youth of America conveniently at hand, descended on him.

To them all, the shy maestro of swing talked willingly. But finding himself involved in endless explanations of swing terms, he decided on the glossary, mimeographed it, and took to handing out copies to help interviewers.

Excerpts are:

Sender, hot star or rideman:—the musician who sets the pace or style for the rest of the band.

In the groove:—musician's condition when he is feeling right as he plays.

Cats:—swing musicians.

Ichy:—music that is too sweet.

Spots:—the musical scoring.

Schmaltz:—the music of sweet bands.

Paperman:—musicians who cannot improvise, as swing music demands, but can only read the spots.

Jive or swing:—the music of hot bands.

Hot:—true jazz music as differentiated from the sweet music stylized by Paul Whiteman.

Whacky:—hottest music.

Piston:—a trumpet.

Agony pipe:—a clarinet.

Suitcase:—the drums.

Gobble pipe:—the saxophone.

Push pipe:—the trombone.

Dog house:—the bass viol.

Grunt iron:—the tuba.

Jam or jam session:—A private gathering of swing musicians to play for their own amusement.

Goodman and his hot band will be seen and heard in plenty of important scenes in "Hollywood Hotel," which stars Dick Powell. Busby Berkeley directed.



Mat 103—15c

SWEET AND HOT Frances Langford, songbird of the air, is currently crooning with Benny Goodman's Swing Band in the most tuneful musical show of the year—"Hollywood Hotel," at the Strand.



Mat 207—30c

IT'S A SISTER ACT—Left to right they're Lola and Rosemary Lane, or at least that's what they told the cameraman. The sisters are among the many stars in "Hollywood Hotel," now at the Strand Theatre.

Unknown Workers Contribute To Success of Musicals

The music goes round and round and comes out on the screen in a smash-hit musical that enchants both eye and ear. But during the time when it's going round and round in production, the important people are not alone the actors and the musicians later seen upon the screen. For in the making of a film musical there are great unknowns seldom heard of and never seen by the public.

Behind that smooth production which weaves its taut magic in a couple of hours, lie days and nights and weeks and months of arduous preparing by composers, song

comedy which comes next week to the Strand Theatre.

How Heindorf operates is simplicity itself in the telling, but a complicated business in fact. For instance, Johnny Mercer conceives the lyrics for a song that Dick Powell and Rosemary Lane are to sing in the picture. Then Dick Whiting plucks a basic tune for it out of the ether. After that comes Heindorf's task.

He scores and arranges the music for that song for orchestral rendition. He scores and arranges all the incidental music for the play. And when Director Busby Berkeley writes "Finis" to his work of shooting the scenes, when the cutting room has edited the film and put it together, Heindorf has another week or ten days of arranging to bring all the elements into a musical whole.

Another unknown who is vitally necessary is the rehearsal pianist. In this case he is Malcolm Beelby, formerly with some of the leading orchestras and bands of the country. With his pint-size piano mounted on a tiny truck which can be wheeled around the sets, he rehearses Dick Powell and Rosemary Lane, Frances Langford and Johnny Davis, Ted Healy and Mabel Todd, in their numbers.

He gets no screen credit at all. But Leo Forbstein and his Vitaphone orchestra of 35 pieces does better. It gets a line of type to announce "Incidental Music by—"

And though Forbstein and his orchestra do not appear before the camera—leaving that to Benny Goodman and his swing band, to Raymond Paige and his orchestra—yet an end-to-end statistician readily might compute that they play more bars of music than the others put together.

And presently when the picture is released and the customers go away from a hundred thousand theatres, whistling hit tunes in the night, the great unknowns will have done their part along with the stars and the orchestras of glittering name and fame.

It'll be all the same to them. They'll be hard at work on another musical—propping it up behind the scenes.

"Hollywood Hotel" stars Dick Powell and features Rosemary and Lola Lane. It was directed by Busby Berkeley.

SWING COMES TO CARNEGIE HALL

The baby of the music family has grown up. Official recognition of the fact came with the announcement that Benny Goodman and his orchestra, America's foremost exponents of swing music who are currently swinging in "Hollywood Hotel" at the Strand Theatre, would give a concert at Carnegie Hall, New York City, on Jan. 16.

The program will be restricted to pure jazz—with no dressing up for the official coming-of-age. Straight swing will be the order of the evening, if anything so individual and spontaneous can be called straight. And musicians and laymen as well as the dyed in the wool swing devotees will gather round to lend an ear to the first jam session ever heard within the stately confines of Carnegie Hall.

writers, scorers, arrangers, rehearsal accompanists for singers, and trained technicians for recording music.

Chief is the scorer and arranger—a post filled at Warner Bros. studio, where production of musicals is a major industry—by Ray Heindorf. His latest task, occupying him for months, has been concerned with "Hollywood Hotel," the immense and elaborate musi-

Dixie Jazz Bands Grandpas of Modern Swing

People, everywhere, want swing.

What is it? Noted swingologists have been, to date, notoriously unsuccessful at defining "swing." Benny Goodman, who is currently starring in "Hollywood Hotel" at the Strand Theatre, mumbles unconvincingly that it is "probably rhythmic integration." Certainly, its attributes cannot be summed up in one glib sentence and a brief glance at its background takes on added value.

Going back some thirty years to the lower Mississippi region with New Orleans as a focal point, small groups of the natural, untrained musicians found in the colored race were making their own the picturesque songs of the Negro river laborers, of the inhabitants of the river shanties and saloons, of the boating folk. Adding trombones, clarinets and drums to the usual piano-banjo-voice combinations, there started an evolution of ragtime or "jass," a type of music thoroughly unrelated to anything that had gone before it and entirely singular in conception and presentation.

"Jass" bands sprang up. The Dixieland Jazz Band spread the cult of the new music. By the end of the World War, ragtime had reached the peak of its popularity. Ragtime developed into jazz. Jazz became hot music and hot music became swing. Which brings us up to date.

What distinguishes swing music? Not color, for the symphonic orchestrations of so-called "smooth" music conductors are much richer. Not melody, for swing has little of that and its words are largely un-singable. The answer is improvisation.

Today, the cult of swing is widespread. "Jam sessions" are "The Thing." Recordings of recognized swing kings—Bennie Goodman, Tommy Dorsey, Red Nichols, Fletcher Henderson and others—are in demand. America is stomping its feet, shaking its shoulders and goin' to town.

After twenty or more years, "Jass" has come of age. Its first legacy is swing and American dance music is on its way towards founding a tradition.



Mat 115—15c

SWING KING Benny Goodman and his clarinet leads his famous Swing Band in the season's newest and most lavish of musical pictures, "Hollywood Hotel" coming soon.

Stars to Publish Handbook On Play-Acting

One of Hollywood's most unusual literary undertakings is now under way and the surprising thing is that nobody thought of it sooner.

Taking into consideration the interest in Amateur Theatres and the suppressed desire of countless thousands to become actors, a group of Warner Bros. stars are compiling a handbook on acting.

Every phase of acting will be covered and original playlets will be included. Judging by the projected scope of the work it seems likely to attain "Anthony Adverse" or "Gone With the Wind" proportions.

Dick Powell is the leader, and he will contribute chapters on singing and voice culture. Paul Muni, Leslie Howard, Kay Francis, Bette Davis and others will write on the various phases of the drama, and the comedy chapters will be handled by Hugh Herbert, Mabel Todd, Allen Jenkins, Hugh O'Connell, Frank McHugh and others who earn their living making people laugh.

Each player contributing will draw on his own experiences to illustrate points and will reveal his own acting secrets. An incorporated company is now being formed to handle the writing end.

IT'S AN ILL WIND—

Frances Langford, the blues singer, used to be a soprano in a Lakeland, Fla., church choir until acute tonsillitis made an operation necessary. With her tonsils out, she became a contralto, went on the air, and gained nation-wide fame. She is currently in Warner Bros.' "Hollywood Hotel" at the Strand Theatre.

