

# Motion Picture Industry Opens "Greatest Year" Campaign Today

## CONCERTED DRIVE TO MAKE PUBLIC MOVIE CONSCIOUS

All Branches Co-operating in Offering Outstanding Array of Attractions to Reawaken Film Interest

With committees, sub-committees and regional groups completing final details, the motion picture industry starts its million dollar "Motion Pictures Greatest Year" campaign today.

The drive, first industry-wide campaign ever attempted, is being broadcast to the public in newspaper advertisements throughout the country.

For several years, motion picture theatres of the country have, in their various localities, instituted campaigns for "new movie seasons."

Never before has there been such an outstanding array of motion picture productions released for public inspection.

Civic organizations of the country are getting behind the movement with the general belief that anything that would create additional business in an industry as great as the motion picture industry will tend to instill new confidence in business as a whole.

Nine major producing companies, practically 100 per cent of the country's 18,000 theatres, all the distributing companies and various minor branches of the industry are participating.

## SCHOOLS AT PROSPECT WILL OPEN SEPT. 12TH

PROSPECT, Sept. 1.—(Sp.)—The schools here will open September 12 at the usual time.

## Salute To Flag Upheld By Court

SAN FRANCISCO, Sept. 1.—(AP)—The state supreme court upheld a school regulation involving 12-year-old Charlotte Garrell.

## SUPREME COURT WILL RESUME SEPTEMBER 7

SALEM, Sept. 1.—(AP)—The state supreme court will begin its fall term September 7, the most important case to be argued next week involving the constitutionality of the 1937 law giving the state department of agriculture authority to fix grades and standards for milk and cream.

Northern California: Fair tonight and Friday, but fog on the coast.

Oregon: Generally fair tonight and Friday, but overcast with fog on the coast.

"Shingle King" Slain. RAYMOND, Wash., Sept. 1.—(AP)—Clmer Osborne, 62-year-old woodsman, was held in the Pacific county jail at South Bend today, still uncommunicative regarding an "old quarrel" he said led to the fatal

## CHASE BAG CO. PLANS BIG PORTLAND BRANCH

PORTLAND, Sept. 1.—(AP)—Purchase of a 60,000-square foot building site here for erection of a branch plant of the Chase Bag company, one of the largest manufacturers of bags in the United States, was announced yesterday by the Title and Trust company.

## SPUD CONTROL PLAN POSSIBLY DEFEATED

WASHINGTON, Sept. 1.—(AP)—The agricultural adjustment administration said today virtually complete returns from a grower referendum shown "possible defeat" for a marketing agreement program designed to prohibit interstate shipment of low grade potatoes.

## Auto Crash Fatal

PORTLAND, Sept. 1.—(AP)—Mrs. Glenn Taylor of Camas, Wash., was killed and her husband injured slightly last night when an automobile collided with a hay truck near the Interstate bridge.

## Wool Administrator Dies

PORTLAND, Sept. 1.—(AP)—Charles H. Green, 79, former federal wool administrator and for 50 years a wool broker operating in California, Arizona and Oregon, died at his home here yesterday.

## taxes totaled \$1,377,148,000 in 1936

—more than was spent for state and county highways in that year.

# THE AVERAGE MOVIE-GOER SPEAKS HIS MIND...

IT'S HARD for a fellow like me who thinks apple pie is one of nature's greatest gifts to man to believe that there are folks who honestly don't like it at all.

On the other hand, I can't abide liver and bacon—though I know it's highly regarded by many.

We all have our likes and our dislikes. We're all different—thanks be! A dull world it would be if we weren't.

That's why I say that the most remarkable thing about motion pictures is that they hit such a high average of pleasure-giving.

Take any individual picture and you'll find that most people who see it will get a lot of enjoyment out of it.

Not all, naturally. For example, I think a certain star is tops—while, to hear the way my next-door neighbor goes on about her, you'd think she wasn't good enough to be an "extra".

Or my wife sees a picture during the afternoon and raves about it at dinner. Maybe son and I take it in that evening—and come home feeling that Mother is losing her judgment. And there you are. It's the apple pie situation all over again.

But, taking them all together, I figure that the "movies" give more pleasure to more people at a lot less cost than most anything the mind of man was ever responsible for—and have done the human race more downright good than all the medicines concocted since creation.

