

THE NEW SHOW WORLD

Brings Broadway to You!

Broadway stars. Broadway hits — dramas, musical comedy and revue. And your favorite Hollywood stars talking and singing. It's The New Show World of Paramount — talking, singing screen entertainment at its absolute best. And these Paramount Pictures are the greatest attractions we have ever had for our patrons. Plan to see and hear them all, for afternoons and evenings of the most thrilling, most dazzling entertainment you have ever had.

HAROLD LLOYD in his first talking picture "WELCOME DANGER"

The TWO BLACK CROWS MORAN & MACK in "Why Bring That Up?"

"THE VIRGINIAN" With Gary Cooper, Walter Huston, Mary Brian, Richard Arlen

Ziegfeld's "GLORIFYING THE AMERICAN GIRL"

GEORGE BANCROFT in "THE MIGHTY"

MAURICE CHEVALIER in ERNEST LUBITSCH'S "THE LOVE PARADE" with Jeanette MacDonald

DENNIS KING in "THE VAGABOND KING" with Jeanette MacDonald

"THE FOUR FEATHERS" with William Powell, Richard Arlen, Fay Wray, Clive Brook, Noali Beery

"APPLAUSE" with Helen Morgan

PARAMOUNT SOUND NEWS

PARAMOUNT TALKING & MUSICAL ACTS

CHRISTIE TALKING PLAYS

SCREEN SONGS

TALKING CARTOONS

Craterian and Rialto Theatres

The Greatest Shows of the New Show World are **PARAMOUNT!**



HAROLD LLOYD TALKING in "WELCOME DANGER"



THE TWO BLACK CROWS, MORAN & MACK



"THE VIRGINIAN" All-Outdoors, All-Talking



"GLORIFYING THE AMERICAN GIRL"



GEORGE BANCROFT "The Mighty"



"SWEETIE" College Musical



CLARA BOW "The Saturday Night Kid"

CREAM OF SCREEN AND STAGE STARS

- HAROLD LLOYD*
- THE TWO BLACK CROWS, MORAN & MACK
- CLARA BOW
- GEORGE BANCROFT
- MAURICE CHEVALIER
- THE MARX BROTHERS
- CHARLES "BUDDY" ROGERS
- DENNIS KING
- NANCY CARROLL
- RUTH CHATTERTON
- WILLIAM POWELL
- JEANNE EAGELS
- EVELYN BRENT
- GERTRUDE LAWRENCE
- GARY COOPER
- RICHARD ARLEN

*Produced by Harold Lloyd Corp., Paramount Release

ON THE AIR: Paramount-Public Radio Hour, each Saturday Evening 10-11 P. M. Eastern Time, over the nation-wide Columbia Broadcasting System. Hear your favorite stage and screen stars in delightful entertainments.

Remember how you howled at the Marx Brothers in "The Cocoanuts"? Remember the chills and thrills of "The Mysterious Dr. Fu Manchu" and "The Greene Murder Case"? The hair-raising drama of that great spectacle, "The Four Feathers"? That glamorous, glorious romance of the stage, "The Dance of Life"? They were all Paramount Pictures and only a few at that — the New Show World of entertainment at its most thrilling best. Now look ahead and see what great things are coming! Harold Lloyd talking in "Welcome Danger"; "The Two Black Crows", Moran & Mack, in a great talking, singing, dancing spectacle, "Why Bring That Up?"; "The Virginian" — "The Covered Wagon" of the New Show World; Ziegfeld's great girl-and-music extravaganza, "Glorifying the American Girl," with Mary Eaton and Dan Healy and such stars as Eddie Cantor, Rudy Vallee, Helen Morgan appearing in the revue scenes — to name a few. The talking-singing screen opened a great New Show World, and Paramount, with 17 years of supremacy back of it, and with the greatest resources and man-power in the industry, developed its possibilities to the fullest extent. With the cream of screen and stage stars. With the greatest music composers. With the leading directors and showmen. With the most advanced sound studios in Hollywood, and also in New York, center of the dramatic and musical world. Small wonder the greatest shows of the New Show World are Paramount Pictures! And they're yours to see and enjoy right around the corner from wherever you are. Your Theatre Manager will tell you when. If it's a Paramount Picture it's the best show in town!

WATCH FOR THESE PARAMOUNT PICTURES COMING!

In addition to the productions shown on this page, ask your Theatre Manager when you can see and hear —

MAURICE CHEVALIER in ERNEST LUBITSCH'S "The Love Parade" With Jeanette MacDonald

"APPLAUSE" With Helen Morgan

DENNIS KING in "THE VAGABOND KING" With Jeanette MacDonald

"THE RETURN OF SHERLOCK HOLMES" Clive Brook and All-Star Cast

"BEHIND THE MAKE-UP" Hal Skelly, Fay Wray, William Powell

"THE KIBITZER" Harry Greene, Mary Brian, Nell Hamilton

and more, more!
PARAMOUNT SOUND NEWS — SILENT NEWS
PARAMOUNT TALKING and MUSICAL ACTS
CHRISTIE TALKING PLAYS
SCREEN SONGS — TALKING CARTOONS

Paramount
PARAMOUNT FAMOUS LASKY CORP., ADOLPH ZUKOR, PRES.



Pictures
PARAMOUNT BUILDING, NEW YORK CITY

The Greatest Hits of the New Show World!

They're these Paramount Talking, Singing Pictures — and you can see and hear them all at these theatres! Great Broadway stars real as life talking from the screen. Your favorite motion picture stars in talking, singing roles that more than double their personalities! Your hear new song hits written especially for these pictures. You see dazzling scenes in Technicolor. The

most thrilling entertainments we have ever had for our patrons — and you couldn't get better if you had the "best seats in the house" for any Broadway drama or musical comedy. For afternoons and evenings of real pleasure, plan to see and hear all these Paramount super-shows of The New Show World at these theatres.

CRATERIAN RIALTO