HAS HOLLOW HEELS

Dick Powell takes no chances. He wears a special pair of shoes whenever he goes on a long motor trip. The heels are hollow and each contains a sizable fold of bills. If set afoot by accident or robbery, he wants to be provided with money. That's what we call foresight! Dick will be seen next week at the Strand Theatre starring in "Hollywood Hotel," a gigantic Warner Bros. musical comedy.

HUGH'S PUNNY EXCUSE

Hugh Herbert, late for camera call one morning in Warner Bros. "Hollywood Hotel," the film musical that opens next week at the Strand Theatre, gave as his excuse that he'd been "sitting up all night with a sick kid." He didn't win much sympathy, though, for Director Busby Berkeley knows that Hughie raises goats.

FISHERMAN JOAN

Dick Powell was all set to accompany a party of friends on a fishing expedition off the Malibu coast one recent Sunday, but the "Hollywood Hotel" company went on location instead and he had to cancel the trip. But it worked out all right. His wife, Joan Blondell, took his place and came back with the \$25 pool for catching the biggest fish. It went for supper.



Mat 208—30c

THEY'RE THE TOPS — Dick Powell, Rosemary Lane (center) and Louella Parsons (originator of the Hollywood Hotel air show) head the cast of the year's biggest musical film, "Hollywood Hotel," now showing at the Strand. Benny Goodman and his Swing Band are featured.

Press and Program Fillers

Allyn Joslyn, featured in Warner Bros. "Hollywood Hotel," has a background of 36 stage plays—all Broadway productions. He never went on tour nor played in stock.

Hollywood oddity: Cellophane cubes represent ice in glasses in the Orchid Room set of "Hollywood Hotel."

Libby Taylor, famed as the colored maid who played in Mae West pictures to whom La West cracked the remembered line, "Beulah, peel me a grape," is in Warner Bros., film musical "Hollywood Hotel," as maid to Lola Lane, a tempestuous movie star.

Dick Powell reads biographies. He has a comprehensive collection at his Beverly Hills home and a standing order with a Hollywood bookdealer brings him the newest as fast as published.

Glenda Farrell saves old hats, has enough to stock a store, but never wears them after the mode changes. Says experience of her "poverty years," when hats were hard to get, makes it impossible for her to discard one now.

Ted Healy, once a newspaper cartoonist, sketched Dick Powell, Lola Lane, Rosemary Lane, Glenda Farrell, Hugh Herbert, Benny Goodman, and others of his fellow principals in Warner Bros.' "Hollywood Hotel." He got up an album including all cast members.

Dick Powell, making his twenty-fourth starring picture in Warner Bros. "Hollywood Hotel," has danced with a different screen sweetheart in each picture and says no two have the same step.

Gene Krupa, ace drummer of Benny Goodman's dance orchestra, which is appearing in Warner Bros.' "Hollywood Hotel," made his first appearance as a bandman seven years ago, substituting one night a week in a three-piece orchestra at a Wisconsin summer resort where he was jerking sodas.

Ted Healy's stand-in in Warner Bros. "Hollywood Hotel" is Lynn Hayes, son of Grace Hayes, noted actress. He's also a radio writer.

Mabel Todd, playing a comedy role in Warner Bros. "Hollywood Hotel," carries around with her a tiny pocket radio which she tunes in between takes. Aerial is coiled in a jacket pocket. Ground wire she clips to a finger ring.

Dick Powell averages five pounds loss in weight while at work in a picture, gains it all back in two days of sleep when work is done.

Rosemary Lane, splitting femme honors in Warner Bros.' "Hollywood Hotel," with sister Lola, demands nine hours sleep a night. If she doesn't get it, she sleeps between camera calls and during luncheon the following day.

How the Movie Stars Are Kiss-Proofed

If you are one of those men or women inclined to worry about the tell tale marks of a kiss, you might be interested in this . . . The secret of how those cinema sweethearts kiss their handsome heroes without leaving the slightest stain of lipstick on him is out.

The girls are kiss-proofed with special makeup before they go into their clinch. All screen actresses who play in kissing scenes resort to such trickery, unless the give-away rouge stain is part of the plot.

Perc Westmore revealed the secret as he prepared Rosemary Lane for some lip service with Dick Powell during the shooting of "Hollywood Hotel," Warner Bros.' forthcoming film musical.

Miss Lane's lips first were cleaned with cream. Then the cream was rubbed off with eau de cologne to obtain a greaseless surface. New color was applied, and the excess blotted off with clean tissue. What remained was dusted with talcum powder and the corners of the lips were blotted with cotton.

"Guaranteed to kiss but not tell," Westmore declared.

He may have something there.

DICK WORKS OUT

Badminton at 6:30 A. M. was Dick Powell's prescription for keeping in trim while working in Warner Bros. "Hollywood Hotel." His opponent was Russ Saunders, assistant director of the company and former All-American football back. They played at Powell's Beverly Hills estate for three quarters of an hour before going to the studio. Who said that these movie actors have a soft life!

TED CUPID'S STOOGES

Since opening his new florist shop in the Beverly Hills Hotel, Comedian Ted Healy says he has become a stooge for Cupid. "All the boys ask me what to give their girls," he said. "But I don't sell poison ivy, so I tell 'em—and sell 'em—orchids!" Ted is to be seen currently in Warner Bros.' "Hollywood Hotel" at the Strand Theatre.

HERE'S NEW ANGLE

Allyn Joslyn, Warner Bros. featured player in "Hollywood Hotel," which comes to the Strand Theatre next Friday, appeared in thirty-six Broadway stage plays before coming to the screen. But unlike most Broadwayites, he doesn't turn up his nose at Hollywood. "It's hard to understand, though, after Broadway. It's so sensible."

EVEN THE OWLS DO IT

Hugh Herbert, Warner Bros. comedy star now in "Hollywood Hotel," at the Strand Theatre, received the oddest of his fan gifts recently from a mechanical genius named John F. X. O'Rourke, of Salt Lake City, Utah. It is a large horned owl, stuffed and so wired that when a button is pressed it croaks "Woo-woo!" — just like Hugh Herbert himself does.



Left—Lola Lane wears a mink-trimmed afternoon suit. Center—An evening tunic with gold piping. Right—Persian trimmed sports suit.

Mat 403—60c

Plaid for Mabel

Mabel Todd, comedienne who plays an important role in "Hollywood Hotel," is partial to this season's plaids. One sports outfit consists of a dashing wool plaid skirt done in umbrella pleats and matching hip bone length fitted jacket. All accessories in black suede, including a visor cap with a matching plaid band. She likes plaid so well that she uses it again in taffeta for a charming afternoon frock, with a black velvet bolero.

Rosemary Lane, starring in "Hollywood Hotel," introduces the hip-length mantilla of cream-colored lace as an evening head-dress to accompany a full-skirted gown of rose crepe with inserted godets of cream lace.

Tips on Glamour

Like most clever young ladies, Rosemary Lane has several little tricks for adding glamour to her appearance when she is dressing for very special occasions. Before a dancing date, for instance, she rubs her feet and ankles with her favorite eau de cologne. When she's entertaining at home, she parts her hair in the center, Botticelli-wise, and sticks a fresh flower to match her hostess gown at each temple. To point up her eyes when she's wearing a metallic cloth evening frock, she puts on just the lightest touch of silver eye shadow over her favorite blue-green. Rosemary is currently appearing in "Hollywood Hotel" at the Strand Theatre.