And I'll say this: The times when I've been disappointed in a picture have been a lot fewer than the other times when I've gone in advance and been mighty excited.

Sure, I criticize the pictures. I pay my money and that's my right. As a matter of fact, I kind of figure that



it's the criticism of average folks like me that's largely responsible for the pictures getting better and better all the time.

Through the years the motion picture has given its public countless hours of entertainment, countless hours of escape from harsh reality. It has taken millions away from trouble and sorrow, lightening their burdens and brightening their lives... making the world a better, happier place to live in.

It has grown—from "cowboys and Indians" to dramatizations of the works of the world's greatest authors... from temperamental flickers to technical perfection... from infamy to an intelligent maturity.

To provide the finest array of productions ever released the Motion Picture Industry has mobilized all its resources to provide the greatest array of productions ever released.

Great stories splendidly produced... love-filled romance, stirring drama, gay adventure, hilarious comedy, tuneful musicals—star-studded casts filled with your favorites and new faces, new talents, for which the world has been searched. One after another these great pictures are coming to your favorite theatre.

Entertainment, relaxation, freedom from care are yours in overflowing measure, brought to you by the supreme efforts of the Motion Picture Industry to make this fall season one you will never forget.

## Watch for these new season's pictures at your favorite theatre:

**\$250,000.00**  
**5,404 CASH PRIZES**

LIST OF PRIZES!	
1st Prize . . . \$50,000	10 of \$1,000 each, \$10,000
2nd Prize . . . 25,000	40 of \$500 each . 20,000
2 of \$10,000 each, 20,000	40 of \$250 each . 10,000
5 of \$5,000 each, 25,000	300 of \$100 each . 30,000
5 of \$2,000 each, 10,000	5,000 of \$10 each, 50,000
<b>5,404 TOTAL \$250,000</b>	



**FREE! FREE!**  
AT YOUR FAVORITE THEATRE!  
Hurry! Hurry! Beautiful 32-Page Booklet for a Limited Time Only!

FREE—your copy of this 32-Page Movie Quiz Contest Booklet at your favorite theatre—contains complete information about the \$250,000 Movie Quiz Cash Prize Contest PLUS all the news of forthcoming hits—pictures of your favorite stars—a contest entry blank. Just ask for IT—IT'S FREE—and you're on your way to one of the 5,404 cash prizes totaling \$250,000. Get your copy today—at your local theatre.