Gala Sunday Menu

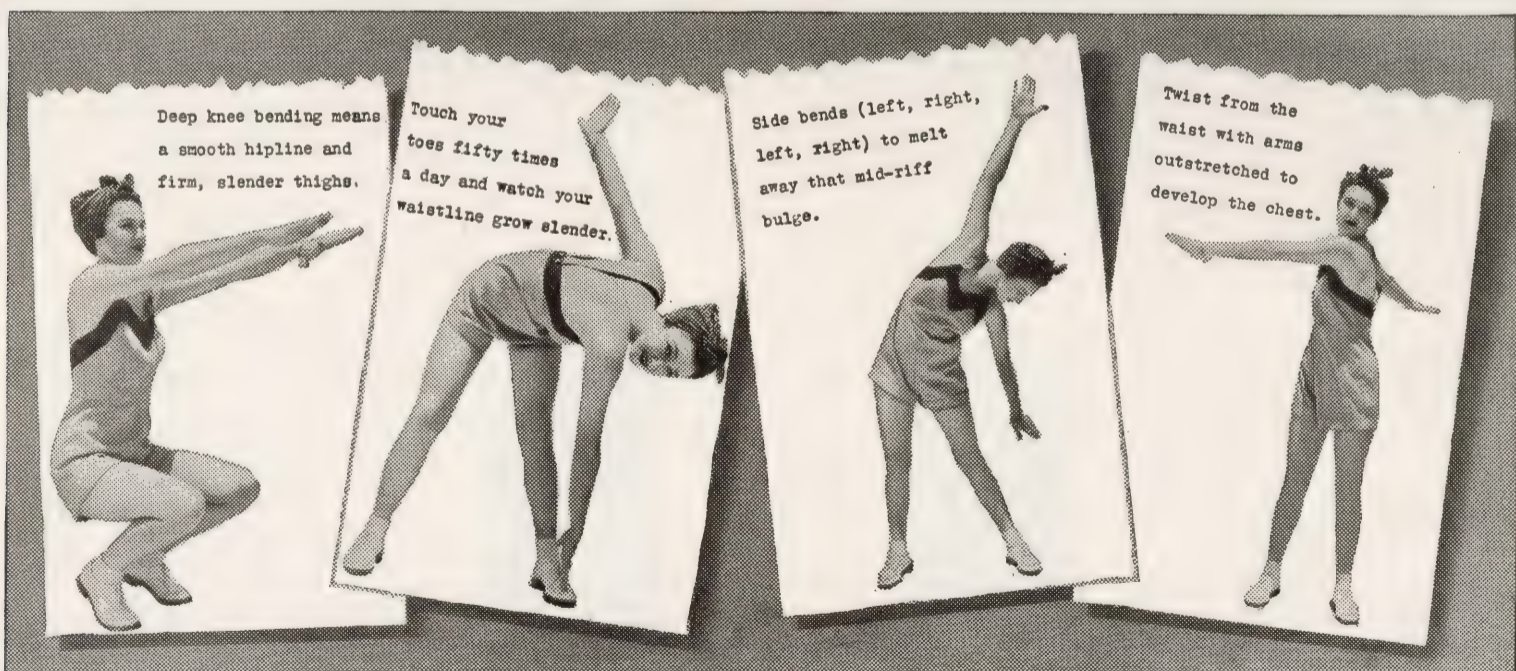
Sunday morning breakfast parties are Lola Lane's most cherished form of entertainment, and her friends unanimously second the motion. Lola, who is one of the stars of "Hollywood Hotel," serves the breakfast buffet style and here's her carefully-thought-out menu for winter Sunday mornings: Cranberry juice and grapefruit juice (big icy pitchers of it), scrambled eggs with broiled tomatoes and sausage, kidney pie, hashed brown potatoes, toasted rolls and coffee. As an alternate for the scrambled egg dish, she sometimes substitutes a chipped beef omelet, served with grated cheese and toast sticks.

Brown in Vogue

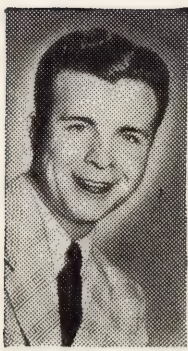
Shades of brown ranging from rusty tones to deep chocolate touched off with a flash of gold have suddenly been accepted by the Hollywood glamour girls. In many cases they choose shades to match their brown locks, because nearly everyone in town now has medium brown hair. Glenda Farrell's favorite evening costume at the moment is of chocolate brown crepe, but she complements her hair with a fitted bodice of solid gold sequence. She's now playing "Hollywood Hotel."

Perc Westmore says a feminine star plays romantic leads just as long as her throatline is youthful. The players under his supervision are always told to give themselves daily neck massages.

Step by Step to Beauty with Rosemary Lane



Mat 402—60c



Mat 110—15c

DICK POWELL—Sang in church choir in birthplace, Mountain View, Ark., until childish soprano voice turned baritone. . . . Played saxophone, piano and drums in local orchestra. . . . Traveled with mid-Western bands, sometimes prosperous, often broke, frequently pawned sax to buy hamburgers. . . . Latterly master of ceremonies in Stanley Theatre, Pittsburgh, where Warner scout drafted him for Hollywood. . . . Played crooner in "Blessed Event," then on to fame and fortune. . . . Most recent picture: "Varsity Show." . . . Is 6 feet tall, unspoiled, married to Joan Blondell, herself a star. . . . Saves money, works indefatigably—movies, radio, records, personal appearances. . . . Is easy to meet, not so easy to know, genial, thinks of himself as still a country boy at heart. . . . Present picture, "Hollywood Hotel."

ROSEMARY LANE—Got her dramatic training at Simpson College, Indianola, Iowa, where she was the original Betty Co-ed. . . . Her first professional break came when Fred Waring heard her singing some numbers in a music store where she was shopping. . . . He asked her to sing with his orchestra on a twelve-week tour. . . . After that she was on the Old Gold air show with him for a year. . . . When Waring and his band came to Hollywood to make "Varsity Show," Warner Bros. screen-tested Rosemary as well and signed her for a starring role. . . . Adores working in pictures, idolizes her older sister, Lola. . . . Would like to travel. . . . Is a fine athlete, likes to work puzzles and design frocks for herself. . . . Is currently playing in "Hollywood Hotel."



Mat 121—15c



Mat 109—15c

JOHNNIE DAVIS—He's the only white edition of Cab Calloway. . . . Comes from a musical family and at 10 he had a regular position playing the trumpet. . . . By the time he was in high school, however, his thoughts turned to jazz and he worked with various bands in Terre Haute, Indiana, playing his trumpet and singing the "scat" variety of songs. . . . The bands got bigger and better until, in 1932, he finally joined the famous Fred Waring outfit. . . . Came to Hollywood with them to make "Varsity Show" and remained. . . . Golf and carpentry are favorite hobbies. . . . Also writes music, likes to attend the opera. . . . Pet ambition is to become a movie director, but he intends to go on "scatting" for a while. . . . Currently swinging in "Hollywood Hotel."

FRANCES LANGFORD—Blues singer by accident. . . . Born at Lakeland, Fla., sang soprano in local choir until tonsillitis robbed her of a voice. . . . After operation sang husky contralto and won radio contract with a Tampa cigar manufacturer who would never have noticed her before as he hated sopranos. . . . Rudy Vallee gave her an audition on a Florida visit, took her north with his orchestra, and she became a radio sensation. . . . Hollywood then called and she has appeared in "Palm Springs," "Every Night at Eight," "Collegiate," "Born to Dance," "The Hit Parade," "Vogues of 1938." . . . Is dark-haired, petite and has a keen sense of humor. . . . Not married, she is often seen with a famous drama and movie critic. . . . Now playing in "Hollywood Hotel."



Mat 113—15c



Mat 120—15c

GLENDA FARRELL—Convent-bred was this ace portrayer of hard-boiled blondes on the screen. . . . Made her stage debut as Little Eva in "Uncle Tom's Cabin," and upon leaving school she went into a stock company. . . . Declares she has spent most of her life in a trunk. . . . Then came to Broadway and scored a hit. . . . Made her screen debut as Olga in "Little Caesar" when she was vacationing in Hollywood. . . . Next to the drama she prefers art and music. . . . Likes to paint in water colors. . . . Plays the piano a little. . . . By her own admission she is the laziest person in the world when it comes to sports, and the most ardent fan. . . . Plays a newspaper girl so often on the screen that she declares she could get out a daily sheet all by herself. . . . She's currently appearing in "Hollywood Hotel."

TED HEALY—Born in Texas, educated for the law, but turned early to vaudeville. . . . Played in varieties for fifteen years until it began to go downhill. . . . Was inventor of the "stooge," or dum-egg partner. . . . Went on musical comedy stage in such shows as "Earl Carroll's Vanities," "Passing Show," "Night in Venice," "Night in Spain," "Crazy Quilt." . . . In four years in movies, has done 24 pictures, the latest being "The Good Old Soak" and "Varsity Show." . . . He's five feet ten, weighs 180, has brown hair and eyes. . . . Like most comedians, he's a pretty solemn and thoughtful fellow when he's not acting. . . . Present picture, "Hollywood Hotel," starring Dick Powell, now on view at the Strand Theatre.



Mat 124—15c

LOUELLA PARSONS—Ace feminine writer and commentator on movies for considerable number of years. . . . Was Chicago newspaper woman when she joined old Essanay Film Company in days of silent pictures. . . . Was story editor there, passed on all scripts and once—just once—played a part in one of her own stories. . . . Later drama editor for New York Telegraph, then New York American, then International News Service, syndicating her column to vast number of papers. . . . Originated and wrote most of famous air program, "Hollywood Hotel" and is mistress of ceremonies for that show. . . . Is well known and well-liked by all the film people — is genial, warm-hearted and continually busy with her many jobs. . . . Currently is playing herself in "Hollywood Hotel," big Warner film musical.



Mat 119—15c



Mat 111—15c

BENNY GOODMAN—Born in Chicago, first played clarinet in boys' band of a synagogue when only 9. . . . Was eighth child among eleven, son of a poor tailor earning \$20 a week. . . . Played in pickup bands around Chicago streets with clarinet bought from errand-running money. . . . First regular job with famed Bix Beiderbecke on a Chicago river excursion boat, then at Green Mill night-spot. . . . Formed first individual band in 1931, worked in flop music comedy. . . . In 1934 first got on air for big biscuit company. . . . Moved upward constantly after that. . . . Is now 27, unmarried, 6 feet tall, dark-haired, getting rich swiftly, allowing sister to manage finances. . . . Is the current idol of the college trade of America. . . . Present picture, "Hollywood Hotel," now at the Strand Theatre.

LOLA LANE—You can put a girl in college but you can't make her stay there—that is, if the girl has an unquenchable desire for the stage. That's why Lola left the small Indiana college where she had matriculated to join Gus Edwards in a vaudeville tour. . . . Successful in that she made her first Broadway appearance in "Greenwich Village Follies" and followed with other hits. . . . George Jessel, with whom she appeared on the stage, got her a movie test and she came to Hollywood. . . . Would go in for dress designing if she ever left the dramatic fold. . . . Likes bridge, football games and collecting first editions. . . . Is currently appearing in the big musical film "Hollywood Hotel."



Mat 107—15c



Mat 123—15c

HUGH HERBERT—Has appeared on nearly every vaudeville stage and platform in America, has hoofed in livery stables in Walla Walla, and rolled them in the aisles at the Palace Theatre on Broadway. . . . New York-born, it's significant that he was the co-author of the first all-talking picture ever made, "Lights of New York." . . . Has written a great many plays and vaudeville sketches. . . . Would like to travel around the world but so far he hasn't been able to find the time. . . . Has appeared in more than 50 pictures since he came to Hollywood in 1927. . . . His face first astonishes, bewilders and finally convulses screen audiences. . . . Likes to cook and his favorite form of exercise is as he puts it "sleep." . . . He's currently providing laughs in "Hollywood Hotel," at the Strand Theatre.

KENNETH NILES—A Montana boy, he's far from being wild and woolly. . . . His is the so-smooth voice you've heard announcing on the famous "Hollywood Hotel" radio program. . . . Went to school in Montana and got his B.A. degree from the University of Washington. . . . Toured with Henry Duffy Players until he received a scholarship at the Goodman Memorial Art Theatre in Chicago. . . . En route to the Windy City, Ken stopped off at KHJ, where he made his radio debut in 1929, and has been there ever since. . . . He's 5 feet, 11 inches tall, weighs 150 pounds and has blue eyes and dark curly hair. . . . When Warner Bros. decided to film "Hollywood Hotel," they screen-tested him with the result that he was given a featured spot. . . . He makes his movie bow in—you guessed it!—"Hollywood Hotel."



Mat 112—15c



Mat 114—15c

RAYMOND PAIGE—Worried considerably as a child as to what career he should follow. . . . At the age of seven he decided he'd pilot an airship. But, at the age of thirty-seven, he's piloting an orchestra instead—through intricate musical arrangements on the "Hollywood Hotel" program every Friday night. Got his musical start conducting a high school orchestra, graduated to a real theatre band, and made his radio debut eight years ago over KHJ, Los Angeles. . . . Plays excellent tennis, never wears a hat, conducts from memory. . . . His mother-in-law is his favorite fan. Now appearing with other luminaries of the "Hollywood Hotel" air show in the film musical "Hollywood Hotel."

Personalities



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Is there really a

HOLLYWOOD HOTEL

HUMAN INTEREST STORIES ABOUT FAMOUS PERSONALITIES OF SOUTHERN CALIFORNIA; ABOUT THE RICH OLD MAID WHOSE LIKING FOR APPLE PIE INDUCED HER TO BUY A HOTEL, AND THE FAMED MOVIE STARS SHE ENTERTAINED THERE

BELIEVE it or not, before there was a Hollywood, before there were motion pictures, Hollywood Hotel was on the map, and doing a land office business.

Hollywood Hotel was planned in 1902 as part of a project to sell lots in the newly subdivided Ocean View Tract. All of fifteen thousand dollars was set aside to erect it among the lemon groves and famous ranches at the base of the Santa Monica foothills.

The first wing of Hollywood Hotel — a long two-story building with verandahs



ABOVE: The real Hollywood Hotel which in the 35 years of its existence has played host to many of the most famous figures of the movie world.

LEFT: Players and technicians on location in the celebrated Hollywood Bowl. This is one of the few times that it has appeared in a motion picture.

RIGHT: Scene at the pool of the

getting together exquisite tapestries and vases. In Electricity they were fashioning special lightings. All departments were equally busy.

Finally the sets began to rise. The brilliant cast was assembled.

Hollywood Hotel on Screen

When the cast finally took up residence in the fabulous 'Hollywood Hotel' many expressions of admiration were heard from Dick Powell and the Lane Sisters, Lola and Rosemary — from Benny Goodman and his swingsters; Raymond Paige and his orchestra, from Hugh Herbert and Ted Healy, Glenda Farrell and Mabel Todd, Allyn Joslyn and Johnnie Davis, and from Busby Berkeley, the director.

For the movie-makers had gone to town in a big way.

They had built a lobby, lounge and coffee shop that embraced one vast sound stage. On another they had



— was opened in 1903 at Highland Avenue fronting on Hollywood Boulevard which was at that time a dirt road. For the big occasion special cars — the Mermaid and No. 400 — decorated with flags, bunting and flowers brought Los Angeles financiers and newsmen for inspection of the tract. Jesse Louis, a portly Negro in scarlet and gold, drove the tallyho. The imposing procession of carriages, led by a brass band, made its way to the Hollywood Hotel where an address was delivered to the enthusiastic crowd by Colonel Harrison Gray Otis, editor of the Los Angeles Times.