- LITTLE MISS BROADWAY** Shirley Temple, George Murphy
- MOTHER CAREY'S CHICKENS** Anne Shirley, Ruby Keeler, James Ellison
- PROFESSOR REWARE** Harold Lloyd, Phyllis Welch
- THE AMAZING DR. CLITTERHOUSE** Edward G. Robinson, Claire Trevor
- THE CHASER** Dennis O'Keefe, Ann Moynan, Lewis Stone
- BARFOOT BOY** Jackie Moran, Marcia Mae Jones
- ALGERS** Charles Boyer, Hedy Lamarr, Sigrid Gurie
- BULLDOG DRUMMOND IN AFRICA** John Howard, Heather Angel, H. B. Warner
- GATEWAY** Ben Amesche, Arlen Whelan
- FROM THE CITY** Joe Penner, Richard Lane, Lorraine Krueger
- LETTER OF INTRODUCTION** Adolphe Menjou, Andrea Leeds, Edgar Bergen
- THE CROWD ROARS** Robert Taylor, Maureen O'Sullivan
- MR. CHUMP** Johnny Davis, Lola Lane, Penny Singleton
- KEEP SMILING** Jane Withers, Gloria Stuart
- PAINTED DESERT** George O'Brien, Laraine Johnson
- RICH MAN—POOR GIRL** Robert Young, Lew Ayres, Ruth Hussey
- THE MISSING GUEST** Paul Kelly, Constance Moore
- THE TEXANS** John Dennis, Randolph Scott, May Robson
- RACKET BUSTERS** Humphrey Bogart, George Brent
- THE GLADIATOR** Joe E. Brown, Jina Travis
- ALEXANDER'S RAGTIME BAND** Tyrone Power, Alice Faye, Don Ameche
- LOCK-HEADS** Stan Laurel and Oliver Hardy
- GIVE ME A SAILOR** Martha Raye, Bob Hope, Betty Grable
- SMASHING THE STACKS** Chester Morris, Frances Mercer, Rita Johnson
- BREAKING THE ICE** Bobby Brer, Charles Ruggles
- DARK RAPTURE** Alison Jagoe Featour
- MARIE ANTOINETTE** Norma Shearer, Tyrone Power
- SPAWN OF THE NORTH** George Raft, Henry Ford, Dorothy Lamour
- SPEED TO BURN** Michael Whalen, Lynn Bari
- BOY MEETS GIRL** James Cagney, Pat O'Brien, Marie Wilson
- UNDER THE BIG TOP** Anne Nagel, Marjorie Main, Grant Richards
- CAREFREE** Fred Astaire, Ginger Rogers
- FOUR'S A CROWD** Errol Flynn, Olivia de Havilland
- FRESHMAN YEAR** Dixie Dunbar, William Landigan
- I AM THE LAW** Edward G. Robinson, John Basil, Wendy Barrie
- MY LUCKY STAR** Sonja Henie, Richard Greene
- SING YOU SINNERS** Bing Crosby, Fred MacMurray, Ellen Drew
- THREE LOVES HAS NANCY** Janet Gaynor, Robert Montgomery
- BOYS TOWN** Spencer Tracy, Mickey Rooney
- IN OLD MEXICO** William Boyd, Russell Hayden, George Hayes
- SAFETY IN NUMBERS** The Jones Family, Ted Prouty, Shirley Deane
- THE AFFAIRS OF ANNABEL** Jack Oakie, Lucille Ball
- THE COMET** Win. Gordon, Joy Hodges, Andy Devine
- SECRETS OF AN ACTRESS** Kay Francis, George Brent, Ian Hunter
- THE LADY OBJECTS** Lenny Ross, Gloria Stuart
- JUVENILE COURT** Paul Kelly, Rita Hayworth, Frankie Darro
- HOLD THAT CO-ED** John Barrymore, George Murphy
- RENEGADE RANGER** George O'Brien, Rita Hayworth
- SONS OF THE EAGLES** Lynne Overman, Evelyn Keyes
- THE ROAD TO RENO** Randolph Scott, Hope Hampton
- TOO HOT TO HANDLE** Clark Gable, Myrna Loy, Walter Connolly
- VALLEY OF THE GIANTS** Charles Bickford, Claire Trevor, Jack LaRue
- DRUMS** Sabu, Raymond Massey, Valerie Hobson
- CAMPUS CONFESSIONS** Hank Lotzelli, Betty Grable
- FUGITIVES FOR A NIGHT** Frank Albertson, Eleanor Lynn
- LISTEN DARLING** Freddie Bartholomew, Judy Garland
- THE LAST EXPRESS** Kent Taylor, Dorothy Kent, Barbara Road
- TIME OUT FOR MURDER** Gloria Stuart, Michael Whalen
- FOUR DAUGHTERS** Claude Rains, Priscilla, Rosemary, Lola Lane
- WANTED BY THE POLICE** Frankie Darro
- GIRLS' SCHOOL** Anne Shirley, Nan Grey
- KING OF ALCATRAZ** Gail Patrick, Lloyd Nolan, J. Carrol Nash
- MR. WONG, DETECTIVE** Boris Karloff
- YOU CAN'T TAKE IT WITH YOU** Jess Arthur, Louise Barrymore
- ROOM SERVICE** The Marx Brothers, Lucille Ball
- STABLEMATES** Wallace Henry, Mickey Rooney
- SURMARINE PATROL** Richard Greene, Nancy Kelly, George Banerjee
- YOUTH TAKES A FENIG** Andrea Leeds, Jod McCrea, Dorothy

This advertising is sponsored by the leading Motion Picture Exhibitors, Distributors and Producers of the United States and Canada. Your opinions, criticisms or suggestions about motion pictures will be genuinely appreciated. Kindly address them to Motion Picture Industry Campaign, P. O. Box 450, General Post Office, New York City.

# MOTION PICTURES ARE YOUR BEST ENTERTAINMENT