This was followed by applause and a barbecue!

An old account states that while Colonel Otis spoke "the beebes were being relieved from the ashes and hot stones in the back yard of the hotel." The guests took their places at long tables spread in the open and, continues the chronicle, "a good time was had by all."

Hollywood Hotel was on its way and Hollywood ballyhoo had done it.

Fate Lies in Apple Pies

It took Miss Mira Hershey, an eccentric millionairess from Iowa — whose home "Castle Towers" still stands in downtown Los Angeles — to change the fortunes of Hollywood Hotel.

She heard of its apple pies, came to try them, approved, and remained. After two years as a guest, she bought the hotel. She at once set to work to improve it, built the central portion, which gives the mission effect, bell-tower and all, and then added the right wing. The building was now quite imposing and achieved full frontage on Hollywood Boulevard between Highland and Orchard.

When Miss Mira took over the house there was a single

track carline to Los Angeles and the trip took two hours. There was but one church and big black Jesse, sounding his horn, drove his highsteppers grandly around the drive in the tallyho to take the hotel guests, who wished to go, to Sunday services.

The amazing Miss Mira, beside changing the outer appearance of Hollywood Hotel, made as many alterations for the good, inside it, and is said to have done all the work herself, with the possible exception of hustling the luggage. Patronage was increasing steadily but Miss Mira's really big stroke of luck was as yet somewhere beyond the horizon.

A guide book of 1913 thus describes Hollywood Hotel: "Built in the Mission style, it is one of the best known hostelries in Southern California; facing Hollywood Boulevard, it is surrounded by palms, tropical shrubs, ever-blooming flowers and rose gardens."

The Movies Come to Town

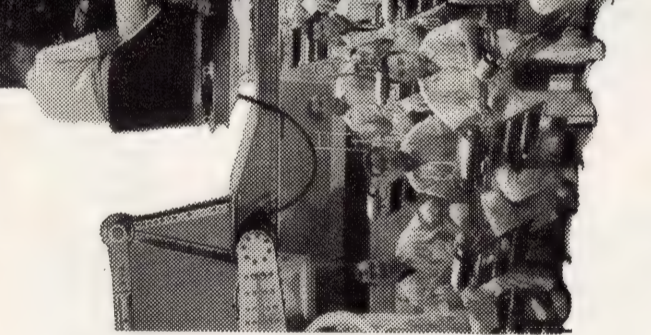
With the coming of the movies in 1911 a new era dawned for Hollywood Hotel and for its mistress, Miss Mira Hershey.

The Mountain had come to Mahomet.

Hollywood Hotel was destined to be the First Home of Moviedom and Miss Mira its Foster Mother.

By the time the movies came, Hollywood Hotel had become the centre of social life. The Thursday night dances, for instance, were traditional, people from all over the metropolitan area attending.

Among the earliest movie guests were Al Christie and Dave Horsley who opened the first studio at Sunset and



Gower. They were followed by practically every actor and executive of the Early Days — which, after all, are not so far away as years go.

Rudolph Valentino honeymooned with Jean Acker at Hollywood Hotel. Mabel Normand lived there and Wallie Reid. Mary Pickford was one of the guests — so were D. W. Griffith, Louis B. Mayer, H. B. Warner, Will Hays, Irving Thalberg, Sid Grauman, and a host of others.

Adam Kessel, of Keystone Comedies fame, speaking recently of Hollywood Hotel said, "We had our offices there. Charley and Sid Chaplin, Polly Moran, and all that grand old gang used to be coming and going. There never was another place quite like Hollywood Hotel! And Miss Mira Hershey — what a woman!"

Miss Mira died in 1930. She had lived through the incredible rise of the silent pictures — and for the first four revolutionary years of

patm garden beyond the fabulous "Orchid Room" as Director Bushy Berkley gets a focus on the stars, Dick Powell and Rosemary Lane.



ABOVE: Camera on a boom shoots Benny Goodman and his swingsters doing their stuff in the beautiful "Orchid Room" of "Hollywood Hotel."

ABOVE: Perc Westmore, make-up chief, magically changes Lola Lane into a duplicate of her sister Rosemary in "Hollywood Hotel" scene.

the talkies. Grand hotels had shot up like mushrooms all about her — but her own was far from out of the picture.

Some say her fiery, funny old ghost still haunts it.

Among the guests today are still many prominent movie people — among them Grant Mitchell, Jed Prouty, Dixie Dunbar and Albert Kenyon — names chosen at random. The Writers' Round Table has its headquarters

there, as does the Hollywood Bowl Association.

Hollywood Hotel climaxes the celebration of its 35th anniversary on January 12, 1938, with a reception which is being backed by the Chamber of Commerce and the picture industry.

Hollywood Hotel on the Air

Mr. and Mrs. John Q. Public and all the little John Qs are agreeably conscious of

the name 'Hollywood Hotel' because for over three years they have been hearing it on the radio. No matter where they live they hear it because it is carried over seventy-two stations, actually honeycombing the country. It is estimated to have reached eighteen percent of the eighty-two million potential listeners.

The famous Louella Parsons still presents her glittering array of guest stars, the singers sing, the swingers swing, and after over one hundred and sixty weekly programs — the Orchid Room still holds its enviable place in the world of broadcasting entertainment.

When Warner Bros. decided to make a picture with the same title they fully realized that the vast listening audience had a mental picture of the glories of Hollywood Hotel that must be lived up to visually.

They were faced with the difficult assignment of making dreams come true.

The vast machinery of production was set in motion when an entire art unit was assembled comprising skilled architects and draughtsmen and placed under the supervision of the veteran Robert Haas. Preliminary sketches were discussed by production heads, checked and rechecked, and worked out in linear measurements. Blue prints piled up during these preliminary months, while at the same time in the crafts shop, cunning artificers were making miniatures to fit the sketches. In Props they were

set up the fantastically beautiful hotel suite of a supposedly temperamental star. On another was the famous 'Orchid Room' with walls of delphinium blue satin, a black marble floor, and a great stairway of sweeping descent, with a palmed terrace, beyond vast glass-and-silver doors, fifty feet in height.

The famous Hollywood Bowl, internationally known amphitheatre, where millions each year hear the world's finest music, is the setting for one of the high spots in "Hollywood Hotel."

Two entire airports with administration buildings, landing fields, hangars, planes and operating personnel were leased during the filming of "Hollywood Hotel." Another setting is a Southern plantation home, with pillared portico, hospitable wings and slave quarters. There is also one of the famous "Drive-in" restaurants for which Hollywood is noted. "Hollywood Hotel" as it has materialized for the camera is a complete modern hostelry from salt cellar to lobby dome.

In excess of 260,000 feet of film were used in shooting 'Hollywood Hotel,' not counting the musical numbers in the finale. And so — as the real Hollywood Hotel dreams on among her palms and roses — as the Hollywood Hotel-of-the-Air keeps the millions listening in — the glorified Hollywood Hotel-of-the-movies is swingin' along as one of the greatest shows ever seen on the screen!

ANOTHER BIG CROWD PULLER

★ BENNY GOODMAN AND HIS ORCHESTRA ★ WARNER BROS. PICTURES, INC. PRESENT ★ RAYMOND PAIGE AND HIS ORCHESTRA ★

LOUELLA PARSONS

DICK POWELL

ROSEMARY LANE

LOLA LANE

TED HEALY

GLEENDA FARRELL

BENNY GOODMAN
KING OF SWING

HUGH HERBERT
FRANCES LANGFORD

and THE
HOLLYWOOD HOTEL PROGRAM

MUSIC FROM THE ORCHESTRA ROOM OF THE HOTEL

MABEL TODD • ALLYNN JOJLYN • EDGAR KENNEDY • JOHNIE DAVIS • ALAN MOMBRAY • JERRY COOPER • KEN NILES • DUANE THOMPSON
DIRECTED BY BUSBY BERKELEY • MUSIC BY BOB HART • COSTUME DESIGNER BOB WATSON • EDITOR JOHNNY MESSER • ARTIST NATIONAL PICTURE

24-SHEET

A Striking "Stand" That Makes Every Board
a "Hit-On" Location. Star Photos Are in
Full Color and Make Attractive Cut-Outs.

TAKE ADVANTAGE OF THE LOW PRICE BY ORDERING
LARGE QUANTITY FROM YOUR VITAGRAPH EXCHANGE.

1 to 4\$2.40 each	10 to 24\$2.00 each
5 to 9\$2.25 each	25 and over\$1.75 each

"HOLLYWOOD HOTEL

is a cinch to cop new box-office records -- a knockout show for any man's theatre!" -- *Hollywood Reporter*

"Push

HOLLYWOOD HOTEL

for all it's worth -- it's a picture that's headed for top grosses everywhere!" -- *Motion Picture Daily*

"HOLLYWOOD HOTEL

is smash entertainment with box-office draw from first-runs to the smallest theatres!" -- *Variety*

"... There's no room for doubt that

HOLLYWOOD HOTEL

will live up to its billing and beyond!" -- *Motion Picture Herald*



"HOLLYWOOD HOTEL

is Warner Bros.' Answer to the Exhibitors' Dream!"

-- *Hollywood Reporter*

Complete Reviews Reprinted on following pages...

READ THESE "TUMULTUOUS"

... "Merits the probabilities of a heavy money maker."

DAILY VARIETY DAILY

Preview

Hollywood Hotel

'Hollywood Hotel' is a frantic kind of diversion, with less pattern and more movement, sound and fury than the usual film musical. It wheels and steps and pirouettes with the tempo of a dance, and it is, in a novel and fascinating technical sense, a dance of scenes, songs, instrumental music, satiric mockery of the picture industry, specialty and Louella Parsons in chatty interludes.

If it is disjointed in story thread, it has the counterbalance of freshness and verve which seems like improvisation by the many performers involved. When all is said and sung, it may leave audiences somewhat bewildered with its kaleidoscopic whirl of entertainment elements. But it is canny and tricky in riveting attention through the eye and the ear, is much more modern and adventurous than the general level of the season's tune films, and achieves the satisfactory exhaustion at the end of its 104 minutes which will spell audience pleasure in this nervous generation.

Being the pictorial elaboration of a known air show, with considerable name draw in its muster of talent, including the screen bow of the founder of 'Hollywood Hotel,' it has in these sales elements plus its intrinsic merits the probabilities of a heavy money maker.

Be it said first of all, Miss Parsons is herself and enacts herself most commendably in the comparatively brief intervals during which she is subjected to the camera and the scrutiny of her Hollywood associates as the mistress of the broadcast which plays an important part in the picture. Her film appearance to those to whom she has thus far been a name only will be an unquestionable selling factor.

The story, simply kept to the requirement that it carry a saxophone player, Dick Powell, and a double for a temperamental film star, Rosemary Lane, through the Hollywood scene to happiness and success through comic and satirical obstacles is the concoction of Jerry Wald and Maurice Leo. Screen play by Wald and Leo, plus Richard Macaulay embellishes with sparkling line, amusing incident, goofy gag and a light but agreeably stated romance. Woven in as an essential part of the entertainment is revelatory stuff on the technique, the mood and the manner of picture making calculated to interest the fans. It carries on the growing tendency of the producers to kid their own once-revered institutions and pretensions, even to the point of audience disillusionment.

Dick Powell and Rosemary Lane are provided with a wide diversity of song in the music and lyrics by Richard Whiting and Johnny Mercer. Eight numbers by these cleffers are delivered, two of them the hit look, at least—'Silhouetted in the Moonlight,' an appealing love ballad, and the swagger, rhythmic topical, 'Hooray for Hollywood.' Repertoire includes also 'Let That Be a Lesson to You,' 'Can't Teach My Old Heart New Tricks,' 'I've Got a Heartful of Music,' 'I've Hitched My Wagon to a Star' and 'Sing,

You Son of a Gun,' the latter a boisterous production number, elaborately staged. All are interesting. Most of them are kept short, in line with the general swift tempo of the picture.

Powell and Miss Lane, with ensembles and echoing choruses, deliver in excellent voice these tuneful phases of their nice romance. Delightful and novel is the scene where Powell and his girl, slipping away from the hullabaloo of a party, take off their shoes and dance in a fountain while they sing 'Like a Fish Out of Water.' Picturesque setting is provided for every number.

Raymond Paige and Benny Goodman with their respective orchestras are well spotted. Each delivers a standout, Goodman with his crashing arrangement of 'Satan's Holiday'; Paige with his arrangement of 'Dark Eyes,' the Russian Gypsy folk song, with mixed chorus.

Orchestral arrangements are by Ray Heindorf, musical direction by Leo F. Forbstein, both contributing to off-the-beaten-trail quality of the tonal phases.

'Hollywood Hotel' is most distinguished in its direction by Busby Berkeley. Berkeley treats the whole picture in a dance rhythm and tempo—swinging the camera, using his orchestras, his ensemble movements, the various fascinating mechanical elements as well as his dramatic personnel dynamically. Movement dominates all. His extensions of space in the gorgeously decorated interiors of the Hollywood Hotel Orchid Room scenes are in the same technique he pioneered in his first Warners musical geometrics. They literally fascinate the eye, and mark an advance away from screen literalness. Complementing splendidly is the photography by Charles Rosher and the camera effects in the finale by George Barnes. In the same breath also must be creditably mentioned the art direction of Robert Haas. Opulence and beauty is the word for the effects.

In the player rank Lola Lane delivers an excellent farce performance as the temperamental star, paired with Alan Mowbray in the same key. Hugh Herbert is the completely screwball father of the star, and Mabel Todd the near-imbecilic sister. Both go to town with their comedy assignments, although the clowning is almost too insane for the normal taste. Ted Healy carries off honors as the self appointed manager of Powell. Glenda Farrell has her moments as the star's secretary. Johnnie Davis sings. So do Jerry Cooper and Frances Langford. Ken Niles is the radio announcer. Grant Mitchell is a film producer. Edgar Kennedy does his standard clowning. Fritz Feld has a fine bit, as has Curt Bois as a dress designer. Perc Westmore plays himself in a make-up demonstration. Allyn Joslyn delivers a corking role as a press agent. Others, too numerous to single out, all ably handle brief assignments.

Sam Bischoff handled the production, showy, sumptuous and with intelligent box office slant, most commendably under executive production guidance by Hal B. Wallis.

... "Headed for top grosses everywhere, among all types of audiences."

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Hollywood Hotel"

Wednesday, December 22, 1937

(Warners)

HOLLYWOOD, Dec. 21.—Warners' entry in the film musical sweepstakes, "Hollywood Hotel," serves to hold for the company a leading place in that phase of film fare. Public reaction to the preview indicated that the picture should be headed for top grosses everywhere, and among all types of audiences. It provides exhibitors with a wealth of exploitation material, the value of which appears only limited by the extent of its use.

The advance information that the film would top anything the studio has turned out in musical and related glamor and magnitude, appears to be borne out. Lavishly produced, it tells a Hollywood success story that sparkles with romance and comedy and moves swiftly to the tune of eight or 10 catchy melodies. It is a picture of Hollywood via the radio program of the title name.

Romantically it is the story of a country boy who has won a Hollywood contract and an extra girl who is the image of a temperamental star. The comedy angle concerns the star and a handsome "ham." The combination makes for drama and comedy, with the laughs dominating. Dick Powell hits the heights when he is asked to accompany Lola Lane, leading star, to a premiere. But she balks and Rosemary Lane is hired as a substitute. Their hour of glory is short, as Hugh Herbert and Ted Healy add to the merriment.

The couple end by working in Edgar Kennedy's drive-in restaurant. A sensation as a singer there, Powell is hired to sing for Alan Mowbray, and the latter's expert mimicking sent the preview audience into stitches. Mowbray is engaged to sing on Louella Parson's radio program, and the secret is out. With Mowbray's reputation at stake, Powell disappears, but is found by Healy. Again Rosemary Lane simulates the star and Mowbray is taken for a ride. The tuneful and highly effective finale features Raymond Page and his orchestra and the combined playing and singing of swing numbers in which Benny Goodman and his band join, while Powell and Rosemary are assured of their coveted picture contracts.

Listing all those entitled to credit would mean noting the entire cast. Besides those named, Allyn Joslyn, Glenda Farrell and Curt Boris deserve special mention. Jerry Wall and Maurice Leo, who did the story, and Richard Macaulay, who collaborated on the screenplay, touched on everything that can or has happened in Hollywood, yet maintained a continuity. Richard Whiting and John Mercer did the music and lyrics, and Busby Berkeley, in his direction, took a few liberties, but gave the film a showmanship flair. It is a picture for the exhibitor to push for all it is worth.

— now Read What Famous Ra

... "HEALTHY FAVORABLE REACTIONS"

— Motion Picture Herald

... "Eye-filling musical comedy should do a healthy business at the B. O."

... "Will live up to its billing and beyond when unfurled before the public."

MOTION PICTURE HERALD
December 25, 1937

... "There's box office draw in this one for all theatres"

VARIETY

HOLLYWOOD HOTEL

(MUSICAL)

Hollywood, Dec. 21.

It was bound to happen sooner or later; the films have taken one of the better known radio programs and have reversed the picture preview idea by filming the 'Hollywood Hotel' air hour. It's a smash musical entertainment, with a lively and amusing story and some popular song numbers. There's box office draw in this one for all theatres, from first runs to the smallest houses.

Warners has assembled an excellent cast, not the least interesting of whom is Louella O. Parsons, newspaper columnist, who makes an effective debut as an actress.

Her performance is not likely to disturb Katharine Cornell or Helen Hayes and the positions they occupy in the theatre, but Miss Parsons is herself on the screen, and that's news. She gets away with it.

Production is elaborate, and Busby Berkeley's direction keeps the players going at top speed. In leading roles are Dick Powell, Rosemary and Lola Lane, Hugh Herbert, Ted Healey, Glenda Farrell, Alan Mowbray, Duane Thompson, Grant Mitchell and Edgar Kennedy. Special orchestra numbers are supplied by Benny Goodman and Raymond Paige.

Hollywood film studios and broadcasting are the basis of a farcical story which pokes fun at both the picture-making business and the radio industry. Story is by Jerry Wald and Maurice Leo, who have developed a satire which is original and humorous. Eight musical numbers are by Whiting and Mercer, best of which are 'I'm Like a Fish Out of Water' and 'Silhouetted in the Moonlight.' These and perhaps several others are likely to get numerous airings.

All the better known Hollywood places of interest are shown in the picture, including the exterior of the Hollywood Hotel on Hollywood Blvd., now a not-too-prominent hostelry. Once the cameras enter the door considerable license has been taken with the interiors, which are a combination of the Waldorf lobby and the Mme. DuBarry boudoir. Even the film studios have been burlesqued. One of them boasts a huge sign which says 'Miracle Pictures; If It's a Good Picture, It's a Miracle.' That's been a trade gag in the east for some time, but first time given such wide usage.

Lane sisters, Rosemary and Lola turn in good performances, and Ted Healey and Hugh Herbert have some very funny material. Dick Powell's song numbers are first rate.

'Hollywood Hotel' will be a business stimulator and is well timed to follow right in after the holiday buildup. Flin.

THE FILM DAILY

Monday, Dec. 27, 1937

"Hollywood Hotel"

with Dick Powell, Rosemary Lane
Lola Lane

Warners 104 Mins.
(HOLLYWOOD PREVIEW)

EYE-FILLING MUSICAL COMEDY SHOULD DO A HEALTHY BUSINESS AT THE B. O.

Here is an eye-filling musical comedy that should do a healthy business at the box-office. It has pleasing players, catchy songs, Benny Goodman's band, Raymond Paige's orchestra, comedy and satire. Busby Berkeley faced a big task in directing all the elements of the production, but came through with flying colors. Sam Bischoff rates much credit as associate producer. Dick Powell does excellent work while Lola Lane has a field day as a Hollywood movie star, high in sex appeal but low in mentality. Her sister, Rosemary Lane, leaps into prominence with her singing and charm. Alan Mowbray is outstanding as a conceited leading man and caricaturing the role, he wins many laughs. Hugh Herbert, Ted Healy, Glenda Farrell, Mabel Todd, a newcomer, Edgar Kennedy, Fritz Feld, Curt Bois score with their comedy. Allyn Joselyn and Grant Mitchell are among the important principals. Frances Langford, Jerry Cooper and Johnnie Davis are among the singers. Louella Parsons plays herself as originator of the "Hollywood Hotel" air program. "I'm Like a Fish Out of Water" is a catchy number by Richard Whiting and Johnny Mercer that Powell and Rosemary Lane sing while prancing in a pool. "Silhouetted in the Moonlight" is an effective number staged in "The Hollywood Bowl." The screenplay by Jerry Wald, Maurice Leo and Richard Macaulay is based on an original story by Wald and Leo. When temperamental Lola Lane refuses to attend the grand premiere of her picture, Rosemary Lane, a stunt girl, who resembles her greatly, is pressed into service and poses as Lola at the opening. She is escorted by Powell, who has just arrived in Hollywood under contract to Lola's company. Powell loses his job, but allows his voice to be dubbed in for Mowbray's in a picture. He also gets on the "Hollywood Hotel" program, and after some complications, wins Rosemary.

CAST: Dick Powell, Rosemary Lane, Lola Lane, Hugh Herbert, Ted Healy, Glenda Farrell, Johnnie Davis, Louella Parsons, Alan Mowbray, Mabel Todd, Frances Langford, Jerry Cooper, Ken Niles, Duane Thompson, Allyn Joslyn, Grant Mitchell, Edgar Kennedy, Fritz Feld, Curt Bois, Perc Westmore, Eddie Acuff, Clinton Rosemond, William Davidson, Wally Maher, Georgia Cooper, Libby Taylor, Joe Romantini, Paul Irving, Raymond Paige and his orchestra, Benny Goodman and his orchestra.

CREDITS: Executive Producer, Hal B. Wallis; Associate Producer, Sam Bischoff; Director, Busby Berkeley; Authors, Jerry Wald, Maurice Leo; Screenplay, Jerry Wald, Maurice Leo, Richard Macaulay; Dialogue Director, Gene Lewis; Camera-man, Charles Rosher, George Barnes on the finale; Art Director, Robert Haas; Editor, George Amy; Music and Lyrics, Richard Whiting, Johnny Mercer; Orchestral Arrangements, Ray Heindorf; Musical Director, Leo F. Forbstein.

DIRECTION, Tops. PHOTOGRAPHY, Splendid.

Hollywood Hotel

(Warner Brothers)
Cinemusical Comedy

Showmen fascinated by the luscious box office copy spread before them by Warner Brothers in the advertising pages of this popular publication will be glad to learn that in the opinion of a not especially friendly Hollywood preview audience attending the Films Natal exhibition on Monday night, they are fully justified.

In reiterating every line of it and underscoring most, there were those among the invited gentlemen of the press who, believing themselves journalistic rivals of Miss Louella Parsons, had high hopes for the worst when they sat down to view the picture predicated upon her radio program and introducing her to the screen as actress, but their laughter and applause mingled congenially with that of payees and professionals present so frequently, spontaneously and voluminously as to leave no room for doubt that the picture will live up to its billing and beyond when unfurled before an impartial public.

In their production of the picture that ties cinema and radio together so tightly as to seem more than ever one, Warners have gone back to the first principles of cinemusical comedy manufacture by application of which they long ago hung up a record for success in this type of enterprise and a sequence of smash hits still unmatched by any other studio. In this instance, as in those, proceedings get under way with a blast of music and motion and continue unslowed yet uncluttered through alternate flashes of song, dance, comedy and appropriate narrative with camera never contented with one angle long enough for eye to get tired of it. Engaged in all this are a long list of box office personalities with emphasis distributed discreetly and no one stealing the show. Dick Powell is no doubt the outstanding marquee name and this is the old Dick Powell singing his way up from obscurity to fame in the old engagingly modest manner. Rosemary and Lola Lane set a new high for sister acts as a temperamental star and her waitress double. Louella Parsons plays Louella Parsons as Louella Parsons is and the box office potency of that announcement to millions of Hearst readers and Campbell Soup consumers who want to see as well as read and hear her is patently tremendous.

Hugh Herbert, Ted Healy, Alan Mowbray and Edgar Kennedy attend to major comedy duties with Glenda Farrell and Mabel Todd representing the distaff side with equally hilarious result. Frances Langford and Jerry Cooper of the radio program are heard in accustomed voice and not only Raymond Paige's orchestra from the same but also Benny Goodman's dish up the eight songs by Whiting and Mercer, plus incidental score and a Russian folk song, in a manner seldom equalled and never excelled on screen or air. In addition to all this highly exploitable material, the showman also has here a story to sell his clients. It is an original by Jerry Wald and Maurice Leo who also prepared the screen play, with Richard Macaulay collaborating, and original is an unusually accurate word for it. The tale is of a temperamental starring team and a pair of youngsters whose destinies get all tangled up in theirs and unsnarled at picture's end in formal Hollywood fashion. The scene is of course Hollywood and practically all of it, including a spectacularly imaginative interior of the real Hollywood Hotel that no doubt will bring that venerable hostelry more expectant reservations than all the Ritzes in the world could ever satisfy.

The time is now, the tempo terrific and there isn't a line, scene or piece of business to bring a blush to the daintiest cheek.

Previewed December 20th at the Warner Hollywood theatre with tumultuously favorable reactions.—W. R. W.

Radio Commentators say, on next page...



JIMMY FIDLER says:

A FOUR BELL PICTURE! ... WARNER BROS. HAVE BEEN PACE-MAKERS IN THE FILM MUSICAL FIELD SINCE THEY TURNED OUT "SINGING FOOL," BACK IN 1928 - AND THIS PICTURE PROVES THEY STILL LEAD THE FIELD ... OF COURSE, THE PLOT IS BASED ON A RADIO PROGRAM OF THE SAME TITLE, AND IT'S UNIMPORTANT - EXCEPT THAT IT PROVIDES A REASON FOR GRAND MUSIC, HILARIOUS COMEDY AND GORGEOUS DANCE SCENES ... TWO SONGS - "SILHOUETTED IN THE MOONLIGHT" AND "HOORAY FOR HOLLYWOOD" WILL SEND YOU HOME WHISTLING, AND YOU'LL BE HEARING SEVERAL OTHERS OVER YOUR RADIO FOR WEEKS TO COME ... PRACTICALLY EVERY COMEDIAN ON THE WARNER LOT WAS DRAFTED INTO SERVICE FOR THE SAKE OF LAUGHS. GLENDA FARRELL, ALAN MOWBRAY, HUGH HERBERT, ED KENNEDY, MABEL TODD - THERE'S A REGULAR PARADE OF COMICS FROM START TO END ... DICK POWELL TURNS IN THE SORT OF GAY PERFORMANCE HIS FANS LIKE FROM HIM - AND THE LANE SISTERS, ROSEMARY AND LOLA, ARE VERY GOOD OPPOSITE HIM ... YOU'LL MEET LOUELLA PARSONS IN THIS PICTURE, PLAYING HERSELF WITH EASY ASSURANCE. I'M SURE MISS PARSONS' MANY FANS WILL LIKE HER ON THE SCREEN ... THE ENTIRE PICTURE IS A TUNE-FUL, EYE-FILLING, NOVEL HOUR OR SO OF ENTERTAINMENT THAT WILL LEAVE YOU COMPLETELY SATISFIED ... FOR THE BEST MUSICAL COMEDY OF THE SEASON, TAKE THE FAMILY TO SEE - "HOLLYWOOD HOTEL."



MARY PICKFORD doubling for LOUELLA PARSONS says:

"I ENJOYED EVERY MINUTE OF HOLLYWOOD HOTEL BECAUSE IT IS A HAPPY PICTURE POKING GOOD-NATURED FUN AT ITSELF....IT IS OFFERED TO ENTERTAIN YOU--AND THAT IT SUCCEEDS IN DOING IN MUSIC, ROMANCE AND SOME EXCELLENT COMEDY."



GEORGE McCALL says:

"HOLLYWOOD HOTEL", A PICTURE WHICH HITS THE BULL'S EYE! WARNER BROS. GORGEOUS, EYE-FILLING PICTURE, PACKED WITH LAUGHS. THE ORCHESTRAS OF BENNY GOODMAN AND RAYMOND PAIGE ARE IN IT, AND WAIT UNTIL YOU HEAR THEM PLAY IT'S THE KIND OF FUN YOU'LL ENJOY ... THIS IS REALLY A PICTURE YOU CAN'T AFFORD TO MISS."

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MEET THE STARS!...ENJOY THE NEWEST AND BIGGEST IDEA IN SCREEN MUSICALS!

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9. Sky writing
10. Stencils
11. Hotel Co-Op Advertising
12. Pay envelopes
13. Buttons
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15. Shields on poles
16. Memo pads
17. Ad. underlines
18. Gas station signs
19. Safety zones
20. Visiting cards



*yours,
Dick Powell*

MADE IN U.S.A.

A Warner-First National Star



DOWYLL HOTEL

THE HOLLYWOOD
HOTEL PROGRAM
Presented by
ORCHID ROOM
at the hotel

FROM COAST TO COAST

Direct from the Orchid Room of the Air!

WARNER BROS.
picture the brightest
stars of "mike" and
movie in a glorious
screen "hookup" of
rhythm, romance and
splendor!...in a glam-
orous "network" of love
and laughter, dance-
mad swing and song!

HEAR
'Can't Teach My Old
Heart New Tricks'
'Let That Be A Lesson
To You'
'I've Hitched My Wagon
To A Star'
'I'm Like A Fish Out
Of Water'
'Silhouetted In The
Moonlight'

Directed by
BUSBY BERKELEY

Screen Play by Jerry Wald, Maurice
Leo and Richard Macauley · Original
Story by Jerry Wald and Maurice Leo
Music and Lyrics by Dick Whiting and
Johnny Mercer · A First National Picture



HOLLYWOOD HOTEL

DICK POWELL • ROSEMARY LANE

HUGH HERBERT • TED HEALY

GLEND A FARRELL • LOLA LANE

JOHNNIE DAVIS • ALAN MOWBRAY

MABEL TODD • ALLYN JOSLYN
EDGAR KENNEDY
AND

THE HOLLYWOOD HOTEL PROGRAM

with **LOUELLA PARSONS**

FRANCES LANGFORD • JERRY GOOPER
KEN NILES

DUANE THOMPSON • RAYMOND
PAIGE & HIS ORCHESTRA AND
BENNY GOODMAN
& HIS ORCHESTRA

The magic of the microphone becomes the miracle of the movies!



WARNER BROS.

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